

PROJECT PREPARE

Project PREPARE (Preparedness and Readiness Emergency Planning for Women in Georgia: A Community-Based Participatory Study) is a collaborative research study funded by the Centers for Disease Control and Prevention (CDC). This project brings together a diverse team of maternal health researchers and community leaders from Morehouse School of Medicine, Emory University, and Healthy Mothers, Healthy Babies Coalition of Georgia who are committed to understand and address the complex array of factors that affect how mothers and families experience public health emergencies in Georgia. Project PREPARE works closely with a Community Advisory Board consisting of members from public health agencies and community organizations in Georgia to help inform the development and implementation of the study.

Through Project PREPARE, we aim to 1) assess the emergency preparedness experiences, challenges, indicators of resilience, and lessons learned by pregnant and postpartum women, and 2) inform the development of state and national-level recommendations for emergency preparedness tailored for pregnant and postpartum women in Georgia.

Specific attention will be placed on the emergency preparedness topics such as infectious diseases (COVID-19, RSV, Influenza) and weather-related events (hurricanes, tornados, wildfires). Additionally, this project has identified specific priority populations of pregnant and postpartum women, including those who identify as Black, living in rural areas of Georgia, and/or are immigrant/refugees. We will gather information from a variety of sources to understand their emergency preparedness needs and experiences as well as how communities in Georgia are working to assist them.

Over a period of the next 12 months, Project PREPARE team members will conduct the following research-related activities.

1. Informational interviews with local and regional emergency preparedness leaders, including representatives from health care coalitions.
2. Electronic survey distribution with pregnant and postpartum women to the priority populations throughout the state.
3. Virtual focus group discussions with representatives from the priority populations.

For more information about Project PREPARE, please contact Autumn Watson, research coordinator at awatson@emory.edu