



GEORGIA DEPARTMENT OF
COMMUNITY HEALTH

NOTICE OF DIRECT AWARD

MATERNAL AND CHILD HEALTH PROGRAM

**STUDENT HEALTH AND PHYSICAL EDUCATION INITIATIVE
(SHAPE)**

**POSTING DATE: WEDNESDAY, APRIL 13, 2011
INQUIRY CLOSING DATE: 2:00 PM, EST., MONDAY, APRIL 18, 2011**

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DIRECT AWARD JUSTIFICATION

SHAPE

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

The Maternal and Child Health (MCH) Program in the Division of Public Health in the Georgia Department of Community Health (DCH) is seeking to support implementation of Student Health And Physical Education Initiative (SHAPE).

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.

PROGRAM OVERVIEW

The SHAPE initiative began as an effort to understand the fitness levels of children in Georgia and provide the opportunity to collect data in this area as the first step in monitoring and improving the rates of childhood obesity in the state. Outcomes will also positively impact the health-related fitness for all students. Through extensive research and planning, Georgia has made a concerted effort to maximize the impact of this initiative through a collaboration of government, education, and non-profit partners. Building on this experience, statewide implementation will infuse pilot outcomes, lessons learned, and statewide strategy and approach in the areas of project planning and management, training, data and reporting, evaluation, performance enhancement opportunities, communication, and recognition.

During the 2010-2011 school years, the SHAPE Partnership coordinated a pilot of the fitness assessment program in five school districts (touching 100,000 students) in preparation for statewide implementation as required by GA Code 20-2-777.

Beginning with the 2011-2012 school year this mandate requires annual fitness testing for all students enrolled in physical education classes in grades 1-12 statewide. The statewide roll-out of this program will reach 1 million students in 2,292 schools. Implementation will build upon the work accomplished and evaluated during the pilot conducted in 2010. During this period, SHAPE Partnership began implementation of FITNESSGRAM within the Georgia Public School System.

AWARD JUSTIFICATION	<p>SHAPE partners include the Georgia Department of Education, Children’s Healthcare of Atlanta, the Office of the Governor, the Georgia Department of Community Health, Division of Public Health, and the Atlanta Falcons Youth Foundation.</p> <p>The Georgia Department of Community Health, Maternal and Child Health (MCH) Program, Intends to award Children’s Healthcare of Atlanta, Inc. \$1,300,000 to support implementation of SHAPE.</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>
AWARD(S)	TOTAL DIRECT AWARD FUNDS AVAILABLE: \$1,300,000
<p style="text-align: center;"><u>TO SUBMIT INQUIRIES TO THIS DIRECT AWARD NOTIFICATION</u></p> <p style="text-align: center;">Arnita E. Watson, Grant Manager at awatson@dch.ga.gov no later than 2:00 PM on Friday, April 15, 2011.</p>	