



GEORGIA DEPARTMENT OF  
COMMUNITY HEALTH

# **NOTICE OF DIRECT AWARD**

**MATERNAL AND CHILD HEALTH PROGRAM**

**ADDRESSING CHILDHOOD OBESITY IN GEORGIA**

**POSTING DATE: WEDNESDAY, APRIL 13, 2011**

**INQUIRY CLOSING DATE: 2:00 PM, EST., MONDAY, APRIL 18, 2011**

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# **DIRECT AWARD JUSTIFICATION**

## **ADDRESSING CHILDHOOD OBESITY IN GEORGIA**

### **AGENCY BACKGROUND**

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.

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.

Within DCH, the Division of Public Health (PH), Maternal and Child Health 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.

### **PROGRAM BACKGROUND**

Funded by the Centers for Disease Control and Prevention, Georgia's Nutrition and Physical Activity Initiative (the initiative) is a joint effort between the Division of Public Health and its partners, to prevent obesity and other chronic diseases through healthy eating and physical activity initiatives across the life span. The initiative efforts focuses on promoting and increasing breastfeeding, increasing healthy eating, increasing physical activity, and reduced television/screen time in various settings by promoting education and building skills, and implementing policy and environmental changes.

Children's Healthcare of Atlanta, Inc. (CHOA's) mission is to enhance the lives of Georgia's children and collaborate with partners across the state to lead an aggressive and coordinated effort to improve child wellness and address the obesity epidemic.

Children's ultimate goal is to change the lives of the 2.7 million children in Georgia and be known as the national model for improving childhood health by offering a unique multi-faceted solution.

### **PROGRAM OVERVIEW**

Efforts and resources will be targeted to meet the needs of high risk and high opportunity populations to ensure the lives of all children in Georgia are improved. The program shall focus on the following initiatives:

1. Development an infrastructure for change by building partnerships, creating a comprehensive approach that addresses all levels of need, and establishing an evidence-based approach to addressing childhood obesity that promotes engagement, ownership and sustainable solutions.
2. Design an innovative model to impact obesity drivers and influence healthier lifestyles. The design shall incorporate awareness activities and clinical interventions to influence health promoting behaviors and reach children where they live, learn and play.
3. Focus efforts on high risk and high opportunity populations by aligning

	<p>resources and targeting solutions in communities with high risk and high need. Efforts shall include a focus on early childhood to reverse the obesity trend for the next generation.</p> <p>4. Demonstrate impact through measurable results by evaluating the impact of the model on improving health behaviors and obesity prevalence.</p> <p>5. Implement a robust program evaluation to provide the data necessary to further develop innovative practices to prevent and treat childhood obesity.</p>
<p><b>AWARD JUSTIFICATION</b></p>	<p>The Georgia Department of Community Health, Maternal and Child Health (MCH) Program, Intends to award Children’s Healthcare of Atlanta, Inc. (CHOA) \$2,023,237 to raise awareness and focus on early childhood initiatives.</p> <p>CHOA is known for caring for kids and has the expertise in child health to address this issue from prevention to the specialized clinical care required to treat overweight and obese children. CHOA can help develop and deliver consistent and evidence-based messages and programs where kids live, learn, and play to promote healthier lifestyles</p> <p>DCH presents this funding as a direct award in that Children’s Healthcare of Atlanta, Inc. meets the federal grant requirements in support of national and state performance measures included in the Title V MCH Services Block Grant. This grantee has significant experience and has provided leadership in this area. This award facilitates the continuation and expansion of the grantee's prior work.</p>
<p><b>AWARD(S)</b></p>	<p><b>TOTAL DIRECT AWARD FUNDS AVAILABLE: \$2,023,237</b></p>
<p align="center"><b><u>TO SUBMIT INQUIRIES TO THIS DIRECT AWARD NOTIFICATION</u></b></p> <p align="center">Arnita E. Watson, Grant Manager at <a href="mailto:awatson@dch.ga.gov">awatson@dch.ga.gov</a> no later than 2:00 PM on Friday, April 15, 2011.</p>	