



REACH WORK PLAN - YEAR 3

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 Community Health 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

Strategy 1: Nutrition

Sub-strategy 1.1: Healthy Nutrition Standards/Food Service Guidelines

Establish healthy nutrition standards in key institutions: food banks, community college, and university settings.

Loaves & Fishes

- Monitor fresh produce data reports provided monthly by Loaves & Fishes.
- Identify and implement specialty box distribution at designated Loaves & Fishes sites.
- Develop nutritional guides using F2E (Food to Encourage) guidelines for volunteers/staff at Loaves & Fishes to follow when creating specialty boxes.
- Identify and contract a registered dietician to develop and design nutritional guidelines for specialty food boxes.
- Develop monthly report on intermediate performance measures around the establishment of F2E at the sites.
- Design and disseminate marketing materials for speciality boxes to Loaves & Fishes sites.

PROGRAM STRATEGIES

Sub-strategy 1.1: Healthy Nutrition Standards/Food Service Guidelines (continued)

Johnson C. Smith University

- Provide technical assistance to Johnson C. Smith University to assist completing objectives under the Healthy Campus Initiative through Partnership of a Healthier America.
- Survey students and administrative staff on Johnson C. Smith University campus (and/or maybe online) on the current nutritional option accessed on campus- currently under development.
- Implement Federal FSG at Johnson C. Smith University through partnership with Perkins Management Services Company.
- Identify administrative staff, students, and vendor representative to form a campus food advisory council.

Sub-strategy 1.2: Food Systems

- Collaborating with the Charlotte-Mecklenburg Food Policy Council and other partners on the planning and development of the 2020 State of the Plate report.
- Assist Charlotte-Meck Food Policy Council with dissemination of the survey via the C.A.R.E. app. The survey will be available thru our app, clients directed to the app will be asked to participate in the State of the Plate survey.
- Continue project with UNCC's geography department to build a GIS-based vulnerability map of the greater Charlotte region from Year 2. The map will be a spatial assessment of current socioeconomic vulnerabilities to health disparities and nutrition in Mecklenburg and Cabarrus counties, with an additional COVID-19 layer to be added.
- Work on strategic plan for use and intergration of vulnerability map into Year 4 work plan planning.
- Create media campaign to disseminate findings from the map to partners and the community.

Sub-strategy 1.3: Breastfeeding

- Collaborate with Novant Health to develop culturally tailored media campaigns to promote and increase enrollment of minority mothers in their Breastfeeding classes.
- Begin planning and development of a partnership with Novant Health's Diversity team and JCSU to increase the number of minority lactation consultants hired and placed in outpatient facilities within Novant's system.

PROGRAM STRATEGIES

Sub-strategy 1.3: Breastfeeding (continued)

- Improve community access to existing prenatal/postpartum breastfeeding resources by adding breastfeeding and early childhood nutrition resources and educational information into the app.
- Design culturally tailored materials to increase utilization of the lactation room among staff and non-traditional students on campus.
- Collaborate with JCSU by providing assistance to enroll JCSU students and/or community members in the Doula Training to increase the number of African American doulas in the community.
- Design and disseminate marketing materials to increase enrollment among students of color into the Doula, Lactation Consultant, and Childbirth Educator programs on campus.
- Evaluate lactation consultants and doulas trained at JCSU by: a). Measuring quality of training and capacity at JCSU. B). Monitoring effectiveness and rates of increase in black mothers breastfeeding and continuity of care.
- Develop and implement pilot program with Loaves & Fishes to develop a nutritional guide using F2E (Food to Encourage) guidelines to create a specialty food box for breastfeeding mothers. Specialty food box will also include educational materials on breastfeeding and resources.
- patients enrolled into the piloted Living Healthy with Diabetes program preventive programs related to pre-diabetes/diabetes.

Strategy 2: Physical Activity

Partnering with Sustain Charlotte to accomplish work that will engage residents in the neighborhoods of the West Blvd. corridor and Lakeview neighborhood.

- Develop and host a workshop to teach residents how to use walkability audit results to educate decisionmakers on how infrastructure can improve connectivity.
- Organize and host an experiential transit training for older adults to help them learn how to fully utilize Charlotte's bus and rail system.
- Develop 2 (1 for each area) transit guides to help residents access local and regional recreational areas, grocery stores, and public health facilities.
- Host 6 bi-monthly transit coalition meetings to engage residents in aligning public transit investment with connectivity and active living needs. Two of these meetings will be used to pilot the community resource app.

PROGRAM STRATEGIES

Strategy 2: Physical Activity (continued)

- Coordinate with both neighborhood areas to implement their existing anti-displacement strategies, and strengthen them with strategies to reduce transportation costs (the 2nd highest household expense after housing).
- Share results of walkability audits, ACT modules, and resident feedback with staff from Charlotte DOT and CATS transit agency to begin dialogue about appropriate land use and transportation interventions to improve connectivity for residents in these 2 areas.
- Implement ACT findings with each of the 2 neighborhoods by creating an online interactive map of the specific area's assets, gaps, barriers, and opportunities for Active Living. Facilitate a session with each neighborhood organization to identify 3 priorities resulting from the ACT and create a plan for resident-led implementation.
- Design and create a "Bicycle Playground" in the park or another safe area to allow children to practice bicycling skills and participate in fun games. This will be designed with neighborhood youth and painted on the pavement so that the space can still be used in versatile ways.
- Organize and host an active, play-based outdoor bicycle and pedestrian safety skills workshop for 100 children at the Youthquake summer camp.
- Organize 3 guided walks of the Irwin Creek Greenway including stream and litter clean-ups. Partner with the West Boulevard Neighborhood Coalition's Seeds for Change program to get youth engaged as project leaders to also invite people of all ages.
- Organize and host 3 community walking groups in each neighborhood (6 total) during the cooler fall and spring months.
- Work with residents to create a sustainability plan for continuing the walks.
- Work with residents to support their engagement with Charlotte's new Strategic Mobility Plan, Comprehensive Plan, and Charlotte Moves Task Force, with the goal of ensuring that walkability, bikeability, and vibrant destinations are prioritized.

Strategy 3: Community-Clinical Linkages

Sub-strategy 3.1: Health and Preventative Programs

Partnering with clinics, community resource platforms, & MedLink.

- Continue formalized partnership with Amity Medical Group (AMG) and Cabarrus Health Alliance (CHA).

PROGRAM STRATEGIES

Sub-strategy 3.1: Health and Preventative Programs (continued)

- Formalize partnership with Premier Pharmacy and Wellness Center and Centralina AAA.
- Develop social media marketing and other communication campaigns to promote health and preventive programs related to chronic diseases (pre-diabetes/diabetes, hypertension, and/or obesity) and lifestyle medicine for partner clinics (PPWC & CHA).
- Conduct post survey to measure patients and/or community's awareness based on communication efforts of health and preventive programs related to chronic diseases (pre-diabetes/diabetes, hypertension, and/or obesity) and lifestyle medicine for partner clinics (PPWC & CHA).
- Collaborate with NCCARE360 (a state-wide resource and referral database platform powered by Expound/United Way NC 211/Unite Us) as acting liaison by hosting quarterly meetings to recruit and inform organizations not listed on platform.
- Collaborate with MedLink of Mecklenburg by providing technical assistance (policy development & system mapping) for strategic planning committee to improve access to care.

Sub-strategy 3.2: Clinical and non-Clinical Professionals

- Develop and implement referral system within RAO among clinical and non-clinical professionals (Referral Coordinators) to increase access into Healthy Helping Program.
- Train clinical and non-clinical professionals on enrollment and referral process into Healthy Helping Program via the Reinvestment Partners training curriculum.
- Collaborate with Rowan Cabarrus Community College (RCCC) in adopting the pilot North Carolina Standardized Competency Training for NC Community Health Workers (CHWs) by providing technical assistance for strategic planning to prepare identified instructors to undergo state mandated standardized master training.
- Collaborate with Central Piedmont Community College (CPCC) in adopting the pilot North Carolina Standardized Competency Training for NC CHWs by providing technical assistance for strategic planning to prepare identified instructors to undergo state mandated standardized master training.
- Collaborate with the Office of Rural Health and the NC CHW Governing Committee to advocate for the NC CHW Certification and Accreditation Board to be established at the state level to provide oversight of the certification of individual CHWs and the accreditation of agencies/organizations/programs that train and hire CHWs.