



**TOGETHER WE CAN DO BETTER.**

# Healthcare Georgia Foundation

grantmaking for health



Hayslett Group  
Strategic Communication



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# Public Health Situation

- 7+ years of funding cuts
- High vacancy rates/limited career opportunities
- Limited legislative understanding
- Grim economic and budget forecast
- Infrastructure too weak to handle major calamity?



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# Consequences

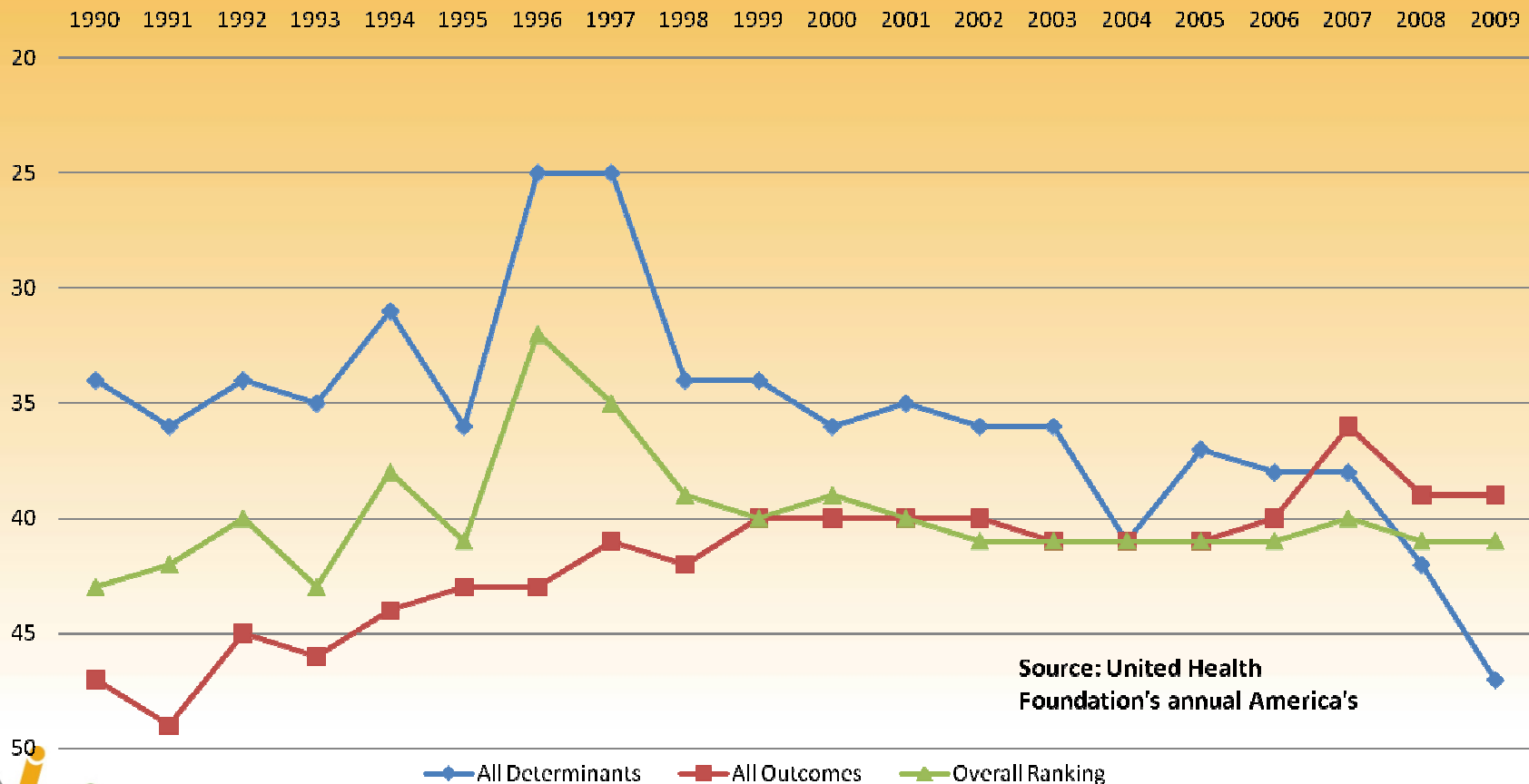
	1996	2009
<b>Overall ranking</b>	<b>32</b>	<b>43</b>
Prevalence of smoking (% population)	7	31
Prevalence of obesity (% population)	8	31
Occupational fatalities	11	31
Infectious disease (cases/100,000 population)	30	46
Immunization Coverage (% children ages 19-35 months)	11	43
Children in poverty	22	39
Per capita personal income (\$/person)	25	40



Source: University of Georgia

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# Georgia's Health Rankings: 1990-2010



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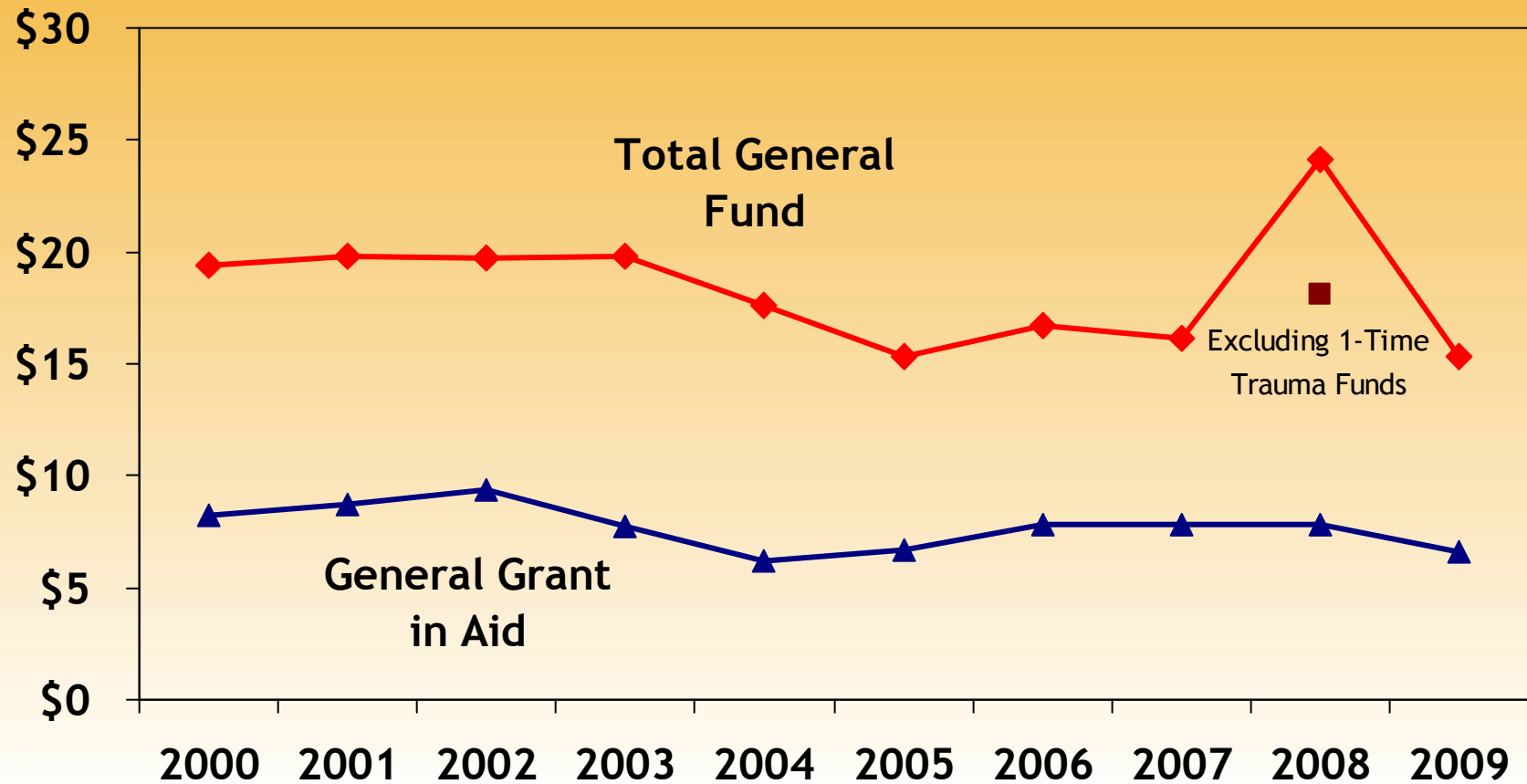
# Campaign Objectives

- Build public health advocacy capability
- Raise public and political awareness
- Set stage to rebuild public health system



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# Per Capita GF Public Health Spending

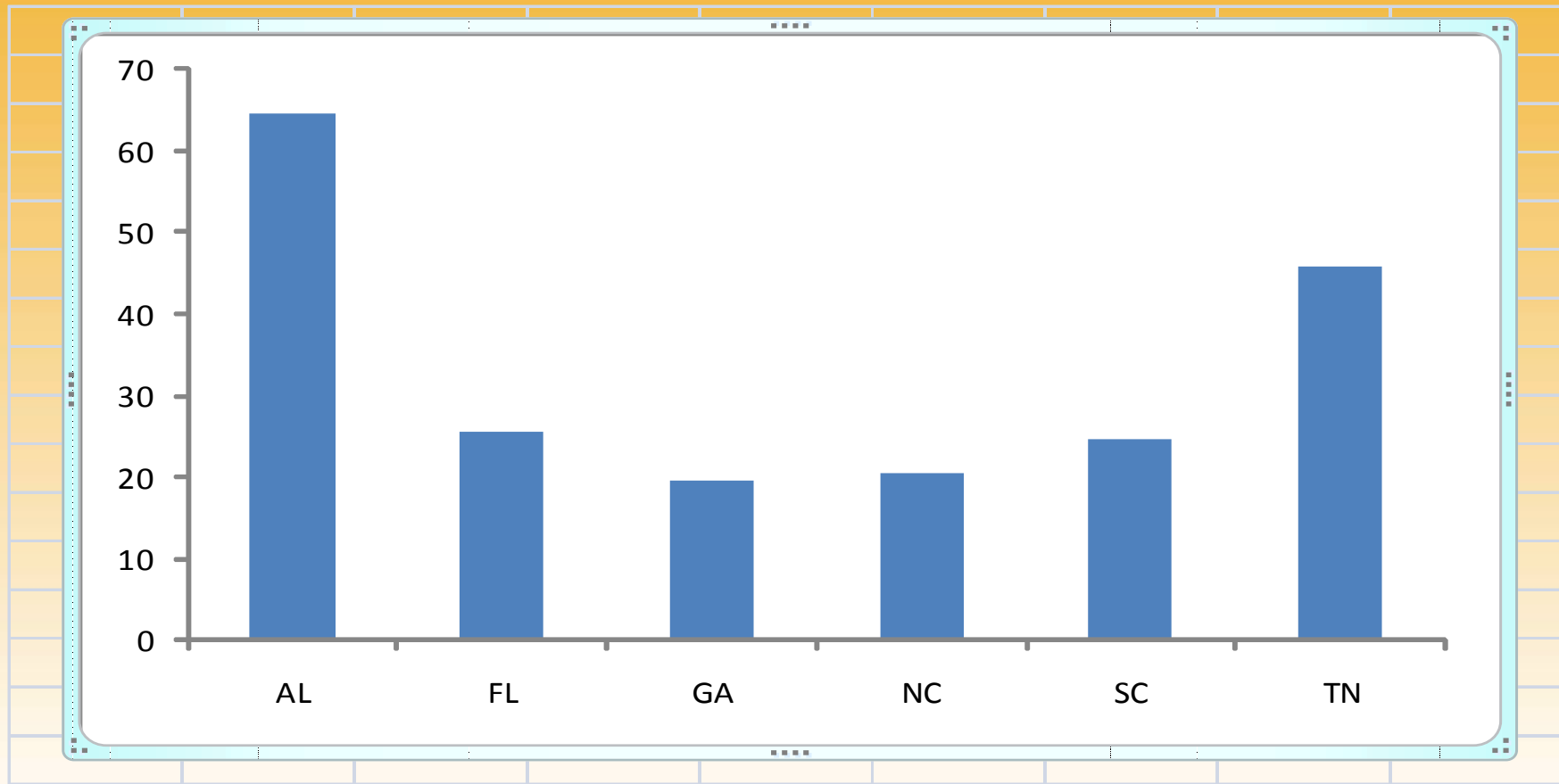


Source: Georgia Budget & Policy Institute



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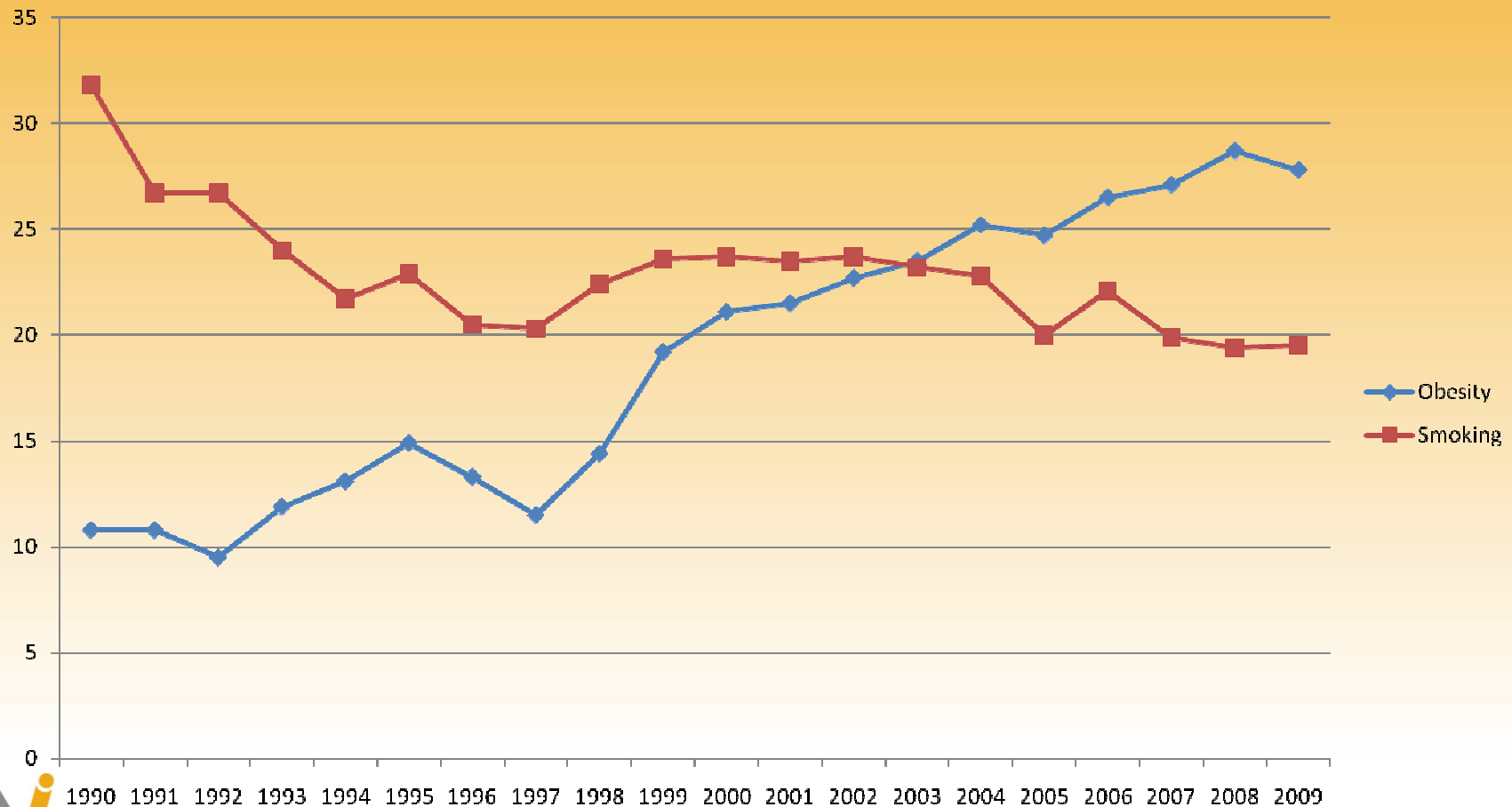
# Per Capita State Spending 2008-2009



Source: Georgia Public Health Association

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# A Tale of Two Behaviors: Smoking and Obesity



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# Campaign Strategies/Initiatives

- Broaden the base: Statewide Advisory Board
- Build advocacy capacity: PH Leadership Academies
- Tell the story: UGA News Bureau
- Engage political community: Campaign communications
- Togetherwecandobetter.com
  - Virtual campaign HQ
  - County-specific data
  - Social media component



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# Advisory Board



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# Database Home Page

- Interactive Map
- County snap shots
- Links to other database tools
  - Full Co. Report
  - Full GA Report
  - Methodology
  - Get Involved
  - Parameter Comparisons

[News and Resources](#) • [Reports, studies, links](#) [News](#) [Press Releases](#) [Case studies](#) [County-by-County](#)

## County-by-County

How healthy is your county? Compare your county with others in Georgia and with U.S. averages for 15 social determinants, health indicators and health outcomes.

Hover over a county on the map at right for a snapshot.

For a more detailed report, you can [access counties by name](#), or scroll to view [all counties](#).

[Click here](#) to see the overall county rankings -- #1 to #159. Overall rankings were calculated by totaling a county's rankings on the 15 measurements, then dividing that total by 15.

[Click here](#) to see the Full Georgia State Report database with sortable data for all 159 counties.

[Click here](#) to see a table listing the data sources.

This report was assembled by Patricia Garcia, a Masters of Public Health candidate at Georgia State University, between February and May 2010.

[Access counties by name](#)

[Appling](#)

[Atkinson](#)

[Bacon](#)

[Baker](#)

[Candler](#)

[Carroll](#)

[Catoosa](#)

[Charlton](#)

[Dade](#)

[Dawson](#)

[Decatur](#)

[DeKalb](#)

[Glascock](#)

[Glynn](#)

[Gordon](#)

[Grady](#)

[Johnson](#)

[Jones](#)

[Lamar](#)

[Lanier](#)

[Morgan](#)

[Murray](#)

[Muscookee](#)

[Newton](#)

[Seminola](#)

[Spalding](#)

[Stephens](#)

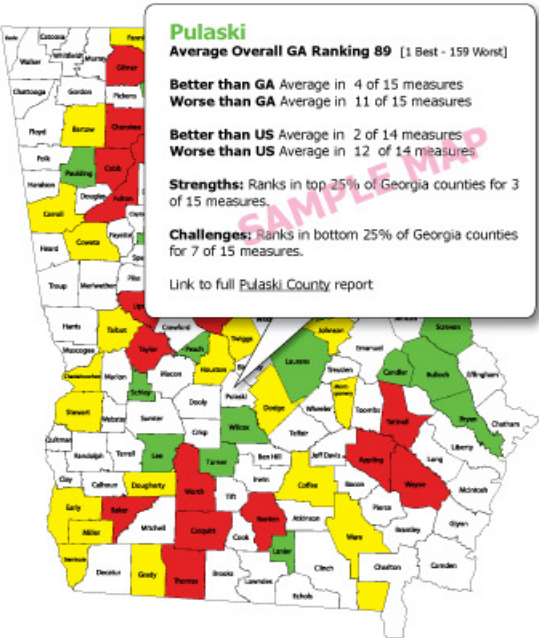
[Stewart](#)

[Walker](#)

[Walton](#)

[Ware](#)

[Warren](#)



**Pulaski**  
Average Overall GA Ranking 89 [1 Best - 159 Worst]

**Better than GA** Average in 4 of 15 measures  
**Worse than GA** Average in 11 of 15 measures

**Better than US** Average in 2 of 14 measures  
**Worse than US** Average in 12 of 14 measures

**Strengths:** Ranks in top 25% of Georgia counties for 3 of 15 measures.

**Challenges:** Ranks in bottom 25% of Georgia counties for 7 of 15 measures.

[Link to full Pulaski County report](#)



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# Full Co / GA Reports

- GA Full Report – all 159 counties' reports
- Individual County Full Reports
- Reports components
  - Snap shot
  - General
  - Parameters
    - Stats
    - Comparisons



County X

[County-by-County](#) • [Full Georgia State Report](#) [Methodology](#) [Get Involved](#) [Download/Print this Report](#)

### SNAPSHOT

Average overall GA Ranking 54 [1 Best - 159 Worst]

Better than GA Average in 9 of 15 measures      Worse than GA Average in 6 of 15 measures

Better than US Average in 4 of 14 measures      Worse than US Average in 10 of 14 measures

**Strengths:** Ranks in top 25% of Georgia counties for 5 of 15 measures.  
*Teen Birth Rate, Life Expectancy, Unemployment, Poverty, Education*

**Challenges:** Ranks in bottom 25% of Georgia counties for 3 of 15 measures.  
*Crime, Diabetes, Cancer Deaths*

### GENERAL

County Seat: Perry      Population Census Estimate July 1, 2008: 133,161

Area Total Square Miles: 379.8      Per Capita Income 2007: \$30,572

Public Health Budget: FY 2007 \$1,653,776      Budget Trend: coming soon

### SOCIAL DETERMINANTS

Houston	County Value	Rank (Of 159 GA Counties)	Best GA County	GA Average	Better or Worse than GA	US Average	Better or worse than US
Educational Attainment: % of High School Graduates or Higher 2007	84.3	11	Fayette (92.4)	78.6	Better	84.5	Worse
Below Poverty							

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# How You Can Help

- Visit [www.togetherwecandobetter.com](http://www.togetherwecandobetter.com), sign e-petition, stay current on public health news
- Encourage friends and family to do the same
- When prompted by the campaign, contact your legislators about particular issues
- Post links to campaign site to your organizational Website
- Promote the campaign in your organization's publications
- Help arrange campaign presentations at local meetings



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