The Hispanic Health Coalition of Georgia’s mission is to promote health equity for all Hispanic children and adults by empowering, educating and advocating for healthy communities throughout Georgia.
From the Executive Director

I was privileged to assume the role of executive director of the Hispanic Health Coalition of Georgia (HHCGA) at the beginning of FY 2011. And what a year it’s been! As an organization, we faced a number of challenges – an unstable economy that severely limited our resources; a growing demand for services; and of course, facilitating a major leadership transition.

However, even with these challenges, I am proud to say that we used the opportunity to fine tune our vision with a new strategic plan. Over the next three years, HHCGA will expand its impact by building the capacity of staff and board; increase its financial sustainability by diversifying its funding portfolio; and generate a greater awareness of its mission and work. Additionally, HHCGA will expand its programming to meet the changing needs of Georgia’s Latino/Hispanic community.

I want to take this opportunity to offer a word of gratitude. I am grateful that my job allows me to talk with the families we work with and hear how they are gaining access to the urgent healthcare they need. I am also thankful for our partners who help us achieve the mission of the HHCGA – the community leaders, healthcare providers, government representatives, community educators and advocates committed to improving access to healthcare services for Latinos/Hispanics in Georgia. Additionally, I want to express our sincere gratitude to our donors. Their support during this transition year has been a vital part of our success.

I hope you share my enthusiasm for this new expanded focus and the upcoming year. On behalf of the staff and board of directors of the HHGCA, I invite you to join us, as together we blaze new trails in healthcare solutions and build a healthier future for Latinos/Hispanics in Georgia.

In good health,

Heidy Guzmán
2011 Highlights: Increasing Access to Healthcare

Diversidades: Caring for Latino/Hispanic Patients
HHCGA collaborated with The National Center for Primary Care, Morehouse School of Medicine to develop and present Diversidades: Caring for Hispanic/Latino Patients at the Third Annual Health Disparities Conference hosted by the Medical University of South Carolina, Morehouse School of Medicine and Congressional Tri-Caucus. The workshop educated clinicians on Latino/Hispanic cultural issues, values and health-seeking behaviors that affect the provider-patient interaction.

Latino Health Action Plan
In 2009, with support from The Healthcare Georgia Foundation, HHCGA brought together more than 100 leaders, health providers, government representatives, community educators and advocates at the first Latino Health Summit. Attendees developed a statewide Latino Health Action Plan to improve access to healthcare services. In 2010-11, workgroups with health professionals, including HHCGA, worked to implement 3-year action plans that focused on four primary goals identified in the plan:

1. Access to quality culturally and linguistically appropriate healthcare services.
2. Access to the knowledge and tools that enable Latino/Hispanics to advocate for themselves, as part of a broader advocacy community.
3. Access to effective maternal and child health services.
4. Access to existing health resources and data that captures the heterogeneity of Hispanic/Latino communities.
The health promotion program relies on “Promotoras de Salud” (lay health workers), trained community members who are uniquely qualified in that they come from and live in the communities where they work, understand the culture and language of the people and comprehend cultural traditions. They provide leadership on important health issues and connect the medically underserved with community resources.

Prenatal Care for Latina/Hispanic Women
In 2011, with a grant from Kaiser Permanente and in partnership with St. Joseph’s Mercy Care Services, 25 expecting mothers received important information, essential skills training and medical care to improve pregnancy and birth outcomes. Services provided included prenatal classes, parenting workshops, home visits, case management and medical service coordination.

Livestrong Community Impact Project Award
HHCGA participated in the Livestrong “Promotoras Training Program,” in which promotoras supported cancer survivors using a survivorship educational curriculum and assisted with their physical, emotional and day-to-day needs. HHCGA trained 25 women to be promotoras for cancer issues. Following their training, the promotoras conducted six educational sessions and organized additional groups in area churches and schools.
HHCGA provided members with opportunities to learn from and dialogue with health sector experts during a series of quarterly educational meetings. Topics and presenters included:

- “A Review of the Center for Disease Control’s (CDC) National Strategy” with CDC Deputy Director Dr. Ileana Arias

- “Advocating for Change” with Karen Moore from the Moore Consulting Group

- “Hispanics and Aging in the U.S.” with Josefina Carbonell, former Assistant Secretary of Aging at the U.S. Department of Health and Human Services

- “Promotores de Salud – Best Practices and Lessons Learned” with panelists Rosa Villoch Santiago from the American Cancer Society; María Isabel Castañeda from Saint Joseph Mercy Care; and DeAnn Messias, Ph.D. from the Hispanic Health Coalition of North Carolina
Our Work

Promoting Health in Georgia's Latino Communities
Through our health promotion initiative, we train and support lay health educators who serve as a bridge between community members and health care services.

Building Capacity Among Health Professionals
Throughout the state, we inform individuals and agencies on health disparities and ways to reduce them. Additionally, we offer skills development services to those who desire to provide high quality, culturally and linguistically appropriate services.

Disseminating Research
Through our Latino Health Summit and other activities, we disseminate relevant research concerning Latino health. In addition, we participate in research projects in conjunction with national organizations and Georgia universities.

Uniting For Action
Our statewide workgroups serve to implement the Latino Health Action Plan, a three-year plan to address critical issues and improve access to healthcare for Latinos/Hispanics in Georgia.

Connecting Health Professionals
Through membership, we offer health-related organizations and individuals in health careers opportunities to coordinate services in an effort to eliminate health disparities among Georgia’s Latinos.

Informing Policy
As a leading voice in Georgia on Latino health issues, we work with key decision makers to develop policies that lead to better health outcomes for Latinos/Hispanics, benefiting all Georgians.
## 2011 Financial Snapshot

**Condensed Audited Financial Statements**  
**Fiscal Year July 1, 2010-June 30, 2011**

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*Audited financial statements are available upon request.*
Without HHCGA’s partners, donors and members who generously donate their resources, it would not be possible to sustain the mission. HHCGA supporters understand the critical nature of our work. Below is a list of those partners, donors and members to whom we are grateful and who are essential to our success.

**Donors**
- The Coca-Cola Company
- Díaz Foods
- Don Andrés
- Lilly USA
- Kaiser Permanente Foundation
- Latin Box
- Olé Mexican Foods
- Public Welfare Foundation
- TG3
- Univision
- The Coca-Cola Company
- Díaz Foods
- Don Andrés
- Lilly USA
- Kaiser Permanente Foundation
- Latin Box
- Olé Mexican Foods
- Public Welfare Foundation
- TG3
- Univision

**Members**
- American Cancer Society
- American Heart Association
- Boys and Girls Clubs of America
- Catholic Charities of the Archdiocese of Atlanta
- Celebrar Vida con Salud
- Clayton State University
- Clinic for the Education, Treatment and Prevention of Addiction, Inc. (CETPA)
- Cobb and Douglas Public Health
- DeKalb County Board of Health
- Feminist Women’s Health Center
- Girl Scouts of Greater Atlanta, Inc.
- Grady Memorial Hospital
- Icla da Silva Foundation
- Kaiser Permanente
- Leukemia and Lymphoma Society
- Lupus Foundation of America
- Positive Impact, Inc.
- Pulliam Eye Group and Ambulatory Surgery Center
- St. Joseph’s Mercy Care Services
- Salvation Army
- Voices for Georgia’s Children
- Martha L. Arrelano, M.D.
- Charles Bliss
- Amanda Chaffin
- Lisa Flowers, M.D.
- Joy Hostetler
- Joseph Kinkade, Ph.D., MPH
- Marian McDonald Ph.D.
- Arlene Noriega, Ph.D.s
- Juli Powers
- Imelda Reyes
- Elizabeth Sablón
- María C. Santana, Ph.D.
- Zaritza Sánchez-Harris
- Annie York Trujillo
- Teresa Zayas

**Partners**
- Clínica de la Mamá
- Consultorio Médico Internacional
- Georgia Department of Community Health
- Grady Hospital
- Morehouse School of Medicine’s National Center for Primary Care
- Rollins School of Public Health at Emory University
- St. Joseph’s Mercy Care Services
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