



GEORGIA DEPARTMENT OF
COMMUNITY HEALTH

NOTICE OF DIRECT AWARD

MATERNAL AND CHILD HEALTH PROGRAM

**EMORY NEONATAL INTENSIVE CARE UNIT (NICU)
EVALUATION**

**POSTING DATE: MONDAY, JUNE 27, 2011
INQUIRY CLOSING DATE: 2:00 PM, EST., FRIDAY, JULY 1, 2011**

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DIRECT AWARD JUSTIFICATION

EMORY NICU EVALUATION

AGENCY BACKGROUND	<p>The Georgia Department of Community Health (DCH) was created in 1999 by Senate Bill 241 to serve as the lead agency for health care planning and purchasing issues in Georgia. DCH is the single state agency for Medicaid and insures over two million people in the State of Georgia, maximizing the State's health care purchasing power, coordinating health planning for State agencies and proposing cost-effective solutions for reducing the number of uninsured.</p> <p>Effective July 1, 2009, the Georgia Department of Community Health (DCH) officially transferred services for the Office of Regulatory Services (ORS), Division Public Health (PH) and Emergency Preparedness from the Department of Human Resources (DHR). These services will function as three separate program divisions within DCH. The transition is in response to Senate Bill 433, which instructs DHR to transfer all matters relating to the licensure and regulation of hospitals and health related institutions.</p> <p>Within DCH, the Division of Public Health (PH), Maternal and Child Health (MCH) Program is responsible for prevention, community ownership, ethical decisions and actions and commitment to a scientific process. Maternal and Child Health operates within a system that has three interrelated components including the foundation, or infrastructure, the means of delivery or services and the children and families interacting with the system to improve their health.</p>
PROGRAM BACKGROUND	<p>The Maternal and Child Health addresses the issues through the MCH system that provides the infrastructure and services for the entire population as well as enabling services to assist individuals and families in meeting their needs or direct health care. The priorities of Maternal and Child Health provide a framework to guide planning and policy development that will result in strategies which are translated into specific program activities. The activities include but are not limited to the following:</p> <ul style="list-style-type: none">• Assure early access to prenatal and postpartum care for pregnant women.• Promote healthy nutritional behaviors and physical activity among the MCH populations.• Reduce unintentional and intentional injury among MCH populations.• Improve oral health among MCH populations.• Promote preconception health.• Promote healthy behaviors and reduce risk-taking behaviors among Adolescents.• Reduce health disparities among MCH populations.• Assure a comprehensive system of age appropriate screening, referral, and follow-up from birth through age 21.• Assure an adequate MCH workforce.• Engage in partnerships that support comprehensive systems to improve the health of MCH populations.
PROGRAM OVERVIEW	<p>As a part of its mission for prevention, community ownership, ethical decisions and actions and commitment to a scientific process, MCH is committed to promoting the physical, mental, spiritual and social well-being of children and families through partnerships with communities.</p> <p>The Maternal and Child Health Program (MCHP) is seeking to strengthen and inform MCH programming in Georgia and conduct a health services research study to explore incremental and/or synergistic effects for initiating targeted interpregnancy risk assessment and health promotion in the Neonatal Intensive Care Unit (NICU) setting.</p>

	<p>The program will target women who have recently experienced an adverse birth outcome in comparison with women who receive routine care (which as of January 1, 2011), includes participation in the Planning for Healthy Babies (P4HB).</p>
<p>AWARD JUSTIFICATION</p>	<p>The Georgia Department of Community Health intends to award Emory University School of Medicine \$380,000 to develop a system of identifying and addressing key health behaviors and conditions (risk for unintended pregnancy, short interpregnancy intervals, and sexually transmitted infections; tobacco abuse; alcohol abuse; depression) of women whose infants are admitted to the Emory Regional Prenatal Center NICU based upon the established evidence base.</p> <p>DCH presents this funding as a direct award in that Emory University School of Medicine meets the federal grant requirements.</p>
<p>AWARD(S)</p>	<p>TOTAL DIRECT AWARD FUNDS AVAILABLE: \$380,000</p>
<p style="text-align: center;"><u>TO SUBMIT INQUIRIES TO THIS DIRECT AWARD NOTIFICATION</u></p> <p>Arnita E. Watson, Grant Manager at awatson@dch.ga.gov no later than 2:00 PM on Wednesday, June 29, 2011.</p>	