

Rosemarie M. Henson, MPH, MSSW,

Deputy Director, National Center for Chronic
Disease Prevention and Health Promotion,
CDC



Changing Public Health Practice
Racial and Ethnic Approaches
to Community Health (REACH U.S.)

Rosemarie Henson, MSW
Deputy Director
National Center for Chronic Disease Prevention
and Health Promotion
Coordinating Center for Health Promotion
Centers for Disease Control and Prevention

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Changing Public Health Practice: REACH U.S.



- ◆ Unique circumstances, underlying causes
- ◆ Perception that disparities are intractable
- ◆ Innovative solutions needed
- ◆ Need to focus on community mobilization, empowerment, addressing underlying causes of health disparities

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Approaches

- ◆ **Empower community** members to seek better health
- ◆ **Bridge gaps** between the health care system and community
- ◆ **Change social and physical environments** to overcome barriers to good health; move beyond individuals to community and **systems change**
- ◆ Implement strategies that fit **unique social, political, economic, and cultural circumstances**

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Producing Results: *Health Outcomes*



- ◆ **South Carolina REACH Communities:** 36% and 44% reduction in amputations among African-American men; 21% gap in blood sugar testing virtually eliminated.
- ◆ **Lawrence, Massachusetts Latino Health Project Participants:** Improvements in blood sugar (8.7%,) systolic blood pressure (17.5%) and diastolic blood pressure (14.4%.)

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Producing Results: *Systems Changes*



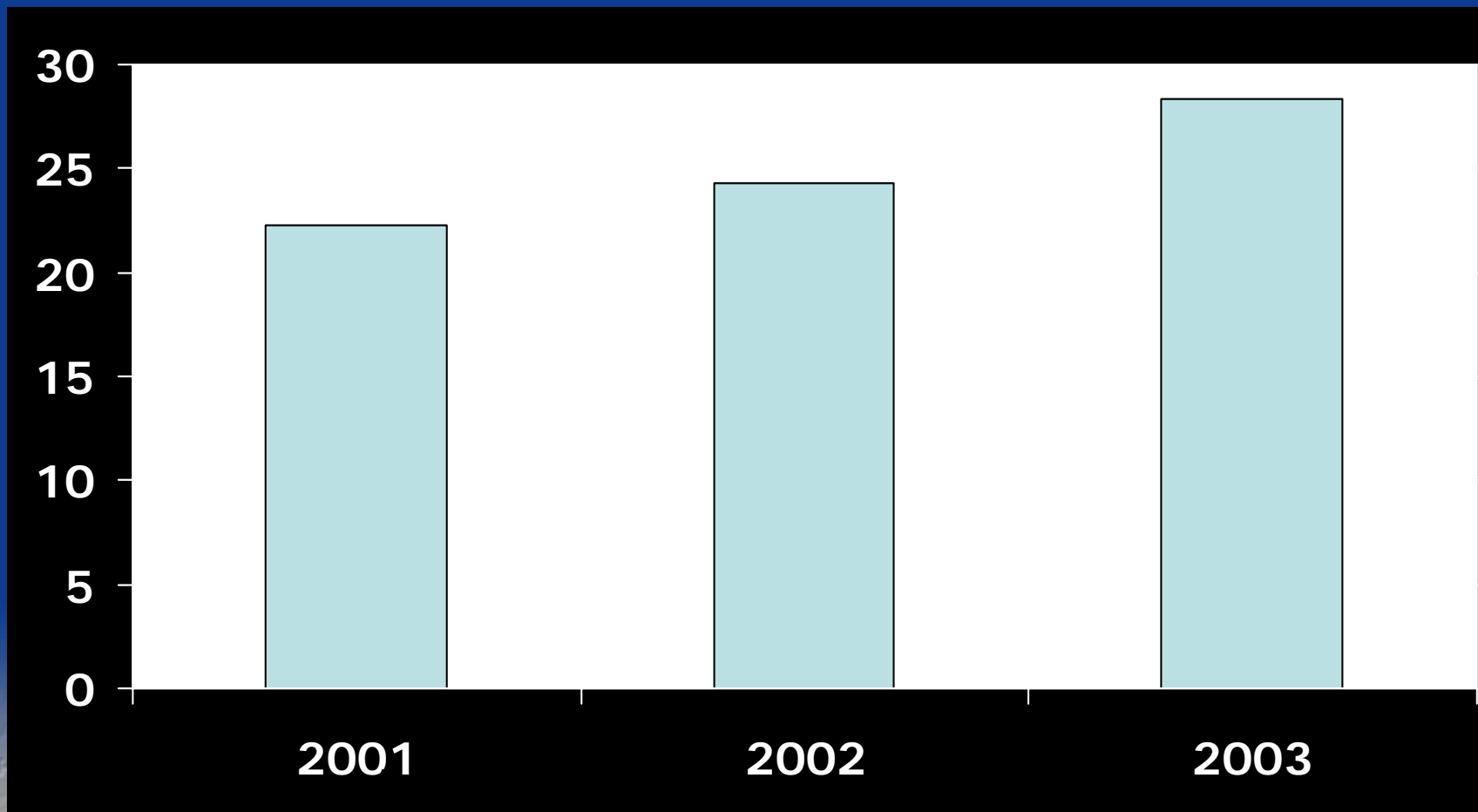
- ◆ **Bronx Health REACH:** Changes in schools, groceries, restaurants, and faith-based organizations.
- ◆ **U.S.-Mexico Border REACH:** 25% increase in moderate walking in the community.
- ◆ **North Carolina REACH:** Community-owned Farmers Market.

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Consumption of Five Fruits and Vegetables per Day

Charlotte, NC REACH
(REACH Risk Factor Survey)



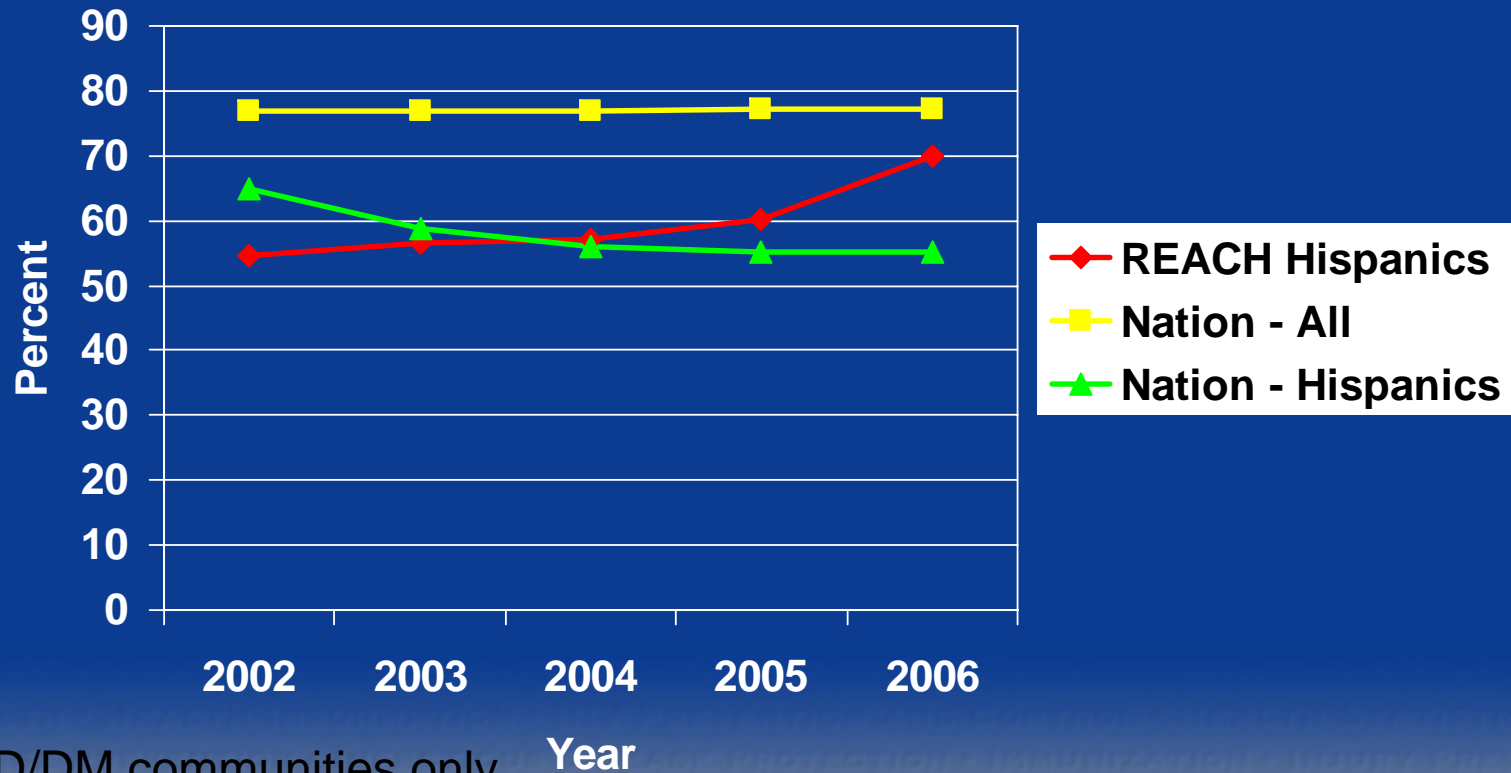
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Cholesterol Screening Among Hispanics



REACH Risk Factor Survey, 2002-2006



*CVD/DM communities only

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10 Keys to Success

- | | |
|------------------------------------|-------------------------|
| ◆ Trust | ◆ Trusted Organizations |
| ◆ Empowerment | ◆ Community Leaders |
| ◆ Culture and History | ◆ Ownership |
| ◆ Focus on Underlying Causes | ◆ Sustainability |
| ◆ Community Investment & Expertise | ◆ Hope |

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REACH U.S Today

- Centers of Excellence (CEED)
- Legacy Communities
- Action Communities
- Expanding impact – synthesis and dissemination
- Changing public health practice

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