

September 3, 2025

REACH Team Updates | General Updates

Introduction of REACH Work Out of Class Supervisor

Stephanie Blume will be the interim REACH supervisor in Amina Sheikh-Wali's absence from September 2025 to February 2026.

REACH Year 3 Funding and Reporting Updates | Susan Van't Hof

Year 2 CDC Reporting Summary

- Funded for three strategy areas for Year 3: Nutrition, Physical Activity/Built Environment, and Breastfeeding. Vaccine Strategy has been discontinued.
- CDC reporting has been completed and submitted for 2025 and is as follows:

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- *Annual performance measures (APR)* tracks progress for the CDC and is a really important deliverable. APR is sometimes called "continuing non-compete application" and helps the CDC decide whether to continue funding the next year, withdraw, or change the work plan. The APR must show that the recipient is doing the work outlined in the work plan or have plans in place to do the work.
- *Milestones* are short term goals. We check 'yes' or 'no' to whether we've met specific goals or are on track to meet them. They are status reports.

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- *Performance measures* are short term outcomes for each strategy. Allows CDC to add up all REACH awardees to show to congress the work being done. Performance measures are defined and are numbers, tangible proof of work. Also a progress indicator, short term (things that have happened as a result of our deliverables).
- *Annual evaluation report* is similar to APR, but the former has very specific indicators: numbers, contextual information, proof of work, reported challenges, etc.
- *Leveraged funds* are money received from sources other than CDC through REACH grant that help us work toward REACH goals.
- The REACH grant is not formula-based. The REACH grant is based on merits of proposed work, not awarded according to demographic and population (formula).
- REACH submitted the work plan for year 3 and is waiting for the Notice of Funding Opportunity (NOFO). Sometimes, the CDC provides feedback or has questions, but we have not received anything yet.
- Possible to receive "approved but not awarded," meaning the application scored high but there isn't enough funding to award everyone. This decision is similar to a waitlist. If more funding comes or is pulled from another, the recipient could get funded. REACH has yet to receive feedback.

- DEI and Multco funding: we may adjust language on applications for funding for certain things. However, Multnomah County is not reneging on our values, changing the way we work internally, or how we carry out our work.

Nutrition Strategy | Hermela Demise

Year 3 efforts focus on two main areas: Healthy Food Procurement and Produce Prescription Programs. Healthy food procurement is focused on developing nutrition guidelines for County food and beverage purchases.

- Our focus is on developing nutrition guidelines for County food and beverage purchases at meetings, events, and community-facing programs. This includes catered meals or restaurant orders, and meals provided at trainings and County meetings, and community events hosted by Multnomah County.
- REACH is exploring how these purchases align with the nutrition guidelines we are developing. We're still in the early stages, but it's an important step in supporting healthier choices and highlights opportunities for local and culturally specific food businesses.
- We are also preparing resources and technical assistance to support future adoption across the County. The goal is to make healthy, culturally specific choices easier for County programs and sites while reflecting the preferences and needs of our community.
- REACH is working with the Multnomah County Office of Sustainability and the Department of County Management to support the inclusion of more local and nutritious foods that align with County procurement policies and the Multco Marketplace.

Produce prescription programs connect families directly to fresh fruits and vegetables. REACH prioritizes Multco residents at the highest risk of experiencing chronic disease. This work is carried out through two main activities: a free CSA program and the REACHing Us People's Market, both run by Play Grow Learn.

- The CSA program serves hundreds of families and is a need-based program with limited spots. Registration occurs in the spring and the program runs through fall. PGL serves BIPOC families in their programs and partners with others (Highland Haven, Holla School, Afrovillage and others) to distribute the food.
- The REACHing Us People's Farmers Market in East County, operated by our partners, Play-Grow-Learn.
- The market takes place every Sunday through November 2, from 1:00 to 5:00 PM, in the East County Courthouse parking lot at 18480 SE Stark Street. This market provides fresh, local produce, including seasonal fruits and vegetables, along with other goods from local vendors. Entertainment for children and families is also often provided.
- The market is also a space for community engagement and learning. Attendees can access health education, learn about local services and programs, and connect with organizations that support families in the area.
- The market serves around 500 attendees each week and attendees speak a variety of languages including Rohingya, Spanish, Burmese, Swahili, Kirundi, Kinyarwanda, and Lingala.

- REACH invites our ACHIEVE Coalition partners to attend and table at the market, especially if your organization has staff or volunteers who speak these languages or are deeply connected to these communities. **The sign-up form for tabling is included in the agenda.**
- As part of this year 3 work, we're exploring ways to make the market sustainable so it can continue to serve the community and provide fresh healthy food for years to come.

Other nutrition activities that will continue on a case-by-case basis include culturally specific cooking demonstrations (e.g. Taste of African Heritage series).

Physical Activity/Built Environment | Nsilo Berry

Traffic Safety Report (TSR) 2.0

- REACH and partners are working on the traffic safety report which is an update of the report published in 2021. This report will examine fatal and non-fatal traffic crashes, harassment, violent crime, biased crime, biased policing. This report will also open the door to discussing how communities want their spaces protected and how to make it safer for pedestrians to travel.
- Once the second draft is finalized, the ACHIEVE coalition will have an opportunity to provide comment and insight into the report. Stay tuned for more information.

Monitor Transportation Projects and Plans

- Transportation Bill HB2025 did not pass which would have committed significant investment in transportation programs such as Safe Routes to School and Great Streets. This eliminates the funding for increased access to e-mobility and lack of protection for micro-mobility use. There is very-limited funding to complete sidewalks, bikeways and trails in order to have a safe built environment for traversal.
- Governor Kotek recently called a special session at the end of August to increase and add taxes (gas and per-mile taxes). This passed in the committee and will head to the senate for a second reading and a final vote. If passed this will save transportation jobs (most notably maintenance) and allow for highway maintenance.
- This doesn't solve the larger transportation needs, so please be aware of cuts that are occurring to services such as Trimet. Nsilo (Physical Activity/Built Environment Specialist) will continue monitoring developments and present updates.

Public Health Mapping Project

- Nsilo is currently leading a project that is examining public health intersections of various public health research areas: Violent Crime, High Injury Corridors, Alcohol Retailers, Tobacco Retailers, Cannabis Retailers, Schools (Elementary, Middle, High, Parks, Food Retailers, Joy Points (places where the community has identified as safe/fun locations) -
- We are looking at different neighborhoods in Portland and creating these "portraits" in order to narrate the strengths and opportunities for improvement in different neighborhoods. We will request help from the ACHIEVE Coalition to understand the information gathered and ensure it is consistent with your lived experience.

PPR Shuttle Project

- Portland Parks and Rec is working on a shuttle pilot that they plan to put into effect the summer of 2026. The pilot will help communities to Washington and Forest Park for outdoor recreation opportunities. The shuttle will create a direct connection to these places from specific stops in the Portland Metro Area.
- The project is currently in the vendor selection phase, but Nsilo wants ACHIEVE to be a part of the route design and insight process. By working with PPR, we can show the importance of direct connection shuttle services and their ability to get people connected to our natural, public resources.
- Examples of potential pick up/drop off stops include community centers like East County Community Center and NE Health Center.

Questions for follow up

- How is the route going to be chosen? Will it utilize or be informed by the Safe Routes program? And what will it cost for riders?
- How does PPR intend to promote this service to ensure that the community is aware and it is utilized?
- Is keeping this service dependent on ridership and, if so, what is the threshold use rate?

Breastfeeding Strategy | Kara Sydnor

- Kara Sydnor is no longer with the REACH team and has moved to another program.
- There is no current Breastfeeding Specialist but the work will continue. We will lean into collaborations with Women Infants Children (WIC) and Healthy Birth Initiatives (HBI).

2025 activities recap

- Multnomah County programs HBI, WIC, and REACH hosted the 4th Annual Breastfeeding Town Hall in August. The focus for 2025 was maternal mental health, specifically post-partum mental health challenges and how they relate to and impact breastfeeding.
- The Town hall provided continuing education units (CEUs) for CHWs.
- The goal was to impart knowledge to the community and maternal health-focused CHWs to support breastfeeding people and provide lactation resources.

NE Health Center Lactation Room Opening

- NE lactation room is open! This was three years in the making and was a jointly funded HBI-REACH-WIC effort.
- Due to cost, it may not happen in any other spaces for a while, but we are working towards it. The next step would be to evaluate other Multco buildings (starting with Lloyd building), that identify rooms with public access to build out lactation spaces.

Other lactation spaces in the community

- East County (IRCO) will have Mamava Pod in the next couple weeks. Rockwood Market Hall has a lactation room that is publicly accessible during business hours. Ask a vendor for the code.

Year 3 work: REACH is developing culturally relevant breastfeeding-friendly criteria for spaces. For example, this includes providing separation and privacy for cultures that value modesty to ensure breastfeeding parents from all communities feel represented and welcome.

Communications | Cindy Shepard

REACH will continue to use our established communications channels to promote our work and events, update our partners, and share resources with the community.

- REACHing Us Newsletter (monthly)
- ACHIEVE Coalition (meetings, email updates and reminders)
- Social media (Meta (facebook.com/multcoreach), as needed: facebook.com/MultCoHealth)
- Website (multco.us/programs/reach) will be updated with significant and recurring events. ACHIEVE meeting notes will continue to be posted at multco.us/info/achieve.
- Paid advertising will occur primarily through Meta (Facebook and Instagram ads)
- REACH is currently working on a partner toolkit for our strategy areas that will be updated and shared quarterly. This will include evergreen resources and partner events.
- Flyers, graphics, social media content and other communications materials for REACH and partner events will continue to be created as needed.

Community Immunization Program (CIP) - Mariana and Jennie

Changes due to funding

- There are some changes to CIP due to funding. McCoy building clinic and mobile clinics have been discontinued for child/general immunizations.
- The largest numbers of nonreligious exemptions for vaccines were seen post-COVID-19 pandemic (after the height of COVID, when it was declared endemic). Vaccines have been politicized because of COVID and it has led to mistrust of all vaccines
- Disparities do exist among communities and POC tend to have lower vaccination rates, likely due to access issues.

Child immunization / vaccine access

- State law requires children to have vaccines to attend school, yet 5% are missing vaccines, which is about 5000 children.
- Oregon tracks child vaccine coverage with the information [available on their website](#).
- Child immunization deadlines: Jan 14, 2026 to not get an exclusion letter, Feb 2026 to not have your child(ren) excluded from school or childcare.
- Start with pediatricians and family doctors, then student health centers, or look at the vaccine resource list (attached as a PDF).
- Broader immunization efforts are for children under 2 and adults over 65 (vulnerable populations).