

2011 ActionToQuit State Grantee Project Summary

State: Georgia

Project Title: *Cessation Coverage for Medicaid Recipients*

Name of Lead Organization: American Lung Association in Georgia

Partnering Organizations: American Cancer Society, American Health Association

Audience/System: state Medicaid advocates

Summary: Georgia is one of five states that provides no tobacco cessation coverage for Medicaid recipients. The American Lung Association in Georgia, along with its partners, proposes a series of regional meetings across the state targeting public health, social justice and health care advocates. Simultaneously, statewide groups experienced with Medicaid coverage issues will be recruited to support this issue. Community and statewide advocates will then gather face-to-face and via video conferencing to make recommendations for a state action plan to further cessation coverage.

Objectives:

- Identify and connect with potential supporters.
- Create a website, Facebook page and Twitter account with information, resources, and tools.
- Map out local meeting strategy to achieve buy-in for our issue.
- Recruit the support of five state organizations experienced in the promotion of health care coverage for Medicaid and low-income families.
- Host fifty advocates face-to-face and via webcast for a state meeting for recommendations for an action plan.