

# THE GEORGIA COALITION FOR THE PEOPLES' AGENDA



**NIVDP PARTNERS: GRASSROOTS VOICES,  
GRASSROOTS SUCCESSES**

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## BACKGROUND

- **Founder, civil rights leader Rev. Joseph Lowery**
- **Statewide coalition that advocates for human rights, peace and justice issues**
- **Works for systems change through community empowerment**
- **CDC flu vaccination promotion campaign supports health empowerment**



## REACHING THE UNDERSERVED

- Using CDC messages that are culturally resonant
- Galvanize key stakeholders
- Broaden base to include allied partners
- Foster relationships with media outlets



## GRASSROOTS VOICES

- East Point Fire Department
- Good Shepard Baptist Church
- Greater St. John Baptist Church



## GRASSROOTS VOICES

- Atlantans for Democracy – Bangladesh Indians
- Somali American Community Association
- City of Sparta, Georgia



## GRASSROOTS SUCCESS

- Reach people where they are
- Embrace multi-agency collaborations
- Build pharmacy partner network
- Plan with, not for
- Keep African Americans' health at the forefront
- Promote knowledge transfer suitable for replication



## MANY THANKS

- HHS/CDC
- Walgreens and Kroger
- Organizers of NAIIS (APhA, IAC, and AMA)
- NIVDP
- All the local partners



## CONTACT INFORMATION

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