

REACH U.S.

Oklahoma State Department of Health

Oklahoma City, Oklahoma

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 Oklahoma State Department of Health is working to reduce disparities in diabetes and cardiovascular disease among American Indians residing in the Southern Plains Region. The program works with partners to educate the community on tobacco prevention and cessation, as well as nutrition and physical activity. Another program component focuses on working towards standardizing tobacco policy in community settings.

ACTIVITIES

- Promotes physical activity, nutrition, and tobacco prevention/cessation through the development of community-guided policy, environmental, and systems change strategies.
- Provides opportunities for technical assistance, mentorship, and leadership skill building to American Indians and their communities in Oklahoma, Kansas, and Texas.
- Offers mentorship and leadership through one-year Legacy Project proposals for non-REACH U.S.-funded American Indian applicants.

ACHIEVEMENTS

- Contributed to the reduction of the incidence of diabetes, cardiovascular disease, and other chronic diseases associated with obesity and tobacco use and abuse in American Indians residing in the Southern Plains region.
- Conducted numerous tobacco prevention/cessation Train the Trainer sessions among stakeholders, including included tribal and non-tribal partners. The sessions presented ways to reduce commercial tobacco use in the community, worksite, schools, healthcare, and faith-based settings.

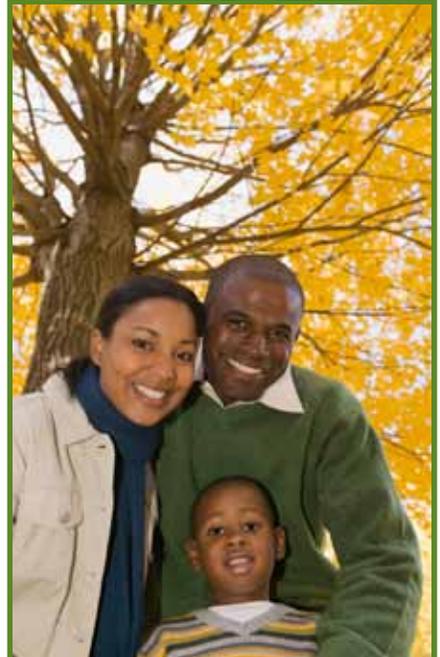
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[Preparedness/Chronic Disease
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Division of Community Health

