



GEORGIA DEPARTMENT OF  
COMMUNITY HEALTH

# NOTICE OF DIRECT AWARD

**GREATER THAN AIDS MEDIA CAMPAIGN**

POSTING DATE: TUESDAY, NOVEMBER 30, 2010

INQUIRY CLOSING DATE: MONDAY, DECEMBER 6, 2010

ARNITA WATSON, GRANTS 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**

## **GREATER THAN AIDS MEDIA CAMPAIGN**

<b>AGENCY BACKGROUND</b>	<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>In 2009, Healthcare Facility Regulation was created at DCH from sections transferred from the former Department of Human Resources Office of Regulatory Services. At that same time, the Divisions of Public Health and Emergency Preparedness and Response transitioned to the DCH.</p> <p>Within DCH, the Division of Public Health (DPH), State Office of Infectious Disease and Immunization are responsible for disease control and prevention. This is accomplished through prevention and mitigation of certain communicable and/or notifiable infectious diseases. It is this office which houses the HIV Prevention Unit. The HIV Prevention Unit is charged with the mission of reducing HIV transmission and providing excellence in Georgia's HIV/AIDS services through innovation and community partnership. The HIV Unit is dedicated to the provision of education, information, and health care services that promote and protect the health of all Georgians.</p>
<b>PROGRAM BACKGROUND</b>	<p>The HIV Prevention Program coordinates the Statewide HIV Prevention Community Planning Group, develops and implements the Comprehensive HIV Prevention Plan, coordinates the HIV testing program and data reporting for the state, and provides capacity building and training for community partners and public health staff. The HIV Prevention Program also provides funding to community based organizations and health districts covering all 18 health districts in Georgia. The activities covered under the HIV Prevention Program include:</p> <ul style="list-style-type: none"><li>• HIV Counseling and Testing</li><li>• HIV Prevention Interventions</li><li>• HIV Prevention Community Planning</li><li>• Pregnant Women and HIV Testing</li></ul>
<b>PROGRAM OVERVIEW</b>	<p>The Greater Than AIDS initiative will provide a custom social marketing response to the AIDS crisis in Georgia, in particular the severe and disproportionate epidemic among Black Georgians and other heavily affected groups, including men who have sex with men (MSM). Through a statewide media campaign and targeted community outreach, Greater Than AIDS aims to increase knowledge and understanding about HIV/AIDS and confront the stigma surrounding the disease in Atlanta and other high morbidity areas of the state (e.g. Savannah, Augusta, Columbus and Macon). Program activities and outreach include but may not be limited to:</p> <ul style="list-style-type: none"><li>• Customized Informational Materials</li><li>• Expanded PSA Placements</li><li>• National MSM Community Forum</li><li>• Celebrity Testing Tour (in partnership with Black AIDS Institute)</li><li>• World AIDS Day Atlanta Hawks Theme Night (NBA Promotion)</li></ul>
<b>AWARD JUSTIFICATION</b>	<p>The Georgia Department of Community Health intends to award <b>Elton John AIDS Foundation Inc. (EJAF)</b> a grant in the amount of \$300,000 to increase the impact of Georgia's limited funds for HIV/AIDS social marketing and promote HIV/AIDS resources by localizing the national campaign to connect disproportionately affected audiences directly with health departments and community service providers. DCH presents this funding as a direct award in that EJAF the named grant recipient in the grant application.</p>
<b>AWARD(S)</b>	<b>TOTAL DIRECT AWARD FUNDS AVAILABLE: \$300,000.00</b>
<p><b><u>TO SUBMIT INQUIRIES TO THIS DIRECT AWARD NOTIFICATION</u></b></p> <p>Arnita E. Watson, Grants Manager at <a href="mailto:awatson@dch.ga.gov">awatson@dch.ga.gov</a> no later than 2:00 PM on Monday, December 6, 2010</p>	