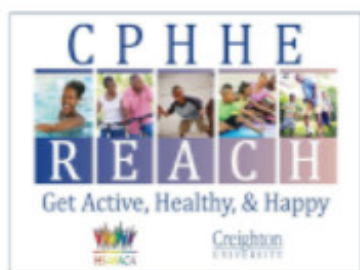


CPHHE-REACH Monthly Newsletter - January 2016

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Health Sciences-Multicultural Affairs
CPHHE-REACH
January 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.



New Omaha Housing Authority Sites Addition

The REACH program will be adding more members to our community teams! In Year 1, we had the pleasure of working with Omaha Housing Authority (OHA) to develop policy, systems, and environmental (PSE) improvements in the Jackson, Evans, Crown, Park North, and Park South OHA residential towers. Year 2 will include six (6) additional towers that will introduce PSE improvements and influence an increase in physical activity. Pine, Florence, KayJay, Benson, Underwood, and Highland Towers will be added to the list of OHA sites as part of our partner community. New entities will begin with developing plans to increase physical activity at each site. Planning will start with conducting a needs assessment leading to creation of new written policies directed toward

improved access for physical activity. PSE implementations will then be evaluated to determine which environmental improvements have to be made. Most important of all the changes taking place will be selecting new Health Ambassadors from each site that will be trained by the Creighton School of Medicine staff to serve residents in providing direction to increase physical activity and to assist in implementation changes. We will also introduce six (6) new faith-based organizations into the REACH Program in Year 2.



A Message from the Executive Director

Last year is behind us and every day is the beginning of the rest of our lives. So, let's make a commitment to become more physically active in 2016; your life could depend on it.

The Global Observatory for Physical Activity (GOPA) is a council of physical-activity researchers who unveiled baseline data cards for 131 countries across the world in December of 2015. The cards provide a detailed look at physical-activity research, policy, and surveillance worldwide. It was found that the burden from physical inactivity is similar to that of smoking relative to the number of deaths.

Physical inactivity is a major risk factor for the development of chronic diseases globally, affecting low-, middle-, and high-income countries. According to the study, physical inactivity accounts for more than 5 million deaths globally per year. The range is from 1% of all deaths in Bangladesh to 19% in Malta. Approximately 30% of all adults are physically inactive, with as few as 17% in Southeast Asia and as many as 43% in the Americas and Eastern Mediterranean region.

While 68% of men and women are physically active in the United States, 10.8 % of all deaths are due to physical inactivity. According to Harold Kohl, Ph.D., of the University of Texas, if everyone in the U.S. became physically active, nearly 11% of deaths due to chronic diseases such as diabetes and heart disease might be prevented. While health conditions among the African-American population in the U.S. is sometimes compared to that of third-world countries, let's not contribute to the death rate in Omaha due to physical inactivity.

"Get active, healthy, and happy."



Save the Date!

During the summer of 2016, REACH will host a day-long, community-wide, physical activity celebration in North Omaha. This event will be held to promote the increase in physical activity by providing opportunities for physical activity as a community, while raising awareness about the benefits of regular, active lifestyles. This event will be free to the public with activities for people of all ages.

All Greek-lettered fraternities and sororities, dance and drill teams, dancers, steppers, and youth sports teams are invited to participate. Group activities will be offered, as well as individual and team competitions. Sports to be included, but not limited, will include: 1 mile & 5k run, volleyball, basketball tournament, dance competitions, step competitions, yoga, and others. The exact date and location is yet to be announced.

If you would like more information or are interested in participating, please contact Tim Clark at (402) 306-2734 or Dr. Richard Brown (Executive Director of REACH) at (402) 280-2312 for further information.

Indoor/Outdoor Mapping

REACH is currently implementing environmental improvements in each of the Year 1 Community Partner facilities. Indoor and outdoor measurements are being recorded to create indoor and outdoor walking trails for resident use. Along with the trails, signage will be developed to provide information on walking-trail distance and completion time, as well as information to allow users to best utilize the area for optimal impact. As each partnering facility is implementing environmental improvements, changes will be recognizable. These changes will encourage an increase in physical activity while also producing an environment where people can become more physically active, especially since many of the areas were not initially designed for this purpose. Once mapping is complete, a guide will be designed to identify these new areas for community members. Our goal is to provide our community partners, residents, and the community with more options to engage in physical activity, making it more conducive to their everyday activities.



MLK Legacy, Fulfilling the Dream

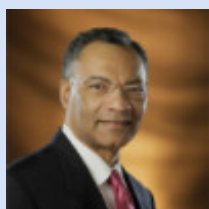
Dr. Martin Luther King Jr.'s legacy was grounded in equality. That equality includes opportunity to live a long and healthy life. Dr. King believed that "...black men as well as white men would be guaranteed the unalienable rights to life, liberty, and the pursuit of happiness..." The right to life includes opportunities for African Americans to reach full-health potential and not to die from heart disease at a higher rate than whites. The right to life also includes closing the health gaps that exist for the African-American population while removing barriers that may hinder improved health.

Due to health disparities and higher incidences of chronic disease, Dr. King's dream of the right to life, liberty, and the pursuit of happiness has been short lived for many African Americans. African Americans suffer higher

instances of diabetes, obesity, and heart disease which limit their life expectancy and prevent them from accomplishing the dream. The average life expectancy in 2011 for white Americans was 78.7 years compared to African-Americans at 75.3 years. According to the Center for Disease Control and Prevention (CDC) African Americans are more likely to die from cardiovascular disease than whites.

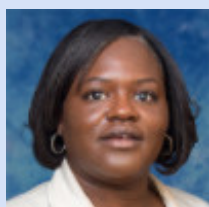
The REACH program is working to close health gaps while specifically targeting the African-American population of Omaha to increase access to physical-activity opportunities. According to the Center for Disease Control and Prevention (CDC), physical activity has been shown to improve health, reduce the risk of cardiovascular disease, reduce the risk of diabetes, and increase the chances of living longer. Improved health and longer living is one of the more important ways of fulfilling Dr. King's dream of acquiring "...life, liberty, and the pursuit of happiness."

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