

Racial and Ethnic Approaches to Community Health (REACH)

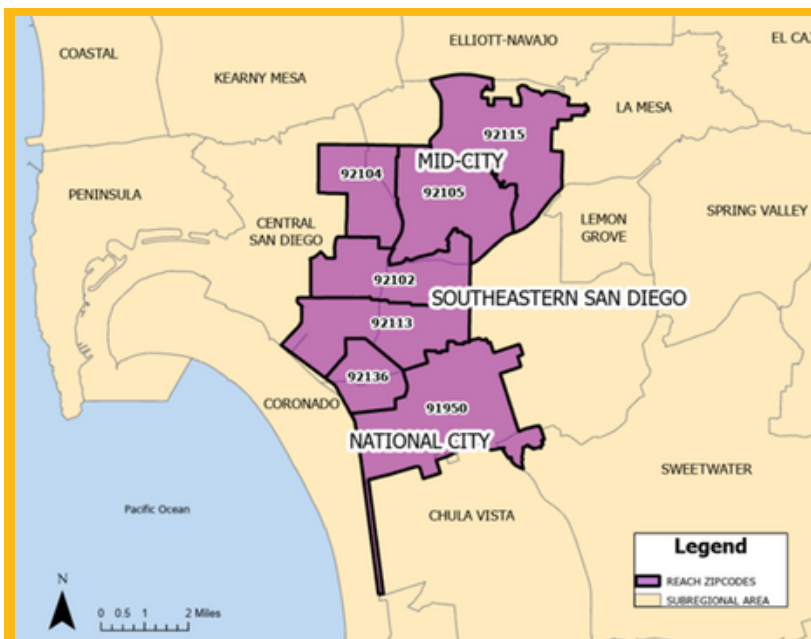
County of San Diego Program Overview



About:

The Centers for Disease Control and Prevention's (CDC) REACH program is a national effort that aims to reduce health differences between racial and ethnic groups, focusing on those most at risk for chronic diseases.

Through funding from the CDC, the goal of the San Diego REACH program is to achieve equal health opportunities among the identified priority population and geographic areas.



Geographic Priority Area:

Mid-City | Southeastern San Diego | National City

Priority Population:

Black/African Americans | Hispanic/Latinos

Zip Codes Covered:

- 92102 • 92104 • 92105 • 92113
- 92115 • 91950 • 92136

Health Improvement Strategies:

Nutrition



Physical Activity



Breastfeeding



Vaccination



Why is SDREACH important?

Everyone should have the chance to be as healthy as possible. However, differences in health exist among racial and ethnic minority groups. These groups tend to experience more diseases, shorter lifespans, higher healthcare costs, and a lower quality of life.

To learn more about SDREACH and Partners, visit tinyurl.com/SDREACH.



REV 8/28/25

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How does SDREACH address health disparities?

Strategy	Our Approach	Anticipated Outcome
1.1: Nutrition 	<ul style="list-style-type: none"> Helping County of San Diego (County) food service operators follow the new policy on sourcing food that is sustainable, fair, and local, which was approved by the Board of Supervisors in December 2023. 	<ul style="list-style-type: none"> County food service operators buying produce from small, sustainable farms that are owned by Black, Indigenous, People of Color (BIPOC).
1.2: Nutrition 	<ul style="list-style-type: none"> Collaborating with Medi-Cal managed care plans and employers to expand and encourage programs that offer prescriptions for fruits and vegetables. 	<ul style="list-style-type: none"> Medi-Cal managed care plans and employer wellness programs helping pay for fruit and vegetable prescriptions.
2: Physical Activity 	<ul style="list-style-type: none"> Creating local policies that make it easier to walk, bike, or use public transit to get to parks and open spaces. 	<ul style="list-style-type: none"> Safer access for people who walk, bike, or use public transportation to access parks and open spaces.
3: Breastfeeding 	<ul style="list-style-type: none"> Providing breastfeeding support that is respectful of different cultures for new families. Offering special training to nurses and staff who visit people in their homes. 	<ul style="list-style-type: none"> Nurses and other home visiting staff receiving more in-depth training. Involving Black fathers in understanding the importance of breastfeeding.
4: Vaccination 	<ul style="list-style-type: none"> Helping adults learn about, feel confident in, and easily get vaccines for COVID-19, influenza, and other diseases. 	<ul style="list-style-type: none"> More adults getting vaccinated.

San Diego's Racial and Ethnic Approaches to Community Health program is implemented by the County of San Diego in support of the *Live Well San Diego* vision for healthy, safe, and thriving communities. For more information, visit LiveWellSD.org. Made possible with funding from the Centers for Disease Control and Prevention. Funding term: September 2023 - September 2028