



Minority Outreach and Technical Assistance (MOTA) Minority Consultant Positions

MOTA Program Overview

History: The Minority Outreach and Technical Assistance (MOTA) program began (2001) under the auspices of the Cigarette Restitution Fund Program (CRFP). MOTA was established to implement the Cigarette Restitution Fund Act's provision requiring outreach and technical assistance to minority communities to ensure their participation in the tobacco and cancer community health coalitions. Minority communities include African Americans, Asian Americans, Hispanics/Latinos, and Native Americans.

In 2004, the Maryland General Assembly passed legislation to establish the Office of Minority Health and Health Disparities (MHHD) in DHMH's Office of the Secretary. The 2004 legislation required MHHD to provide outreach to racial and ethnic minority communities to ensure their maximum participation in publicly funded health programs.

In 2010, the Department of Health and Mental Hygiene announced the expansion of MHHD beyond Tobacco and Cancer to reduce racial and ethnic health disparities throughout the State of Maryland. The expanded focus now includes major health disparities that affect racial and ethnic minority communities such as cardiovascular disease, diabetes, infant mortality, obesity, and asthma.

Status: Beginning with 2004, the MOTA grants were awarded to individual jurisdictions based on the proportion of minorities in the respective populations. For the fiscal year beginning July 1, 2015, DHMH/MHHD awarded MOTA grants to 18 community-based organizations in 16 jurisdictions having the highest proportion of minorities. These MOTA grant recipients include faith-based organizations, hospital-based, academic institution and non-profit grassroots groups.

MOTA in Prince George's County

The Maryland Center at Bowie State University serves as one of the MOTA grantees for Prince George's County. In this capacity, we conduct outreach and education to racial/ethnic minorities in the county; we convene the Prince George's County Local Health Disparities Committee; and we provide sub-grantee awards to community groups and consultants who also conduct outreach and education to minority groups.

MOTA Consultant Overview

We are seeking a three minority consultants, Asian American, Native American and Hispanic/Latino, to conduct outreach and education activities within their respective communities in Prince George's County. Each consultant would be responsible for 1) conducting outreach and education activities (in person, social media, email); 2) distributing health information/materials (brochures, newsletters, articles); and 3) submitting a monthly report that provides details of outreach and education activities (format will be provided). This is a paid position.

Interested parties may direct questions to Dr. Ina Ramos at 301-860-4306 or iramos@bowiestate.edu.

MOTA Program Goals and Objectives

Goal Statement: The goal of the Minority Outreach and Technical Assistance (MOTA) program is to assist the Office of Minority Health and Health Disparities in advocating for improvement of minority health, assist the Department in setting minority health priorities, utilize science and data to describe and promote systems change directed toward eliminating health disparities with an emphasis on preventive health and healthy lifestyles.

The following objectives and performance measures are the **minimum** standards that must be achieved by your work plan by the end of the fiscal year 2016.

Measurable Objectives:

- **Objective 1:** To join and demonstrate participation in the Local Health Disparities committee, health advocacy group or health coalition that addresses a health disparity by the end of the grant year FY 2016.
 - **Performance Standard 1.1:** To participate in one (1) subcommittee for the Local Health Disparities Committee or racial/ethnic community health committee.
 - **Performance Standard 1.2:** To attend four (4) meetings of the Local Health Disparities Committee or racial/ethnic community health committee demonstrating a partnership between several groups aimed at addressing health disparities within the local jurisdiction.
 - **Performance Standard 1.3:** To develop two (2) partnerships between with community groups/stakeholders within the local jurisdiction.

- **Objective 2:** To increase the education, awareness, and improved health behavior of racial/ethnic groups for the selected Health Disparity (s) by the end of FY 2016.
 - **Performance Standard 2.1:** To distribute health education materials, based on the most prevalent health disparity(s) in your jurisdiction that are culturally and linguistically appropriate and meets the health literacy standards of all racial/ethnic groups within the local community.
 - **Performance Standard 2.2:** To conduct targeted activities aimed at educating racial/ethnic minorities on the primary health disparity affecting the jurisdiction (i.e. infant mortality, cardiovascular disease, cancer, diabetes, etc).

- **Objective 3: To facilitate racial/ethnic groups to actively dialogue and advocate for the elimination of health disparities within the jurisdiction by the end of FY 2016.**
 - **Performance Standard 3.1:** To conduct public events in the local jurisdiction targeting the following racial/ethnic groups: African-Americans, Asian American/Pacific Islander, Latino/Hispanics, Native Americans, and Women.
 - **Performance Standard 3.2:** To actively advocate for racial/ethnic minorities participation in the LHDC within the local jurisdiction.
 - **Performance Standard 3.3:** To recruit racial/ethnic individuals to join, participate and share health concerns to the members of LHDC to address health disparities in the jurisdiction.

INTERESTED PARTIES SHOULD SUBMIT THE FOLLOWING ITEMS:

- 1) a brief proposal detailing activities to be conducted under this position (5 pages maximum)*
- 2) a proposed budget (maximum of \$6,000) and budget narrative detailing how funds would be spent*

***SEE FORMAT BELOW**

A. Background and Experience of Consultant

- a. Provide a brief narrative outlining your experiences and ability to account for/manage the proposed grant and to provide services to the targeted minorities. Include information regarding your experiences in promoting health education, experience with the community and other partners, and current/past performances with similar grants.
- b. Provide the names, position titles, education, experience and resume of all others who will be paid by MOTA funds (if applicable)

Name & Title	Brief Biography & Duties

B. Proposed Scope of Work

- a. How funds will be used to reach targeted racial/ethnic minority group(s)
- b. Participation in local health plans in Prince George’s County (i.e. participation with LHDC, PG HAC and other coalitions)
- c. Number of racial/ethnic minorities to be reached

***See measurable objectives above.*

C. Proposed Work Plan

Description of Activity	Schedule/Completion Date	Estimated # of Minorities Reached

D. Proposed Budget and Narrative

Line Item/Category	Requested Amount	Narrative