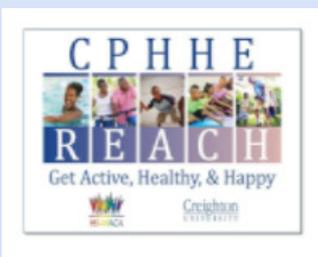


CPHHE-REACH Monthly Newsletter – September 2016

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Health Sciences-Multicultural and Community Affairs
CPHHE-REACH
September 2016



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.



REACH - Year 3

Beginning in October of 2016, the CPHHE-REACH program will be entering into its 3rd year. The previous years were focused on developing partnerships and creating policy, systems, and environmental (PSE) implementations across various locations, with an aim to increase physical activity opportunities within the African American community. Thus far, we have established 27 partnerships with local faith-based organizations, housing towers, health centers, and after school programs, implementing a number of PSE changes, but our work is far from done. Year 3 will be important for the REACH program, our community partners, and most importantly the community we serve, for it would be the year we ensure that the work that has been accomplish can be sustained for years to come.

In Year 3 of the program, we will be recruiting 6 additional community organizations to become REACH community partners. Two (2) additional faith based organizations, 3 after-school programs, and 1 non-profit organization will join our partnership in efforts to increase physical activity opportunities within the community. Along with the addition of partners, we have plans to increase effective messaging throughout the community partners and the community and we will strengthen the current organization by having a greater focus on micro-level intervening to have the highest reach and impact on current PSE strategies.

Continue to support the REACH program by becoming more physically active and being involved with the numerous activities hosted by REACH and our community partners. Follow our Facebook page for up-to-date information on our community partner's activities, as well as physical activity tips that you can implement in any setting. Also, feel free to access our website for additional information. As we move

forward into the 3rd year, we are excited about strengthening our impact to provide physical activity opportunities for the community. The healthier our community is, the better we can be to serve each other.



Pictured Above (from left to right) : Elease Johnson, Rachelle Tucker, Sal Issaka, Wendy Heirandt, Tameshia Harris, Dr. Sade Kosoko-Lasaki, Dr. Richard Brown, Dr. David Bang, and Eric Burgin

Year 2 CDC Site Visit

CPHHE-REACH, along with affiliated Community Partners, hosted the Year 2 Centers for Disease Control and Prevention (CDC) Site Visit on August 8th - 11th, 2016. The purpose of the site visit was to conduct annual in-person discussions with program staff and all related partners to follow up on program, communications, and evaluation efforts. Also, the site visit is an opportunity to receive technical assistance and support related to challenges and issues to help overcome program progress barriers. Pictured above

Pictured Above (from left to right) : Elease Johnson, Rachelle Tucker, Sal Issaka, , Tameshia Harris, Dr. Sade Kosoko-Lasaki, Dr. Richard Brown, Dr. David Bang, and Eric Burgin CDC staff met with REACH staff, REACH Advisory Board, Community Partners, and Community Partner's Executive Leadership to discuss progressing in Year 3. Program activities were evaluated and discussions were conducted involving Year 1 progress, Year 2 progress, Year 3 sustainability, current Communication activities and community partner updates. This site visit provided the CDC with an opportunity to review CPHHE-REACH's progress as it relates to the Community Action Plan (CAP), to discuss the upcoming Year 3 activities, to review preliminary evaluation findings, and to align follow-up evaluation activities with program implementation.

Community Partner site visits were conducted also to give the CDC an opportunity to visit our partner facilities, as well as to give Community Partners a chance to showcase their recent updates as it pertains to policy, systems, and environmental implementations. Community Partner site visits were conducted with our Year 1 partner's Mount Moriah, Charles Drew Health Center, OHA's Park North, South, and Crown Tower. Year 2 partners, included Salem Baptist, Bethesda Temple SDA Church, Clair United Methodist Church, and Pleasant Green Baptist Church.

Lastly, a collaborative meeting was hosted with REACH's neighboring CDC programs, Healthy Partners Initiative Partnerships to Improve Community Health (PICH) in Lincoln NE and Woodbury County' PICH in Sioux City, IA. During this peer collaboration meeting, program directors and staff shared resources and planned peer visits for additional guidance and support of each other's programs. Discussions also related to sustainability for peer assistance.

Overall, the Year 2 CDC Site Visit successfully achieved the intended program and evaluation objectives. Throughout the site visit, the CDC staff witnessed CPHHE-REACH's efforts to build strong partnerships with community members, and the creative methods used to improve the health of African Americans in Omaha, NE. Guidance was provided to improve current programs as REACH staff and Community Partners prepare for Year 3.



National Childhood Obesity Month

September is National Childhood Obesity Month and what better way to help decrease this unhealthy condition than by engaging in physical activity.

Childhood obesity has more than doubled in children and quadrupled in adolescents in the past 30 years. In the United States, the percentage of children aged 6-11 years who were obese increased from 7% in 1980 to nearly 18% in 2012. Similarly, the percentage of adolescents aged 12-19 years who were obese increased from 5% to nearly 21% over the same period.

Children and youth are more sedentary than ever with the widespread availability of television, videos, computers, and video games. Data from the 1988-1994 National Health and Nutrition Examination Survey indicated that 26% of American children watched at least 4 hours of television per day, and were less likely to participate in vigorous physical activity. They also had greater BMIs and skin-fold measurements than those who watched less than 2 hours of television per day.

Overweight and obesity rates tend to be higher among African American children compared with White children, with obesity rates increasing faster at earlier ages and with higher rates of severe obesity. From 1999 to 2012, 35.1 percent of African American children ages 2 to 19 were overweight, compared with 28.5 percent of White children; and 20.2 percent were obese compared with 14.3 percent of White children.

Although childhood obesity is caused by a number of factors, physical inactivity is one of the main causes for the current childhood obesity trends. As of 2010, African Americans were 70 percent less likely to engage in physical activity than Whites. According to the 2013 Youth Risk Behaviors Survey Results, 21.5 percent of Black youth did not participate in at least one hour of daily physical activity during the prior week, compared with 12.7 percent of White youth who did not.

This year as we observe National Childhood Obesity Month, we should renew our commitment to give our youth the resources and opportunities to live and sustain a health life. Getting our youth active is top priority, and we must do whatever it takes to ensure that the youth can maintain and sustain active lifestyles. Regular physical activity in children and adolescence improves strength and endurance, helps build healthy bones and muscles, helps control weight, reduces anxiety and stress, increases self-esteem, and may improve blood pressure and cholesterol level. Regular physical activity also may improve student's academic performance. Most importantly, physical activity helps reduce the risk of developing obesity and chronic diseases, such as diabetes, and cardiovascular disease.

Help give the youth an opportunity to live the best lives they can. By engaging in daily physical activity the youth will have good health to look forward to in the future.



REACH Health Ambassador Participates in CHI's Sidewalk Marathon

On September 12th, 2016 CHI hosted a 30-day walking program called Sidewalk Marathon. One of CPHHE-REACH's Health Ambassadors and Pastor of Clair Memorial United Methodist Church, Reverend Portia A. Cavitt, was one of many participants who attended the event. Reverend Cavitt committed to walking 26.2 miles in 30-days and we want her to know that the REACH team supports her pledge.

We hope this encourages you to increase your participation in regular physical activity, not only for the personal gain of better health but also to encourage others to do the same. The REACH team congratulates Reverend Cavitt and her efforts, and challenges others to incorporate regular physical activity in a positive way throughout the day. Let's move, let's REACH, let's do this together!

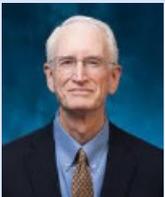
For more information regarding CHI's Sidewalk Marathon, please [click here](#).

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