

HEALTH IMPROVEMENT PARTNERSHIP



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CUYAHOGA COUNTY  
BOARD OF HEALTH  
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Prevention Research Center for Healthy Neighborhoods  
at Case Western Reserve University



## September 25, 2014 – REACH Grant Award

The Health Improvement Partnership of Cuyahoga County (HIP-C), a consortium whose membership features more than 50 diverse organizations, has received notification of award for \$997,349 for year one of a three year grant from the Centers for Disease Control and Prevention (CDC) and the U.S. Department of Health and Human Services (HHS) in support of the Racial and Ethnic Approaches to Community Health (REACH) grant.

- The REACH award is part of a HHS initiative to support public health efforts to reduce chronic diseases, promote healthier lifestyles, reduce health disparities, and control health care spending. The CDC will administer the grants, which will run for 3 years, subject to availability of funds. REACH is financed in part by the Prevention and Public Health Fund of the Affordable Care Act.
- For many low-income and minority residents across Greater Cleveland, access to healthy foods, safe environments for physical activity and clinical preventive services is extremely limited. Cleveland adults suffer disproportionately from chronic disease and are less likely to participate in proactive preventive health behaviors than others across the state or nation.
- For many health outcomes identified as critical to the public's health (i.e., diabetes, hypertension, obesity, tobacco use, physical activity, etc.), Cleveland residents report considerably worse outcomes than their counterparts at the state or national level. Moreover, due to years of systematic inequities, low income and minority Clevelanders confront a variety of health issues that greatly impact their quality of life and life expectancy.
- The REACH grant will provide funding to increase access and opportunity for better nutrition, increased physical activity and improved chronic disease prevention and management in 22 census tracts across six neighborhoods within the cities of Cleveland and East Cleveland.
- The REACH grant targets neighborhoods where health disparities, or differences in health outcomes based on race, gender, and socioeconomic status, are high.
- What we know is that where a person lives, learns, works and plays affects their opportunity to be healthy.
- Health education by itself is not enough. We advise people to exercise and yet many do not feel safe walking in their neighborhoods or have access to safe and affordable outlets for physical activity. We advise people to eat healthier and yet many do not have easy access to affordable fresh and healthy options in their neighborhood.
- If we want people to be healthier and improve the public's health than we have to address the community and social conditions that contribute to poorer health outcomes.

- The success of the HIP-C application demonstrates how collaborative partnerships can have a greater collective impact upon the community to improve health outcomes. It also positions the Greater Cleveland area at the national forefront concerning highly-coveted national grant awards.

**Partners in the grant include:**

**The Cuyahoga County Board of Health**

- Serves as the backbone organization and administrator of HIP-C.
- Will serve as the administrator of the REACH grant and coordinate the project's communication strategies.

**Better Health Greater Cleveland**

- Will provide assistance to nine community clinics to implement an evidence-based high blood pressure control best practices.
- Serves on HIP-C's Steering Committee, as anchor organization for HIP-C's Chronic Disease Management priority area, and will provide clinical and sociodemographic data from its diverse clinical partners, including virtually all safety net organizations in the region.

**Case Western Reserve University Prevention Research Center for Healthy Neighborhoods**

- Will work with local schools and recreation centers to provide opportunities for physical activity programming.
- Will work with small storeowners to increase the availability of healthy foods.
- Will implement a "Produce for Prescription" program, an initiative where patients with high blood pressure receive gift certificates to buy fresh produce from local farmer's markets.
- Serves on HIP-C's Steering Committee, as anchor organization for HIP-C's Nutrition and Physical Activity priority area and will provide evaluation of grant activities.

The YMCA of Greater Cleveland has also received a REACH grant award notification to transform streets into safe places to walk, run and bike, expand the "We Run This City" marathon partnership with the Cleveland schools, expand Healthy Eating/Active Living initiatives, and expand chronic disease prevention efforts by partnering with community-based health centers.

HIP-C and the YMCA are two of only 49 grantees awarded in the country. The two awards will bring nearly \$ 2 million in the first year of a three year grant to support the improvement of health outcomes to the Greater Cleveland area.

**MEDIA CONTACTS**

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