

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:

