



Congressional Briefing and
National Webinar:

Racial and Ethnic Approaches to
Community Health Program (REACH)
25th Anniversary

August 1, 2024

X @HealthyAmerica1

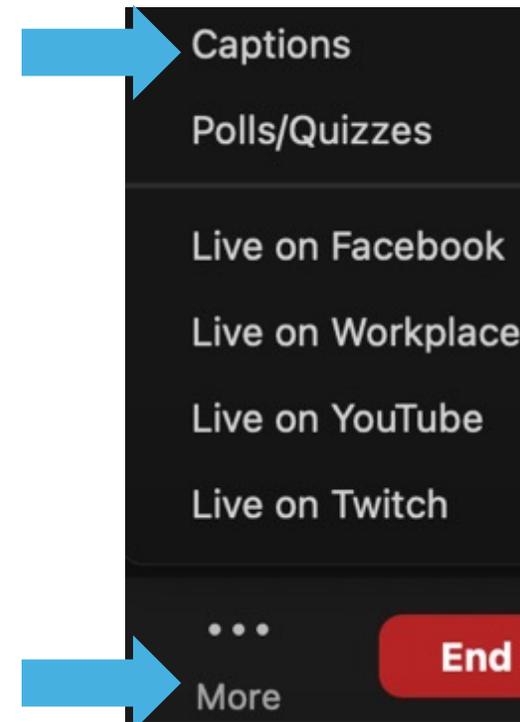
🌐 tfah.org



Closed Captioning

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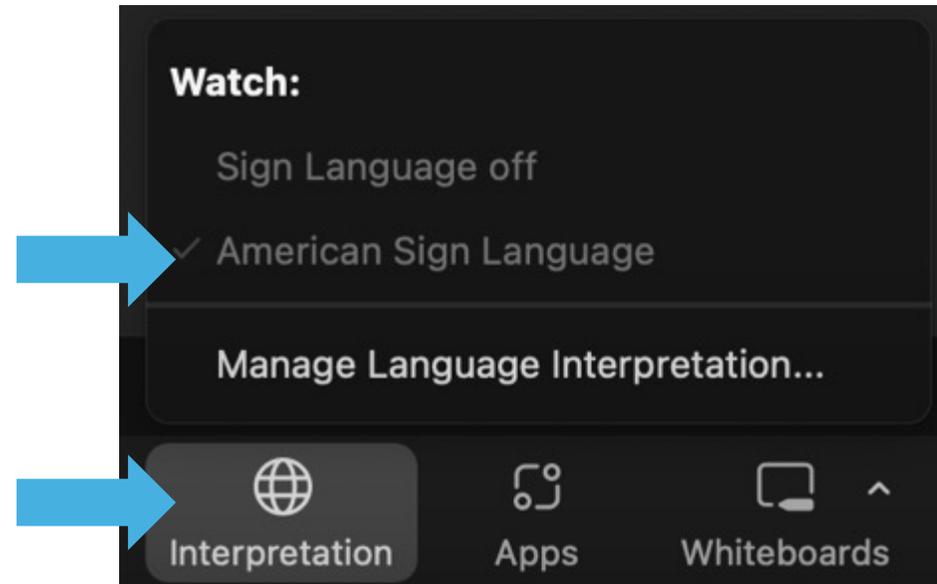
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ASL Interpreting

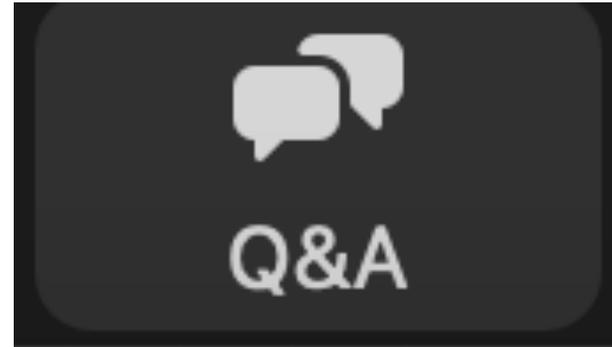
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Q&A Feature

1. At the bottom of your screen, click to open the Q&A panel
2. Type your question in the Q&A box
3. Hit Enter



Moderator



J. Nadine Gracia, M.D., MSCE
President and CEO
Trust for America's Health

tfah.org

Agenda

Welcome and overview of TFAH and REACH

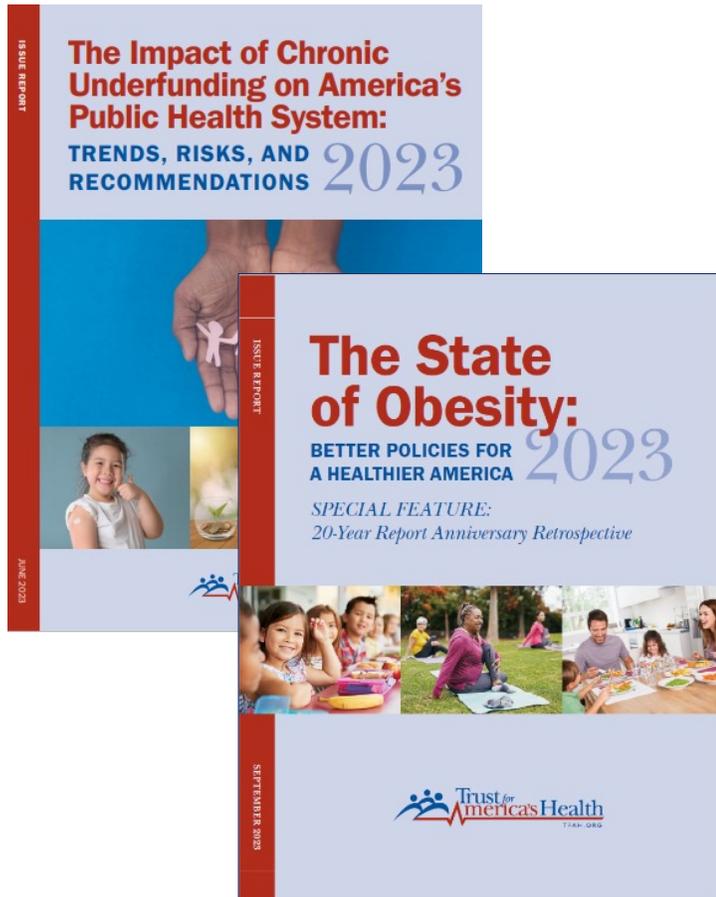
Presentations from panelists

Questions and Answers

Closing



Trust for America's Health (TFAH)



Independent, non-profit, non-partisan. Public health, prevention, and equity focus, including:

- Data and research for action
- Health-promoting policies
- Strong public health system
- Informed policymakers



Disparities in Rates of Chronic Disease



Persistent disparities in rates of obesity, diabetes, hypertension

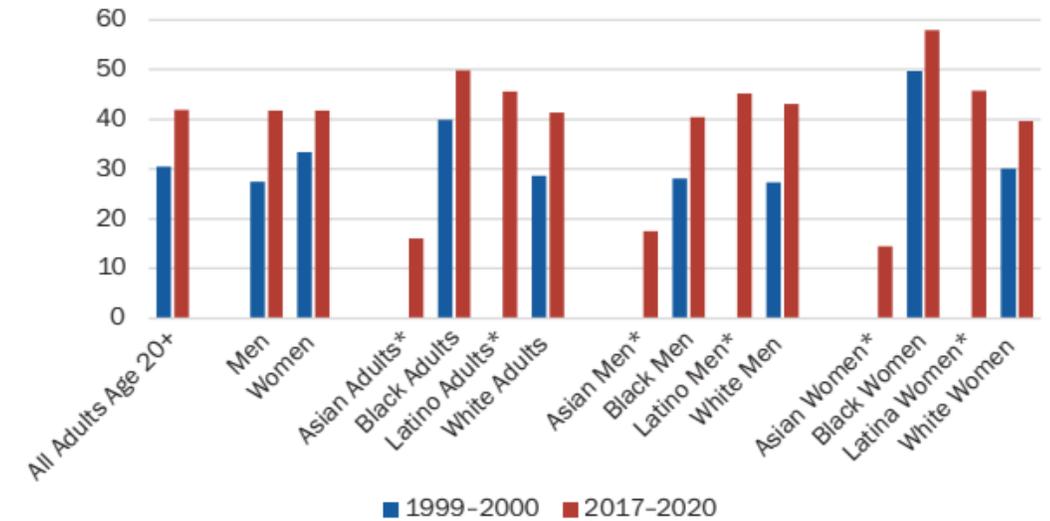


Disparities in tobacco use, driving cancer-related health disparities



The cost of disparities = +\$320 billion in excess healthcare costs per year

FIGURE 4: Adult Obesity Rates by Select Characteristics in 1999–2000 and 2017–2020



*Note: 1999–2000 data is not available.

Source: NHANES

REACH Program Overview

Since 1999, REACH has aimed to improve health, prevent chronic diseases, and reduce health disparities.

Goal to make healthy eating and active living more accessible to priority populations

50 funded organizations use proven strategies, such as:

- Healthy food service and nutrition standards

- Breastfeeding support

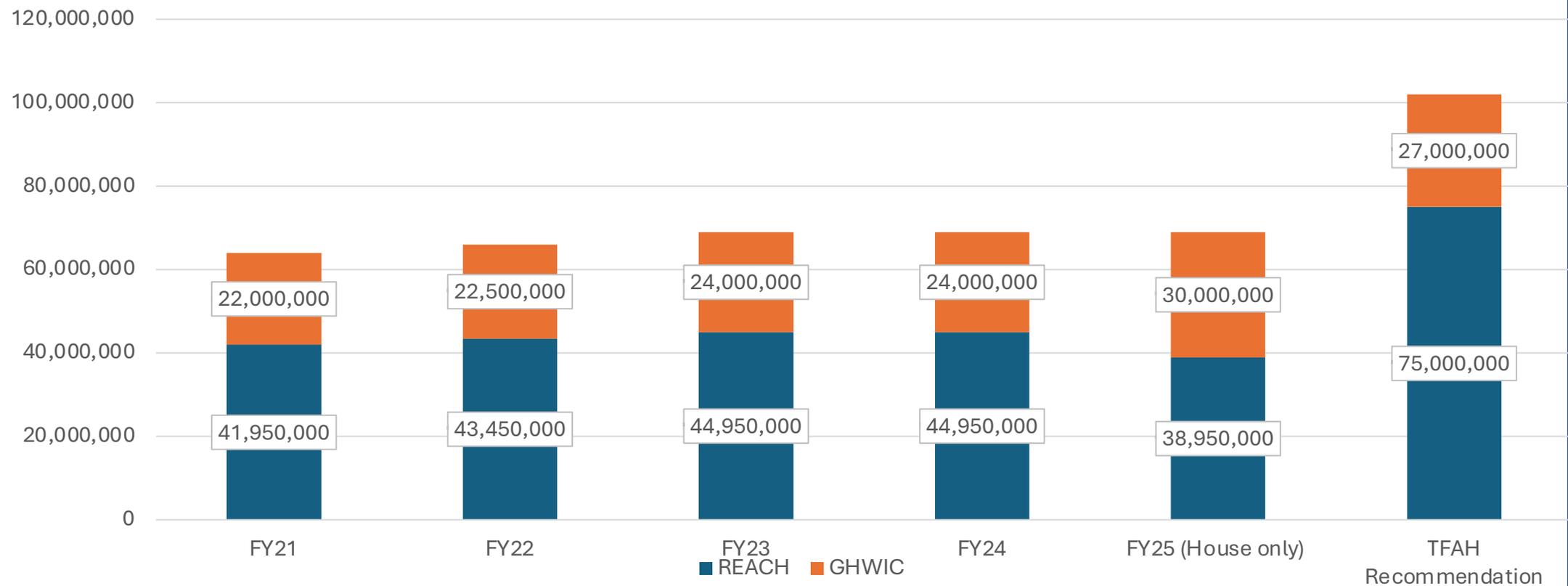
- Produce prescriptions

- Tobacco prevention

- Access to physical activity



REACH Appropriations Funding Line History



REACH in Action

Increasing access to fresh produce through corner stores in Montgomery County, AL

Creating healthier home environments through smoke-free housing in Boston, MA

Promoting physical activity in Coeur d'Alene Tribe in Northern Idaho



See more: <https://www.cdc.gov/reach/php/in-action/index.html>



**A Moment of
Silence to Honor
Congresswoman
Sheila Jackson
Lee**

**Longtime Champion of the
REACH Program**



Welcome to Our Panelists



Ruth Petersen M.D., MPH
Director, Division of Nutrition,
Physical Activity, and Obesity
(DNPAO)
Centers for Disease Control and
Prevention



Paula Kreissler
Executive Director/Project
Director
Healthy Savannah/
YMCA of Coastal Georgia's
REACH Grant





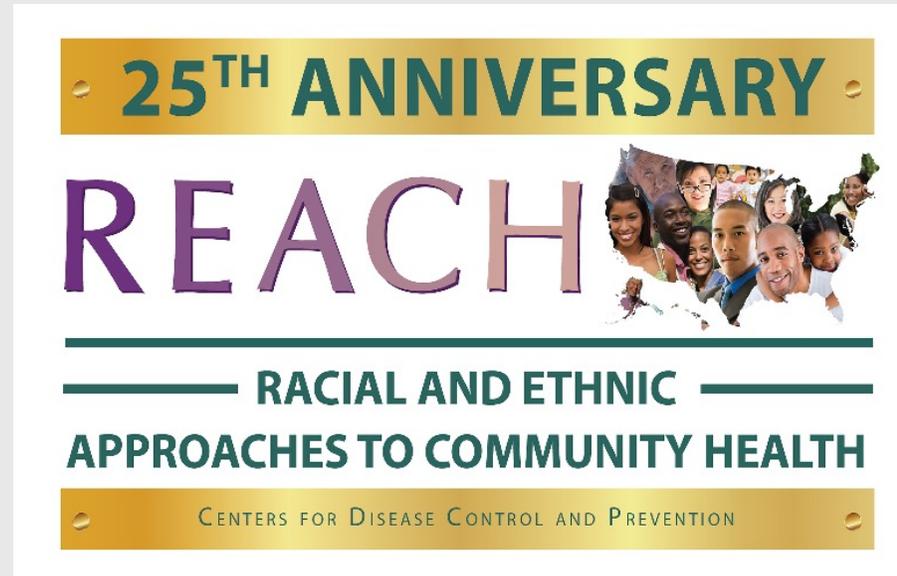
Ruth Petersen M.D., MPH
Director, Division of Nutrition, Physical
Activity, and Obesity (DNPAO)
Centers for Disease Control and Prevention

cdc.gov



2024 Trust for America's Health Congressional Briefing

Making History: CDC's Racial and Ethnic Approaches to Community Health (REACH) Program



Ruth Petersen, MD, MPH

Director

Division of Nutrition, Physical Activity, and Obesity

National Center for Chronic Disease Prevention and Health Promotion

U.S. Centers for Disease Control and Prevention

Health gaps exist among racial and ethnic minority groups. These groups may have higher rates of disease, early death, and health care costs, and lower quality of life.



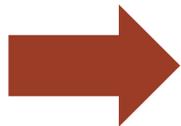
The Price we are Paying as a Nation Each Year

\$3 BILLION



Low rates of breastfeeding add to direct medical costs for mother and child

\$117 BILLION



Inadequate physical activity contributes to healthcare costs

\$173 BILLION

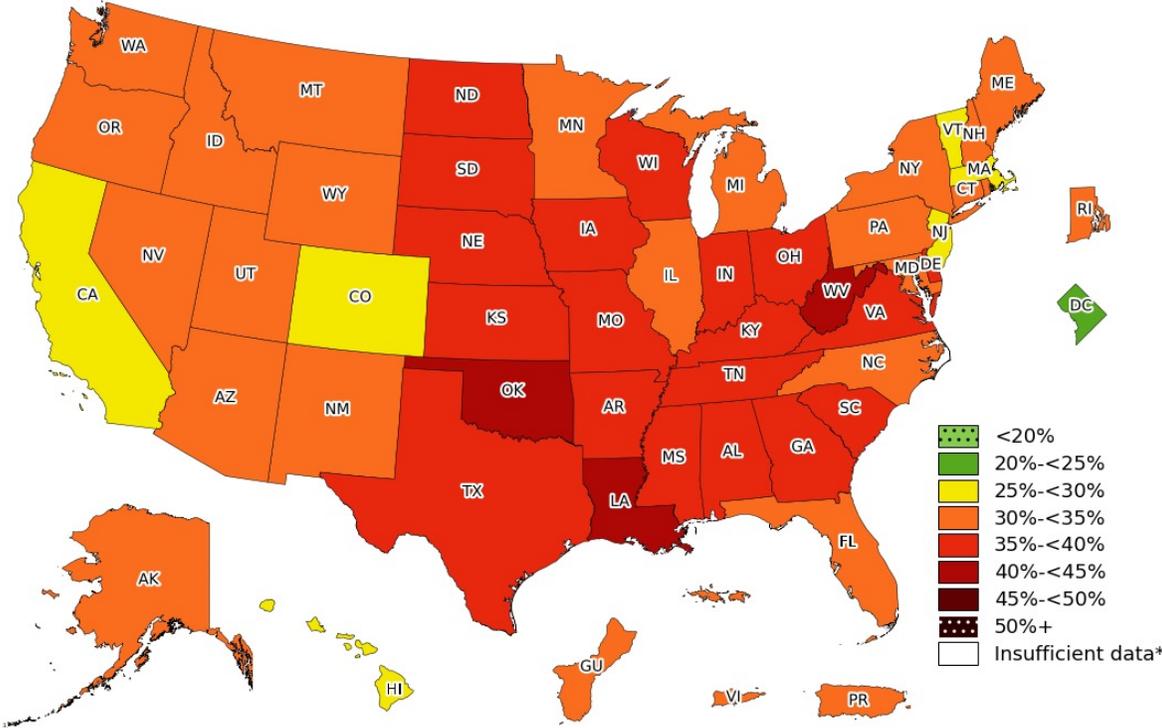


Obesity-related healthcare costs

Chronic Conditions are Costly, but *Preventable*

CDC Data Show that Adult Obesity Prevalence Continues to Rise Across the US

Prevalence of Self-Reported Obesity Among US Adults by State and Territory, BRFSS, 2022



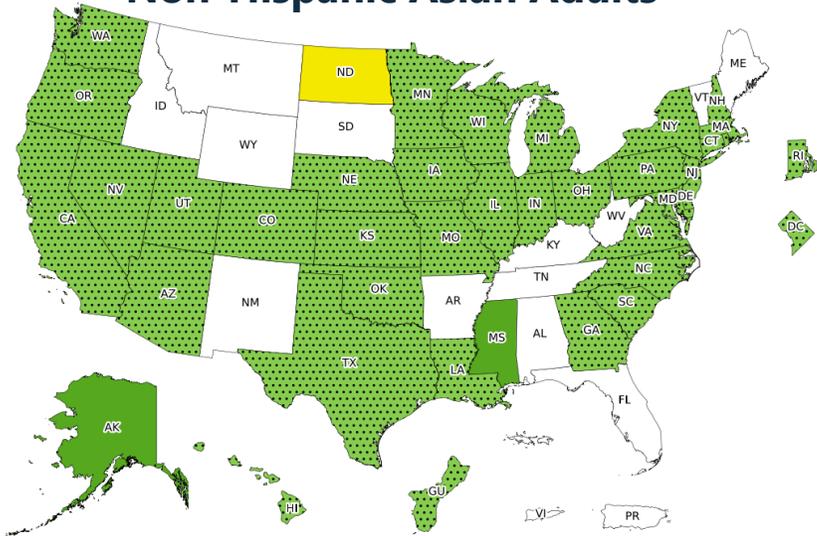
***Sample size <50, the relative standard error (dividing the standard error by the prevalence) $\geq 30\%$, or no data in a specific year.**

Prevalence estimates reflect BRFSS methodological changes started in 2011. These estimates should not be compared to prevalence estimates before 2011.

Source: Adult Obesity Prevalence Maps - <https://www.cdc.gov/obesity/php/data-research/adult-obesity-prevalence-maps.html> | <https://www.cdc.gov/obesity/data/prevalence-maps.html>

Prevalence of Self-Reported Obesity Among US Adults

Non-Hispanic Asian Adults

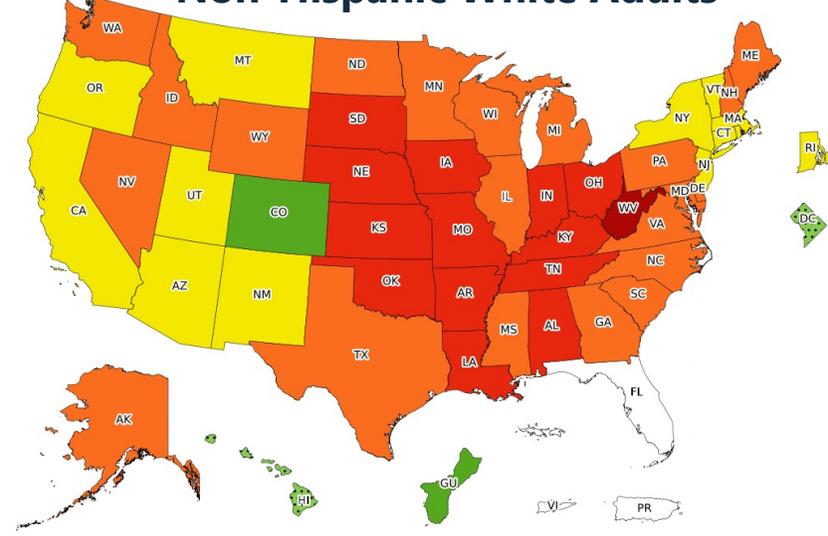


LEGEND

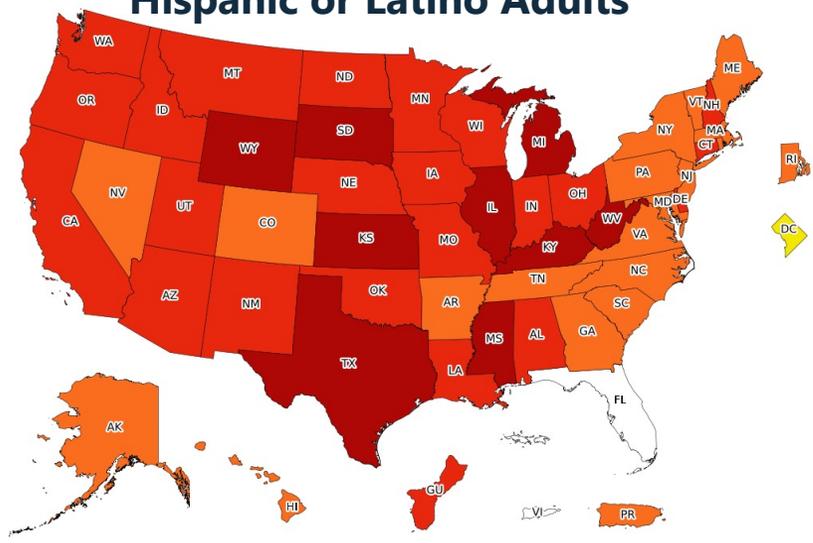
- <20%
- 20%-<25%
- 25%-<30%
- 30%-<35%
- 35%-<40%
- 40%-<45%
- 45%-<50%
- 50%+
- Insufficient data*

*Sample size <50 or the relative standard error (dividing the standard error by the prevalence) ≥ 30%, or no data in a specific year.

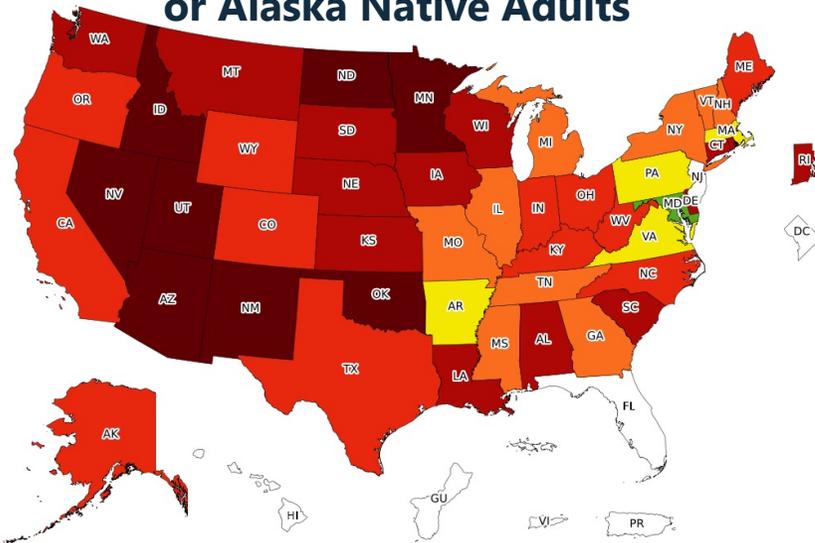
Non-Hispanic White Adults



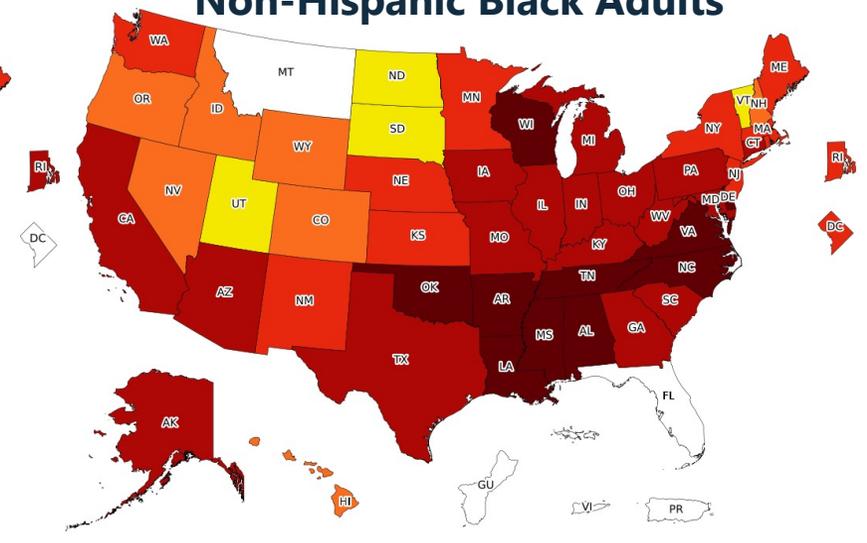
Hispanic or Latino Adults



Non-Hispanic American Indian or Alaska Native Adults



Non-Hispanic Black Adults



By Race/Ethnicity, State and Territory, BRFSS, 2020-2022

REACH uses culturally appropriate programs and proven strategies to help improve health, prevent chronic diseases, and reduce health disparities.

Recipients use culturally tailored interventions to increase access to:



- Nutritious foods
- Safe and accessible physical activity
- Breastfeeding information, knowledge, and support
- Healthy early care and education environments
- Family healthy weight programs
- Tobacco-free environments

25TH ANNIVERSARY

REACH

RACIAL AND ETHNIC
APPROACHES TO COMMUNITY HEALTH

CEPH 1997-2022 | CEH 2022-2025

REACH leverages and strengthens relationships across sectors to accelerate progress in the community...



REACH is one of the only CDC programs that focuses on reducing chronic disease among specific racial and ethnic groups in urban, rural, and tribal communities.

REACH Appropriations for Fiscal Years 1999-2024



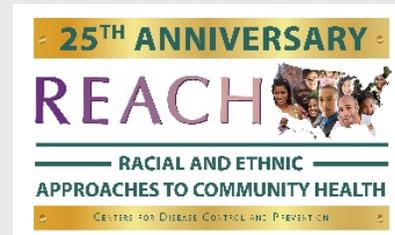
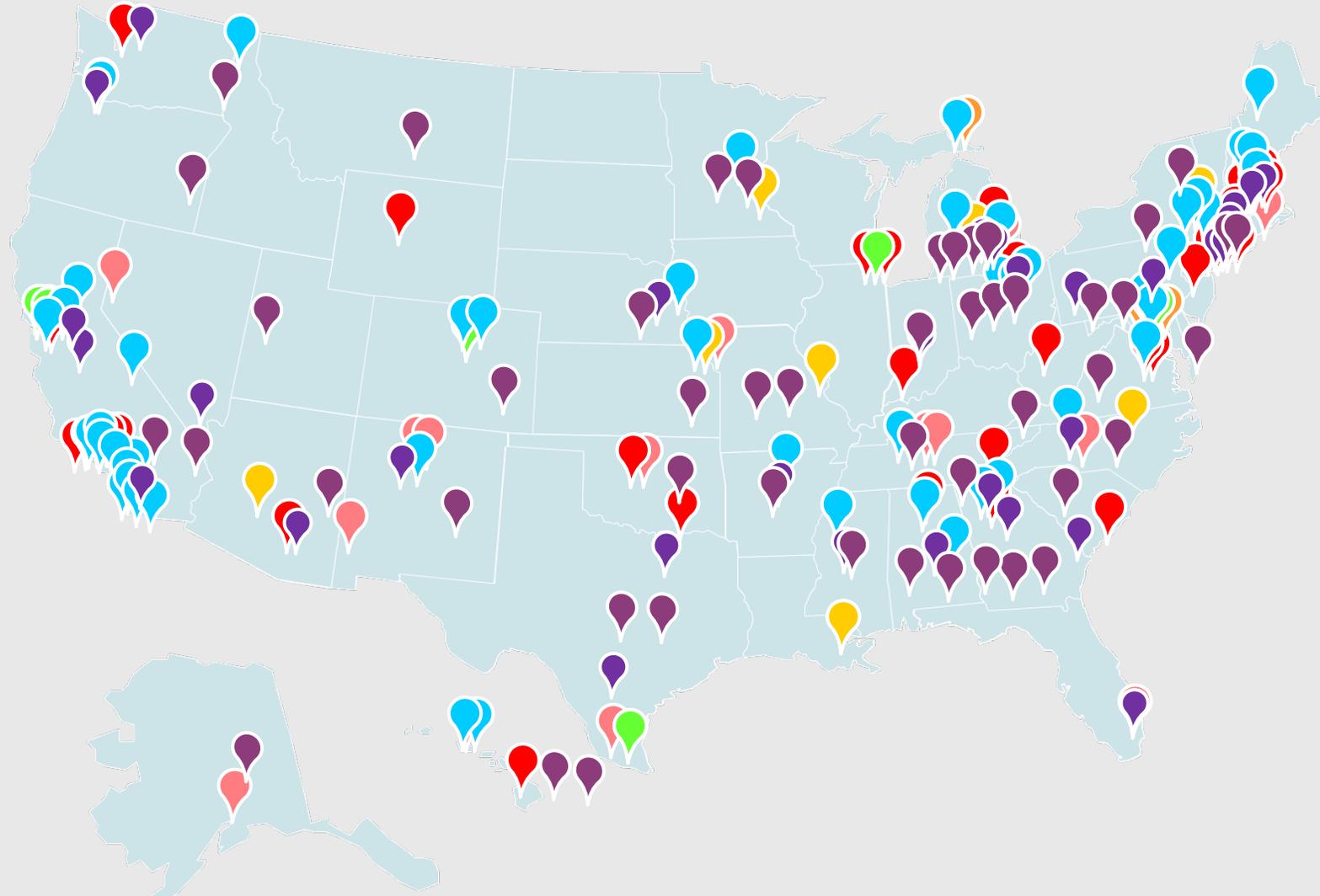
⁺ Indicates full or partial funding through the Prevention and Public Health Fund (PPHF). Funding for tribal initiatives (REACH non-add) not shown.



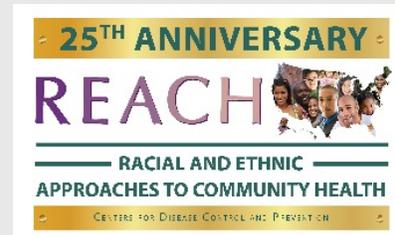
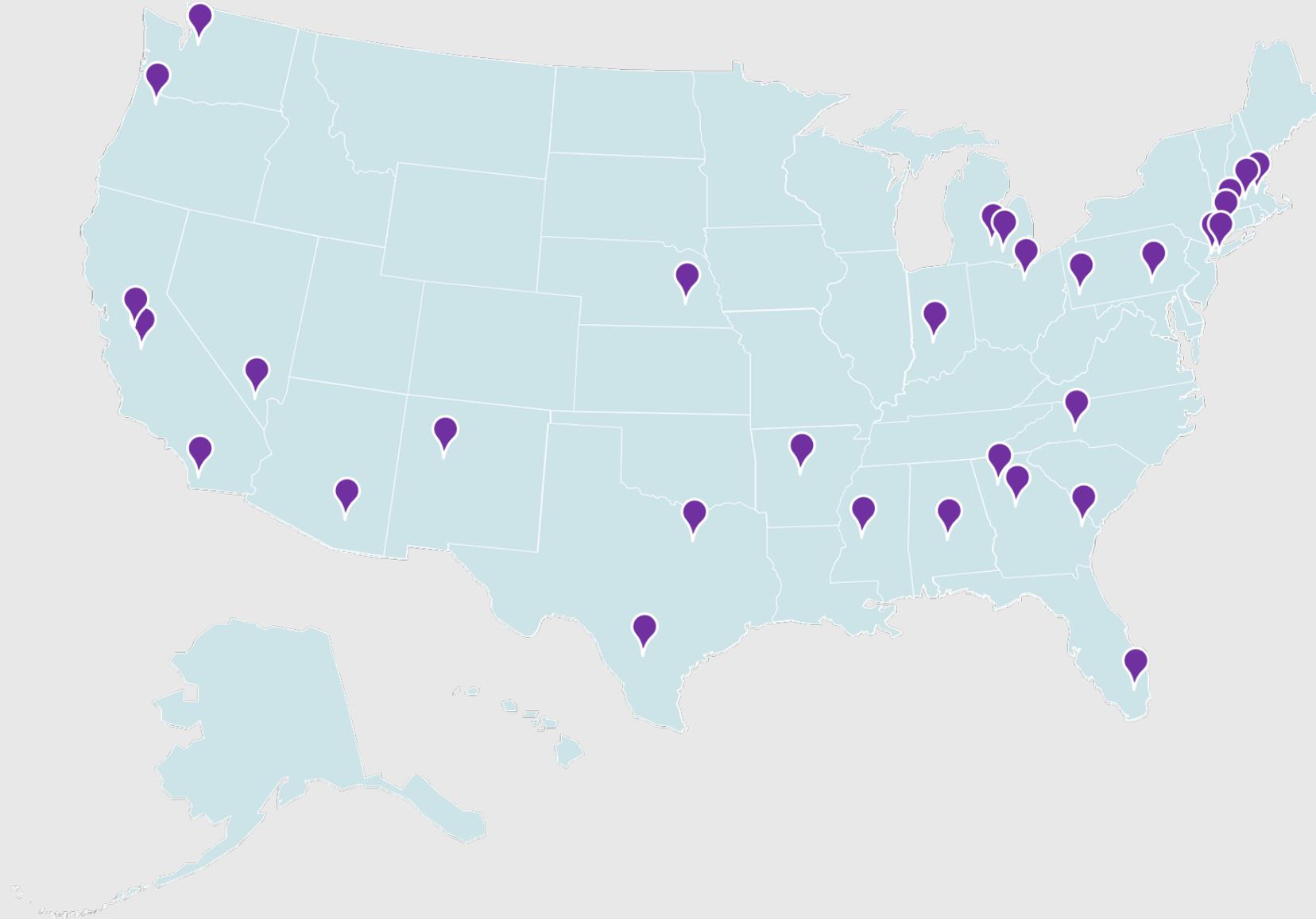
Since 1999, REACH has shown that locally based, culturally tailored solutions can be effective.

25 Years of REACH Recipients:

240 recipients (160 unique)



REACH Recipientes (2018-2023)



Five-Year Impact of REACH, 2018-2023



>8.6M people
Physical Activity



>1M people
Healthy Nutrition
Standards



>2.3M people
Food Systems



>1.2M people
Breastfeeding
Continuity of Care



>1M people
Tobacco
Local Policies



>41k patients
Community-Clinical
Linkages

Success Story: Nutrition Security

- In 2022, the Greater Flint Health Coalition REACH program partnered with a local temple and food bank to:
 - implement a full-service indoor food pantry
 - provide bi-weekly food distribution to support families and community members
- 2022-2023- served >1,000 families, seniors, and individuals experiencing food insecurity



Success Story: Active Living

In 2022 and 2023, Stockton REACH partnered with GirlTrek to organize a series of five walking events in the community to support physical activity, health, and wellbeing for Black women and girls.

- 92% of respondents reported increased physical activity and exercise
- 84% reported increased mental health and wellbeing
- 83% reported improvements in their social connections



DNPAO's REACH Program

- REACH focuses on improving health, preventing chronic diseases, and reducing health disparities among racial and ethnic groups in urban, rural, and tribal communities with high chronic disease burden.

Currently Funded Recipients (2023-2028)



REACH 2023-2028 Program Strategies*

Design communities to increase access to physical activity



Promote healthy food service and nutrition standards



Expand fruit & vegetable voucher and prescription programs



Establish continuity of care in breastfeeding support



Implement tobacco prevention and control policies

Integrate obesity prevention in ECE & advance Farm to ECE

Support family healthy weight programs

Increase equitable access to vaccination for adults

*Recipients must propose work in physical activity and nutrition plus another strategy. The adult vaccination strategy is optional.

REACH 2023 Recipients Improving Chronic Diseases for Racial and Ethnic Groups

Priority Population	Number of Recipients*
African Americans	37
Alaskan Natives	2
American Indians	9
Asian Americans	2
Hispanic Americans	34
Pacific Islanders	3

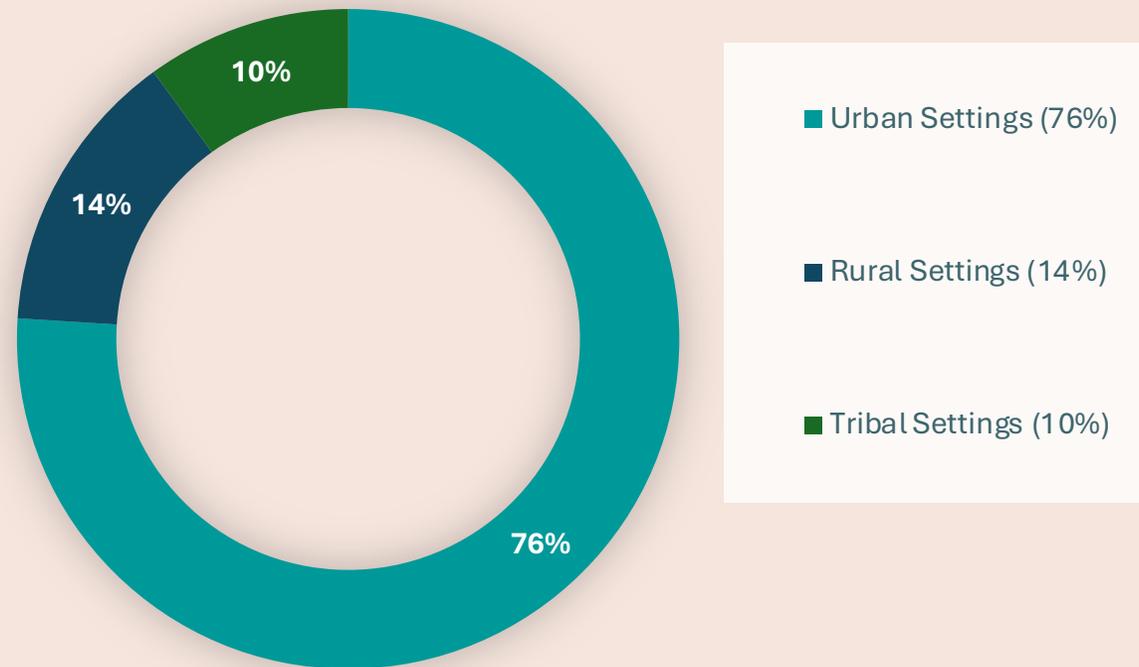


*Some recipients are working with more than one priority population.

REACH 2023 Recipients Working in Urban, Rural, and Tribal Settings



Percentage of recipients working in urban, rural, and tribal Settings





For more information, contact Maria Loverde at CDC Washington

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Phone: 202.245.0640

www.cdc.gov/washington

The findings and conclusions in this report are those of the authors and do not necessarily represent the official position of the U. S. Centers for Disease Control and Prevention.

#REACH4Health (highlights need for healthy communities across the US)

#REACH4HealthEquity (build understanding on how REACH addresses health equity)





Paula Kreissler
Executive Director/Project Director
Healthy Savannah/
YMCA of Coastal Georgia's REACH Grant

ymcaofcoastalga.org



Racial & Ethnic APPROACHES to Community Health



*If you want to go
fast – go alone...*

*If you want to go far
– go together*



Our Team



Paula Kreissler
Project Director



Armand Turner
Deputy Director



Ruby Castro
Nutrition
Program
Manager



Margie Watson
Breastfeeding
Program
Manager



**Alyssa Love-
Archev**
Communication
Manager

Physical Activity



**Racial & Ethnic
APPROACHES**
to Community Health



**ACTIVE
PEOPLE,
HEALTHY
SAVANNAHSM**

**ACTIVE
PEOPLE,
HEALTHY
CHATHAMSM**

Figure 4: How often do you use or think you would use the Tide to Town trail system?
2019-2023 Responses

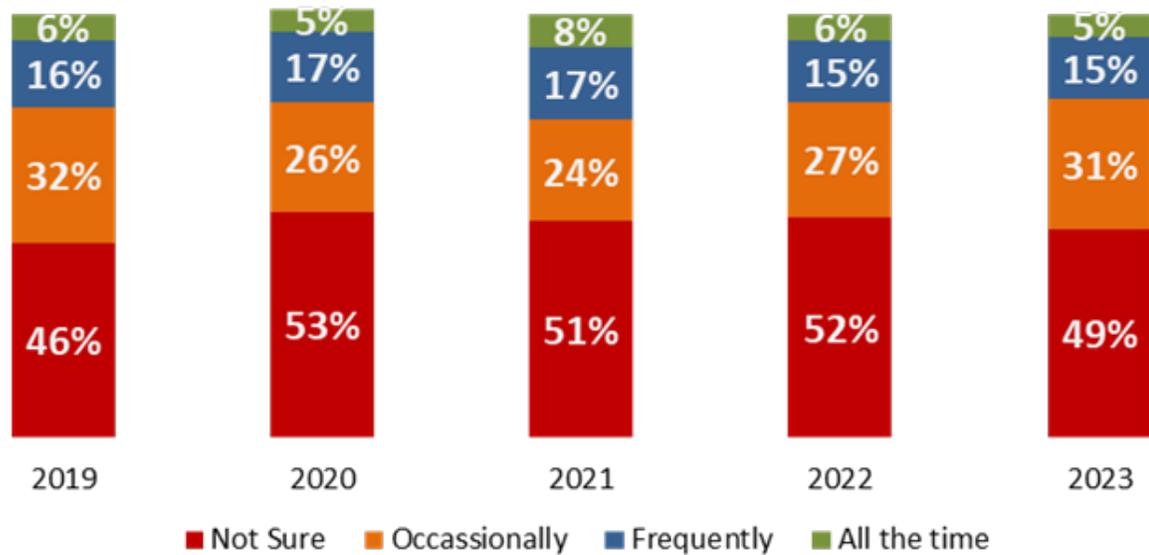
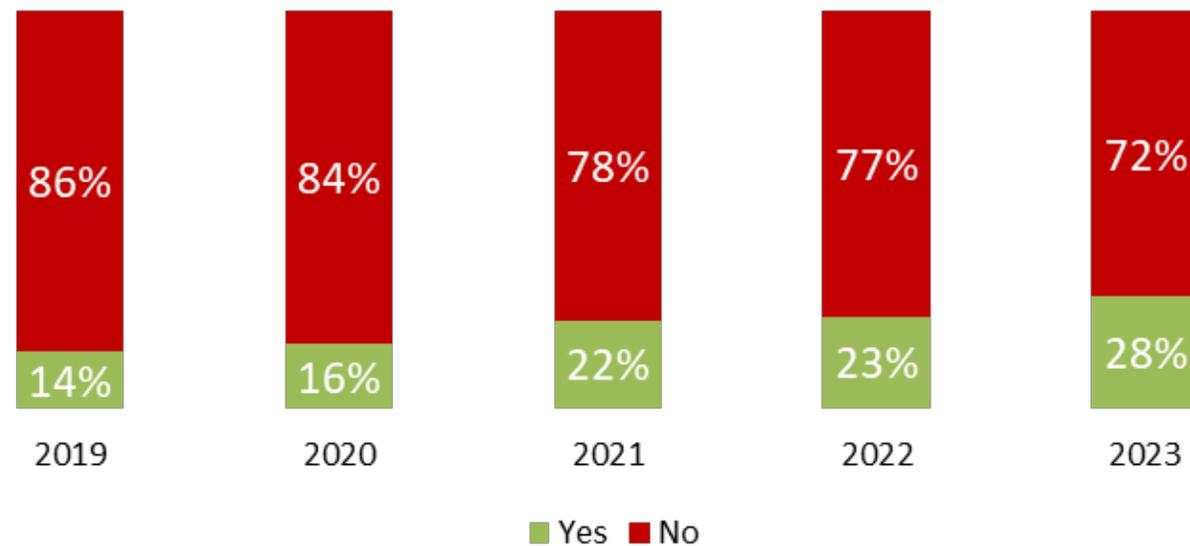


Figure 6: Have you heard about the Active People, Healthy Savannah initiative?
2019-2023 Responses



Tide to Town and City of Savannah Break Ground on Final Phase of Truman Linear Park Trail

July 2, 202



“It was exciting to turn dirt on this final three-mile section of the trail project,” said Armand Turner, Healthy Savannah’s physical activity program manager and Friends of Tide to Town board president. “Once completed, the total connected pathway will be approximately 9 miles and will offer more opportunities for safe, healthy and stress-free pedestrian and bicycle access for many of Savannah’s minority and underserved neighborhoods.”





- Utilizing Physical Activity assessment and planning from previous years
- Tide to Town map and community feedback gathering
- Community feedback on parks/spaces



- Observational measures of city/county parks
- Coordination with additional groups including Faith & Health Coalition
- Discussion and engagement with Metropolitan Planning Commission and government partners



Nutrition



**Racial & Ethnic
APPROACHES**
to Community Health



**Savannah Chatham
Food Policy Council**

#SCFPC

Figure 24: How often did you eat fruit in the past month?
2019-2023 Responses

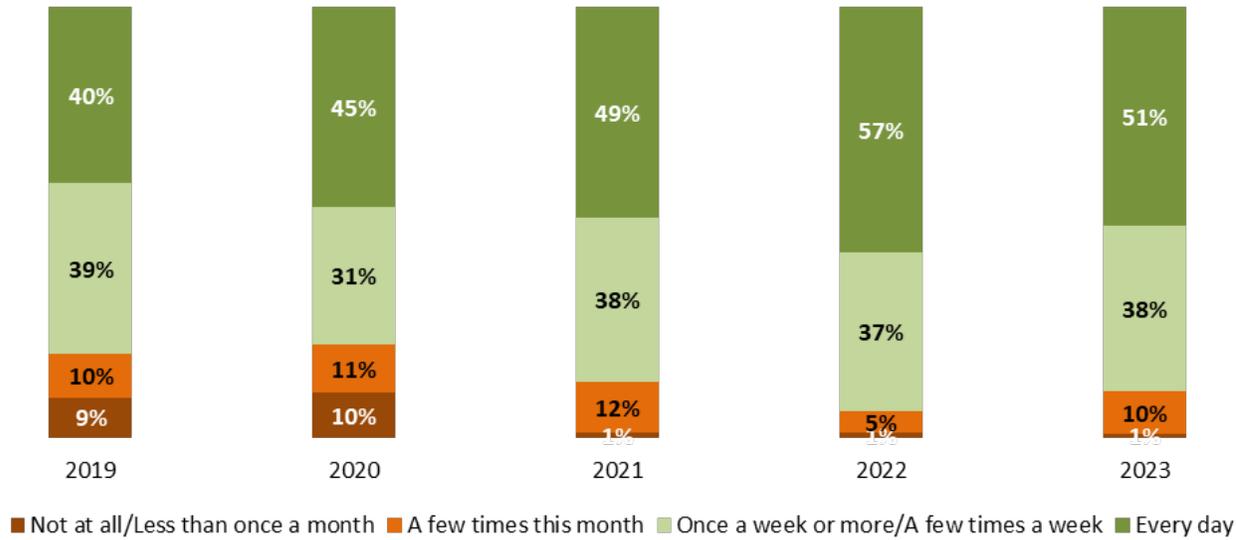
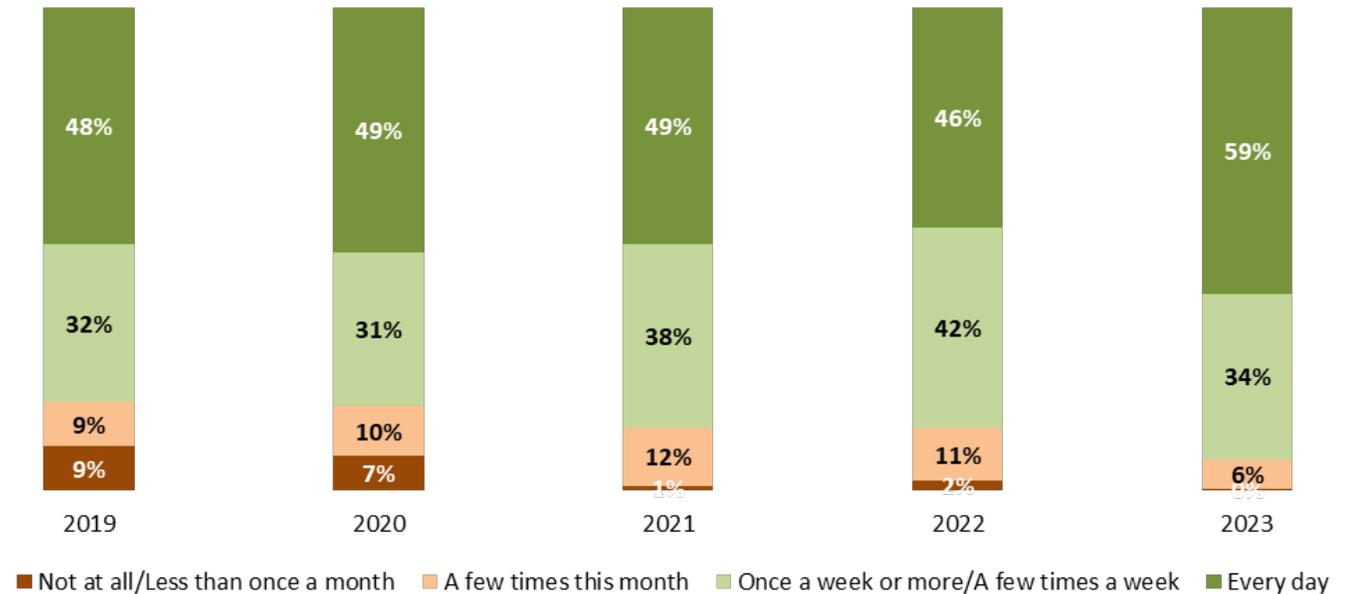
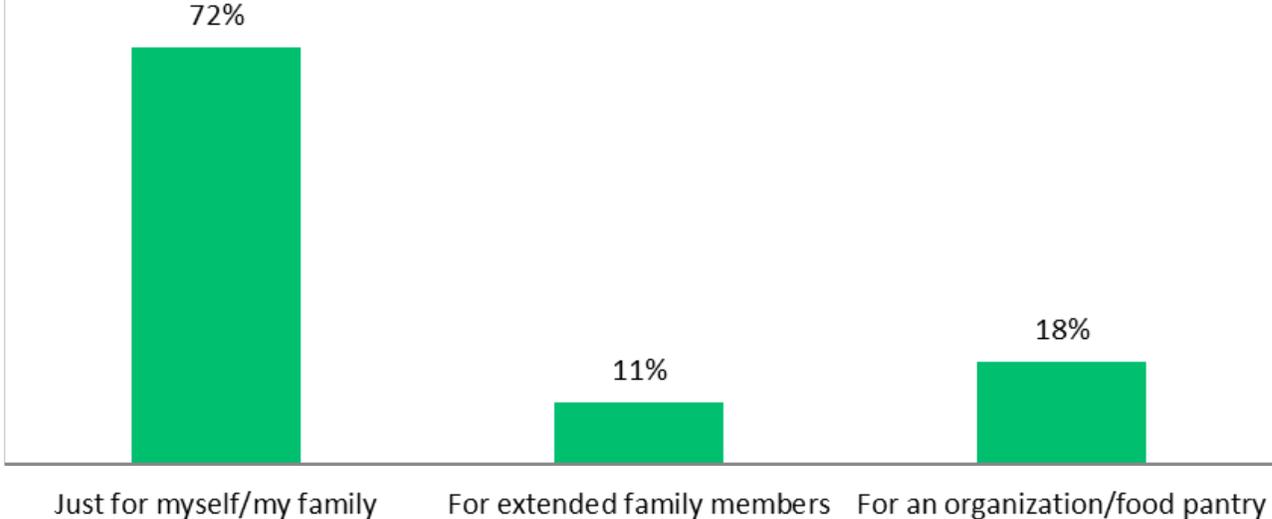


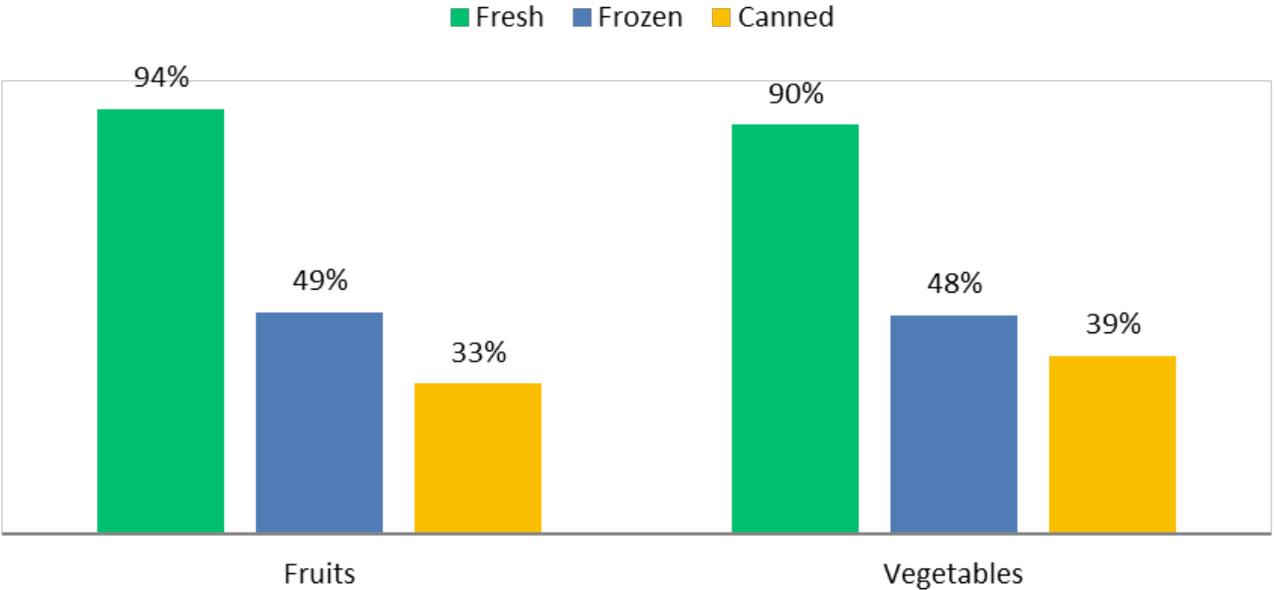
Figure 25: How often did you eat vegetables in the past month?
2019-2023



Are you shopping for you/your family or for a food pantry in the community? (N=142)



Do you prefer fresh, frozen, or canned fruits and vegetables? (N=132)





April 16, 2024
(SAVANNAH, GA) [Healthy Savannah's Faith and Health Coalition](#) will host a free community event to celebrate health, wellness and springtime fun on Sunday, April 21 at [Lake Mayer Community Park](#).



Healthy Savannah
Faith and Health
Coalition



Breastfeeding



Racial & Ethnic
APPROACHES
to Community Health



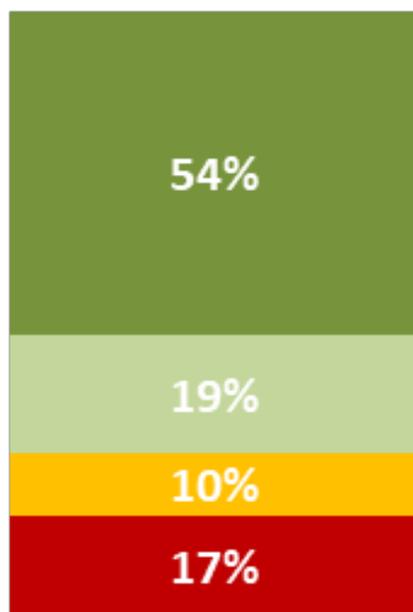
[Healthy Savannah and YMCA Announce Breastfeeding Events and Public Education Efforts National Breastfeeding Month is to be observed during August.](#)

July 18, 2024

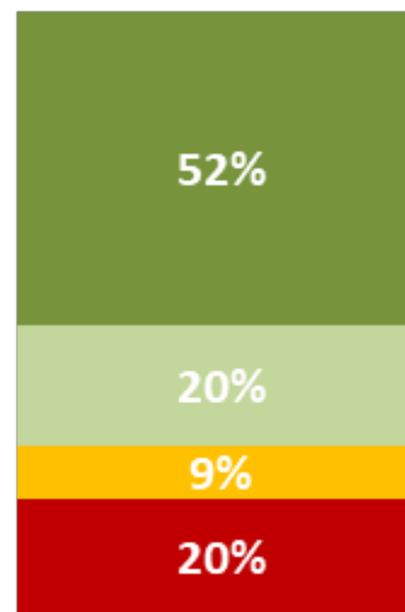


“There are many struggles when parenting, but breastfeeding doesn’t have to be one of them,” said Nandi A. Marshall, DrPH, MPH, CHES, CLC, CDE. “We are working to connect families in the Savannah area, particularly in the Black and Hispanic communities, with the tools, skills, and knowledge to support their families at home, at work, and in the community. Our strategies include community conversations, support groups, and education focused on the PUMP Act, which provides employee protection for pumping at work.”

Figure 33: How important are:
2023



Supportive breastfeeding policies/programs
(N=639)



Places for breastfeeding (N=640)

■ Not at all important ■ A little important ■ Fairly important ■ Extremely important



How supportive do you think Savannah-Chatham County is to breastfeeding parents in general? (N=76)

43%

28%

26%

3%

Very supportive

Supportive

A little supportive

Not supportive



Perceptions of breastfeeding in Savannah:

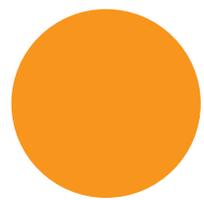
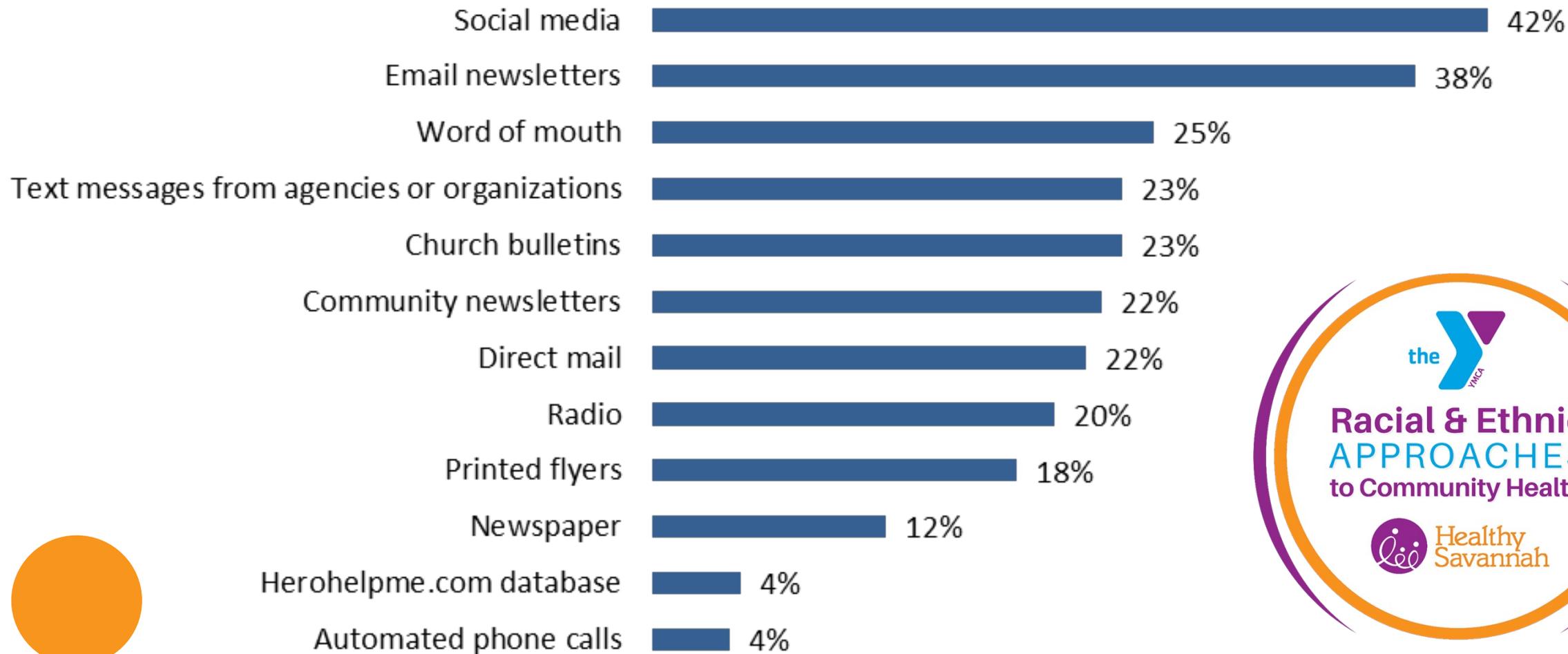
- I feel like not telling you about the Dad side of breastfeeding. Dads have a hard time with baby since they can't help feed.
- It was hard because I gave birth during COVID so there weren't many groups or resources available. I got some decent support when I was in the hospital but nothing after I was discharged.
- More nursing station in public places like downtown/ River street area. Parks and other public places.

Next Steps

- Focus groups and/or interviews with medical professionals (OB, pediatricians, clinics)
- Focus groups with fathers in breastfeeding families
- Documentation and mapping of all lactation support resources in Chatham County currently listed in HeroHelpMe.com



Figure 34: How would you like to learn more about healthy living, health services, and policies?
2023





Racial & Ethnic
APPROACHES
to Community Health



Where to Next?

- **What worked well this year? What needs more support?**
- **Where do we want to be in 3 years in each of these areas?**
- **What are your organizations concrete plans to help reach that 3 year goal?**

Healthy Savannah Receives CDC's 2022 REACH Lark Galloway-Gilliam Award – July 2022



***THANK YOU
FOR YOUR TIME!***

QUESTIONS?

*Paula Kreissler, MBA, CPA
Executive Director, Healthy Savannah
Project Director, REACH
paula@healthysavannah.org
912-272-9494*



Submit Questions for Our Panelists



Ruth Petersen, M.D., MPH
Director, Division of Nutrition,
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Centers for Disease Control and
Prevention

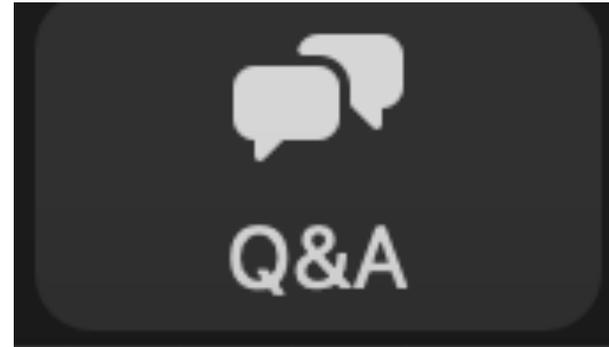


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Thank You to Our Moderator and Panelists



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Thank you!

@HealthyAmerica1 X

The recording and slides will be available at tfah.org

