



Prevention Research Center
at Case Western Reserve University

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Racial and Ethnic Approaches to Community Health (REACH) Grant

REACH (Racial and Ethnic Approaches to Community Health) is a program of the Centers for Disease Control and Prevention. The REACH initiative is being implemented in 22 census tracts within the cities of Cleveland and East Cleveland. REACH grants are targeted to population clusters where:

- More than 30% of the population is living in poverty and
- More than 25% of adults aged 25 and older do not have a high school education.

Three REACH grants have been awarded in Cuyahoga County. The PRCHN is involved with two of them: with the Cuyahoga County Board of Health on behalf of Health Improvement Plan (HIP-Cuyahoga) and with the YMCA of Greater Cleveland.



HIP-Cuyahoga is a consortium of more than 100 organizations that may be the largest-ever concentrated effort to enhance the health of everyone who calls Cuyahoga County home. HIP-Cuyahoga pursued a REACH grant to support the work of its Healthy Eating and Active Living (HEAL) and Chronic Disease Management sub-committees. The PRCHN and Associate Director Erika Trapl, PhD, are the anchors for the HEAL subcommittee.

The PRCHN's role within HIP-Cuyahoga's REACH grant is to:

- Engage residents to develop a healthy food retail model targeted to their neighborhood
- Increase opportunities for physical activity for residents in neighborhoods with little or no safe facilities to exercise and play through the adoption and utilization of Shared Use Agreements
- Facilitate linkages between health clinics and community resources to improve chronic disease management



In addition to the HIP-Cuyahoga REACH grant, the PRCHN is part of the external evaluation team of the YMCA of Greater Cleveland's REACH grant, which is also focused on reducing health disparities by:

- Transforming streets into safe places to walk, run, and bike in conjunction with Bike Cleveland
- Expanding chronic disease prevention efforts by linking safety net health centers, such as Neighborhood Family Practice, with the YMCA's Diabetes Prevention Program
- Expanding the "We Run This City" marathon partnership with the Cleveland schools

Building Health Equity



The PRCHN and its HIP-Cuyahoga partners recruit teams of residents from the REACH target census tracts. The residents participate in a ten-week workshop series in which they discuss concepts of health disparities and health inequities, giving context to what they see around them on a daily basis. The residents are then charged with brainstorming ways to build health equity within their own neighborhoods as Community Health Ambassadors.

The resident voice undergirds and informs every component of this REACH grant, and the Community Health Ambassadors are supported throughout the entire process by the PRCHN's team of Community Fellows.

Working with communities from within to prevent and reduce chronic disease