

# National Collaborative for Health Equity

Working with People, Partners, and Purpose



## Racial and Ethnic Approaches to Community Health (REACH) Minority Serving National Organization (MNO) Success Stories *A Look at How Six Minority-Serving National Organizations Are Working to Decrease Health Disparities*

FOR IMMEDIATE RELEASE – September 25, 2014

**WASHINGTON** – Today the REACH Minority National Organizations (MNO) released a report to share their experiences and provide guidance to others committed to eliminating racial and ethnic disparities in health through prevention and management. The accomplishments highlighted in this book showcase the impact of national organizations working with communities to close the health disparities gap experienced by racial and ethnic minority groups. [http://www.sophe.org/sophe\\_reach\\_success\\_web\\_final.pdf](http://www.sophe.org/sophe_reach_success_web_final.pdf)

In 1999, the Centers for Disease Control and Prevention (CDC) initiated Racial and Ethnic Approaches to Community Health (REACH) to address the Healthy People 2010 goal of eliminating racial and ethnic health disparities in the U.S. Through the REACH program, six National Organizations that Serve Minority Communities (MNOs) were funded to design and implement Health Equity Projects that would work towards closing the health disparity gap in at least one of the following racial and ethnic minority groups: African American/Black, American Indian/Alaskan Native, Latino/Hispanic American, Asian, and Native Hawaiian or other Pacific Islander. The REACH MNOs focused on reducing disparities in one or more of the following health priority areas: breast and cervical cancer screening and management, cardiovascular disease, diabetes mellitus, tobacco use, and infant mortality. A brief description of each MNO's Health Equity Project is provided below.

Asian Pacific Partners for Empowerment, Advocacy and Leadership (APPEAL), with the help of its affiliates and partners, developed the National Asian Pacific Network to Eliminate Health Disparities (NAPNEHD) to reduce cardiovascular disease disparities among Asian Americans, Native Hawaiians, and Pacific Islanders. Focusing particularly on communities in New York City, the Seattle area, and the Pacific nation of Palau, evidence-based information and culturally- and linguistically-specific materials were disseminated over the program's five years. <http://www.appealforcommunities.org/>

The Black Women's Health Imperative, along with its partners the Center for Black Women's Wellness in Atlanta and South Side Help Center in Chicago, launched the SisterREACH US initiative to explore what is known about breast and cervical cancer inequities experienced by Black women in the areas of research, early detection, timely diagnosis, and access to quality treatment. Through this initiative, the Imperative and its partners advanced the science around effective strategies for eliminating barriers to education, treatment, support, and care for Black women at risk for or living with breast or cervical cancer; and educated decision-makers on the programmatic, health care delivery, funding, and legislative levels to increase understanding of the complexities and challenges Black women face in pursuing health. <http://www.bwhi.org/>

The Inter-Tribal Council of Michigan, along with two affiliate organizations—Red Star Innovations and Hannahville Indian Community—disseminated evidence-based information and culturally-specific materials about commercial tobacco prevention and control via program websites, newsletters, in-person trainings, webinars, and national conferences. Capacity and

knowledge in tribal communities regarding tobacco control and prevention have increased, as shown through evaluations and success stories. <http://www.itcmi.org/>

The former Joint Center for Political and Economic Studies Health Policy Institute (now the **National Collaborative for Health Equity**) and its PLACE MATTERS teams (local affiliates) assisted communities and leaders to identify and address the social, economic, and environmental conditions that shape health and life opportunities. An integrated communications strategy using both traditional community outreach and social media, implemented over the course of five years, led to policy shifts that address racial disparities in cardiovascular disease, diabetes, and infant mortality in Baltimore, MD, and Bernalillo County, NM. <http://jointcenter.org/content/place-matters-teams>

To address the disproportionate incidence and mortality rates due to cervical cancer among Latinas, the National Council of La Raza's (NCLR) Institute for Hispanic Health, with the help of its community-based Affiliate organizations, developed and implemented a culturally competent and linguistically appropriate cervical cancer prevention intervention called Mujer Sana, Familia Fuerte (Healthy Woman, Strong Family) in Chicago, IL, and Washington, DC. Statistical analyses have found that Mujer Sana, Familia Fuerte has increased knowledge, positive attitudes, self-efficacy, and intent to screen for cervical cancer among Latina community members. <http://www.nclr.org/> [http://www.nclr.org/index.php/issues\\_and\\_programs/health\\_and\\_nutrition/hispanic\\_health/](http://www.nclr.org/index.php/issues_and_programs/health_and_nutrition/hispanic_health/)

The Society for Public Health Education's (SOPHE) Health Equity Project focused on promoting healthy lifestyles to prevent, manage, and delay the onset of diabetes and to reduce the prevalence of risk factors for chronic diseases. The healthy lifestyle interventions concentrated on increased physical activity, improved nutrition, and reduced tobacco use among an African American/Black population in the rural area of Jenkins County, GA, and an American Indian/Alaska Native population in the urban area of Oakland, CA. National SOPHE continues to expand the number of its Chapters and their partners who implement evidence-based programs within minority communities. <http://www.sophe.org/healthequityproject.cfm>

###

The **National Collaborative for Health Equity**, formerly the Health Policy Institute of the Joint Center for Political and Economic Studies, works to catalyze partnerships among the many stakeholders needed to advance health equity movements locally and nationally. The National Collaborative is a project of the New Venture Fund, a non-profit fiscal sponsor that works to achieve a healthier, more equitable world.

Contact: Ashley Brown, (202) 789-3535, [abrown@nationalcollaborative.org](mailto:abrown@nationalcollaborative.org)