PRESS RELEASE

FOR IMMEDIATE RELEASE

December 14, 2012

Aetna Foundation Grant Awarded to Hispanic Health Coalition of Georgia to Improve Maternal and Child Health among Hispanics

ATLANTA, GA — Hispanic Health Coalition of Georgia (HHCGA) has received a $35,000 grant from the Aetna Foundation to provide un- and underinsured Hispanic women with access to prenatal care and prenatal health education with the goal of babies being born healthy. Additionally, support from the Aetna Foundation enable HHCGA to spearhead the coordination and facilitation of a statewide maternal and child health workgroup to address issues surrounding maternal and child health for Georgia’s Latinos.

HHCGA’s focus on maternal and child health is in large part a response to the organization’s recently released Georgia Latino Health Report, which found that, among other health disparities, Hispanic mothers access prenatal care at a rate that is significantly lower than other populations. “In 2008 only 60 percent of Hispanic women initiated prenatal visits in the first trimester compared to 88 percent of whites and 70 percent of blacks,” said HHCGA’s executive director Heidy Guzman. “So many problems can be prevented with good prenatal care, which can improve outcomes for both mothers and babies.”

HHCGA’s project will work on two levels to increase access to prenatal care for Hispanics. First, the program will work intensively with 50 expectant mothers to provide prenatal care and prenatal health education through the health promotion approach, which utilizes trained lay community health workers to deliver culturally appropriate education. Second, HHCGA will convene a workgroup of health care professionals, service providers, researchers, boards of health, consumers, and other key stakeholders to develop and implement a 3-year action plan to increase access to culturally appropriate prenatal services across the state. For more information, contact Heidy Guzman at hguzman@hhcga.org or (678) 843-8905.

###

About the Hispanic Health Coalition of Georgia
Hispanic Health Coalition of Georgia is Georgia’s only statewide organization that focuses on Latino/Hispanic health. Services focus on community health promotion, education, health advocacy, and building capacity for high quality, culturally sensitive, and linguistically appropriate health care and prevention services that lead to better health outcomes for Latinos and the larger community. For more information, visit www.hhcga.org or call (678) 843-8905.