



REACH WORK PLAN OVERVIEW

Targeted Priority Population(s): African Americans (primary) and Asian Americans (secondary)

Targeted Geographic Locations: Mecklenburg and Cabarrus County

Program Funder: CDC - National Center for Chronic Disease Prevention and Health Promotion

Years Awarded Funding: 5

REACH (Racial and Ethnic Approaches to Community Health) is a national program designed to reduce racial and ethnic health disparities. As a chosen recipient of the REACH grant, RAO is looking to bring together members of the communities that we will be serving to build and/or expand a powerful community coalition to plan and carry out different strategies to address racial and ethnic health disparities among our priority population(s).

PROGRAM STRATEGIES

1. NUTRITION

Collaborate with partners to improve nutrition in priority population(s).

- a. Healthy Nutrition Standards/Food Service Guidelines
- b. Food Systems
- c. Breastfeeding

2. PHYSICAL ACTIVITY

Collaborate with partners to improve physical activity in priority population(s) to connect sidewalks, paths, bicycle routes, public transit with homes, early care and education, schools, worksites, parks, or recreation centers through implementing master plans and land use interventions.

3. COMMUNITY-CLINICAL LINKAGES

Collaborate with partners to increase referral and access to community-based health programs for the priority population(s).

- a. Health and Preventive Programs
- b. Clinical and non-Clinical Professionals