

REACH U.S.

New York University School of Medicine Institute of Community Health and Research

New York, New York

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

B Free CEED is a national resource and expert center committed to eliminating hepatitis B (HBV) disparities in Asian American, and Native Hawaiian and Other Pacific Islander communities (AA and NHOPs). Using a community-based participatory approach, B Free CEED works locally with its partner organizations to develop and evaluate innovative strategies in order to nationally disseminate evidence-based practices to reduce hepatitis B disparities in Asian Americans and Pacific Islanders.

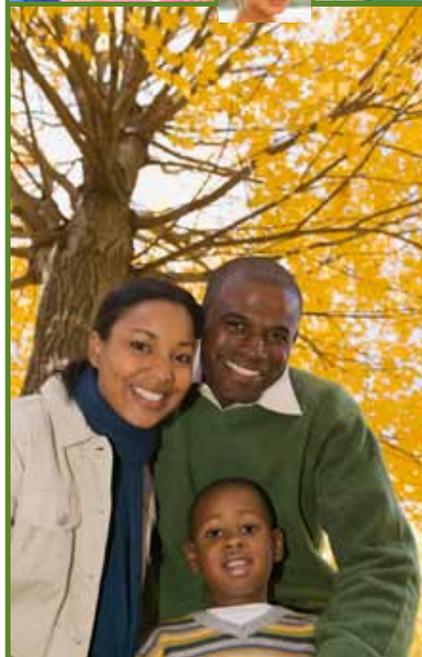
ACTIVITIES

- Identifies evidence-based strategies to increase the number of persons tested, evaluated and treated for HBV in New York City.
- Designs, pilots, and evaluates interventions to improve prevention and management of HPV, including: a local evidence-based social marketing campaign to increase HBV awareness in selected New York City communities, and a chronic HBV collaborative care model. Maintains a resource Web site to disseminate evidence-based HBV strategies and program development for screening, care, and influencing policy.
- Builds capacity and provides technical assistance to grassroots community organizations across the U.S. to engage in evidence-based HBV activities.
- Participation in local, national and international coalitions furthering HBV knowledge and promoting systems and policy changes related to HBV prevention and care.

ACHIEVEMENTS

- Increased awareness, screening, and diagnosis of HBV in AA and NHOP communities that contributed to:
 - Increased awareness of HBV and adherence to HBV screening guidelines.
 - Increased awareness of HBV in targeted New York City Korean and Chinese communities.
- Developed a nationally recognized collaborative care model for HBV to improve access and adherence to healthcare services for patients with chronic HBV in New York City.
- Developed a broad-based NYC Hepatitis B coalition with the New York City Department of Health and Mental Hygiene to share information and resources and to promote systems and policy change.
- Expanded the number of community organizations across the U.S. engaged in evidence-based HBV-related policy and outreach activities.
- Developed a model showing cost-effectiveness of early care for HBV.

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