

# Improving health through Community Linkages and building resources



• *Presented by:*

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# PHH REACH: Partners in Health and Housing Initiative

- A community health initiative led by the Partners in Health and Housing (PHH) Coalition
  - Coalition Partners
    - Boston Public Health Commission
    - Boston Housing Authority
    - PHH-Community Committee for Health Promotion
    - BU School of Public Health
- ❖ REACH (Racial and Ethnic Approaches to Community Health)



BHA REACH is a resident lead project seeking to reduce negative health outcomes for BHA and Section 8 residents by:



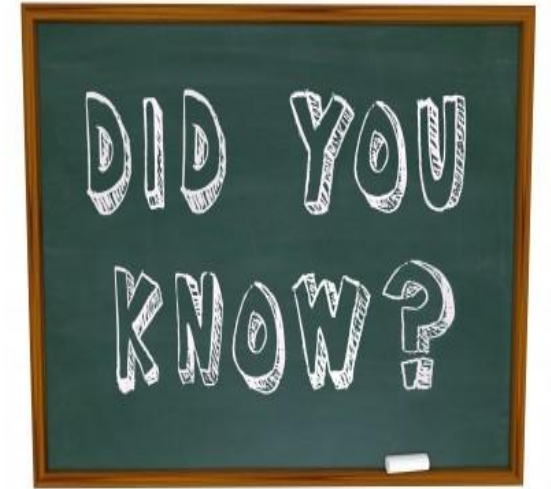
- Expanding smoke free housing environment
- Promoting knowledge of and access to healthy food and beverages
- Promoting knowledge of community health centers and other partnerships in the community that promote healthy options and reduce chronic health conditions through prevention and health management



Why do we need Project REACH?



# Did you know?



- BHA residents fall into the category of low and moderate income
- 80% of BHA residents are Black or Hispanic
- BHA residents have worse health outcomes than non public and non rental assisted housing residents

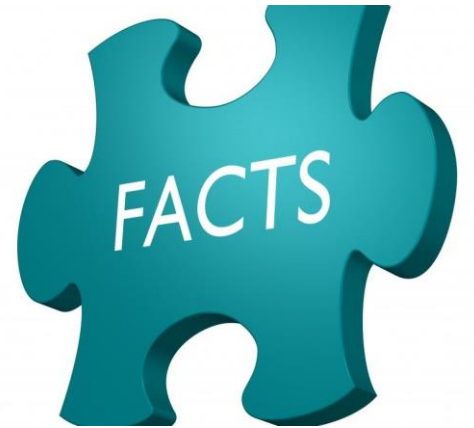
**Boston BRFSS 2013**

**Demographic profiles across the BHA Portfolio August 2013**

# More facts About BHA residents:

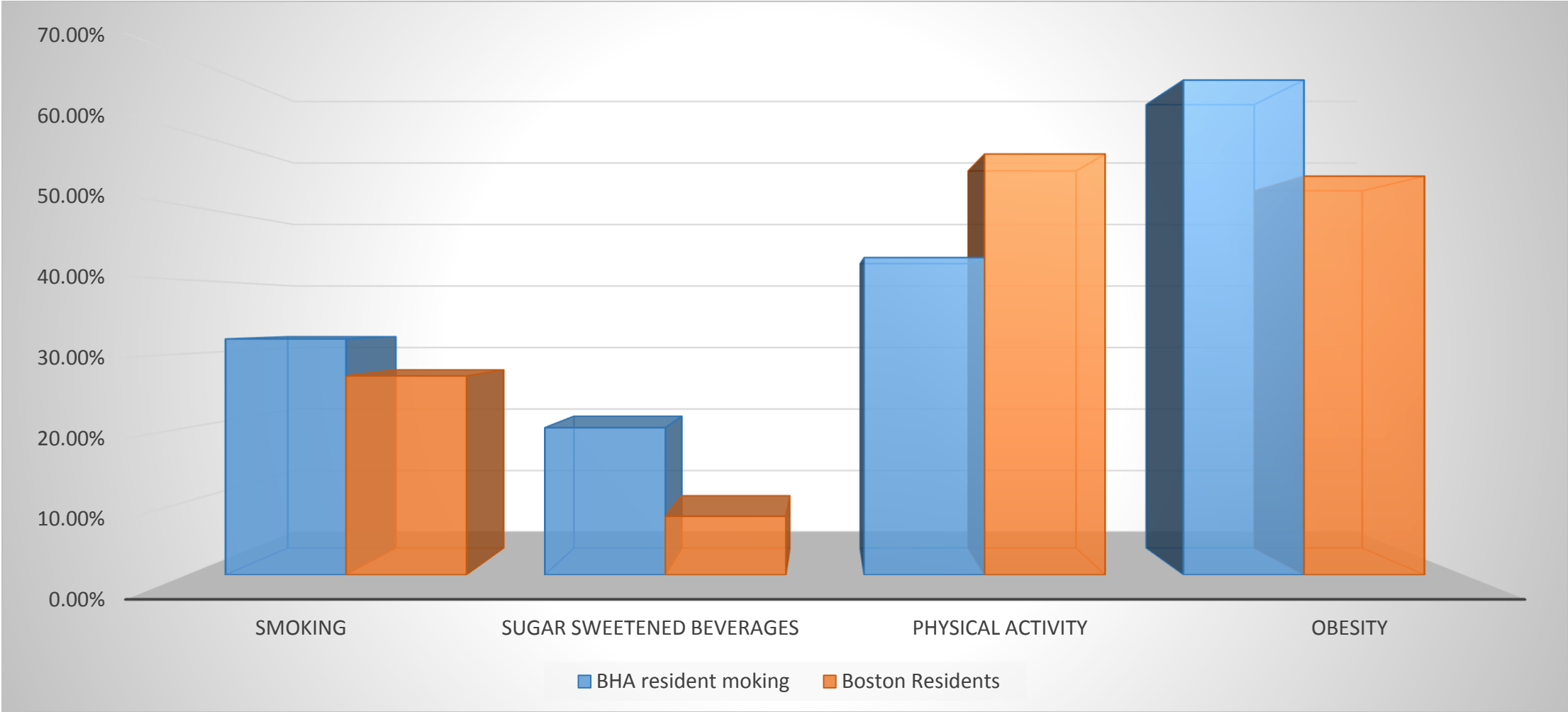
- BHA residents are more likely to smoke or be exposed to smoke which is linked to heart disease,
- BHA residents are twice as likely to drink one or more sugary beverages a day which is linked to diabetes and other chronic conditions and
- BHA residents are more likely to be obese or overweight

Boston BRFSS 2013



# BHA residents compared to other Boston residents

Boston BRFSS 2013







What is this picture saying?





**Brainstorming Activity:** Why do BHA residents have different health outcomes than other Boston residents?



- Break into small groups.
- Take 5 minutes to discuss your ideas
- Resident Health Advocates will write down ideas from each group

Building linkages, the first link: REACH Staff to  
Residents:  
Engagement its what we do!



# Engagement Goal One: Smoke Free Environments

- Increase knowledge of dangers of Second Hand Smoke
- Increase knowledge of no BHA smoking policy
- Promote the BHA Smoking violation phone and email
- Provide quitting resources to residents who want to quit





# Engagement Goal Three: Clinical Community Linkages

- Conducting blood pressure and diabetes screenings with CHC partners
- Make referrals to CHCs and doctors
- Partner with agencies that can assist residents with resources

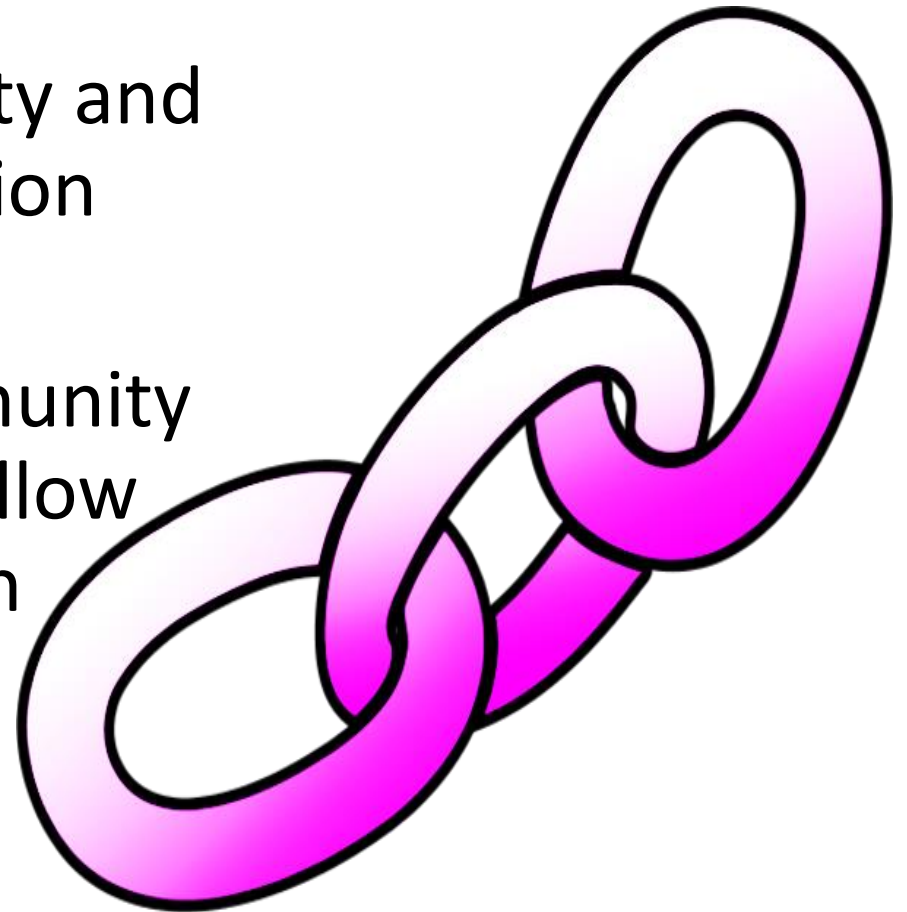




# What is a Community/Clinical Linkage?

- It is a connection between “community and clinical sectors to improve population health.”
- Can also be partnerships in the community that promote healthy options and allow you to take charge of your health

CDC 2016





# REACH Year Three Focus:

- ✓ Partnerships
- ✓ Linkages
- ✓ Sustainability



## **Activity:** How do we get there? You matter!

- What action will you take to improve your health in your community?
- 5 minutes REACH staff will write your action statements
- What action can you take to improve your health?



# Activity Moving Forward Challenge:

Thinking 5-10 years into the future, imagine what changes would you make to neighborhood/community to improve your health?

REACH staff will write your vision!



**Thank you for participating!**

**For more information call REACH**

**(617) 988-5284**