



GEORGIA DEPARTMENT OF  
COMMUNITY HEALTH

# **NOTICE OF DIRECT AWARD**

**MATERNAL AND CHILD HEALTH PROGRAM**

**WHAT NEW MOMS NEED TO KNOW**

**POSTING DATE: FRIDAY, APRIL 22, 2011**

**INQUIRY CLOSING DATE: 2:00 PM, EST., WEDNESDAY, APRIL 27, 2011**

**ARNITA E. WATSON, GRANT MANAGER  
GEORGIA DEPARTMENT OF COMMUNITY HEALTH  
OFFICE OF PROCUREMENT AND GRANTS ADMINISTRATION  
2 PEACHTREE STREET, NW, 35TH FLOOR  
ATLANTA, GEORGIA 30303-3159  
TEL: (404) 651-6184 E-MAIL: [awatson@dch.ga.gov](mailto:awatson@dch.ga.gov)**

# **DIRECT AWARD JUSTIFICATION**

## **WHAT NEW MOMS NEED TO KNOW**

### **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 addresses the issues through the MCH system that provide the infrastructure, services for the entire population, 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 the following:

- 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**

As a part of its mission for prevention, community ownership, ethical decisions and actions and commitment to a scientific process to implement a series of research activities, which may build upon one another or be used separately, to examine what women, themselves, believe they need help learning about new motherhood, as well as what providers (OBs, Pediatricians, and Family Physicians) and public health experts believe women need to know.

<b>AWARD JUSTIFICATION</b>	<p>The Georgia Department of Community Health, Maternal and Child Health (MCH) Program, Office of Title V and Integration intends to award Rollins School of Public Health, Emory University \$287,777 to conduct “What New Moms Need” (<i>What New Moms Need to Know: An Exploratory Study to Develop Parenting Tools for New Mother</i>).</p> <p>Rollins School of Public Health, Emory University has a research team comprised of five (5) members and one (1) consultant is the only supplier that can satisfy the technical requirements of the project because of its unique technical competence and expertise. What New Moms Need is an exploratory/qualitative research project designed to understand information and resources new mothers need in Georgia to obtain strong parenting skills for their children. This project entails the implementation of a series of research activities within metro-Atlanta and in Albany, GA to provide representation from urban, rural and suburban Georgia.</p> <p>DCH presents this funding as a direct award in that Emory University 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>
<b>AWARD(S)</b>	<b>TOTAL DIRECT AWARD FUNDS AVAILABLE: \$287,777</b>

**TO SUBMIT INQUIRIES TO THIS DIRECT AWARD NOTIFICATION**

Arnita E. Watson, Grant Manager at [awatson@dch.ga.gov](mailto:awatson@dch.ga.gov) no later than 2:00 PM on Tuesday, April 26, 2011.