



Oregon

Theodore R. Kulongoski, Governor

Department of Human Services

Office of the Director

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September 18, 2008

The Honorable Peter Courtney, Co-Chair
The Honorable Jeff Merkley, Co-Chair
State Emergency Board
900 Court Street NE
H-178 State Capitol
Salem, OR 97301-4048



Re: Retroactive Request – First-Time Motherhood/New Parents Initiative Grant

Dear Co-Chairpersons:

NATURE OF THE REQUEST

The Oregon Department of Human Services (DHS) Public Health Division is requesting retroactive approval to apply for the First-Time Motherhood/New Parents Initiative grant for federal funds up to \$500,000 over two years. The Emergency Board was alerted on June 16, 2008, of the department's intent to seek approval for this grant.

The funding is available through the U.S. Department of Health and Human Services, Health Resources and Services Administration (HRSA), Maternal and Child Health Bureau, Division of Healthy Start and Perinatal Services. The request for applications was received June 2, 2008, and the grant application was due on June 30, 2008. The grant period is September 1, 2008, through August 31, 2010. Cost sharing or state matching funds are not required for this grant.

AGENCY ACTION

There is strong evidence that links a mother's health prior to conception to the health of her children. Funds from this grant would be used to design a social marketing campaign to promote preconception health knowledge and

"Assisting People to Become Independent, Healthy and Safe"
An Equal Opportunity Employer



strong parenting skills among men and women of childbearing age. The campaign would target Oregon's immigrant and refugee populations and their health care providers. The goal of the campaign would be to improve birth outcomes through awareness of information about preconception, prenatal care and parenting services.

The campaign would be developed by the DHS Public Health Division's Office of Family Health in conjunction with key stakeholders including the DHS Office of Multicultural Health, the DHS Public Health Division's Health System Planning Program, the Maternal and Child Health Committee of the Conference of Local Health Officials, the Oregon Child Development Coalition Head Start Program and the Oregon Chapter of the March of Dimes. The department's proposal includes the addition of a .50 FTE limited duration Operations and Policy Analyst 2 to implement project activities and coordinate stakeholder and community partner involvement in the public awareness campaign development, execution and evaluation. This grant does not create a state financial obligation at the end of the award period.

This grant furthers the DHS mission to assist Oregonians to become independent, healthy and safe through improving access to information on services, health care, healthy lifestyle choices and parenting behaviors for new and expectant parents.

ACTION REQUESTED

The DHS Public Health Division requests retroactive approval to apply for the grant, entitled "First-Time Motherhood/New Parents Initiative," being made available through the HRSA, Maternal and Child Health Bureau, Division of Healthy Start and Perinatal Services. No general or matching funds are requested for this grant.

If funds are awarded, DHS will return to a future Emergency Board for any necessary position and expenditure limitation adjustments.

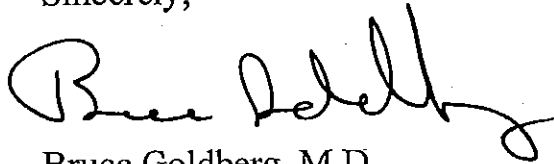
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LEGISLATION AFFECTED

None.

If you have any questions, please call Mike Skeels at 973-673-1222.

Sincerely,

A handwritten signature in black ink, appearing to read "Bruce Goldberg". The signature is fluid and cursive, with a long horizontal stroke at the end.

Bruce Goldberg, M.D.
Director

CC: John Britton, Legislative Fiscal Office
Sheila Baker, Legislative Fiscal Office
Blake Johnson, Department of Administrative Services
Michael Skeels, Department of Human Services

