



# **Racial & Ethnic Approaches to Community Health (REACH)**

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# Today's Objectives

- Share the REACH approach towards Prevention and Health Promotion
- Become familiar with the history of ACHIEVE and REACH
- Provide an overview of current REACH nutrition, tobacco and communication strategies
- Highlight a success story of the work



# Prevention and Health Promotion

Our REACH work offers health promotion and disease prevention programs that address social determinants of health, which influence **modifiable risk behaviors.**

Examples of modifiable risk behaviors may include:

- Tobacco Use
- Poor Eating Habits
- Lack of Physical Activity

.....which contribute to the development of chronic disease.



# REACH's Health Promotion and Disease Prevention Programming

- Communications
- Education
- Policy
- Environment
- Systems



# Action Communities for Health, Innovation and Environmental Change (ACHIEVE)



# How ACHIEVE Evolved

- Trusted community members reached out to CBO's from MCHD
- Called out extractive relationship of MCHD
- Shared intentions to do something different



# How ACHIEVE Succeeds

- Broad focus on Community Health
- Technical KSA's can be gained/shared; culture, history, and perspective live in the Coalition
- Addressing community health impacts and upstream causes





- High Impact/Population Level Strategies
- Culturally Specific Community Partnerships
- Policy, System and Environmental Change Strategies
- Decrease health disparities for African Americans



# Sharing the Work



- ACHIEVE Coalition
- MCHD's Tobacco Control & Prevention
- Micro Enterprises Services of Oregon
- Design & Culture Lab
- OSU Extension Services
- OPHI
- Mudbone Grown
- IRCO/Africa House



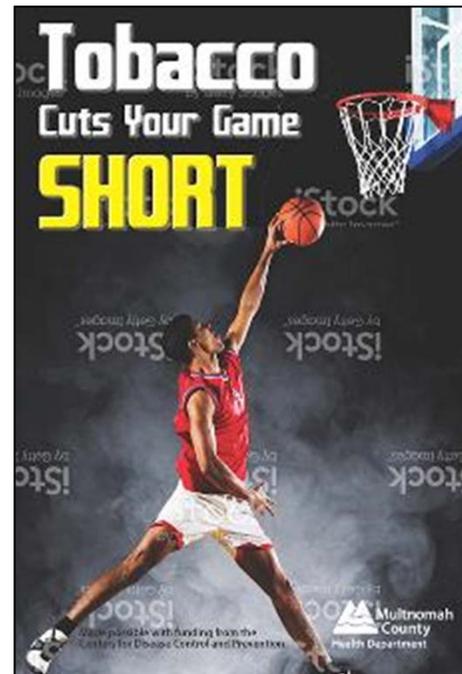
# Tobacco Strategies: Promotion of Tobacco/Nicotine-Free Environments

1. Decrease youth access in retail settings (tobacco retail license)
2. Tobacco Cessation across 3 types of health care settings (system changes in community settings)
3. Smoke-Free policies (tobacco/smoke-free parks)



# REACH Communication Strategies

- Designed by community
- Support environmental changes within community settings
- Support policy implementations
- Amplifying Community Voice
- Year-3: Anti-Tobacco Campaigns

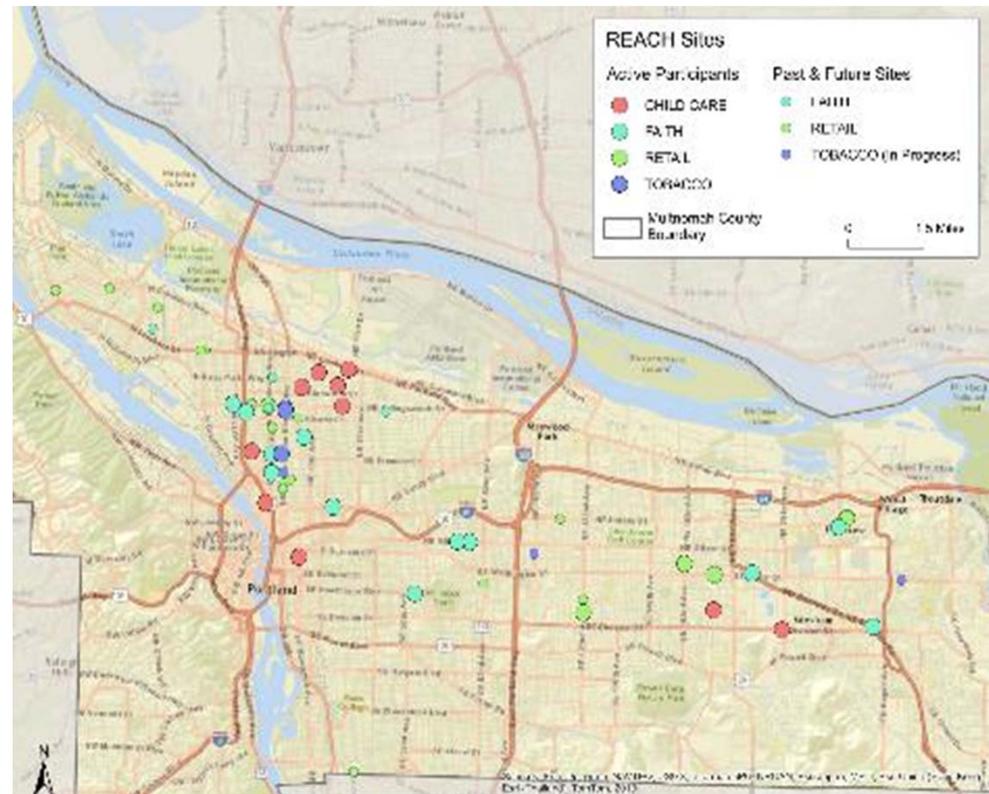


# Nutrition Strategies

More people with better access and availability of healthier food options

## Healthy Food Access Policies

- Faith-Based
- Child Care
- Retail Environments
- Transportation Policies



# Faith Based Settings



# Child Care Settings



# Retail Environments



# Food Access & Transportation Policies



# Gresham Partners with REACH on Rockwood Rising & Active Transportation Plan



CITY OF  
GRESHAM



# Active Transportation Plan

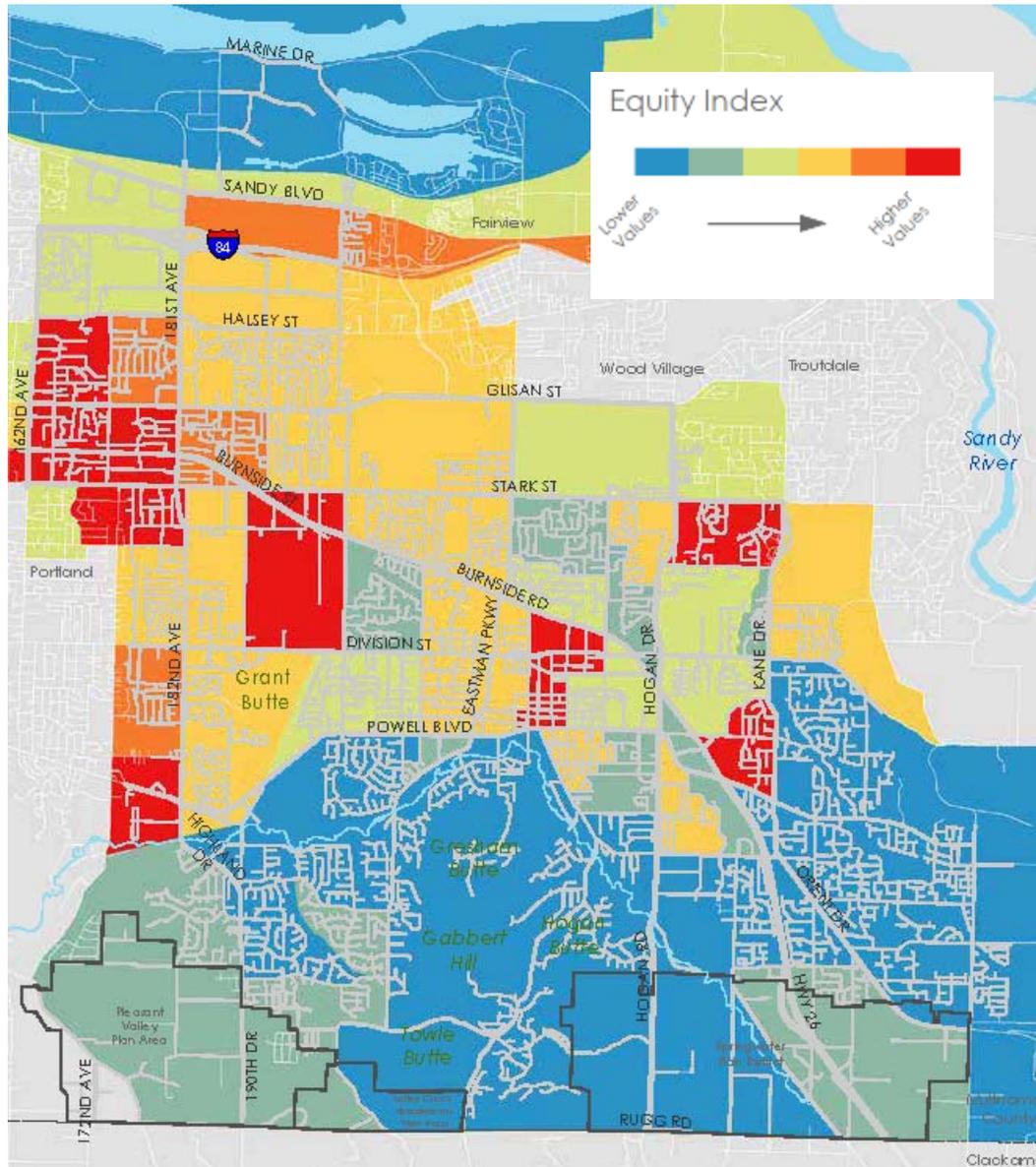
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## Goals:

- **Community engagement** that includes communities most impacted by barriers to healthy food.
- **Adopt policies** that support equitable access to healthy, affordable food.
- Create a **list of projects** to make it easier to walk and bike in Gresham.
- **Prioritize projects** to increase access healthy food.
- Develop a **funding/financing strategy** to implement projects.



# Equity Analysis



# Community Engagement

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**3 community events**



**77 interviews**



**161 doors knocked on**



**1 documentary film**



**3 community walks**



# Community Engagement

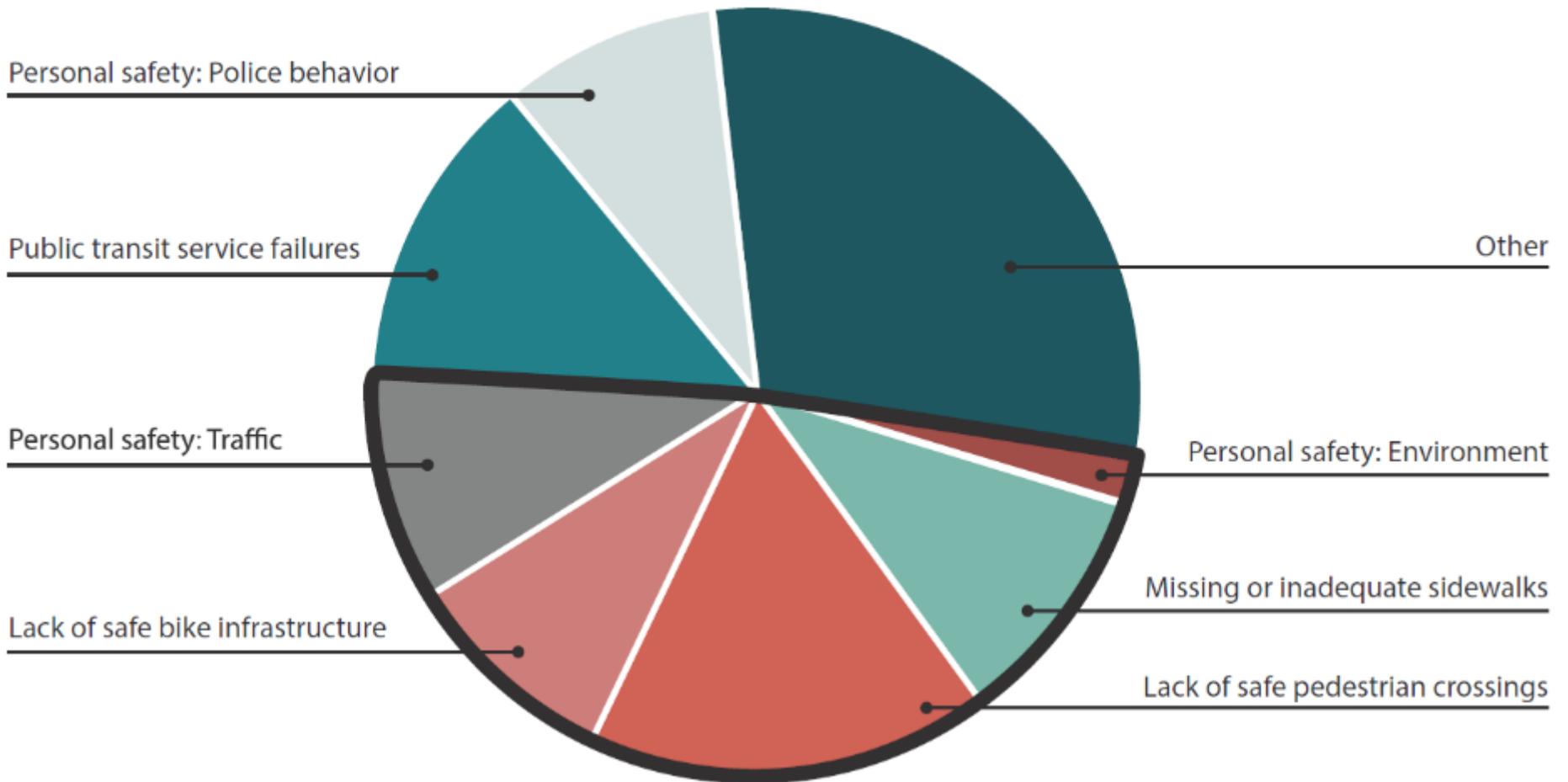
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# Community Engagement

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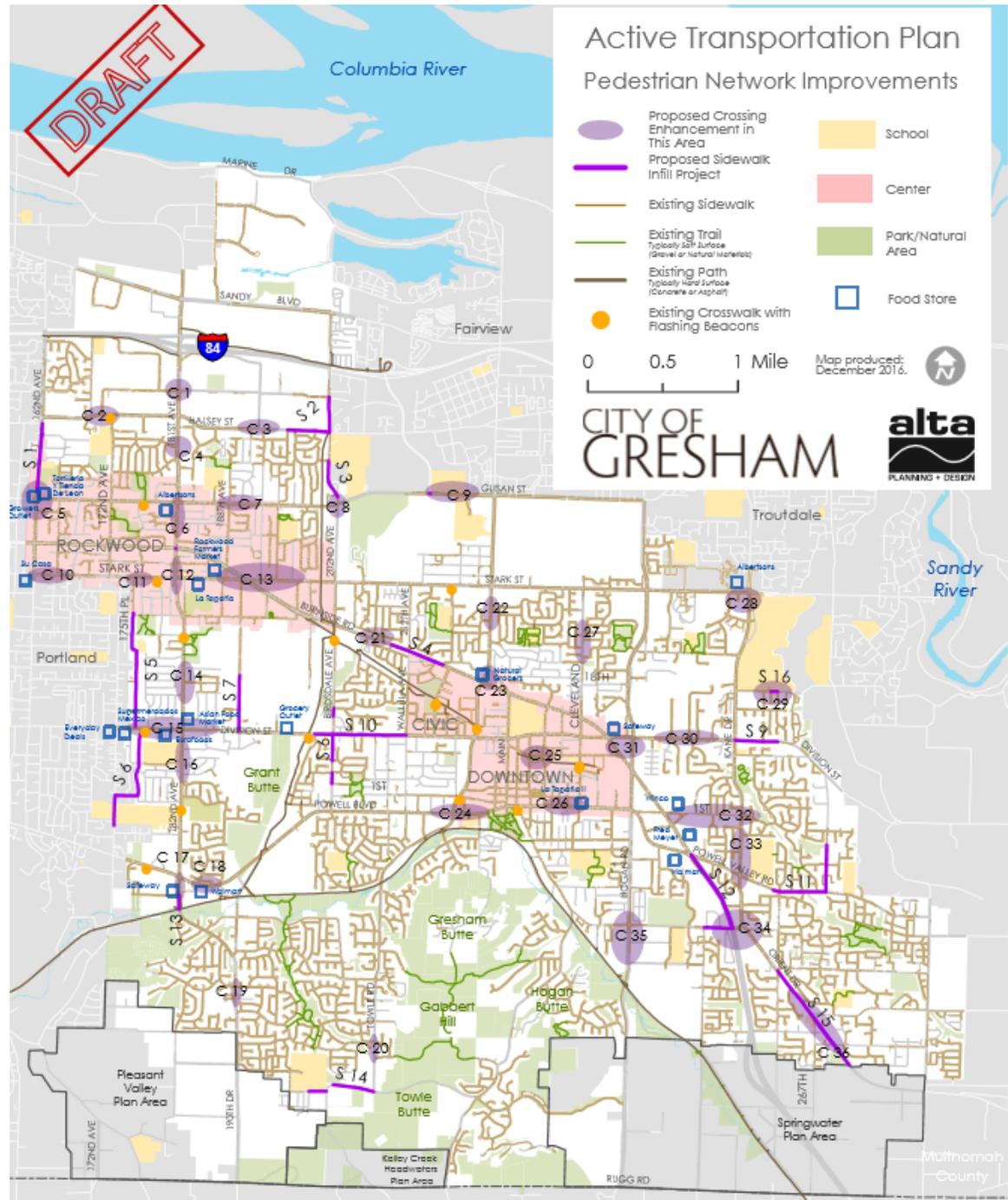
What barriers to walking or biking did you experience?



# Pedestrian Projects

## Priorities

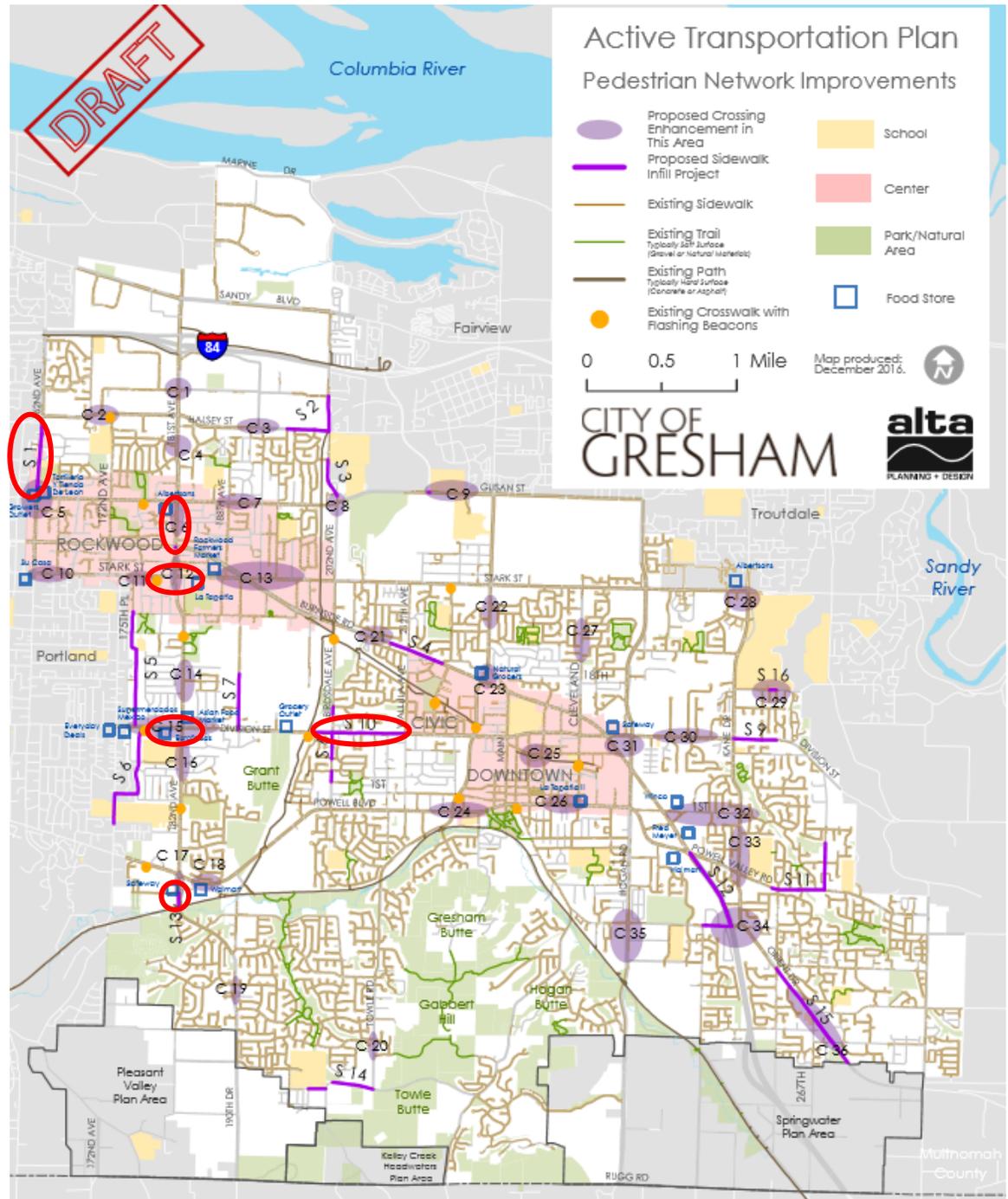
- Key Destinations
- Transit Access
- Promote Safety
- Promote Health
- Equity
- Level of Comfort



# Pedestrian Projects

## Priorities

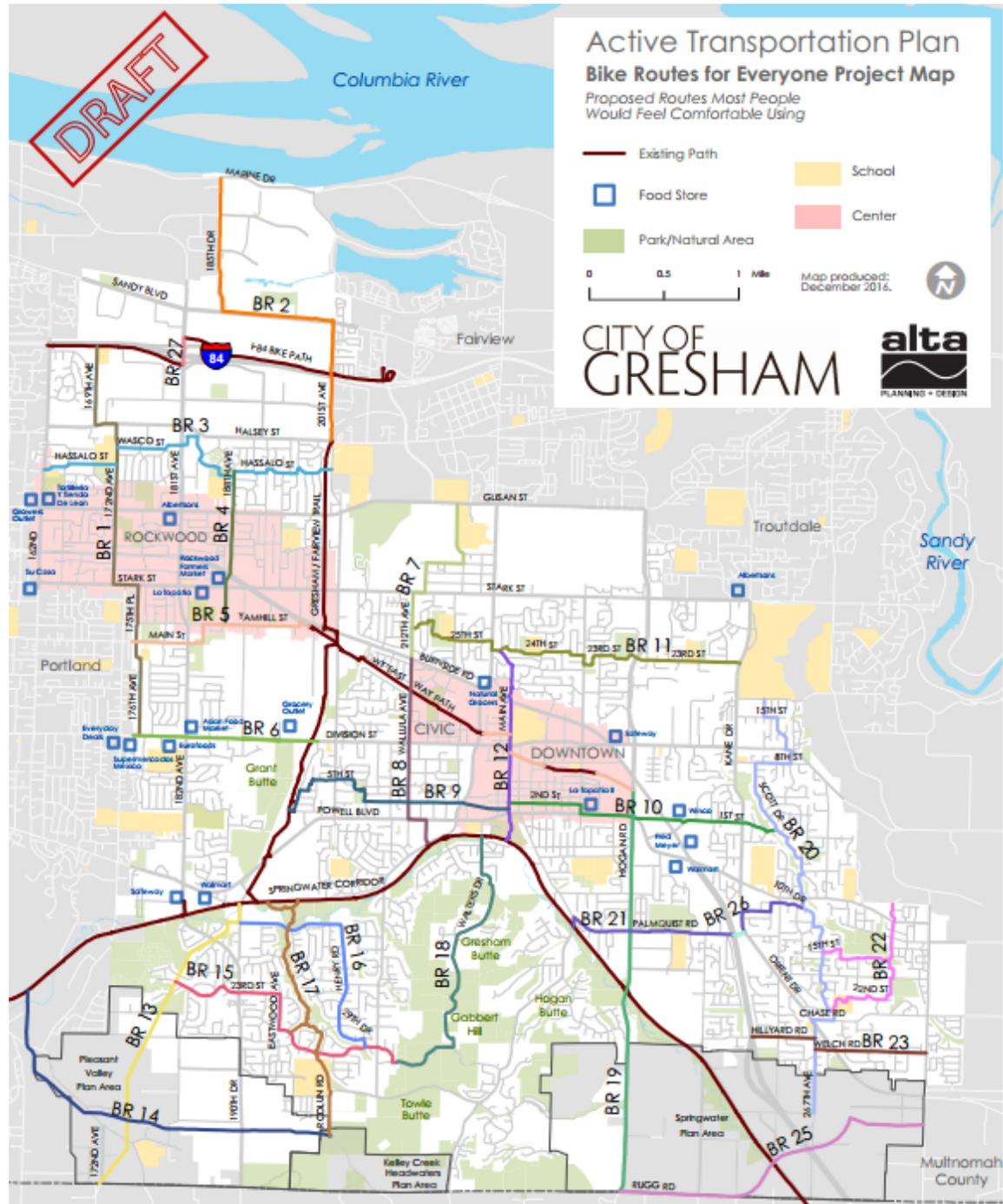
- Key Destinations
- Transit Access
- Promote Safety
- Promote Health
- Equity
- Level of Comfort



# Bike Projects

## Priorities

- Key Destinations
- Transit Access
- Promote Safety
- Promote Health
- Equity
- Connectivity





# Active Transportation Conclusions

- Developed innovative approaches to community engagement.
- Robust information about community needs.
- Built stronger relationships with community organizations.
- Considered equity impacts and included them in prioritization.





# ROCKWOOD = empowerment +

## VISION

The Rockwood Rising Development Project has one central goal: Empowerment.

**In this place,** Rockwood residents can build a better life for themselves, by themselves.

**They can take** a class or train for a career. They can get a job or start their own business. They can meet neighbors, buy healthy food, attend a courtyard concert.

**They can build** prosperity for themselves, for their families, and for the community.

"If human beings come in a color, it will be found here. If a language is spoken in the world, it is spoken here. If there are stories of overcoming adversities in home countries or in daily life, they can be heard here."

DINA DI NUCCI,  
VICE-CHIEF OF OPERATIONS  
CONCERN PROGRAM  
MANAGER

# Project Site

## FORMER FRED MEYER SITE:

- Less than 2 miles to I-84
- 8.3 miles to PDX via Airport Way
- 12 miles to downtown Portland

## KEY SITE STATISTICS:

- 29,000 cars per day
- 7.9 million MAX riders per year at Rockwood Station



**Innovation Center:**  
MHCC, SBDC, Metro East  
Community Media, Work  
Source Oregon, Work Systems  
Inc., retail

**Market Hall:**  
Grocery, farmer's market,  
restaurants, commercial  
kitchen, small format  
restaurants

**Mixed Use:**  
Anchor retail, medical,  
day care, community  
bank, residential

**Public Plaza:**  
Rock the Block, art,  
entertainment, play  
area, gathering  
space, event space



# REACH: Retail Environment/ Food Access Focus

## Grant Milestones:

- 1 Market and demographic assessment; review potential retail formats to develop alternative food business approaches that align with community priorities and meet community needs and expectations.
- 2 Use an equity framework, develop and implement a community engagement plan for the Rockwood Catalyst Site Marketplace that uses a variety of methods to reach community members, partner organizations, potential tenants and other stakeholders
- 3 Develop and refine business plan for Rockwood Catalyst Site Marketplace; identify potential tenants; and develop and deliver technical support tools for tenants to support long-term business success.

1

# Assessment

## Resources, Review and Understanding:

- Attended US Conference of Mayors Food Policy Task Force in August 2014
- Held Food Summit in September 2014
- Compiled and reviewed existing resources.
- Worked with PSU students to do intercept surveys and pedestrian counts around project site.
- Retail environment precedent study.
- Technical advisor/Consultant hired formerly worked on Portland Mercado.





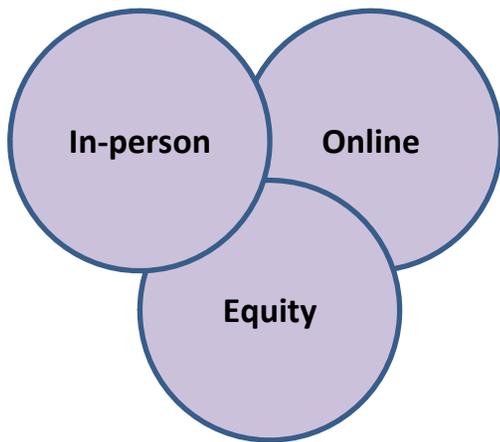
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## Equity and Empowerment Principles

- Improved coordination, collaboration, and alignment among traditional and nontraditional system partners  
Built capacity in the areas of: staffing, leadership, structure, finance, planning
- Shift in values, beliefs, and behaviors, then “walking the talk”
- Improved social, emotional, physical, and environmental conditions or affected populations
- Strengthened breadth, depth, and influence of support among public, interest groups, and opinion leaders
- Improved at any or all stages of policy change from development through implementation

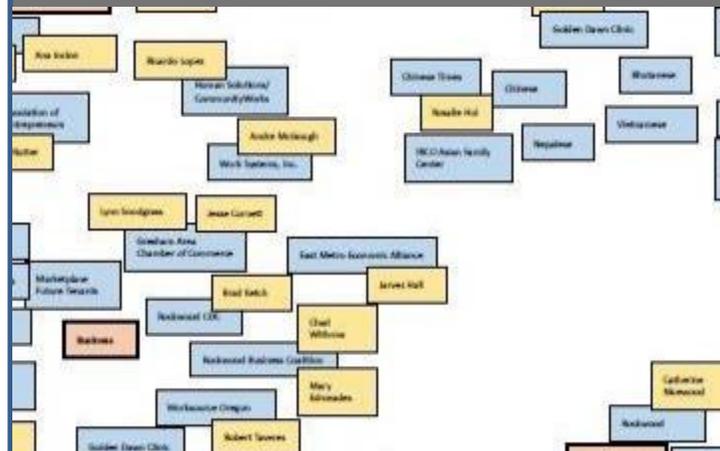
# 2 | Community Engagement Report and Tools

## 1. Connect with Community



## 2. Community Mapping:

- Built on community partnerships and relationships
- Technology, Meds/Eds, Food and Finance Summits.
- Expanding diagram



## 3. Evaluation Method

Align decision making milestones with goals of engagement efforts

Decisions Making Milestones					
Tenant Recruitment Year 1	Tenant Recruitment Year 2	Concept Design	Design Development	Project Planning Approval	Project Opening



Must Improve



Efforts Made-Room for Improvement



Achieved

3

# Rockwood Market Hall Vision and Business Plan

BUILDING C SITE & GROUND FLOOR PLAN

- Micro-Tenant Spaces
- Covered Porch
- Market Pavilion
- West End



# ACHIEVEMENTS: 2014 - 2017

## Short Term Outcomes

- Community liaison training and engagement
- Community participatory design workshops
- International Food Festivals
- City Department matched community engagement funding
- Wrap around business support for communities of color (25% African American/black businesses)
- Culturally specific engagement efforts for Year 4

## Long Term Sustainability

- Expanded annual budget for community engagement
- Interdepartmental coordination
- Discussion and exploration of expanding community liaison program
- Hiring City staff with culturally responsive skills and practice
- Recommendations for land development agreement
- Partnerships and collaborations
- Citywide 2019 workplan: Equity and Inclusion Strategy

# Return on Investment

- Leveraged over \$10 million additional funding
- Increased capacity of culturally specific organizations
- 75% of African Americans impacted
- Contributing to knowledge base of evidence-based practice



# REACH as a Framework

- Expanded culturally specific investments:
  - Native American
  - Hispanic/Latino
  - Pacific Islander
  - Immigrant/Refugee
- Continued investment community assessment
  - Community led CHIP
- Re-seeding investments
  - Example: Pacific Islander; immigrant and refugee data
  - Maternal Medical Home



# REACH is Key to a Modernized Public Health System

- Assessment & Epidemiology
- Communications
- Policy & Planning
- Leadership & Organizational Competencies
- Health Equity & Cultural Responsiveness
- Community Partnership Development



**Questions?**

