

REACH U.S.

Genesee County Health Department

Flint, Michigan

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 city of Flint is the largest city in Genesee County and has a population of 124,943 - 53.3% of Flint residents are African American. The Genesee County Health Department targets infant mortality disparities among African Americans. They work to decrease the infant mortality rate through educational interventions and policy, systems, and environmental changes.

ACTIVITIES

- Supports pregnant women, new mothers, and families in high risk zip codes. Maternal and Infant Health Advocates (MIHAS) help them navigate successfully through the medical/social services systems.
- Conducts community windshield tours for healthcare providers and others working in Genesee County. These tours increase providers' understanding of neighborhood conditions and illuminate the experiences of women and families at risk for poor birth outcomes.
- Facilitates two community dialogue action groups - *Black Men for Social Change and Women Taking Charge of Their Health Destiny*.
- Coordinates "*Undoing Racism Workshops*" providing information and promoting dialogue among community members concerning how racism contributes to racial and ethnic health disparities, particularly infant mortality in African Americans.
- Facilitates the PRIDE Medical Services Committee, which works to increase healthy birth outcomes by influencing health policies and supporting training and research.

ACHIEVEMENTS

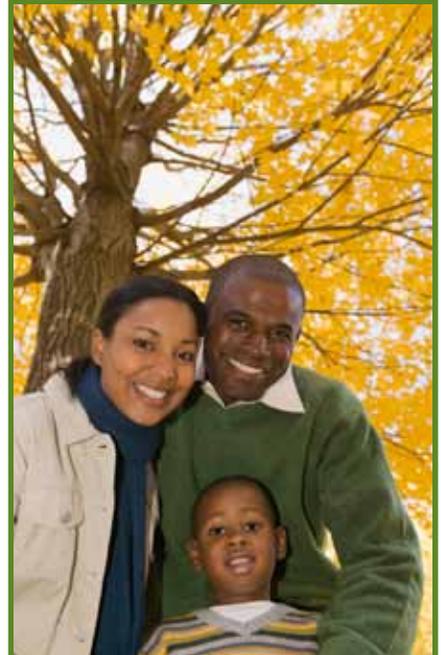
- Created a prenatal screening tool now being used by more than 33% of prenatal healthcare providers in Genesee County.
- Developed a *Cultural Competence in Health Care* course now offered at the University of Michigan.
- Community windshield tours are now included as a regular part of graduate medical education programs in three local hospital systems in Genesee County
- Developed and launched "Safe Sleep" campaign to create awareness and contribute to the reduction Sudden Infant Death Syndrome (SIDS) deaths in Genesee County.

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<http://www.gchd.us/Services/PersonalHealth/REACH>



REACH U.S.

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National Center for Chronic Disease Prevention and Health Promotion

Division of Community Health

