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CONTACT: Lindy Vincent
Communities Joined in Action

360-489-0496

lvincent@cjaonline.net

Christopher S. Holliday joins Executive Team at Communities Joined in Action

Atlanta, GA. - Communities Joined in Action (CJA) has named Christopher S. Holliday, Ph.D., M.P.H. as Chief Executive Officer. He joined the executive leadership team at the administrative home base located at the Georgia Health Policy Center in Atlanta on March 1.

As CEO, Holliday will be responsible for executive leadership, strategic planning and implementation for the national, non-profit membership organization of healthcare community organizations and individuals.

"My role at CJA is to assure that the organization's national platform is the lead in coalescing communities throughout the nation to eliminate health disparities and assure access." Holliday says. "I am honored to be given the opportunity to help lead this charge."

Holliday has more than 20 years of experience in innovative leadership and management experience in population and clinically-based public health, primary healthcare, and non-profit settings. He brings to CJA nearly a decade of experience in community-based processes, including community mobilization, community organizing and coalition-building.

"Christopher is a dynamic leader who has a strong background in innovative change and coalition building," said Vondie Woodbury, Board Chair of Communities Joined in Action. "His experience working with public health organizations and community coalitions will be critical as the country moves into the implementation of the Patient Protection and Affordable Care Act (PPACA) while building the capacity of CJA to assist our members and partners."

Most recently, Holliday worked with the DeKalb County Board of Health for over 12 years and was a division manager within Community Health and Prevention Services. Holliday is trained as a community psychologist and behavioral scientist, and is the founder and principal of Community Speaks, a private consulting firm specializing in community-based participatory research. Holliday has worked for years in community engagement and facilitation. With a focus on social justice, his asset-based community development approach and theory of member engagement has yielded substantial success in community empowerment and community organizations.

About Communities Joined in Action

Communities Joined in Action (CJA), a national non-profit, is the premier membership organization of community organizations, individuals, and corporations who care passionately about improving the lives of the uninsured and underinsured in the face of today's health care crisis. CJA is dedicated to growing the

reach and influence of a national movement of communities, each creating 100% access and 0 disparities healthcare systems – better health for all people at less cost.

CJA has nearly 200 members from 44 states, Washington, D.C., Puerto Rico, and the Virgin Islands who represent more than one thousand communities. CJA supports community health collaboratives efforts by strengthening its members' abilities to serve approximately 8.5 million uninsured individuals. CJA has a successful record of identifying best practices and disseminating tools and information regarding community-based "models that work" to promote 100% access/0 health disparities. CJA members develop and administer a comprehensive integrated system of care that focuses on the social determinants of health.

For more information please contact Lindy Vincent.