

# REACH U.S.

## Southeast Chicago Development Commission

Chicago, Illinois

A REACH Action Community (AC)

Southeast Chicago Dev. Comm.  
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REACHU.S.

### 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 22 **REACH Action Communities** using practice-based and evidence-based programs. These programs look at cultural and environmental influences related to health disparities and their underlying causes. They develop, evaluate, and share their culturally specific and relevant strategies and best practices.

### ISSUE

The Southeast Chicago Development Commission serves four neighborhoods in the Chicago area - Eastside, Hegewisch, South Chicago, and South Deering. The program provides education to neighborhood residents, primarily African Americans and Hispanic/Latinos, and works to improve their access to good nutrition and physical activity opportunities. With this focus, the program targets cardiovascular disease and type 2 diabetes prevention, detection, and treatment.

### ACTIVITIES

- Conducts technical assistance workshops that are open to any community organization. These workshops address social marketing, fund development, and grant writing.
- Develops and supports health ministry programs at Hispanic/Latino and African American churches to disseminate healthy practices information on improving nutrition and physical activity.

- Works with health programs at community schools to disseminate information on diabetes, cardiovascular disease, nutrition, and physical activity.
- Works with community-based organizations to increase the availability of health information to the people they serve and to improve communication and coordination between organizations.
- Leads a coalition of several community-based organizations addressing community issues related to the social determinants of health.

### ACHIEVEMENTS

- Thirty-two community organizations developed their capacity to deliver health messages effectively through training provided by the Southeast Chicago Development Commission.
- Trained parishioners and parents to serve as resources for friends, family, and neighbors. As a result of this effort, approximately 600 parishioners have received information and materials.
- Through the lifestyle page and community health activities published in *Lifestyle*, the community newspaper, the program reaches an estimated readership of 39,000 residents 26 times a year.
- The program launched a Web site and is publishing a community wellness guide to increase the availability of health information and to stimulate communication among coalition members, the community, and healthcare providers.

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

