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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