

REACH

Racial and Ethnic Approaches to Community Health

WHAT? REACH is a 3-year grant issued by the Centers for Disease Control and Prevention (CDC). The goal is to improve health equity in chronic diseases for at least 75% of the local African-American/Black community.

WHY? Chronic disease prevention strategies and ongoing efforts are essential as the local African-American/Black population in Multnomah County is plagued by life course health inequities from infancy through adulthood. Community input relayed healthy food access and smoking prevalence were top barriers to living a healthy lifestyle: "easy" food options in their neighborhoods were unhealthy and more nutritious options in accessible locations, such as convenience stores and corner markets are needed; youth and adult smoking prevalence is driven by advertising and adult tobacco use in front of children.

HOW? The REACH program uses communications, policy, system and environmental (PSE) change strategies to improve nutrition and decrease exposure to tobacco within the African-American/Black population in Multnomah County. These strategies are intended to span across the life-course and reach infants, youth, adults and elders by integrating high impact, evidence-based changes into their social/physical environments.



Together, REACH staff and partners work in the areas of NUTRITION and TOBACCO:

- To improve access, nutrition policies, healthy and culturally relevant food availability, and transportation options to healthy food retail, across 30 settings for 17,500 more people.
- To increase the number of African-Americans/Blacks with access to tobacco/nicotine-free environments by 47,695.

REACH WORKS WITHIN:

-  Faith settings
-  Child-care settings
-  Retail settings
-  Health settings
-  Outdoor settings

REACH - BY THE NUMBERS:



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

49

The number of counties across the nation funded by REACH

6

The number of partners that work with REACH

COMMUNITY PARTNERSHIPS AND INTER-GOVERNMENTAL AGREEMENTS:

ACHIEVE Coalition, African American Health Coalition (AAHC), Ecumenical Ministries of Oregon (EMO), Highland Haven, Urban League of Portland (ULPDX), Upstream Public Health, and City of Gresham's Urban Renewal and Development and Transportation departments.

503-988-3387

PAID FOR IN PART, BY CENTERS FOR DISEASE CONTROL AND PREVENTION

[HTTPS://MULTCO.US/REACH](https://multco.us/reach)

