

# REACH

Racial and Ethnic  
Approaches to  
Community Health



## BACKGROUND:

In 2014, the Centers for Disease Control and Prevention gave Multnomah County a three-year \$1 million grant to support and encourage healthier living conditions in the African-American community.

REACH allows Multnomah County to lead ACHIEVE, a coalition of six Portland-metro based organizations, to create policy change, increase nutrition awareness within the community and ultimately strive to end health inequities for African Americans in Multnomah County.

Multnomah County along with the partners who are based in faith, retail and childcare settings, are dedicated to eradicating tobacco addiction, unhealthy living, and predatory marketing.

## REACH - BY THE NUMBERS:

75%

The projected percentage of the African American community in Multnomah County that will have improved health equity because of REACH

\$1 million

The amount of money per year granted to the program

49

The number of counties across the nation funded by REACH

## REACH WORKS WITHIN:

✚ Faith settings

👶 Child care settings

🏠 Retail settings

♥ Health settings

🌿 Outdoor settings

## OUR PARTNERS:

AAHC



ECUMENICAL  
MINISTRIES  
of OREGON

HIGHLAND  
CHRISTIAN CENTER

UPSTREAM  
PUBLIC HEALTH

Urban League  
of Portland

Multnomah  
County  
Health Department