



AWARDEE SPOTLIGHTS

What changes have happened in REACH communities?

REACH strives to prevent risk behaviors such as tobacco use, physical inactivity, poor nutrition, and to help manage chronic diseases such as diabetes and heart disease among African Americans, American Indians, Hispanics/Latinos, Asian Americans, Alaska Natives, and Pacific Islanders. Awardees are making a difference in rural, urban, and tribal communities across the United States.



Greenwood Leflore Hospital Helping African American students access preventive care in Leflore County, Mississippi

According to 2011 estimates from the US Census Bureau, children living in Leflore County experience one of the highest levels of poverty in the nation (62%). Many families cannot access basic health care services because of a lack of transportation and other resources. **As of March 2016, nearly 1,500 K-12 students in Mississippi have increased access to preventive health care at school.** Greenwood Leflore Hospital and its Partners in Health Coalition expanded the Early and Periodic Screening, Diagnostic and Treatment (EPSDT) program to include Leflore County Schools. Now, low-income students can receive free health screenings, dental exams, and other medical services despite lack of transportation and resources.



Montgomery Area Community Wellness Coalition Promoting healthy eating and small businesses in Montgomery, Macon, and Lowndes Counties, Alabama

The Montgomery Area Community Wellness Coalition and its partners have launched a Healthy Corner Store initiative to increase access to fresh fruits and vegetables. Since its inception, the 15 corner stores have joined the program, 5 stores each of the first 3 years. Successes include:

- At 6 months, the first 5 stores reported an average gross profit of 30% on the produce they carried; the next 5 stores at 6-month follow-up reported an average gross profit of 38%.
- 84% of patrons said they wanted the store where they shop to continue selling fresh produce.
- 35% of patrons said they were eating more fruits and vegetables since they became available in the stores.



The Coeur d'Alene Tribe (Benewah Medical & Wellness Center)

Promoting physical activity with Powwow Sweat in Northern Idaho

Native Americans are 60% more likely to have obesity than non-Hispanic whites. The Coeur d'Alene Tribe is working to increase access to healthy food options, especially traditional produce, and provide more activity opportunities. They adapted the standard aerobic workout into a format their community is familiar with—traditional dance. The Powwow Sweat program breaks down six traditional dances into step-by-step exercise routines, and includes warm up and warm down routines. The Coeur d'Alene Tribe works with partners to offer classes locally for community members and make the videos available for free online and on DVD. Powwow Sweat has been publicized by National Public Radio (NPR) and through Native American news sources. DVDs have been distributed locally, and their YouTube videos have had over 260,000 views as of August, 2017.



Partners In Health

Increasing smoke-free environments in Section 8 housing in Boston, Massachusetts

According to the 2013 Boston Behavioral Risk Factor Surveillance System, 27% of Boston residents who live in subsidized housing are smokers compared with 16% of residents in market rate housing. These residents have an increased risk of stroke, heart disease, and lung cancer. Secondhand smoke (SHS) also presents a serious challenge for non-smokers, including children and seniors with asthma, who can be exposed to smoke from neighboring units and common areas in their building. This initiative provides technical assistance to landlords, property managers, and tenants to set up and maintain smoke-free housing practices in Section 8 (Housing Choice) and rental-assisted housing units in Boston. As a result of technical assistance provided by this program, **over 1600 Section 8 (Housing Choice) and rental-assisted housing units of the Boston Housing Authority (BHA) became smoke-free providing greater access to the health and safety benefits of smoke-free housing to over 4,000 low-income residents in Boston, Massachusetts.**



Project Concern International

Referral Tools Help Latinos in California Prevent Chronic Diseases, San Diego, California

In San Diego County, some of the leading health disparities Latinos face include no health insurance, delays in care, and lack of access to health care. To address disparities, PCI launched Project ALCANCE (Advancing Latina Chronic Disease Prevention through Awareness Networking, Collaboration, and Education), which means "reach" in Spanish, to improve referrals to health care in San Diego County. **Between October 2014 and September 2016, Community Health Workers (CHWs) used the Referral Pathway Tool to connect 1,554 people primarily in Latino communities to clinics specializing in preventing chronic disease or local chronic disease prevention organizations.** CHWs were trained through a chronic disease course and a leadership academy to be leaders and share important health information in their community. PCI is working with the San Diego Chronic Disease Coalition to expand the CHW Leadership Academy, and bridge connections between health programs, community partners, and residents.



University of Hawaii

Improving tobacco-free environments in the Pacific Islands

The University of Hawaii is working with United States Affiliated Pacific Islands (USAPI) that includes the territories of American Samoa, Guam, Commonwealth of the Northern Mariana Islands (CNMI), the Freely Associated States of the Federated States of Micronesia (FSM), Republic of the Marshall Islands (RMI); and Republic of Palau to increase access to smoke-free protections. **As of September 2016, the University of Hawaii has increased access to tobacco-free or smoke-free environments for an estimated 4,600 residents across 6 setting units on Kosrae Island, FSM.** Working with owners of public spaces that were exempted from the Kosrae Clean Indoor Act because of the openness of their buildings or seating areas, the University of Hawaii supported the successful implementation of voluntary smoke-free protections at Kosrae Airport, a gym, and four restaurants. Furthermore, there were some establishments in CNMI and FSM that were unaware that they were subject to the local tobacco-free laws in each of those locations. The University of Hawaii worked with the island nations to educate these establishments and used a voluntary cadre of community members who expressed interest in assisting with enforcement efforts.

For More Information

REACH is the only program at CDC that addresses prevention of chronic diseases and risk factors among specific racial and ethnic groups. Learn more about the REACH programs at: <https://www.cdc.gov/nccdphp/dnpao/state-local-programs/reach/index.htm>.

