

Culturally Tailored Approaches to Address Health Inequities and Disparities: The Racial and Ethnic Approaches to Community Health (REACH) Initiative

April Bankston,- Senior Public Health Advisor
Division of Nutrition, Physical Activity, and Obesity CDC
April 11, 2018



Presentation Objectives

- Provide an overview of the US government response to health inequities.
- Provide a historical synopsis of CDC REACH initiatives.
- Describe impact of local REACH approaches.

Core Values of the REACH Program

- Maximize health impact
- Advance health equity and reduce health disparities
- Use and expand the evidence base



Focus is on Where We...



LIVE



LEARN



WORK



PLAY



Response to Health Inequities



Secretary's Task Force on Black & Minority Health: Main Recommendations, 1985

1. Increase patient education by developing materials and programs responsive to minority needs and by improving provider awareness of minority cultural and language needs.
2. Improve the access, delivery, and financing of health services to minority populations through increased efficiency and acceptability.
3. Implement an outreach campaign, specifically designed for minority populations, to disseminate targeted health information, educational materials, and program strategies.
4. Develop strategies to improve the availability and accessibility of health professionals to minority communities through communication and coordination with nonfederal entities.

Source: *MMWR*, Feb 28, 1986 / 35(8);109-12

Secretary's Task Force on Black & Minority Health: Main Recommendations, 1985

5. Promote and improve communication and coordination among federal agencies in administering existing programs for improving the health status and availability of health professionals to minorities.
6. Provide technical assistance and encourage efforts by local and community agencies to meet minority-health needs.
7. Improve the quality, availability, and use of health data pertaining to minority populations.
8. Adopt and support research to investigate factors affecting minority health, including risk-factor identification, education interventions, and prevention and treatment services.

Source: *MMWR*, Feb 28, 1986 / 35(8);109-12

Legislative Mandate

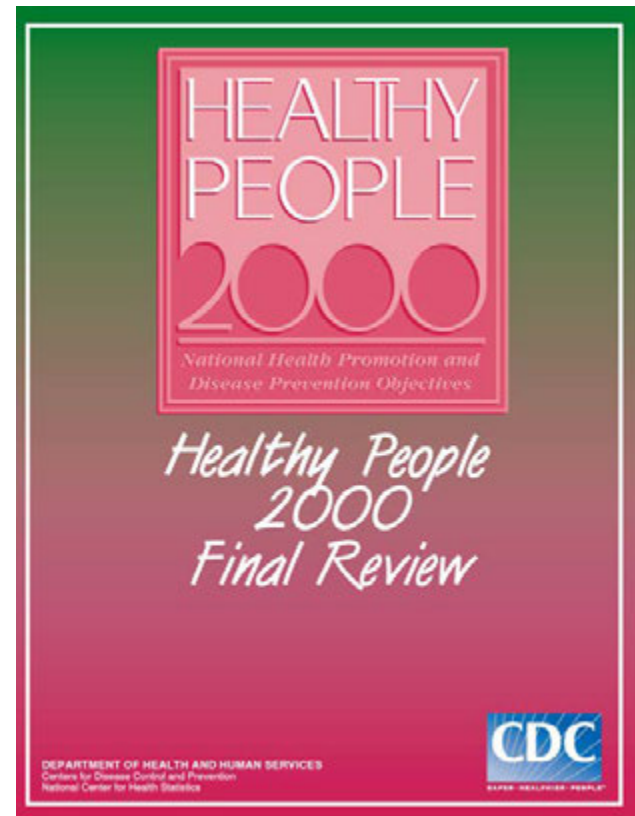
Prioritizing strategies to reduce racial and ethnic disparities, including social, economic, and geographic determinants of health”

- “Addressing special populations’ needs, including all age groups and individuals with disabilities, and individuals in urban, rural, and frontier areas”

Affordable Care Act Sec. 4201, *Community Transformation Grants*

Healthy People 2000

- Special population groups:
American Indian/Alaska Native,
Asian or Pacific Islander, Black,
Hispanic, women, adolescents and
young adults, older adults, people
with disabilities, and people with
low SES.
- 200 special population sub-
objectives addressing the
overarching goal of reducing health
disparities.

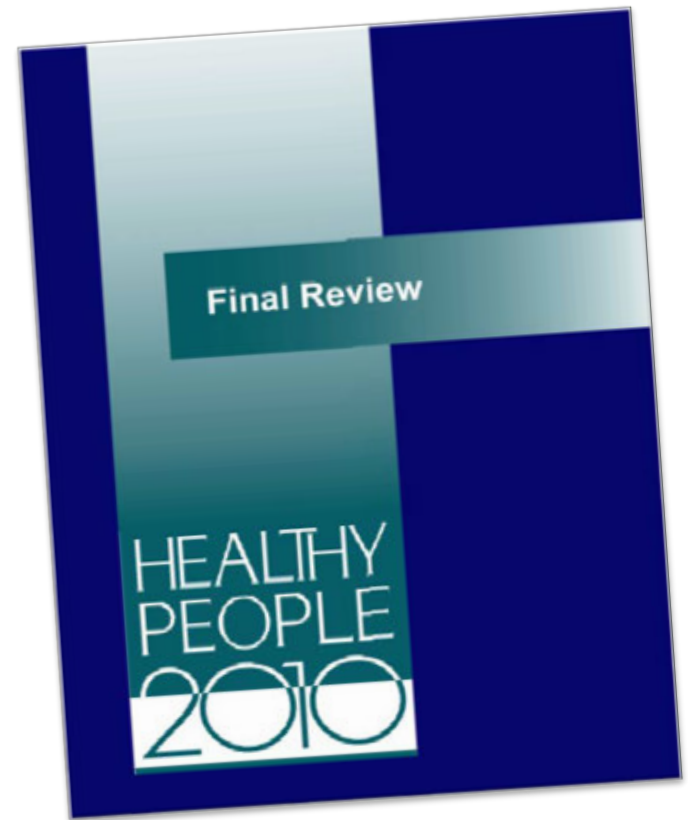


Source: <http://www.cdc.gov/nchs/data/hp2000/hp2k01.pdf>

Healthy People 2010

- One of the two overarching goals for *Healthy People 2010*, extends this goal from reducing disparities to actually eliminating health disparities.
- An overarching goal:
 - To eliminate disparities among subgroups of the population.

Source: http://www.cdc.gov/nchs/healthy_people/hp2010.htm



National Efforts to Promote Health Equity

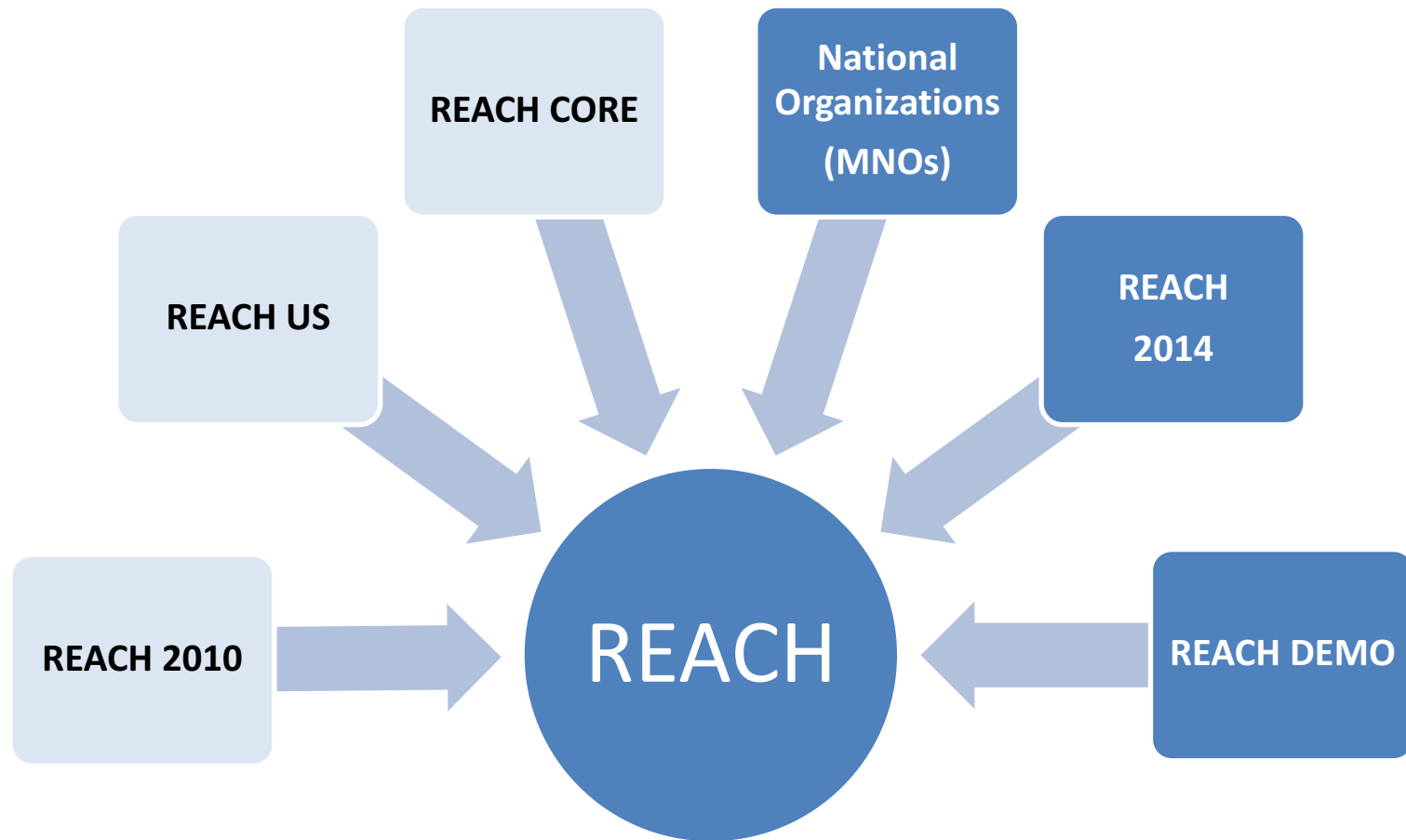
Department of Health & Human Services



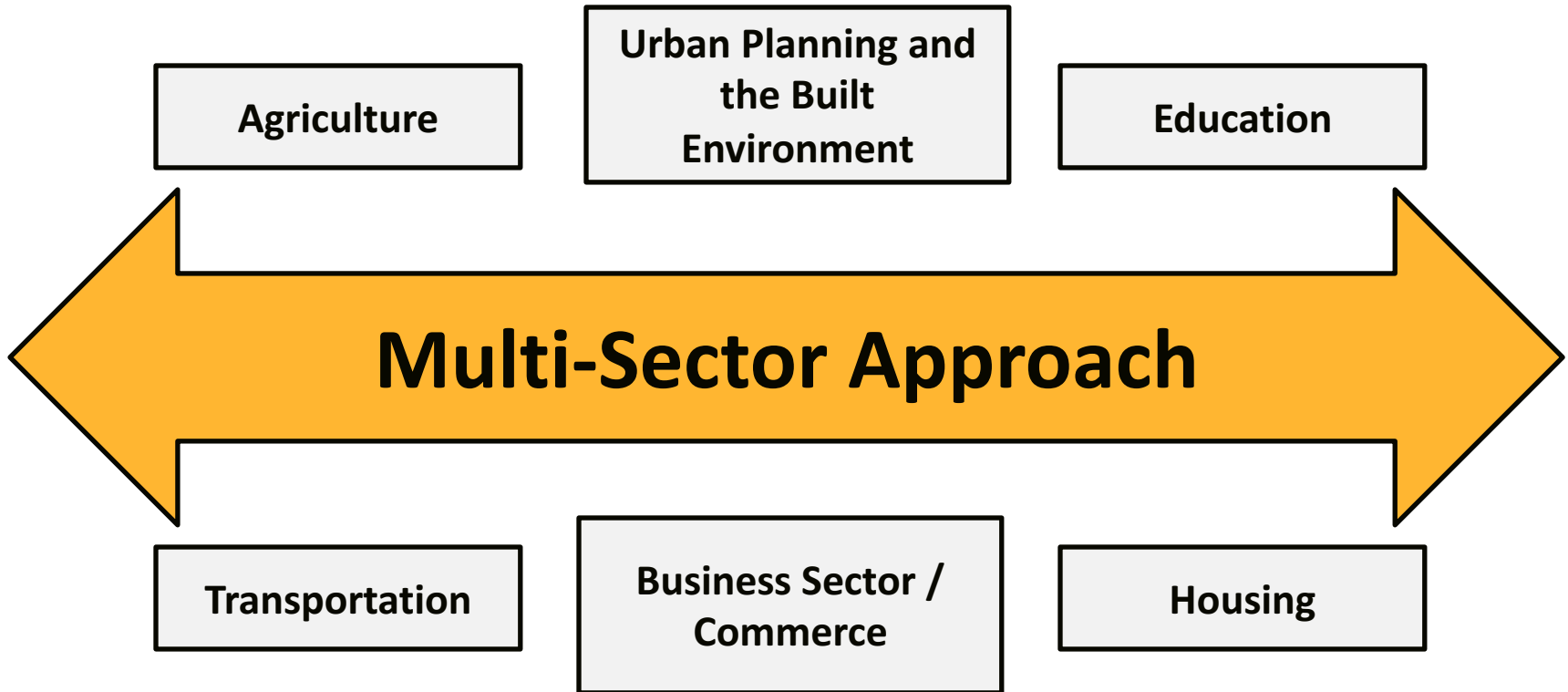


- **Launched in 1999**
- **Racial/Ethnic Population**
 - African Americans/Blacks
 - American Indians
 - Hispanics/Latinos
 - Asian Americans
 - Alaska Natives and Pacific Islanders
- **Health Areas**
 - Breast and Cervical Cancer
 - Cardiovascular Disease
 - Diabetes
 - Adult/ and Infant immunizations
 - Infant mortality
 - HIV/AIDS

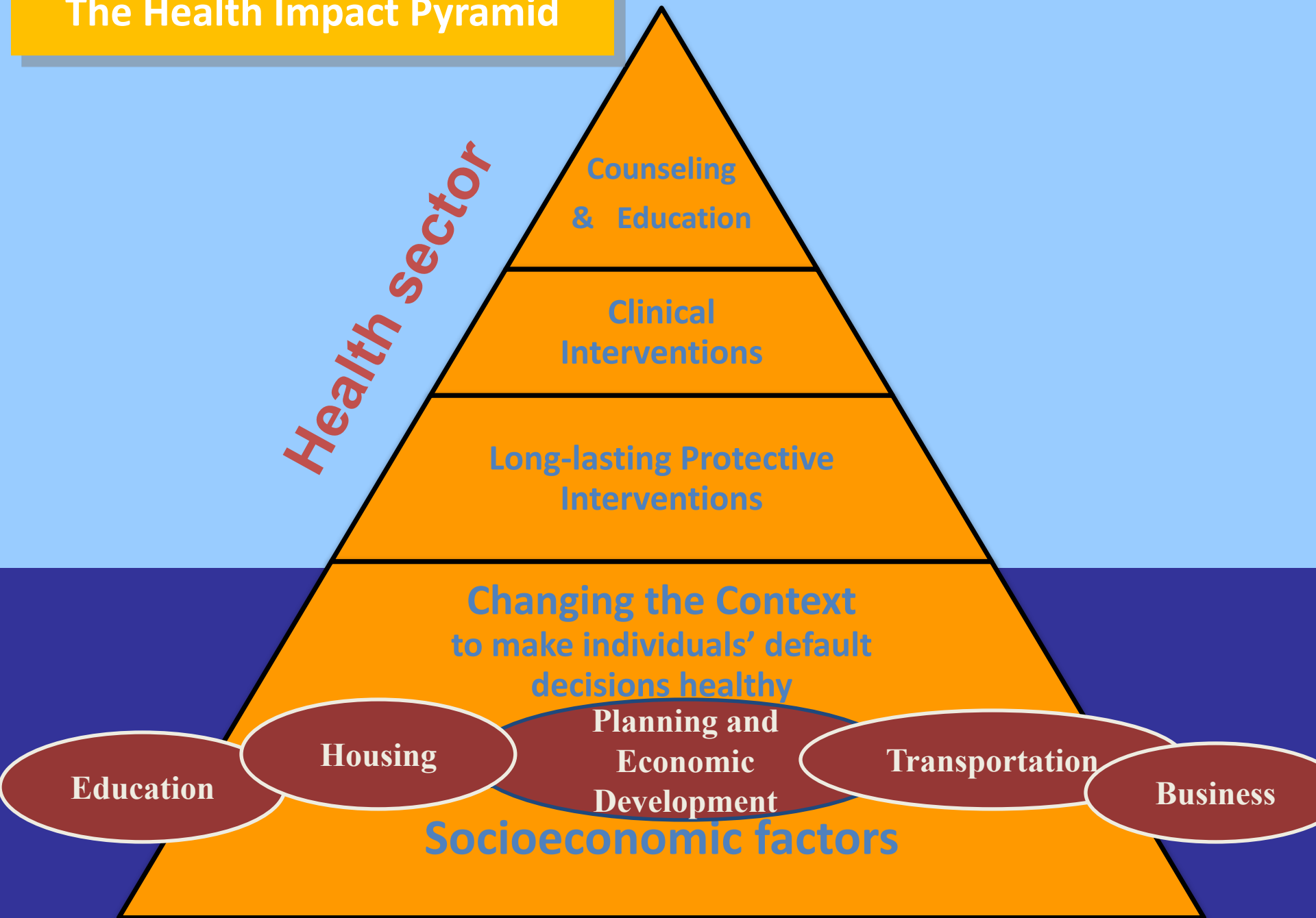
Components of REACH



Multi-Sector Approach



The Health Impact Pyramid





Maria's Story: Advertising and Food Deserts



- Tobacco products and unhealthy food are advertised and available everywhere
- Much easier for Maria to get an orange soda than to get an orange





Maria's Story: Sugar-sweetened Beverages

- A child's risk for obesity increases 60% with every additional daily serving of soda
- 43% of schools have inadequate or no water fountains



Dual Approach

Population-wide
interventions *with
a health equity
lens*



Targeted
interventions to
address greatest
burden

Dual Approach to Health Equity

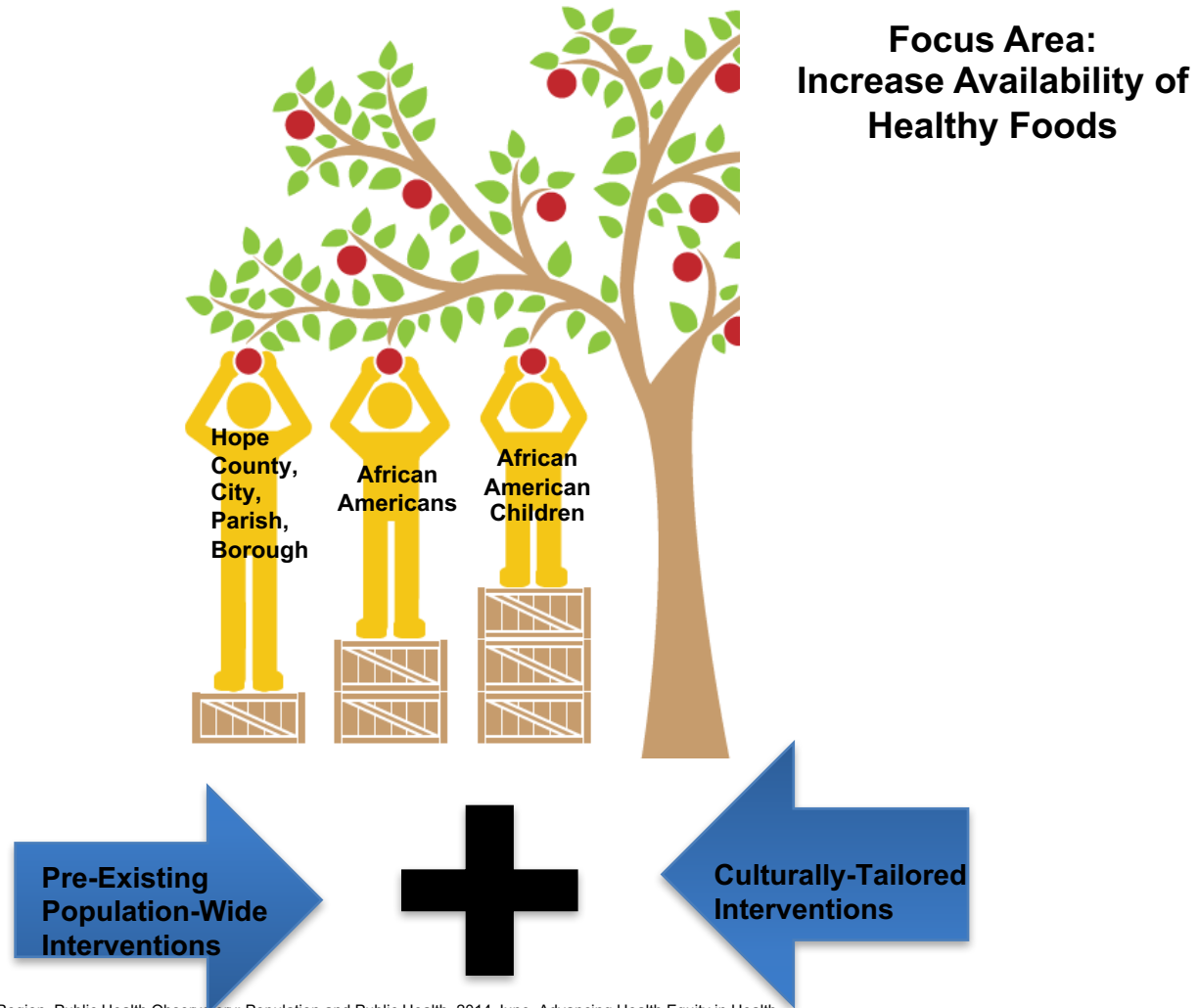


Population-wide
interventions with
health equity in mind

Targeted culturally
tailored interventions
to address the
greatest chronic
disease burden

**Dual
Approach**

A Dual Approach Example



Source: CommunityView Collaboration. Saskatoon Health Region. Public Health Observatory: Population and Public Health. 2014 June. Advancing Health Equity in Health Care: What is Health Equity? A Primer for the Health Care System. Retrieved from http://www.communityview.ca/pdfs/2014_shr_phase3_whatishealthequity.pdf

How can the Dual Approach be applied in a Community?

Focus Area: Active Living/ Improve the Quality and Amount of Physical Education & Physical Activity in Schools

Priority Intervention Population-Wide

Work to improve school policies to increase amount of time students spend in moderate or vigorous physical activity in physical education classes

Tailored Approach

Engage parents/guardians when expanding wellness policies, physical education, recess, intramural sports, afterschool programs, and other physical activity- related issues

Racial and Ethnic Approaches to Community Health (REACH)

The REACH Approach

- A multi-sector functioning coalition using community-based participatory approaches.
- Efforts are focused on underlying causes of poor community health.
- Communities given knowledge and tools necessary to create change.
- Implementation of culturally tailored interventions.



The REACH Approach continued...

- Ensure health improvements are long-lasting and self-sustaining.
- Translate and disseminate strategies found effective in eliminating racial and ethnic health disparities.
- Contribute to the evidence- and practice-based literature.



REACH Impact

- Policy, System, Environmental Improvements
 - Efforts to increase access to healthy and affordable food and beverages through changes in institutional practices and promotion of local investment helped to leverage support from California's \$200 million Fresh Food Financing Fund.
 - Improvements in the healthcare education delivery system and increasing the knowledge of African Americans with diabetes awareness around diabetes self-management and prevention resulted in a 44% reduction in amputations among African Americans

REACH Impact Children

- **Boston, Massachusetts** – after one year of enrollment in the *Children's Asthma Initiative* program, asthma patients had a significant decrease in:
 - Emergency department visits - 62%
 - Hospitalizations - 81%
 - Days of limited physical activity - 32%
 - Missed school days - 43%
 - Missed parent/caregiver workdays - 47%

REACH Outcomes

- Cardiovascular Disease
 - From 2009 to 2011, the percent of adults who are taking antihypertensive medication increased from 80.9% to 82.7% for African Americans, 69.6% to 71.8% for Hispanics, 78.5% to 81.7% for Asians/Pacific Islanders, and 76.4% to 77.9% for American Indians, respectively.
- Diabetes
 - Among American Indian communities with very high prevalence of diabetes, from 2009 to 2011, hemoglobin A1C test in the previous year increased from 79.5% to 84.8%, and annual feet exam increased from 78.6% to 84.5%.

Current REACH Portfolio 49 awardees

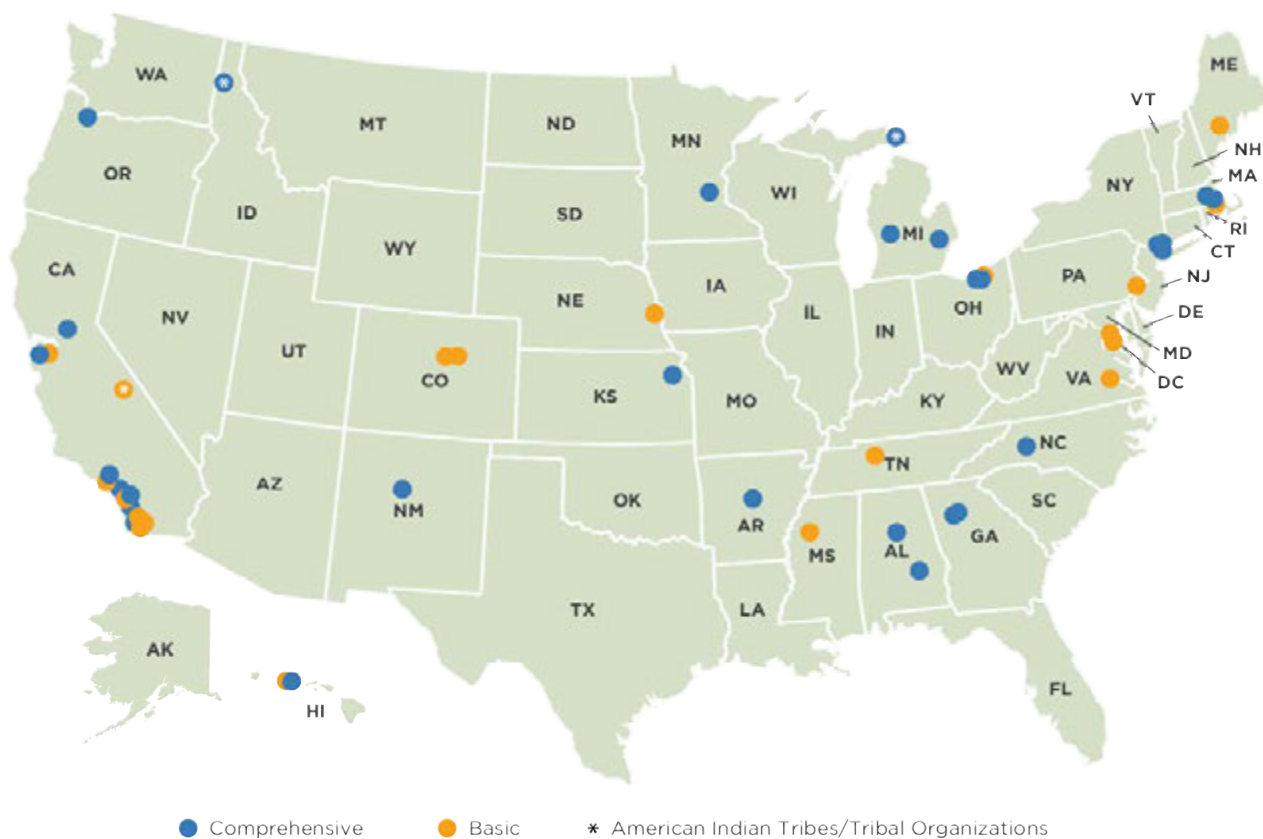


Table 2. REACH Awardee Focus Areas

Awardee	Category	Tobacco use and exposure (N=6)	Poor nutrition (N=29)	Physical inactivity (N=21)	Lack of access to opportunities for chronic disease prevention, risk reduction, and disease management (N=18)
Asian Services in Action, Inc.	Basic			X	
The Balm In Gilead, Inc.	Basic			X	
California Center for Public Health Advocacy	Basic		X	X	
Central Maine Community Health Corp.	Basic				X
City of Pasadena	Basic	X			
Colorado Black Health Collaborative, Inc.	Basic				
Creighton University	Basic			X	
The George Washington University	Basic		X		
Greenwood Leflore Hospital	Basic				X
Kokua Kalihi Valley Comprehensive Family Services	Basic		X		
Leadership Council for Healthy Communities	Basic				X
Mandela Marketplace, Inc.	Basic		X		
Meharry Medical College	Basic		X		
Old Colony Y	Basic				X
Operation Samahan, Inc.	Basic		X		
Project Concern International	Basic				X
Temple University	Basic		X		
The Regents of the University of California, University of California San Diego	Basic	X		X	
The Stapleton Foundation for Sustainable Urban Communities	Basic				
Toiyabe Indian Health Project	Basic		X		
AltaMed Health Services Corporation	Comprehensive		X	X	X
Asian Media Access	Comprehensive			X	X
Benewah Medical & Wellness Center	Comprehensive		X		
Boat People SOS-California	Comprehensive				
Boston Public Health Commission	Comprehensive	X			
Bronx Community Health Network, Inc.	Comprehensive		X	X	X
Community Coalition for Substance Abuse Prevention and Treatment	Comprehensive			X	
Community Health Improvement Partners	Comprehensive		X	X	
Cuyahoga County District Board of Health	Comprehensive		X	X	X
DeKalb County Board of Health	Comprehensive			X	
The Institute for Family Health	Comprehensive		X		
Inter-Tribal Council of Michigan, Inc.	Comprehensive	X	X		X
Kent County Health Department	Comprehensive		X	X	X
Montgomery Area Community Wellness Coalition	Comprehensive		X		X
Morehouse School of Medicine	Comprehensive		X	X	X
Multnomah County Health Department	Comprehensive		X		
New York University School of Medicine	Comprehensive		X		X
Oakland University	Comprehensive		X	X	
Partners In Health	Comprehensive		X		X
Presbyterian Healthcare Services	Comprehensive		X	X	
Public Health Authority of Cabarrus County	Comprehensive		X	X	X
Public Health Institute	Comprehensive		X	X	
Regents of the University of California, Los Angeles	Comprehensive	X			
San Francisco Department of Public Health	Comprehensive			X	X
The University of Alabama at Birmingham	Comprehensive		X	X	
University of Arkansas for Medical Sciences	Comprehensive		X		X
University of Hawaii	Comprehensive	X	X		
University of Kansas Center for Research, Inc.	Comprehensive		X		
YMCA of Greater Cleveland	Comprehensive			X	
Totals		6	29	21	18

Please feel free to submit any additional questions/comment to DNPAO-REACH@cdc.gov

Thank You

