



FOR YOUTH DEVELOPMENT®
FOR HEALTHY LIVING
FOR SOCIAL RESPONSIBILITY

REACH: HEALTHY LIVING FOR ALL

At the Y we build healthy spirits, minds and bodies for all. Our impact is felt when everyone—regardless of the color of their skin, where they live or their economic status—has the opportunity to achieve his or her full potential. Unfortunately, numerous communities lack opportunities for many who live, work, learn and play there to adopt and maintain healthy lifestyles. The Racial and Ethnic Approaches to Community Health (REACH) program funded by the CDC allows the Y to deepen its efforts to make healthy living a reality for individuals and families in those communities.

Funding Amount: In October 2012, the Centers for Disease Control and Prevention's (CDC) REACH initiative awarded Y-USA a grant of up to \$4 million per year for up to five years to promote health and well-being in African American and Hispanic/Latino communities. That amount was reduced in 2013 to \$300,000 due to cuts in the REACH program. Y-USA selected 16 communities to participate in its REACH efforts, including:

YMCA	Community
YMCA of Silicon Valley	Gilroy/San Martin, CA
YMCA of Memphis & The Mid-South	Memphis, TN
YMCA of Greater Grand Rapids	Grand Rapids, MI
YMCA of Greater Kansas City	Wyandotte County, KS
YMCA of Greater Whittier	Whittier, CA
YMCA of the East Bay	Richmond, CA
Ed & Ruth Lehman YMCA	Longmont; Boulder County, CO
YMCA of Yonkers	Yonkers; Westchester County, NY
YMCA of Western North Carolina Inc.	Shiloh, NC
Florida's First Coast YMCA	Duval County, FL
Merrimack Valley YMCA	Lawrence, MA
Greater Syracuse YMCA	Syracuse, NY
YMCA of Metropolitan Hartford	Hartford, CT
Old Colony YMCA	Stoughton; Brockton, MA
YMCA of the Triangle Area	SE Raleigh, NC
York & York County YMCA	York, PA

Partners: Several other national organizations are working with Y-USA to help achieve the goals of the Y's REACH initiative. Partners include the American Psychological Association, National Association for the Advancement of Colored People, National Council of La Raza and California State University at Long Beach Center for Latino Community Health. These organizations bring the resources, dedication and experience as leaders in this effort to create opportunities for healthy living for all across the country.

Y's Strategies to Achieve Better Health include:

- Helping families put healthier food on the table by bringing fresh fruits and vegetables to neighborhoods where there are no healthy food options.
- Giving parents peace of mind when they let their kids walk to school by making safe routes to schools possible.
- Ensuring parks, multi-unit housing and other public spaces are smoke-free.
- Working with afterschool programs to provide additional opportunities outside the school day for physical activity.
- Ensuring doctors have the ability to refer patients to proven preventive programs like the YMCA's Diabetes Prevention Program.

How the Y is helping communities achieve better health through the REACH Initiative:

CALIFORNIA

- A total of 22 public parks in the city of Whittier, California are now smoke-free, protecting 82,000 residents from harmful secondhand smoke exposure.
- In Morgan Hill and Gilroy, CA, 27,000 residents now have increased awareness about and access to the YMCA's Diabetes Prevention Program, offered by the Mt. Madonna YMCA.
- More than 12,050 Latino parents in Morgan Hill and Gilroy, CA now have access to opportunities to develop parenting and emotional wellness skills at programs in their schools, churches and community centers. They have also been connected to domestic violence resources.
- In Richmond, CA, 4,000 individuals have increased access to physical activity as a result of agreements signed by two organizations to make their spaces open to the public.
- In Richmond, CA, 6,500 individuals have increased access to physical activity as a result of commitments from 45 worksites to adopt worksite wellness policies.

COLORADO

- In Longmont, CO, 2,000 low-income residents have access to fresh produce as a result of the education farm/community garden at the Ed and Ruth Lehman YMCA.

CONNECTICUT

- In Hartford, CT, 11,000 low-income residents living in food deserts now have access to affordable fresh fruits and vegetables as a result of the Food Share mobile market.

FLORIDA

- In Jacksonville, FL, 33,000 individuals have increased awareness and access to the YMCA's Diabetes Prevention Program, offered by the YMCA of Florida's First Coast.

- In Jacksonville, FL, 12,500 low-income residents have access to affordable fresh fruits and vegetables through an agreement in which Blackhawk Farms delivers produce to the Johnson Family YMCA for pickup. The produce can be ordered online or at the Y.

KANSAS

- A total of 20 before and after school program sites serving 2,000 children in Kansas City, KS, are now incorporating healthy eating and physical activity standards into their daily curriculum.
- In Kansas City, KS, 1,000 residents have access to nutritional information through the Salsa, Sabor y Salud program, encouraging a healthy lifestyle through a culturally-based curriculum for Hispanic and Latino families with children ages 12 and younger.

MASSACHUSETTS

- More than 16,000 Brockton, MA elementary students now have safe routes to walk and bike to school.
- In Stoughton and Brockton, MA, 700 low-income residents, including those living in a senior housing complex, now have access to fresh fruits and vegetables at two new community gardens.
- In Lawrence, MA, 10,000 low-income residents now have access to fresh fruits and vegetables at two new farmers' markets. Holy Family Hospital is providing a \$30 per person monthly subsidy for the purchase of produce at the markets.

MICHIGAN

- A mobile produce van is providing nearly 8,500 Latino residents of Grand Rapids, MI with access to fresh fruits and vegetables.

NEW YORK

- In Yonkers, NY, 1,200 low-income residents now have access to fresh fruits and vegetables at a new farmers' market.
- In Yonkers, NY, 3,500 low-income residents now have access to exercise and physical activity programs at three churches, two municipal housing sites and one community-based organization.
- In Yonkers, NY, 55,000 residents have increased access to and awareness of affordable fresh fruits and vegetables as a result of environmental changes and educational efforts implemented by Shop Rite grocery store.
- In Syracuse, NY, more than 300 employees participated in a Worksite Wellness Conference and were introduced to a variety of strategies to improve nutrition and physical activity in the workplace.
- In Syracuse, NY, 2,400 children at eight city elementary schools will have easier access to more nutritious food, thanks to cafeteria makeovers, following the Cornell Smarter Lunchroom concept.

- In Syracuse, NY, 52,000 adults in predominantly Hispanic/Latino and African American inner city communities now have access to the YMCA's Diabetes Prevention Program thanks to a new referral system, and are able to attend these programs at locations within their neighborhoods.
- In Syracuse, NY, 1,600 residents now have increased access to health opportunities to combat obesity and pre-diabetes among African Americans.

NORTH CAROLINA

- More than 2,500 children and families now have access to safe places to be active as a result of a shared-use agreement (MOU) established with Walnut Creek Elementary in Southeast Raleigh, North Carolina.

PENNSYLVANIA

- In York, PA, a recently renovated Yorktown Park is now providing the community's 20,000 residents with greater opportunities for physical activity.
- Five York, PA food pantries are now distributing fresh fruit and vegetables donated by community gardeners and farmers to 15,000 low-income residents.

TENNESSEE

- In Memphis, TN, 16,000 individuals have increased awareness and access to the YMCA's Diabetes Prevention Program, offered by the YMCA of Memphis & the Mid-South.

