



# Racial & Ethnic Approaches to Community Health (REACH): An Overview

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# REACH

Racial and Ethnic Approaches to Community Health



# African Americans/Blacks in Multnomah County experience numerous inequities

**One in two**

children live in poverty

**One in four**

adults report physical symptoms from treatment based on race

**Two in five**

adults report emotional distress from treatment based on race

Note: Poverty statistic from the Multnomah County Community Health Improvement Plan. Others based on preliminary 2015-16 data for Multnomah County from the Oregon BRFSS racial/ethnic oversample.



These **toxic stressors** are associated with poorer health for African Americans/Blacks compared to Whites

**Diabetes**      **17% vs. 7%**  
(African Americans/Blacks vs. Whites)

**Obesity**      **43% vs. 22%**

**High blood pressure**      **41% vs. 25%**

Note: Based on preliminary 2015-16 data for Multnomah County from the Oregon BRFSS racial/ethnic oversample



African Americans/Blacks are also more likely to **die from chronic diseases** compared to Whites

**Heart disease**      **24%**      **↑**

**Stroke**      **68%**      **↑**

**Cancer**      **32%**      **↑**

Note: Based on mortality data from 2007-2016



# What's New?!!

## REACH 2014

- African American/Black
- Nutrition
- Tobacco
- 3-years of funding

## REACH 2018

- African American/African I/R/Black
- Nutrition
- Physical Activity
- Community-Clinical Linkages
- Internal partnerships
- 5-years of funding



# Partnerships

- ACHIEVE Coalition
- Healthy Birth Initiatives
- Oregon Public Health Institute (OPHI)
- Mudbone Grown
- Program Design & Evaluation (PDES)
- City of Gresham (Transportation & Development Commission)
- Women, Infants and Children (WIC)
- DCHS – Youth & Family Services (SUN Schools)
- Multco Child Hunger Coalition
- Multco Schools Uniting Neighborhoods
- Environmental Health (Healthy Homes & Communities and Tobacco)
- Portland Bureau of Transportation (PBOT)
- Metro
- OR Community Health Worker Association (ORCHWA)
- Integrated Clinical Services (ICS)
- DCHS – Aging, Disability and Veteran Services (ADVS)



**MUDBONE GROWN**  
GROWING - HEALING - BUILDING



Oregon Community  
Health Workers  
Association

[www.orchwa.org](http://www.orchwa.org)

A unified voice to empower and advocate for  
community health workers and our communities



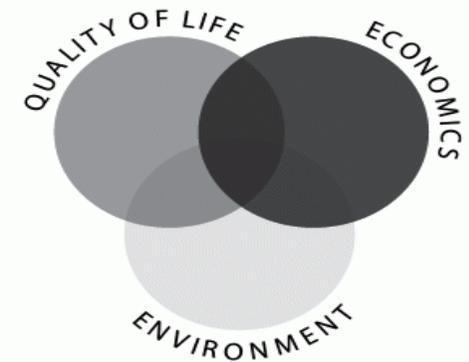
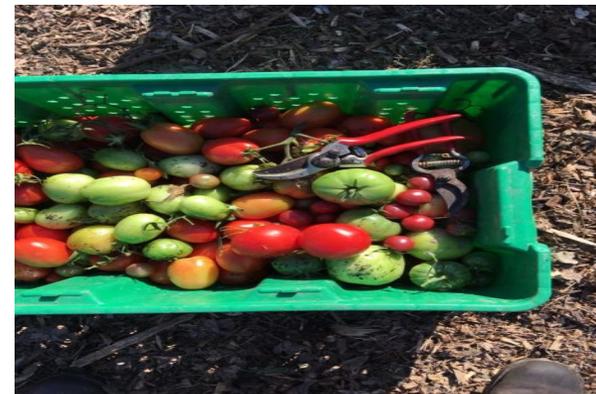
# REACH Nutrition Goals

- Increase the number of places offering healthier foods.
- Increase the number of persons with access to healthier foods.
- Increase continuity of care/ community support actions implemented for breastfeeding.



# Nutrition Strategies

1. Enhance healthier food procurement and sales.
2. Establish healthy nutrition standards.
3. Make improvements to local program/systems.
4. Increase continuity of care/ community support for breastfeeding.
5. Communications



# REACH Physical Activity Strategies

- Increase the number of places that improve community design by connecting safe and accessible places for physical activity.
- Increase the number of persons with safe and accessible places for physical activity.
- Establish new or improved pedestrian, bicycle, or transit transportation systems that are combined with new or improved land use or environmental design.



# Community-Clinical Linkages Strategies

Increase use of appropriate and locally available health and community programs.

1. Promote the use of appropriate and locally available programs.
2. Expand the use of health professionals and increase referrals.



# Next Steps

- Year-1 work plan
- Contract scopes of work and budgets
- Years 2-5 work planning



# ROCKWOOD RISING: THE HEART OF ROCKWOOD

## FOOD

- Food market hall
- Incubator spaces for micro-food entrepreneurs
- Farmers' Market plaza

## SKILL-BUILDING

- Digital innovation hub
- Tech shop/maker-space
- Small business development

## SMALL BUSINESS

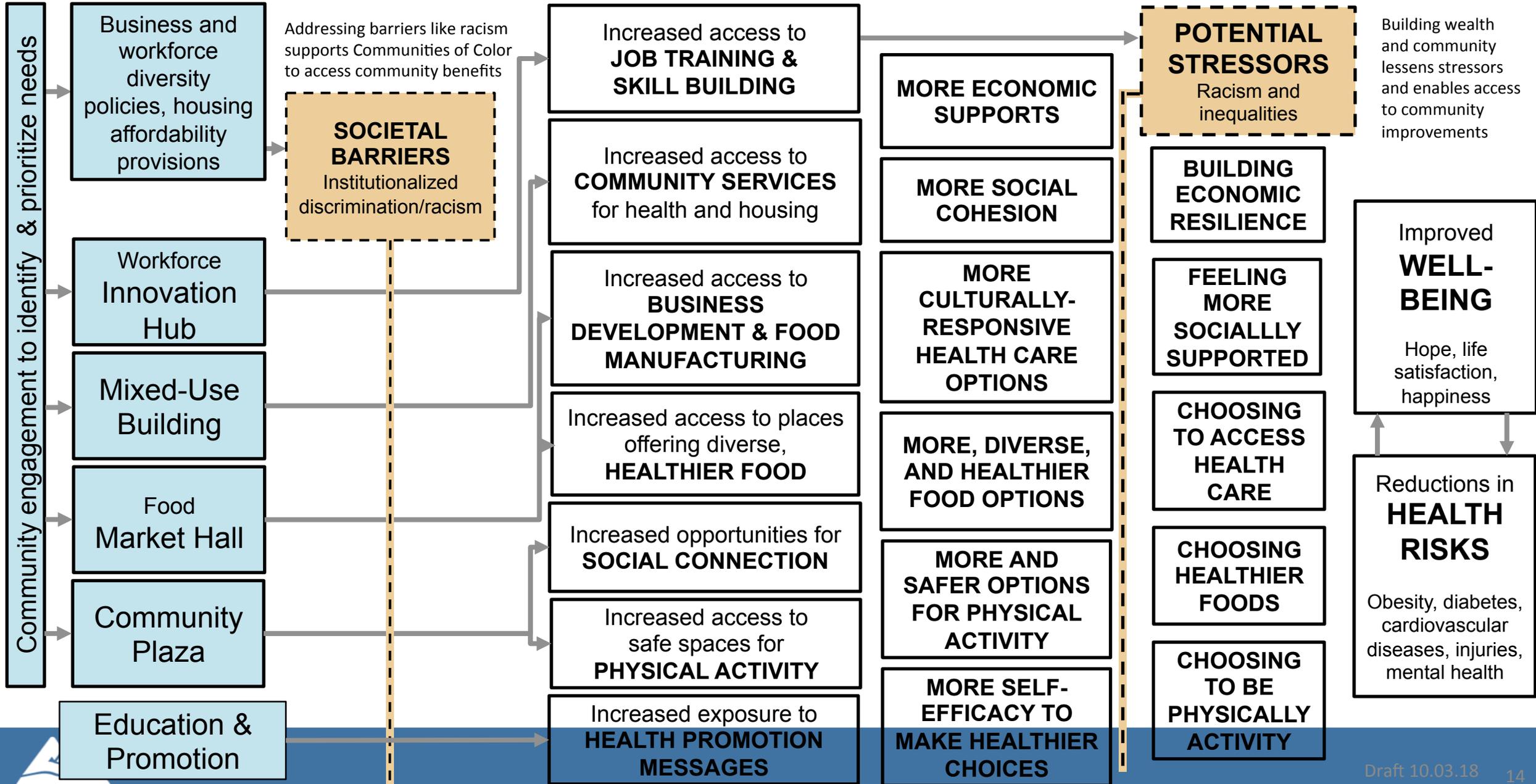
- Small-format retail and restaurants, locally owned and operated
- Food
- Other retail (bank branch, child care, home goods, etc.)



# REACH & PARTNERS WORK

# COMMUNITY BENEFITS

# INDIVIDUAL BENEFITS



# Prevention & Health Promotion





“We’re planting seeds that have yet to produce that bountiful harvest.”

- Pastor W.G. Hardy Jr. | REACH celebration brunch

