



GEORGIANS FOR A
HEALTHY FUTURE

Sound Policy. Effective Action.

Effective Grassroots Advocacy for Rural Constituents

Cindy Zeldin & Amanda Ptashkin

Georgians for a Healthy Future

GRHA Annual Conference – September 2011

About Georgians for a Healthy Future

Georgians for a Healthy Future (GHF) is a nonprofit health policy and advocacy organization that provides a voice for Georgia consumers on vital and timely health care issues. ***Our mission is to build and mobilize a unified voice, vision and leadership to achieve a healthy future for all Georgians.*** We envision a day in which all Georgians will have the quality, affordable health care they need to lead healthy lives and contribute to the health of their communities.

Our Approach

At Georgians for a Healthy Future, we approach our goal of ensuring access to quality, affordable health care for all Georgians in three major ways: 1) community outreach and public education; 2) building, managing and mobilizing coalitions; and 3) public policy advocacy.



These elements reinforce each other: by engaging directly with communities, Georgians for a Healthy Future identifies the pressing health care needs and issues that inform our public policy agenda and enable coalition partners to mobilize cohesively around this agenda. In turn, enacting good public policy improves the lives of health care consumers throughout the state.

Building a Healthy Georgia

Building a Healthy Georgia is a collaborative public education campaign spearheaded by Georgians for a Healthy Future and partner organizations Voices for Georgia's Children, HealthSTAT, Georgia Budget & Policy Institute, AARP of Georgia, the Partner Up for Public Health campaign and the Georgia Rural Health Association.

Building a Healthy Georgia: Workforce Development and the Value of Ensuring Quality Health Care



Southern Crescent Technical College
Butler, Georgia, September 8, 2011

Building a Healthy Georgia: The Role of Future Public Health Professionals and Public Health Policy-making



Tuesday, September 27, 2011
4 PM to 6 PM
Georgia Center, Room F/G
University of Georgia
Athens, GA

Panelists Include:

Phillip Williams, Dean, College of Public Health, University of Georgia

Phaedra Corso, PhD, MPA, Professor, Department Head, Health Policy and Management, College of Public Health, University of Georgia

Charlie Hayslett, CEO, Hayslett Group LLC., Partner Up for Public Health

Ashley Wells, MPH, Project Manager, Georgia Public Health Training Center

Michelle Putnam, MPH, Executive Director, HealthSTAT



Our 2011 Policy Priorities

- Support Consumer-Friendly Implementation of the Affordable Care Act
- Protect and Strengthen Access to Quality Care for Medicaid and PeachCare Beneficiaries
- Preserve Consumer Protections for Georgians in Private Health Insurance Plans
- Strengthen Georgia's Public Health System
- Support a More Sustainable Revenue Structure, Including an Increase in the Tobacco Tax

Questions & Follow Up



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