

Making the **healthiest** choice the **easiest** choice with Multnomah County REACH.



The ACHIEVE (Action Communities for Health, Innovation and Environmental Change) Coalition has laid the foundation for the Multnomah County-Racial and Ethnic Approaches to Community Health (REACH) program since 2009. A group of multi-sectoral partners collectively envisioned ending health inequities in chronic diseases for the African American and African immigrant/refugee communities in Multnomah County.

The Racial and Ethnic Approaches to Community Health (REACH) grant is federally funded by the Centers for Disease Control and Prevention (CDC) with a focus of reducing health disparities among populations with the highest burden of chronic disease (i.e., hypertension, heart disease, Type 2 diabetes, and obesity).

Multnomah County-REACH 2.0 is a continued effort towards a comprehensive model of health to advance positive health outcomes for the Black community here in the county. To improve and reduce health inequity, it is vital to address the impact social determinants of health through multi-sectoral systems and policy actions. REACH 2.0 will empower community members and partners to become creators for solutions that make the healthiest choice the easiest choices.

Leading Causes of Death among the Non-Hispanic Black population in the United States

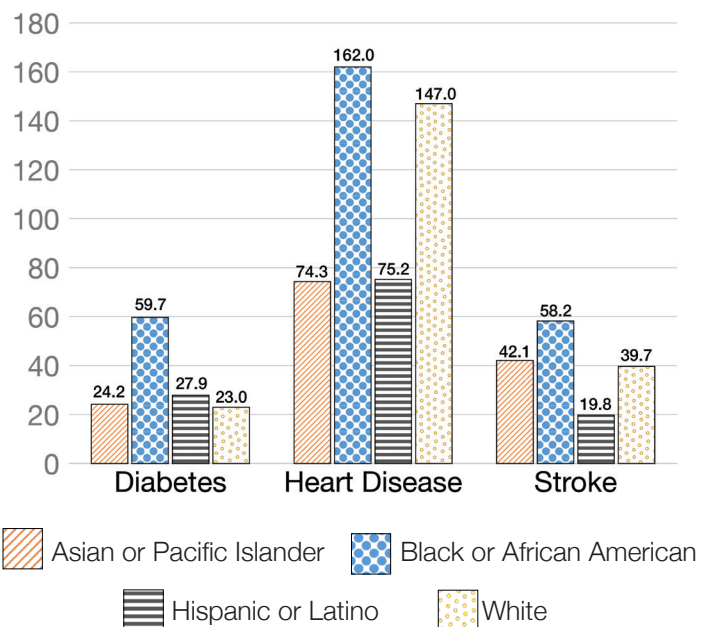
- 1 Heart Disease
- 2 Cancer
- 3 Accidents*
- 4 Cerebrovascular Diseases
- 5 Diabetes

*unintentional injuries

Source: Heron M. Deaths: Leading causes for 2017. National Vital Statistics Reports; vol 68 no 6. Hyattsville, MD: National Center for Health Statistics. 2019.

Age-adjusted Mortality Rates in Multnomah County

Per 100,000 people, 2011-2015



Source: Centers for Disease Control and Prevention WONDER

REACH strategies will build capacity within organizations to lead communication, policy, system, and environmental changes that aim to increase access to community health programs and nutritious foods, increase economic development opportunities, and improve community design by connecting safe and accessible places for physical activity. The Multco REACH program will utilize the following three intervention domains:



Nutrition

- Increase access to healthier foods through food hubs and explore innovative practices and enhance healthier food procurement sales
- Establish healthy nutrition standards (i.e. childcare settings, schools, faith-based settings, jails, etc.)
- Make improvements to local programs/systems (i.e. SUN School's Food Pantries and WIC's Farm Direct Nutrition Program)
- Increase continuity of care/community support for breastfeeding (i.e. campaign, increasing the number of AA/B lactation consultants, etc.)



Physical Activity

- Establish new or improved pedestrian, bicycle, or transit transportation systems that are combined with new or improved land use or environmental design
- Bridge community engagement with transportation policies in a public health way



Community-Clinical Linkages

- Promote the use of appropriate, locally available and culturally specific programs
- Expand the use of health professionals and increase referrals



Community Partnerships

- ACHIEVE Coalition partners meet monthly to provide guidance, prioritize needs, raise awareness to catalyze collective action, and facilitate community engagement and support. The coalition includes community members, representatives from local community organizations and faith based agencies, along with County and state agency staff.

For more information about the REACH program visit multco.us/reach.