

**Program #40053 - Racial and Ethnic Approaches to Community Health (REACH)** 7/21/2015

**Department:** Health Department **Program Contact:** Rachael Banks  
**Program Offer Type:** Innovative/New Program **Program Offer Stage:** As Adopted  
**Related Programs:** 40058  
**Program Characteristics:**

**Executive Summary**

Racial and Ethnic Approaches to Community Health (REACH) is a program funded by the Centers for Disease Control and Prevention (CDC) to create policy, systems, and environmental changes to improve health equity for Multnomah County's African American community. REACH focuses on tobacco and nutrition policies and environmental changes in a variety of settings to improve health across the lifespan, from pre-conception to older adulthood.

**Program Summary**

More African Americans in Multnomah County die from preventable diseases like diabetes, lung cancer, and heart disease compared to other groups. The Racial and Ethnic Approaches to Community Health (REACH) program addresses pervasive disparities in chronic disease in the African American community by 1) implementing high impact strategies reaching at least 75% of the African American community, 2) decreasing health inequities, and 3) increasing the evidence base by conducting evaluation and research. In partnership with a diverse set of partners through the ACHIEVE coalition, REACH will increase the number of African Americans with improved access to healthy food and decrease the number of African Americans exposed to tobacco and nicotine. Because of REACH, 17,500 African Americans in Multnomah County will have more healthy food in 25 settings, and more transportation options to healthy food retail. Working with the City of Gresham and five community based organizations, REACH will expand the number of healthy retail settings and support retailers to provide healthier options in retail settings. Nutrition policies in faith-based settings and child-care settings will be implemented, and transportation policies will improve access to the newly created healthy food settings.

As a result of this three-year grant, 47,695 African Americans in Multnomah County will have increased access to tobacco/nicotine-free environments. Tobacco strategies will decrease youth access to tobacco and nicotine, provide tobacco cessation for pregnant women, and increase smoke-free policies in places frequented by youth and African Americans. REACH will focus largely in East County to implement nutrition policies in 10 faith-based community institutions/organizations, implement nutrition policies in five child care settings, develop eight healthy retail environments, establish two healthy food access policies, decrease youth access in over 700 tobacco retail settings, initiate tobacco cessation programming across three health care settings, and implement smoke-free policies across 10 community settings.

REACH aligns with the first strategic priority of the Health Department's Strategic Plan: to improve health outcomes and health equity. This program responds to racial and ethnic disparities outlined in the 2014 Report Card on Racial and Ethnic Disparities, addresses underlying causes of poor population health by focusing on the social determinants of health and a life course health perspective, and builds capacity in the African American community.

**Performance Measures**

Measure Type	Primary Measure	FY14 Actual	FY15 Purchased	FY15 Estimate	FY16 Offer
Output	Number of community settings adopting healthy food and/or tobacco- and nicotine-free policies	NA	NA	2	5
Outcome	% of African Americans with increased access to healthy food and decreased exposure to tobacco and nicotine	NA	NA	2%	15%
Quality	Number of community settings with a completed assessment	NA	NA	2	5

**Performance Measures Descriptions**

Note: This is a 3-year grant. Measures of success will be staged with development of program. As the policy development process builds, the number and % of people impacted will grow larger in the second and third years.  
 Note: Community settings include faith-based, child care, recreation/after-school, and retail.

## Legal / Contractual Obligation

OMB Circular A-87; State/Federal program Requirements; CDC grant requirements (include culturally specific focus on African Americans in Multnomah County) and requirements of the Affordable Care Act.

## Revenue/Expense Detail

	Proposed General Fund	Proposed Other Funds	Proposed General Fund	Proposed Other Funds
Program Expenses	2015	2015	2016	2016
Personnel	\$0	\$0	\$0	\$589,677
Contractual Services	\$0	\$0	\$0	\$495,490
Materials & Supplies	\$0	\$0	\$0	\$63,349
Internal Services	\$0	\$0	\$0	\$137,680
<b>Total GF/non-GF</b>	<b>\$0</b>	<b>\$0</b>	<b>\$0</b>	<b>\$1,286,196</b>
<b>Program Total:</b>	<b>\$0</b>		<b>\$1,286,196</b>	
<b>Program FTE</b>	0.00	0.00	0.00	6.45

Program Revenues				
Indirect for Dept. Admin	\$0	\$0	\$77,327	\$0
Intergovernmental	\$0	\$0	\$0	\$1,286,196
<b>Total Revenue</b>	<b>\$0</b>	<b>\$0</b>	<b>\$77,327</b>	<b>\$1,286,196</b>

## Explanation of Revenues

REACH grant award: \$1,286,196

## Significant Program Changes

Last Year this program was: