

## House Resolution 802

By: Representatives Cannon of the 58<sup>th</sup>, Hugley of the 141<sup>st</sup>, Schofield of the 63<sup>rd</sup>, Barnes of the 86<sup>th</sup>, Willis of the 55<sup>th</sup>, and others

## A RESOLUTION

1 Commending Lisa Cunningham; and for other purposes.

2 WHEREAS, Lisa Cunningham is a distinguished marketing and communications executive  
3 whose award-winning leadership has advanced national conversations around women's  
4 health through bold, innovative campaigns that deliver measurable impact; and

5 WHEREAS, she currently serves as executive vice president of marketing &  
6 communications at the Black Women's Health Imperative, where she has spearheaded  
7 high-profile campaigns addressing breast and cervical cancer awareness and diabetes  
8 prevention; and

9 WHEREAS, her cervical cancer awareness campaign, produced in partnership with Ciara  
10 and Hologic, earned an Anthem Award and garnered more than 58 million organic  
11 impressions, while her strategic leadership fueled a more than 2,700 percent increase in  
12 audience engagement and a 211 percent growth in social media followers; and

13 WHEREAS, Lisa began her professional journey in the entertainment industry, directing and  
14 producing over 1,000 branded and music videos for major artists and entertainment  
15 companies before transitioning into purpose-driven marketing work for organizations such

16 as the CDC, McDonald's, Ford Motors, W Hotels, ViiV Healthcare, and a host of nonprofit  
17 partners; and

18 WHEREAS, her most recent project, Me Period—a documentary sponsored by Procter &  
19 Gamble—won the Best Documentary Audience Award at the Essence Film Festival and  
20 explores inter-generational health conversations between Black mothers and daughters; and

21 WHEREAS, her civic engagement includes appointments by two Atlanta mayors to the city's  
22 LGBTQ Advisory Board as well as advisory roles with Seed & Spark's Creative Advisory  
23 Council and the Alliance for Women's Health and Prevention; and

24 WHEREAS, it is abundantly fitting and proper that this distinguished individual be  
25 appropriately honored during this special time.

26 NOW, THEREFORE, BE IT RESOLVED BY THE HOUSE OF REPRESENTATIVES that  
27 the members of this body commend Lisa Cunningham for her visionary leadership in  
28 marketing, steadfast advocacy for women's health, and ongoing contributions to her  
29 community as well as extend best wishes for continued success.

30 BE IT FURTHER RESOLVED that the Clerk of the House of Representatives is authorized  
31 and directed to make an appropriate copy of this resolution available for distribution to Lisa  
32 Cunningham.