

Chronic Disease Prevention Bulletin

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It's a Great Time to Join Your Local Chronic Disease Prevention/Health Promotion Coalition

A coalition is a union of people and organizations working to influence outcomes on a specific problem. In this case, that "problem" is chronic disease. A coalition can be an effective means of achieving a coordinated approach to promoting the risk factors – physical inactivity, poor nutrition, and tobacco use, that lead to increased chronic disease across all ages and ethnic groups.

Well-developed coalitions may serve in a variety of different group processes – Advisory Committees, Alliances, Networks, Task Force, etc. These groups offer individuals and organizations an opportunity to provide input and influence the direction of local chronic disease prevention and health promotion programs within their communities.



Coalitions offer many advantages over working independently:

- Coalition can conserve resources.
- Coalitions can achieve more widespread reach within a community than any single organization.
- Coalitions can accomplish objectives beyond the scope of any single organizations.
- Coalitions have greater credibility than individual organizations.
- Coalitions provide a forum for sharing information.
- Coalitions provide a range of advice and perspectives.
- Coalitions foster personal satisfaction and help members in understanding the benefits to their contribution.

Source(s): "Developing Effective Coalitions: An Eight Step Guide", www.preventioninstitute.org.

Why get involved with your local coalition?

1. You have a passion for learning about chronic disease and serving as an advocate in your community.
2. You want to contribute personally or professionally to initiatives taking place in your district.
3. You want to serve as a resource for sharing the needs and assets of your community.
4. You are a business owner or employee interested in providing programs that educate your worksite on the prevention of chronic disease.
5. You are a parent, teacher, or student eager to inform young people of the importance of developing habits to prevent chronic disease.
6. You are in the healthcare profession and can share or obtain beneficial client information.
7. You have worked with diverse populations and can offer a perspective on your experience.
8. You are a leader or member of a faith community seeking resources to improve the health status of congregations.
9. You possess skills that could enhance promotional efforts such as media, grant-writing, graphics, editing, foreign language, etc.
10. You have a desire to impact government decisions by educating local and state officials on attributing factors to chronic disease.
11. You are interested in networking with others in your community who have a shared interest.
12. You are committed to the overall health status of your community.



www.livehealthygeorgia.org