



About REACH

The Racial and Ethnic Approaches to Community Health (REACH) is a national program administered by the Centers for Disease Control and Prevention (CDC) aimed at reducing racial and ethnic disparities in health.



Step It Up

Being physically active is one of the most important behaviors people of all ages and physical abilities can take to improve their health. Due to rising numbers of chronic illnesses in the U.S., Surgeon General Vivek Murthy (*pictured at left*) presented the “Call to Action” on Sept. 9. This proposal seeks opportunities to make physical activity easier and communities safer for people of all ages and abilities. The charge is to “take a walk.” This initiative is aimed at sedentary Americans, encouraging them to walk while improving communities and making neighborhoods safe and walking easier for pedestrians. [Read more about the surgeon general's "Call to Action" and walkable communities.](#)



Corporate Cup Held

The 35th annual [Fight for Air Corporate Cup](#), hosted by the [American Lung Association](#), was held at Stinson Park in Aksarben Village on Sept. 13. Jennifer Klimowicz, Bryan Benson, Jeff Lang, and Tameshia Harris were representatives from Creighton University’s Health Sciences Multicultural and Community Affairs (HS-MACA) that joined the many thousands of race participants to support and help raise funds for individuals affected by lung diseases. (*Pictured at left is Dr. Richard Brown, CPHHE-REACH executive director.*)



REACH on Morning Show

CPHHE-REACH Executive Director Dr. Richard Brown appeared on Heartland Focus with Tim Clark on Aug. 23 to discuss the CPHHE-REACH project and its engagements within the Omaha African-American community. In the 15-minute segment, Clark and Brown discussed topics such as REACH’s purpose, community partners, goals of the initiative, the definition of physical activity and benefits. [Watch the interview.](#)

Connect with Us Online

[CPHHE-REACH](#) is now on the Web and social media sites! Check out the webpage and follow our new [Facebook](#), [Twitter](#), and Instagram ([@CUCPHHEREACH](#)) pages to receive updates,



information and physical activity tips that can improve your health and be incorporated in your everyday routine.



Made Possible by the CDC

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Contact Us

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