

# REACH U.S.

## University of Alabama at Birmingham

Birmingham, Alabama

*A REACH Center of Excellence in the Elimination of Disparities (CEED)*

**Racial and Ethnic Approaches to Community Health Across the U.S. (REACH U.S.)** is a national Centers for Disease Control and Prevention (CDC) program aimed at eliminating racial and ethnic health disparities. It utilizes community-based approaches to reduce the burden of chronic illness in specific at-risk populations. There are 18 REACH **Centers of Excellence in the Elimination of Disparities**. They serve as national expert centers implementing, coordinating, refining, and disseminating programmatic activities designed to eliminate health disparities.

### ISSUE

The University of Alabama at Birmingham Mid-South Centers of Excellence in the Elimination of Disparities (covering Alabama, Arkansas, Louisiana, Mississippi, Kentucky, and Tennessee) is working to eliminate disparities in cervical cancer by engaging a wide variety of stakeholder, policy makers, and concerned citizens to promote awareness of breast and cervical cancer screening services in the state. Their work led to the expansion of treatment through Medicaid for women diagnosed with breast and/or cervical cancer. As a result, more women diagnosed with breast or cervical cancers are eligible for treatment through Medicaid.

### ACTIVITIES

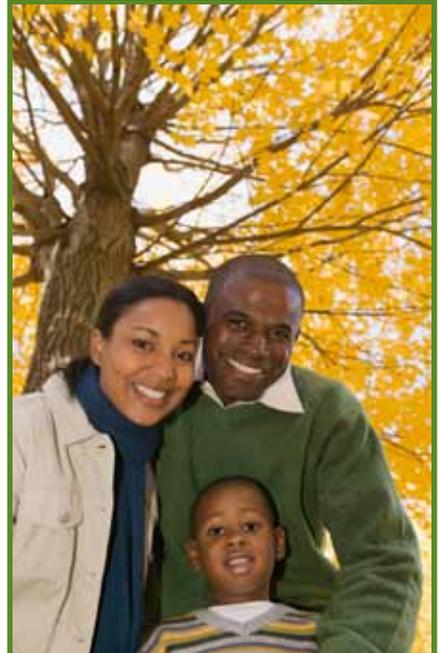
- Provides support and guidance to six REACH US CEED coalitions across the Mid-South states.
- Supports Mid-South coalitions in their efforts to utilize Direct Action Organizing (DAO) principles and evidence-based strategies to address the social determinants of health.
- Supports the use of the Community Health Advisor Model in all Mid-South states to promote BCC screening in targeted counties and/or zip codes.
- Disseminates successful interventions and strategies to address the root causes of BCC disparities.

### ACHIEVEMENTS

- Successfully established REACH US CEED coalitions comprised of lay volunteers, academicians, and representatives from grassroots, faith-based, health, private, and civic organizations in each Mid-South state. Each state coalition developed and implemented a culturally-appropriate community action plan to eliminate BCC disparities by targeting one or more levels of the socio-economic model.
- Volunteers and partners in Alabama, Arkansas, Mississippi, and Louisiana used DAO principles to maintain and/or increase their present BCC funding.
- Louisiana coalition members established an "in-reach" program to connect women seeking care in the emergency room with BCC screening appointments.
- Alabama coalition members hosted the First Health and Economic Development Summit - examining the relationship between poverty and health disparities.

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<http://mhrc.dopm.uab.edu/research/reach-us.html>



## REACH U.S.

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National Center for Chronic Disease Prevention and Health Promotion  
Division of Community Health

