Racial & Ethnic Approaches to Community Health (REACH)

Tameka Brazile, MBA
Prevention & Health Promotion Director
Multnomah County Health Department
Portland, Oregon

May 7, 2019
ACHIEVE Coalition

• Trusted community members reached out to community based organizations from Multnomah County Health Dept.

• Called out extractive relationship of MCHD

• Shared intentions to do something different

• Provides guidance and advise for REACH
African Americans/Blacks in Multnomah County experience numerous inequities

1 in 2 children live in poverty

1 in 4 adults report physical symptoms from treatment based on race

2 in 5 adults report emotional distress from treatment based on race

Data sources: Multnomah County Community Health Improvement Plan
Oregon BRFSS 2015-16 Race Oversample preliminary results
These toxic stressors are associated with poorer health for African American/Black adults compared to White adults.

**Diabetes**  17% vs. 7%

**Obesity**  43% vs. 22%

**High blood pressure**  41% vs. 25%

*Data source:* Oregon BRFSS 2015-16 Race Oversample preliminary results
Multnomah County’s REACH and the City of Gresham’s Partnership

City of Gresham engaged community members for both the Rockwood Rising and Active Transportation Planning projects to:

- Describe their experiences
- Reflect on proposed projects
- Identify priorities
Community Engagement

- 3 community events
- 77 interviews
- 161 doors knocked on
- 1 documentary film
- 3 community walks
Return on Investment

- Leveraged over $10 million additional funding
- Increased capacity of culturally specific organizations
- 75% of African Americans impacted
- Contributing to knowledge base of evidence-based practice
- Community engagement new budget line item
Multnomah County REACH

Works towards health equity by grounding culturally tailored strategies in community-based participatory and evidence-based approaches that mesh public health, multi-sectoral partners, and community voice and resiliency.
Questions?

Tameka Brazile, MBA
Prevention & Health Promotion Director
 Multnomah County Health Department
 503.988.7760
tameka.brazile@multco.us