



## 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.



## Year 2

Year 2 of the REACH grant started on October 1st, 2015. The calendar year 2016 is, however, just a few weeks away, presenting a new year with many opportunities. 2016 is also important for the CPHHE-REACH program, for it will bring about many new changes and implementations within the community. In Year 2 of the REACH program we are expanding our community partnership by adding six (6) additional churches and five (5) additional housing towers. The newly added sites will create policies, systems, and make environmental (PSE) improvements on physical activities.

REACH's objective for the remaining funded two years is to continue to increase the number of African-American people with improved access to physical activity opportunities in Omaha, Nebraska. We began the cooperative agreement by working with targeted community-based organizations to assess for written and posted policies, which, in turn, will result in policy implementations and changes to the environment to supporting an increase in physical activities within the African-American community.

In Year 1 of the REACH Program, we started by creating a community coalition consisting of four (4) churches (Redeemed Christian Church of God, Mt. Moriah Baptist Church, Zion Baptist Church, Pilgrim Baptist Church), Charles Drew Health Center; five (5) Omaha Housing Authority's towers (Crown Tower, Jackson Tower, Park North, Park South, and Evans Tower); and four (4) middle schools (Lewis and Clark Middle, Marrs Middle, McMillian Middle and Monroe Middle Schools). Written and verbal policies have been created for each facility; implementations of the policies supported by physical activities are taking place.

With the new enrollment of additional faith-based entities and housing towers, there is much to look forward to in the upcoming year. All new organizations will be set to create policies of their own to implement changes within their environments. Also with policy, systems, and environmental (PSE) improvements, health ambassadors will be selected and trained from each new organization. As we continue to expand our reach throughout the community, 2016 will be a promising year for change.



## Recruitment For REACH Advisory Board

We are currently recruiting individuals to serve as members of the CPHHE-REACH Advisory Board. The CPHHE-REACH Advisory Board is comprised of influential community members who are very active inside and out the African-American community. The Advisory Board will consist of seven (7) total members who will report to the Center for Promoting Health and Health Equality (CPHHE) Board. Two of the Advisory members will sit on the CPHHE board. The Advisory Council will meet with leadership and/or representatives from REACH community partners. CPHHE-REACH Board members will review and discuss the needs of the African-American community to determine if and why there is limited access to physical activity. The Advisory board will discuss community strengths, areas for improvement, and areas of focus for Policy, Systems, and Environmental (PSE) improvement. The Advisory Board will also assist with REACH communication efforts with our community partners, other community organizations, and residents of the African-American community.

We will solidify new Advisory Board Committee Members by March 2016.



## A Message From The Executive Director

One physical activity that everyone can participate in, no matter your age and without incurring monetary expense, is dancing. It places a smile on your face and makes you feel good; you can do it inside or outside the house or at a party. If you do it with enthusiasm, it will make you sweat. If you participate in physical activity 3 times a week until you sweat, you can improve your health and live longer than you may expect.

Dancing is a universal activity like the language of music. When the sounds of music touches people, it makes them move, especially if there are drums playing and a banging base beat. The whole world can dance. You have seen it in children 1-year-old and younger and in adults as old as one hundred. I've seen seniors and those with physical disabilities dancing in their wheel chairs.

There is a great deal of music with the word "dance" in the title. They include, but are not limited to, "Dancing on the Ceiling" by Lionel Ritchie; "You Should Be Dancing" by the Bee Gees; "I Want to Dance with Somebody," Whitney Houston; "Private Dancer," Tina Turner; "Dancing in the Street," Martha and the Vandellas; "Save the Last Dance For Me," The Drifters; and "Dance to the Music," Sly and the Family Stone, to name a few.

Have some fun this week and find 2 or 3 of these songs; get with a friend or family member and dance. Get active, healthy, and happy. In the words of Bruno Mars, "Dance, jump on it, if you're sexy, then flaunt it."



## REACH Extends Messaging to the Public on Billboards

CPHHE-REACH continues to explore innovative ways for delivering messages to the public about increasing physical activity. REACH currently acquired a billboard to advertise messages. The billboard on 24th and Grant is located in the historic heart of North Omaha and will be up for several months. Next time you are visiting the area, keep an eye out for our latest advertisement designed to educate about the importance and benefits of physical activity. Contact information and a toll-free phone number is included to gain more information regarding the CPHHE-REACH program or to ask questions.



## Include Physical Activity Into your Holiday Celebration!

It is December. It is the last month of the year and Christmas will be here soon. Before taking that nap after holiday dinners, try going out for a walk around the block. Try doing push-ups or jumping jacks during the football game half-time. Engage in activities with loved ones that get everyone active and involved. Get creative, innovative, and burn more energy by participating in physical activity regularly!



## Made Possible by the CDC

The Partnerships to Improve Community Health/National Implementation and Dissemination for Chronic Disease Prevention/Racial and Ethnic Approaches to Community Health (REACH) is made possible with funding from the Centers for Disease Control and Prevention. The views expressed in this newsletter do not necessarily reflect the official policies of the CDC or imply endorsement by the U.S. Government. Learn more about Partnerships to Improve Community Health/National Implementation and Dissemination for Chronic Disease Prevention/Racial and Ethnic Approaches to Community Health (REACH) [here](#).

**Be on the alert for a community-wide physical activity event coming in 2016!**

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