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Changing Public Health Practice
Racial and Ethnic Approaches
to Community Health (REACH U.S.)

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Changing Public Health Practice: REACH U.S.



- ◆ Unique circumstances, underlying causes
- ◆ Perception that disparities are intractable
- ◆ Innovative solutions needed
- ◆ Need to focus on community mobilization, empowerment, addressing underlying causes of health disparities

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Approaches

- ◆ **Empower community** members to seek better health
- ◆ **Bridge gaps** between the health care system and community
- ◆ **Change social and physical environments** to overcome barriers to good health; move beyond individuals to community and **systems change**
- ◆ Implement strategies that fit **unique social, political, economic, and cultural circumstances**

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Producing Results: *Health Outcomes*



- ◆ **South Carolina REACH Communities:** 36% and 44% reduction in amputations among African-American men; 21% gap in blood sugar testing virtually eliminated.
- ◆ **Lawrence, Massachusetts Latino Health Project Participants:** Improvements in blood sugar (8.7%,) systolic blood pressure (17.5%) and diastolic blood pressure (14.4%.)

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COMMUNITY • BY CONGRESS • NEARBY AGING • CROWN • PARTNERSHIP • OUTREACH • MULTICULTURAL



Producing Results: *Systems Changes*



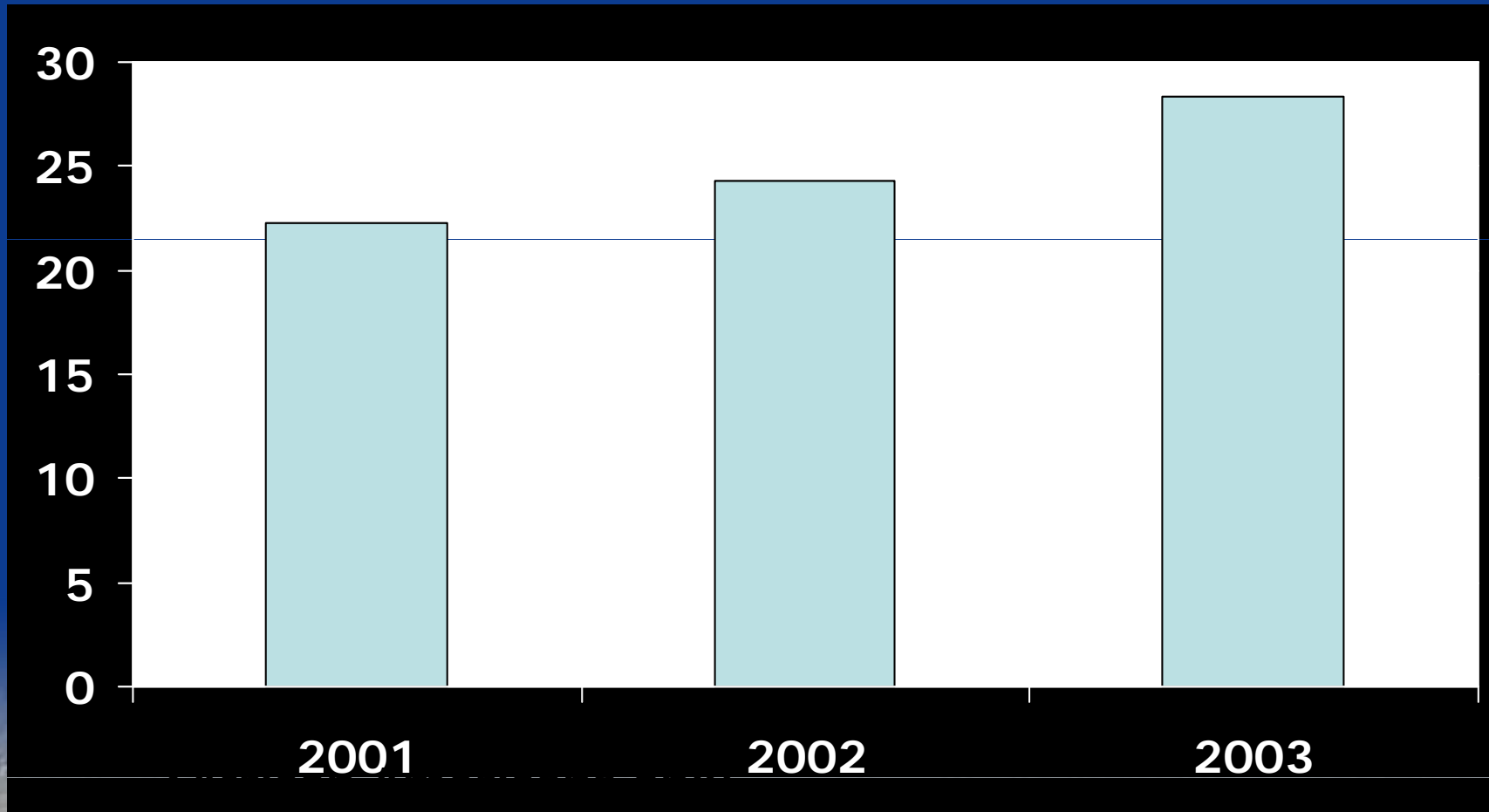
- ◆ **Bronx Health REACH:** Changes in schools, groceries, restaurants, and faith-based organizations.
- ◆ **U.S.-Mexico Border REACH:** 25% increase in moderate walking in the community.
- ◆ **North Carolina REACH:** Community-owned Farmers Market.

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Consumption of Five Fruits and Vegetables per Day

Charlotte, NC REACH
(REACH Risk Factor Survey)



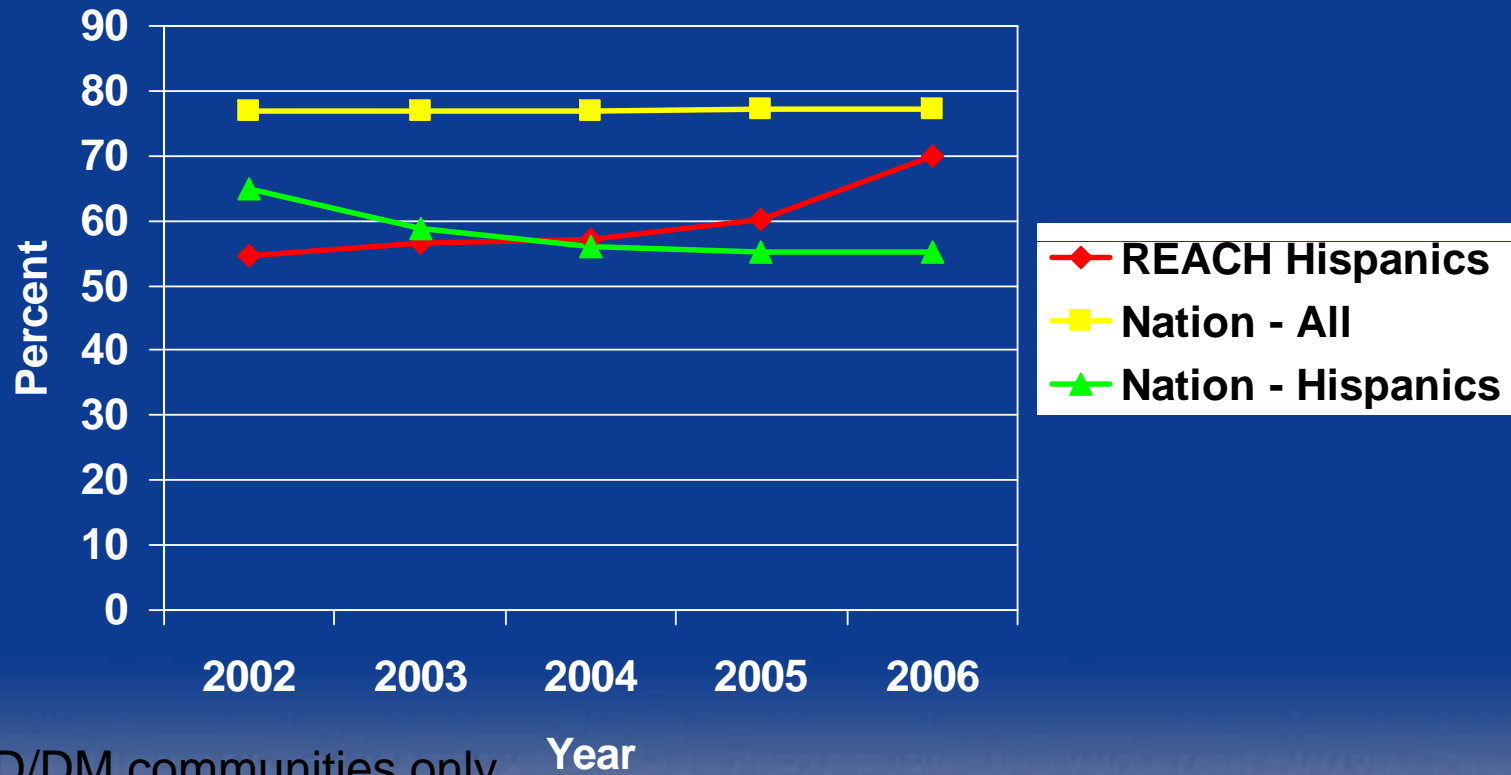
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Cholesterol Screening Among Hispanics



REACH Risk Factor Survey, 2002-2006



*CVD/DM communities only

Year

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10 Keys to Success

- | | |
|------------------------------------|-------------------------|
| ◆ Trust | ◆ Trusted Organizations |
| ◆ Empowerment | ◆ Community Leaders |
| ◆ Culture and History | ◆ Ownership |
| ◆ Focus on Underlying Causes | ◆ Sustainability |
| ◆ Community Investment & Expertise | ◆ Hope |

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REACH U.S Today

- Centers of Excellence (CEED)
- Legacy Communities
- Action Communities
- Expanding impact – synthesis and dissemination
- Changing public health practice

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REACH U.S. Communities

