

REACH U.S.

To Our Children's Future With Health, Inc.

Philadelphia, Pennsylvania

A REACH Action Community (AC)

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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 share develop, evaluate, and share their culturally specific and relevant strategies and best practices.

ISSUE

To Our Children's Future With Health, Inc. is located in Philadelphia, PA. Their efforts are directed at cardiovascular disease in African Americans and primarily involve the collection of data to identify barriers in this area.

ACTIVITIES

- Conducts an annual baseline community assessment utilizing a community-mapping process.
- Organizes Haddington/Overbrook community-based organizations, local/city healthcare providers, and human service organizations to provide preventive health education programs about early warning symptoms of heart attack and stroke for community youth and adults. These programs also increase awareness about the importance of nutrition and the best ways to access healthy foods.
- Manages a mobile market offering fresh fruits and vegetables to residents of the Haddington/ Overbrook community.
- Schedules physical examinations for clients, identifies clinical health issues, and maintains a database of clients' physical examination results, immunization records, as well as sick and continuum care visits.
- Plans and implements an annual heart healthy community event.

ACHIEVEMENTS

- Disseminated findings of annual baseline community assessment to stakeholders and city government representatives.
- Developed a data monitoring tracking system for clients who receive physicals/immunizations, and sick and continuum of care visits.
- Twenty-five community-based agency providers (YDI and faith-based agencies) referred youth to physicals/immunizations, sick and continuum of care interventions.
- In 2008-2010, 498 physicals were provided to CCRRP youth participants between the ages of 8-18 years; 104 participants (21%) received follow-up care. The key health issues identified and treated included asthma, obesity, excessive eating, hearing and vision problems, and practicing safe sex. In the same period, more than 1,000 community residents took part in cardiovascular disease prevention education programming.
- Comparing pre- and post-survey results from youth participants, almost all physical activities increased significantly during the program. Also, comparing 2008/2009 to 2009/2010 survey results, taken as a whole, most activities showed an increase. When compared with pre-survey results, changes in junk food consumption were positive in all categories except one; changes in soda drinking were mixed between program start and completion dates. When comparing 2008 post-survey results with 2009 post-survey results, the changes in junk food consumption in 2009 were improved over 2008 in all categories but one.

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