



REACH for Lifespan Equity

ACHIEVE Coalition is foundation for REACH

Since 2009, a group of multi-sectoral partners have come together around one common vision: ***ending health inequities in chronic diseases for African Americans/Blacks in Multnomah County***. The coalition uses policy, system and environmental (PSE) change strategies to increase healthy food, breastfeeding and chronic disease management offerings in the places people live, work, worship and study.

ACHIEVE coalition accomplishments:

- Community assessment- over 45 policy assessments of community settings and jurisdictions
- Policies and space changes implemented in 10 faith settings impacting over 60,000 people
- Co-development of Multnomah County Healthy Retail Initiative
- Successful REACH grant application

Racial and Ethnic Approaches to Community Health (REACH)

- Implementing high impact, population-level strategies
- Decreasing health disparities
- Increasing the evidence base

REACH is a 3-year grant issued by the Center for Disease Control and Prevention (CDC) to create policy, systems, and environmental changes. Grounded in community-based participatory approaches that mesh public health and multi-sectoral partners, the goal is to improve health equity for at least 75% of the local African-American/Black community. Tobacco and nutrition policies and environmental changes will span across the life-course and reach infants, youth, pregnant women, adults, and elders. MCHD is one of 49 communities across the nation funded by REACH and received full funding of about \$1 million per year.

REACH Objectives

Nutrition: Increase the number of people with increased access to nutrition policies, healthy food availability, and transportation options to healthy food retail by 17,500 across 30 settings (36% of African-Americans/Blacks).

1. **Nutrition policies in 10 faith-based community institutions/organizations** – increase number of settings implementing new/expanded nutrition policies and supports especially in East County.
2. **Nutrition policies in 10 child care settings** - increase number of settings implementing new/expanded nutrition policies and supports.
3. **In 8 Retail environments** – increase the number of retail environments offering healthy foods.
4. **In 2 Healthy food access policies** – increase transportation policies in the City of Gresham that incorporate food access and health equity as prioritization criteria.

Tobacco: Increase number of African Americans/Blacks with access to tobacco/nicotine-free environments by 47,695.

1. **Decrease youth access in 703 Tobacco retail settings** - increase the number of tobacco retail policies that limit access to tobacco products or nicotine delivery devices by youth.
2. **Tobacco cessation across 3 health care settings** – Increase number of settings providing evidenced-based cessation services specifically for pregnant women.
3. **Smoke-free policies across 10 community settings** – Increase number of outdoor settings implementing new or expanded tobacco and/or nicotine-free policies.

Community Partners

The ACHIEVE Coalition partners developed the REACH action plan and will continue to provide guidance, direction and community mobilization to catalyze collective action and community support.

The funded partners for this grant include:

- African American Health Coalition (AAHC)
- City of Gresham
- Ecumenical Ministries of Oregon (EMO)
- Highland Haven
- Urban League of Portland (ULPDX)
- Upstream Public Health
- Small grants program to assist retailers and other settings implement changes that improve nutrition or decrease tobacco use and exposure

MCHD Staff

The REACH grant is housed in the Healthy Birth Initiative (HBI)/Healthy Families program. The Community Wellness and Prevention (CWP) team is a key partner in the development and implementation of grant objectives. REACH also builds off the work of Communities Putting Prevention to Work (CPPW) and provides funding for a number of staff across HBI/HF and CWP including:

- Communications Specialists
- Healthy Retail Coordinator
- Nutrition Policy Specialists
- Tobacco Policy Specialists
- ACHIEVE Program Coordinator
- REACH Program Manager

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