

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? African-American/Black communities of Multnomah County are plagued by health inequities from infancy through adulthood. Chronic disease prevention strategies and ongoing efforts are essential to increase health within these communities. We've heard from communities in the Portland-metro area that smoking addiction and lacking healthy food access are top barriers to living a healthy lifestyle. In many of our vulnerable communities, easy food options are often unhealthy, nearby convenience and retail stores don't carry sustainable foods and more nutritious options are often further away.

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 populations of Multnomah County. We work to impact the lives of infants, youth, adults and elders by integrating evidence-based changes into social and physical environments.



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

- To bring improved access, transportation and food availability across 30 settings for more than 17,500 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/Black communities 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 funded 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, City of Gresham's Urban Renewal and Development and Transportation departments

503-988-3387

MADE POSSIBLE WITH FUNDING FROM THE CENTERS FOR DISEASE CONTROL AND PREVENTION

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

