



**Joint Legislative Oversight Committee
on Health and Human Services
April 12, 2016**

**Department of Health and Human Services
Process for Local Health Departments to
Apply for and Receive Competitive Funds**



Initiative: Improving Community Outcomes for Maternal and Child Health (MCH)

Focus areas:

- Improved birth outcomes**
- Lowered infant mortality rates**
- Improved health status of children 0 – 5**



Pre-application Phase

- **Established a working relationship with the UNC Gillings School of Global Public Health**
 - Dr. Dorothy Cilenti was determined to be the lead person from UNC
 - Expertise in the field of evidence-based MCH practices
 - Experience working with Division of Public Health
 - Knowledge and experience working as a local Health Department Director
 - Engagement of the leadership from the NC Association of Local Health Directors
 - Engagement of local health directors during the Association's Committee and full meetings



Planning and Capacity-building Opportunity

- **Developed and implemented a plan for planning and capacity-building for SFY 2016-2017.**
 - Each county was offered a \$20,000 planning grant to strengthen their capacity to plan effective, evidence-based MCH improvement activities
 - 61 counties accepted these planning funds
- **MCH Action Institute was held January 6-7, 2016**
 - Collective impact training
 - Local health department staff, consumers of service, and their community partners attended



Evidence-based Strategies

- A menu of evidence-based strategies were developed for local health departments to select from to address the three goals (focus areas)
- Eligibility criteria was developed to apply for the competitive grants to help focus the resources on the areas of greatest need in the state
- Development of a Data Book containing a variety of MCH and demographic data sources to assist local health departments in developing their needs assessments to support their proposed interventions



Overall...

A menu of programs have been developed that:

- Includes only evidence-based programs (required in legislation)
- Are based on maternal and infant health indicators in the counties (required in legislation)
- Supports awarding grants to local health depts. dedicated to providing services on a countywide basis (required in legislation)
- Can be evaluated and supported at the state level using existing resources



Request for Applications

- **Development of a Request for Applications (RFA)**
 - RFA was released on January 15, 2016
 - Applications were due on February 29, 2016
 - Additional technical assistance was provided to local health departments
- **Eight applications were received from the following counties:**
 - Alamance
 - Alleghany/Ashe/Watauga/Wilkes/Avery
 - Durham
 - Mecklenburg/Union
 - Onslow
 - Richmond/Cumberland/Montgomery/Hoke
 - Robeson
 - Wake



Selected Applications

The following counties were selected for funding with awards effective June 1, 2016:

Richmond/Montgomery/Hoke/Cumberland

- **Lead: Richmond County Health Department**
 - Improved birth outcomes – Long Acting Reversible Contraceptives (LARCs)
 - Reduced infant mortality – 10 Steps for Successful Breastfeeding
 - Improved health among children aged 0-5 – Clinical Effort Against Secondhand Smoke Exposure (CEASE)
 - Three- year funding: \$1,500,000



Selected Applications

Alleghany/Ashe/Watauga/Wilkes/Avery

- **Lead: Appalachian District Health Department**
 - Improved birth outcomes- LARCs
 - Reduced infant mortality – Smoking cessation and prevention
 - Improved health among children aged 0-5 – Triple P (Positive Parenting Program)
 - Three-year funding: \$1,497,179



Selected Applications

Mecklenburg/Union

- **Lead: Mecklenburg County Health Department**
 - Improved birth outcomes - LARCs
 - Reduced infant mortality – 10 Steps for Successful Breastfeeding
 - Improved health among children aged 0-5 - Triple P
 - Three-year funding: **\$1,499,239**



Selected Applications

Durham

- **Lead: Durham County Health Department**
 - Improved birth outcomes- LARCs
 - Reduced infant mortality– Smoking cessation and prevention
 - Improved health among children aged 0-5 - Family Connects Home Visiting and Triple P
 - Three-year funding: **\$1,457,335**



Selected Applications

Robeson

- **Lead: Robeson County Health Department**
 - Improved birth outcomes- LARCs
 - Reduced infant mortality – 10 Steps for Successful Breastfeeding
 - Improved health among children aged 0-5 - CEASE
 - Three-year funding: **\$1,171,247**



Evaluation Plan

- Determine program effectiveness
- Inform future investments/funding decisions
- Evaluation questions to be addressed:
 - Are grantees able to effectively utilize implementation resources to implement EBS with fidelity throughout the target area?
 - Are grantees able to use funding to expand, and not supplant, services to reach more individuals, providers and communities?
 - To what degree do grantees build and leverage engagement of community partners and consumers using the collective impact framework?
 - Are grantees facilitating alignment of multisector stakeholders and organizations to promote implementation of EBS?
 - To what degree do grantees demonstrate improvement on the measures associated with the specific EBS?



Evaluation and Technical Assistance Plan

- **Intended outcomes categories:**
 - Long-term (3 – 5 years)
 - Intermediate (1 – 3 years)
 - Short-term 9 (less than 1 year)
- **Contract with UNC Gillings School of Global Public Health**
- **Intensive training and technical assistance will be provided to the funded sites throughout program implementation**



Questions?