PRESS RELEASE

FOR IMMEDIATE RELEASE

December 14, 2012

Hispanic Health Coalition to Expand Diabetes Health Promotion Program with Grant from The Coca-Cola Foundation

ATLANTA, GA — Hispanic Health Coalition of Georgia (HHCGA) received a grant award of $25,000 from The Coca-Cola Foundation to fund an expansion of HHCGA’s Diabetes Health Promotion Program. The program aims to educate Hispanic adults on diabetes prevention through healthy lifestyles and the importance of screening/diagnosis. Additionally, the program will help program participants address barriers to screening and health care access.

According to HHCGA’s recently released Georgia Latino Health Report, diabetes is on the rise in Georgia’s Latino community while the availability of prevention services is not keeping pace with the increase. “Hispanic adults have few outlets for receiving information on how to prevent the onset of diabetes, and for those with significant risk factors many lack access to services,” commented Heidy Guzman, HHCGA executive director. “HHCGA will utilize funding from The Coca-Cola Foundation to expand our health promotion program and provide 450 additional individuals with diabetes health education and navigation.”

HHCGA utilizes a health promotion approach to educate Latinos on disease prevention and helps them navigate the multiple obstacles that can hamper them as they seek preventive and diagnostic services. Through this approach, health promoters—community members trained to provide basic health care education—serve as connectors between community members and healthcare providers to promote health among those who have no or little access to health care. 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.