

REACH Project

Racial and Ethnic Approaches to Community Health

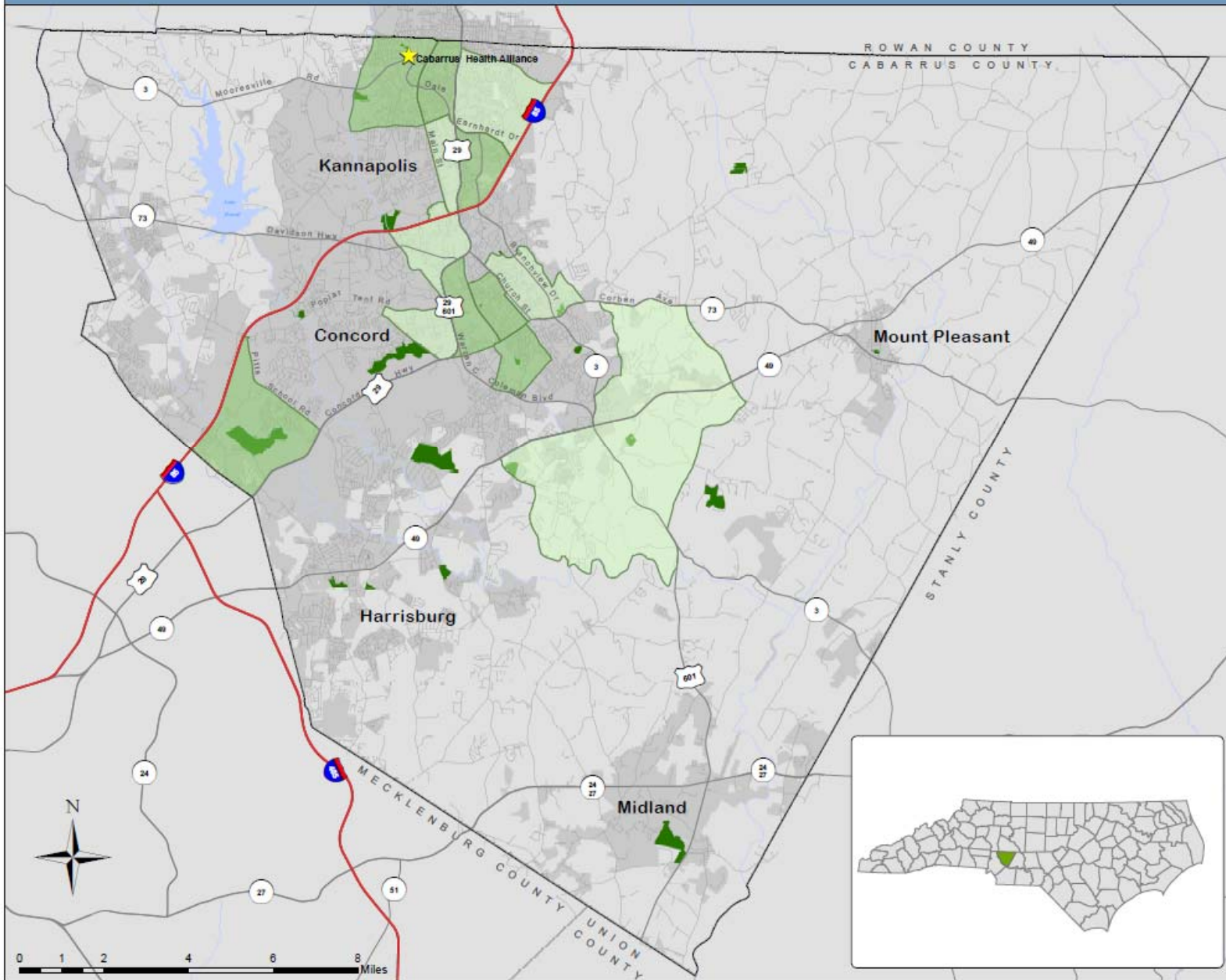
Program Funder:

**US Department of Health
and Human Services, CDC**

Years of Funding:

Oct. 2014- Sept. 2017

CABARRUS COUNTY, NORTH CAROLINA



REACH Target Census Tract

- Primary
- Secondary

REACH, which stands for Racial and Ethnic Approaches to Community Health, is a program designed to address racial and ethnic health gaps. Target census tracts were chosen based on the number of low income families, educational attainment, and the proportion of population that is African American or Hispanic/Latino.

Features

- Cabarrus Health Alliance
- Interstate
- Highway
- Road
- Lake
- Park
- County Boundary
- Municipal District

Map By: Katie Zager, March 2015
Data: Cabarrus County GIS, Cabarrus Health Alliance

Cabarrus REACH Objectives



Cabarrus REACH Objectives



Mobile Market Sites

Saint Joseph Catholic Church

1st and 3rd Wednesday 4-7pm

Grace Lutheran Church

2nd and 4th Wednesday 4-7pm







Mobile Markets



Corner Store Sites

Center City Maxx

Danny's Place

Mi Pais Latino Market





Healthy Corner Store





Healthy Corner Store





Healthy Concessions



Cabarrus REACH Objectives





Safe Routes to School



Safe Routes to School Sites

R. Brown McAllister Elementary

Beverly Hills Elementary

Shady Brook Elementary





Joint Use Agreements



Joint Use Agreements

Centergrove Road Church of Christ

First Missionary Baptist Church

Temple of Redemption

Zion Wesley A.M.E. Zion Church





Joint Use Agreements



Concord

NORTH CAROLINA

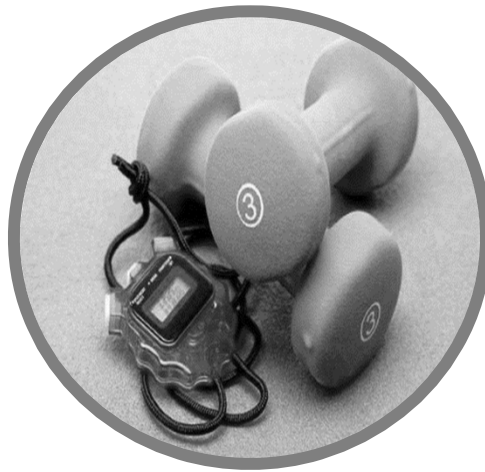
High Performance Living



KANNAPOLIS



Cabarrus REACH Objectives



Name Kelley Stephens

Address _____

Date 3/2013



30 mins of
exercise 5 times
a week

MD _____

Signature X



Exercise is Medicine Sites

Community Free Clinic

**Cabarrus Rowan Community
Health Centers**

China Grove

Logan

McGill

Cabarrus Health Alliance





Community Referrals



Filter by State:



Trilogy Integrated Resources LLC, creator of the Network of Care Web sites, is a company dedicated to improving information and communication in the health and social service fields at the community level.



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Select a state and region below:

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If you're interested in obtaining a Network of Care Web site for your organization, please contact us at:

Trilogy Integrated Resources LLC

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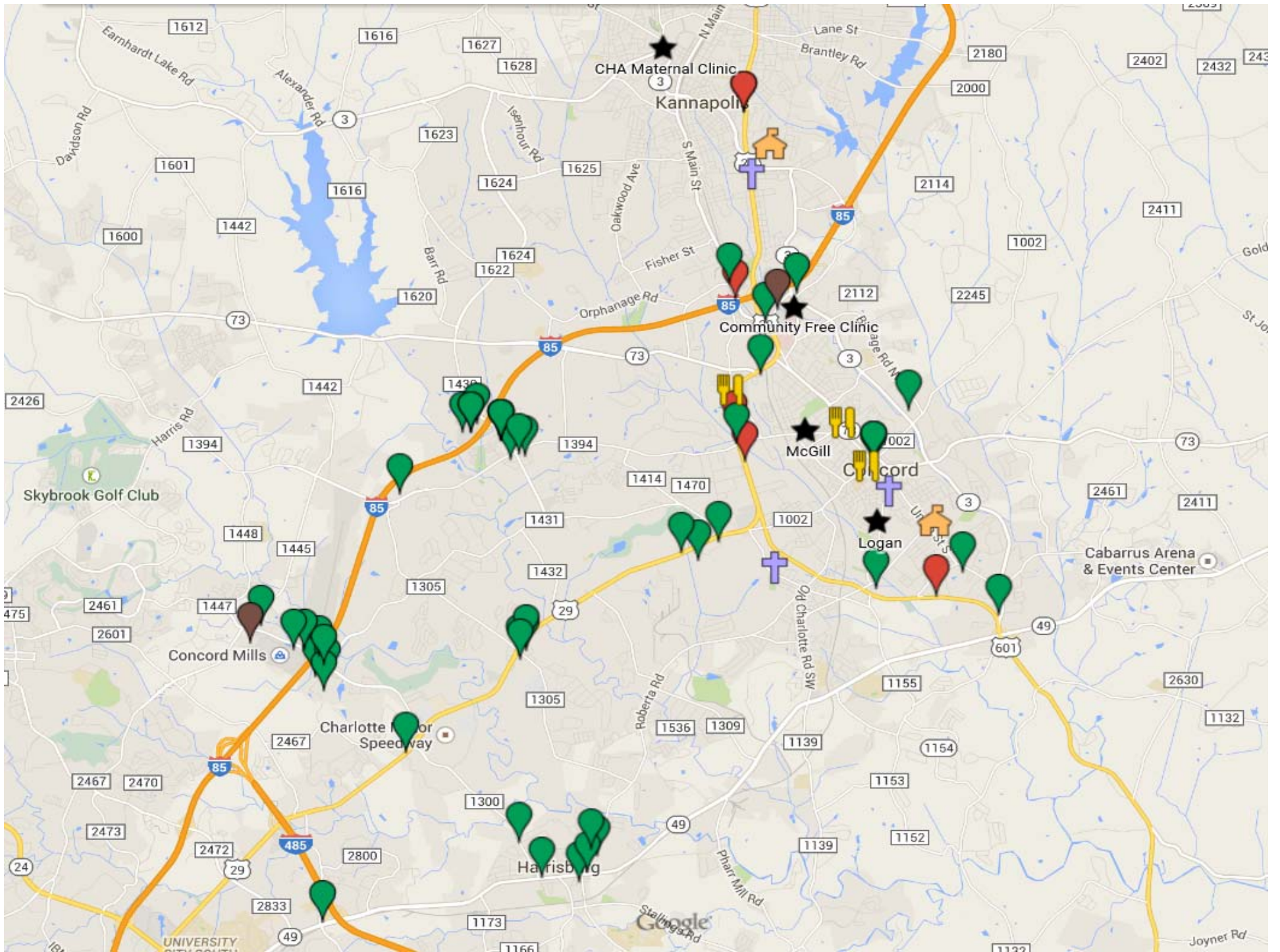


REACH Communication Efforts

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Cabarrus County Doctors Prescribe Exercise to Patients

By Vanessa Leon
Wednesday, March 4, 2015 at 01:44 PM EST



0 0 0

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For years, doctors have prescribed medications, but doctors in Cabarrus County are now writing a new kind of prescription – for exercise. Time Warner Cable News reporter Vanessa Leon explains how a hard copy is improving the health of patients.



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Buy me some peanuts and ... yogurt snacks? Healthy food at the ballpark

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Healthy living at CMC-NorthEast Stadium

Concord Independent Tribune



Posted: Friday, April 24, 2015 7:59 am | Updated: 9:54 am, Fri Apr 24, 2015.

Mark Plemmons mplemmons@independenttribune.com



KANNAPOLIS, N.C. – It's not just hot dogs and beer at the ball park these days. CMC

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Cabarrus JUNE 14, 2015

Mobile food market brings healthy foods to Kannapolis, Concord



Alicia McDaniel, right, program coordinator with the Cabarrus Health Alliance, helps Maria Bella, left, with her selection during the Cabarrus Health Alliance Mobil Food Market at St. Joseph Catholic Church in Kannapolis. **MARTY PRICE** - Marty Price



BY MARTY PRICE
Correspondent

The Cabarrus Health Alliance is continuing its mission to advance healthy eating in the area by bringing their mobile food market, offering fresh produce at an affordable price, to Kannapolis and Concord.

Acknowledging public awareness to the market is vital, CHA program coordinator Alicia McDaniel said. "We are here, we are accessible and friendly," she said during the first market, June 3 at St. Joseph Catholic Church in Kannapolis.

"It is better quality produce and it's affordable," she said, pointing out that most of the produce is local and the markets are set up to take cash, credit, SNAP and EBT as payment – similar to any grocery store. The markets are part of the CHA Racial and Ethnic Approaches to Community Health (REACH) grant to increase healthy food access to minority residents.

For details on improving our air quality

[CLICK HERE](#)



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Videos



about 9 hours ago
Kerr Putney named new Charlotte-Mecklenburg police chief



about 10 hours ago
Jim Harris at Bistro La Bon



about 12 hours ago
Katie Simunich reacts to the shark attacks at Oak Island



about 12 hours ago
Jessica Bresnan reacts to the shark

Joy Brennan, mo  [Meet Utah, at Age 17](#) [Watch Video >>](#)

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Move Rules OneNote Actions
Mark Unread Categorize Follow Up
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Fri 5/1/2015 10:08 AM
 NC Research Campus <jwoodford@ncresearchcampus.net>
 Collaborator- Product Testers Needed, Pacific Biosciences Next Week

To Marcella A Beam



News for and about campus partners May 1, 2015

In this Issue

- [Headlines](#)
- [Journal Articles](#)
- [DHMRI Hosts PacBiosciences and GeneReg Next Week](#)
- [Catalyst Poster Competition Winners](#)
- [Jiggy with a Piggy Festival](#)- Volunteers needed for campus tent
- [Coming Up](#)
- [Connect with the Campus](#)

Headlines

- [CHA Exercise is Medicine Month- Take a Look at the upcoming events.](#)
- [Rebooting the Research Campus: Is Murdock's Vision Set to Take Off?](#) - Independent Tribune
- [Walk with a Doc Saturday](#)
- Product Testers Needed**
Spectrum Discovery Center, located on Oak Avenue in downtown Kannapolis, is looking for people willing to take part in the evaluation of products. To be a paid product tester, the first step is to register with Spectrum Discovery Center. [Find out how.](#)
- New Campus Bicycles**





Kannapolis Sports Team

Timeline

About



Kannapolis Intimidators

Page Liked · April 17 ·

They are taking our physical challenge for a half-price ticket at #GetHealthyKannapolis Night!

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ABOUT

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Kannapolis Intimidators

Our Ballpark F&F Fresh Menu, presented by the Cabarrus Health Alliance, is half price at night long as part of Get Healthy Kannapolis, presented by the City of Kannapolis - Community News!

Like · Comment · Share

32 people like this.

Robert Carpenter Yum... Fresh & Ripe.



Like Reply 1 April 17 at 9:05pm

Traci Evans Robinson Awesome idea, love it!

Like Reply 1 April 17 at 9:04pm

Write a comment



Kannapolis Intimidators

Page Liked · April 17 ·

TONIGHT, IT'S #GetHealthyKannapolis presented by the City of Kannapolis. Our healthy options menu is half priced! Plus, take our physical challenge in front of the box office for half-priced tickets! Gates open at 4:30pm. Game 1 of our doubleheader starts at 5:05pm.

Like · Comment · Share

14 people like this.

1 share

Carolina TotalCare Great to see the healthier menu options!

Like Reply 1 April 17 at 1:44pm

Write a comment

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