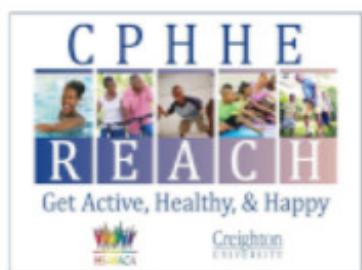


CPHHE-REACH Monthly Newsletter - February 2016

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Creighton
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Health Sciences-Multicultural and Community Affairs
CPHHE-REACH
February 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.



Heart Healthy Cardiovascular Tip

Cardiovascular disease, including heart disease and stroke, remains the leading global cause of death with more than 17.3 million deaths each year – and that number is expected to rise to more than 23.6 million by 2030. An estimated 85.6 million people in the U.S. are living with cardiovascular diseases, including heart attack, stroke, high blood pressure and chest pain. Cardiovascular diseases are the leading cause of death for African-American women, killing over 48,000 annually. Among African-American adults, 48 percent of women and 46 percent of men have some form of cardiovascular disease.

February is American Heart Month, an excellent time to inform people that heart disease can often be prevented by making healthy choices and managing their health conditions. American Heart Month is a great way to remind Americans to focus on their hearts and encourage them to get their families, friends and communities involved. Together, we can build a culture of health where making the healthy choice is the easy choice. CPHHE-REACH works diligently to promote healthy living by increasing access to physical activity opportunities within African-American communities. CPHHE-REACH is taking this opportunity to raise awareness about heart disease and increase knowledge about prevention. Sharing this information is important because nearly 80 percent of cardiovascular disease can be prevented through everyday healthy living steps, including increasing one's physical activity.

For more information about the REACH program and to stay on top of all the heart healthy news, visit [our website](#), [Like us on Facebook](#), and follow us on [Twitter](#) & [Instagram](#)!

Turning Health Policies into Action



Omaha Housing Authority

In Year 1 of the REACH Program, five Omaha Housing Authority (OHA) towers participated in implementing policy, systems, and environmental improvements within their tower to create a physical and/or cultural environment that supports people in being physically active. Since the inauguration, many towers have made progress in achieving their goals. Post assessment of year-1 activities has shown that OHA resident towers have made great strides in implementing policy, systems, and environmental (PSE) improvements.

All OHA residential towers have created and implemented a new policy encouraging increased physical activity, with a few of the towers leading the way in policy implementation. REACH Health Ambassadors have been the leaders in implementation improvements within the towers by creating work plans to identify strategic solutions in which to encourage tower residents to obtain additional physical activity. Through implementing policies, OHA Health Ambassadors have created regular walking clubs and Zumba dance classes for residents. OHA towers have established walking destinations around their area to provide more physical activity options for residents and the residents have also been actively encouraged to utilize hallways and stairs to increase walking.

Currently, each OHA tower is in a different phase of implementing physical activity, but each OHA tower plans to have all policy implementations complete in 2016.



Charles Drew Health Center, Inc.

Charles Drew Health Center

Since becoming partners with the Creighton University REACH Program, Charles Drew Health Center (CDHC) has implemented many policy, system, and environmental improvements within their facility. After writing policies on physical activity, CDHC began to provide employees and patients with physical activity resources. Free Zumba and Yoga classes, only offered to employees, are hosted on Monday and Thursday nights. Employees also are presented with Weekly Wellness tips via e-mails and during monthly staff meetings. A "Moving and Grooving 2" campaign, focused on increasing the physical activity of CDHC employees, took place from September – December 2015. "Moving and Grooving 2" was composed of a total of 12 teams and 53 employees. The top teams with the most documented exercise was recognized and awarded. In November 2015, the "Eat Smart, Move More, Maintain, Don't Gain" Holiday challenge was initiated, a campaign intended to encourage employees to prevent weight gain throughout the holiday seasons by eating smarter and moving more. "Eat Smart" had a total of 41 participants and all participants were "weighed in" during the kick-off ceremony. The "weigh out" was implemented in January 2016, with prizes for participants who did not gain weight.

Charles Drew Health Center is still in the process of implementing physical activity signage within their facility, but much progress has been made to increase the physical activity of employees. Charles Drew will be hosting their 2nd Annual Healthy Heart Happy Hour on February 26, 2016 to discuss the importance of physical activity.



Collective for Youth

Collective for Youth, an intermediary organization dedicated to creating quality partnerships between schools and community organizations, has been making strides since the completion of a written physical activity policy. Collective For Youth's goal is to build a sustainable system of quality out-of-school time programs in the metro area. Its role in REACH is slightly different from other community partners, as increased physical activity is encouraged to students through visual understandings. Beginning in November, Collective for Youth successfully

started a PhotoVoice class at Monroe Middle School.

PhotoVoice, developed by Drs. Caroline C. Wang & Mary Ann Burris in 1992, is a process by which people can identify, represent, and enhance their community through a specific photographic technique. As a practice based in the production of knowledge, PhotoVoice has three main goals: (1) to enable people to record and reflect their community's strengths and concerns, (2) to promote critical dialogue and knowledge about important issues through large and small group discussion of photographs, and (3) to reach policymakers.

Collective for Youth is using Focus on Health PhotoVoice to unveil the barriers teenagers in Omaha Public School students face while obtaining physical activity. Focus on Health PhotoVoice will be implemented over an 8-week period, including informative lectures to assist students with technical issues in the process from start to finish. Concluding the session will be an exhibition of photographs and stories students will be able to share with family and friends at their school's family night. Currently, six (6) teenagers are enrolled in the Monroe Middle School project.



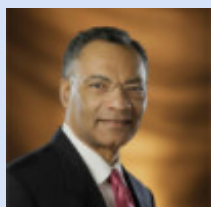
Faith-Based Organizations

In Year 1 of the REACH grant activities, four churches were recruited: Pilgrim Baptist, Zion Baptist, Mt. Moriah Baptist, and Redeem Christian Church of God, Christ Embassy. Each participating church agreed to implement at least one policy/system/environmental improvement within their respective congregations that would help to create a physical and/or cultural environment that supports people in being physically active. Post assessments of year-one activities revealed that churches exceeded this objective by implementing an average of four (4) or more environmental policy changes during the reporting period.

Many changes include creating walking-friendly stairwells and using prompts/signage to promote stair usage, increased walking and other physical activities. A few of the partner churches have begun implementing on-site exercise classes and improving environmental conditions to allow churches to becoming a Bicycle-Friendly Destination. Pilgrim Baptist, Zion Baptist, Mt. Moriah Baptist, and Redeem Christian Church of God have also been involved in creating a wellness/health ministry incorporating REACH Faith-Based Health Ambassadors to offer more physical-activity opportunities for church goers. Finally, all the churches have established indoor and outdoor walking-destination paths to promote physical activities.

At the moment, each partner church is in a different phases of policy implementations, but all partner churches plan to have all policy, systems, and environmental implementations completed by Spring of 2016.

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