

## Partners Conduct Health Fair in Chokhatauri, Georgia

More than 120 people from the Georgian city of Chokhatauri and its surrounding areas attended a Community Health Fair hosted at the local polyclinic by AIHA's Guria/La Crosse partners on December 20, 2006.

With non-communicable diseases accounting for up to 85 percent of all deaths in Eastern Europe, primary care interventions that support patient education and awareness are more important than ever before.

Health fairs are part of a broad strategy to improve health status in Georgia and other countries in the region being implemented with USAID funding. Other related communication and outreach activities include placing health education stories in local mass media, school-based health education classes, and educational activities developed and implemented by family medicine practitioners.

Like most partnership health fairs, the Chokhatauri event helped raise public awareness of common ailments and lifestyle choices that can improve overall wellness. In addition to providing information about the basics of First Aid and CPR, reproductive health, tuberculosis, child health and development, and malaria, partners also conducted screenings for diabetes and high blood pressure and performed routine physical exams.

Established in April 2004, the Guria/La Crosse partnership links the Guria Regional Health Care Department with World Services of La Crosse, Wisconsin. Since then, partners have worked together to strengthen existing primary care services in Georgia's Guria region and implement innovative new community-based disease prevention and health promotion programs.

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