Racial and Ethnic Approaches to Community Health for Asian Americans (REACH FAR) Project

Community Strategies

1. Increase the number of people with access to environments with healthy food or beverage options
   1. FBOs/CBOs – mosques, churches, gurdwaras, senior centers
   2. Ethnic restaurants and/or grocery stores
2. Increase the number of people with access to prevention, risk reduction and chronic disease management opportunities (community-clinical linkages)
   1. Keep on Track – FBOs/CBOs
   2. Million Hearts – Pharmacies, community physicians, nurses associations
3. Increase the number of targeted and tailored messages promoting REACH FAR project efforts

<table>
<thead>
<tr>
<th>Strategies &amp; Settings</th>
<th>Evaluation Methods</th>
<th>Potential Reach</th>
</tr>
</thead>
<tbody>
<tr>
<td>FBOs /CBOs</td>
<td>1. Reach: Congregation size, Membership/client base, Progress reports (e.g., # of people participating in communal meals)</td>
<td>7,000 people</td>
</tr>
<tr>
<td></td>
<td>2. Change: Individual Surveys, Organizational surveys</td>
<td></td>
</tr>
<tr>
<td>Ethnic restaurants,</td>
<td>For both restaurants and grocery stores:</td>
<td></td>
</tr>
<tr>
<td>ethnic grocery stores</td>
<td>1. Reach: Customer count, Progress reports (e.g., updates of annual # of customers)</td>
<td>732,216 people</td>
</tr>
<tr>
<td></td>
<td>2. Change: Organizational surveys</td>
<td></td>
</tr>
<tr>
<td>Keep on Track, FBOs</td>
<td>1. Reach: Congregation size, Membership/client base, Progress reports (e.g., # of people participating in Keep on Track program)</td>
<td>6,306 people</td>
</tr>
<tr>
<td>&amp; CBOs</td>
<td>2. Change: Longitudinal assessment</td>
<td></td>
</tr>
<tr>
<td>Pharmacists, Community</td>
<td>1. Reach: Annual # of customers at pharmacies, Progress reports (e.g., updates of annual # of customers, # of health events, # of people attending health events)</td>
<td>60,764 people</td>
</tr>
<tr>
<td>physicians, Nursing</td>
<td></td>
<td></td>
</tr>
<tr>
<td>organizations</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Communication</td>
<td>1. Reach: Progress reports (e.g., # of media placements), Media tracker and Google Analytics (e.g., # of people reached by media)</td>
<td>1,416,000 people</td>
</tr>
</tbody>
</table>

Progress as of 9/1/15

- Nutrition Policy implementation 3 Korean churches
  - 2 Filipino churches
  - 1 senior center
- Nutrition baseline surveys
  - Individual surveys = 867
  - Organization surveys = 9 FBO and CBO sites
- Communication Reach 9/30/14 – 2/28/15
  - 1,086,115 media impressions for earned, partner, and paid
Examples of nutrition policy implementation

REACH FAR: Cultural tailoring

- CBPR approach
- Translations
- Imagery of people and items from their culture
  - Food, activities, etc
- Dissemination in community based venues

Progress: Incorporation of Images of Cultural Foods
### Progress: Incorporation of Cultural Foods

#### Same Foods — BIG Difference in Sodium

<table>
<thead>
<tr>
<th>Food</th>
<th>Serving Size</th>
<th>Sodium Range (mg)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Canned soup</td>
<td>1 cup</td>
<td>50-900</td>
</tr>
<tr>
<td>Canned vegetables</td>
<td>1/2 cup</td>
<td>10-150</td>
</tr>
<tr>
<td>Sliced bread</td>
<td>1 slice</td>
<td>75-390</td>
</tr>
<tr>
<td>French cheese pizza</td>
<td>1 slice</td>
<td>460-1500</td>
</tr>
<tr>
<td>Frozen meats</td>
<td>6-12 ounces</td>
<td>20-1300</td>
</tr>
<tr>
<td>Tomato juice</td>
<td>6 ounces</td>
<td>140,000</td>
</tr>
<tr>
<td>Salty celery</td>
<td>2 tablespoons</td>
<td>39,620</td>
</tr>
<tr>
<td>Salsa</td>
<td>2 tablespoons</td>
<td>90-250</td>
</tr>
<tr>
<td>Potato chips</td>
<td>1 ounce</td>
<td>5-290</td>
</tr>
<tr>
<td>Pretzels</td>
<td>1 ounce</td>
<td>75-580</td>
</tr>
</tbody>
</table>

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**Korean adaptation:**

<table>
<thead>
<tr>
<th>Food</th>
<th>Serving Size</th>
<th>Sodium Range (mg)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Soy sauce</td>
<td>15ml</td>
<td>520-1120</td>
</tr>
<tr>
<td>Instant Ramyun</td>
<td>100g</td>
<td>547-2655</td>
</tr>
<tr>
<td>Crackers</td>
<td>30g</td>
<td>145-207</td>
</tr>
<tr>
<td>Fish sauce</td>
<td>15ml</td>
<td>1310-1800</td>
</tr>
<tr>
<td>Tuna</td>
<td>55g</td>
<td>222-490</td>
</tr>
<tr>
<td>Spam</td>
<td>56g</td>
<td>580-790</td>
</tr>
<tr>
<td>Soy bean paste</td>
<td>30g</td>
<td>470-1172</td>
</tr>
<tr>
<td>Hot pepper paste</td>
<td>30g</td>
<td>460-1176</td>
</tr>
<tr>
<td>Frozen dumplings</td>
<td>100g</td>
<td>300-510</td>
</tr>
<tr>
<td>Kimchi</td>
<td>30g</td>
<td>179-210</td>
</tr>
<tr>
<td>Packaged curry mix</td>
<td>150g</td>
<td>717-6237</td>
</tr>
<tr>
<td>Seaweed</td>
<td>10g</td>
<td>100-240</td>
</tr>
<tr>
<td>Dried fish</td>
<td>30g</td>
<td>316-540</td>
</tr>
</tbody>
</table>

**Indian adaptation:**

<table>
<thead>
<tr>
<th>Food</th>
<th>Serving Size</th>
<th>Sodium Range (mg)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Frozen samosas</td>
<td>1 large/2 small</td>
<td>140-820</td>
</tr>
<tr>
<td>Ready to eat chutneys</td>
<td>1 tablespoon (28g)</td>
<td>130-896</td>
</tr>
<tr>
<td>Pickle</td>
<td>20g</td>
<td>700-1700</td>
</tr>
<tr>
<td>Chat masala spice mix</td>
<td>5g</td>
<td>78-2812</td>
</tr>
<tr>
<td>Frozen/ready to eat breads</td>
<td>100g</td>
<td>174-840</td>
</tr>
<tr>
<td>Canned tomatoes</td>
<td>100g</td>
<td>12-557</td>
</tr>
<tr>
<td>Garbanzo beans</td>
<td>130g</td>
<td>35-384</td>
</tr>
<tr>
<td>Namkeen (crispy fried snacks)</td>
<td>35g</td>
<td>167-664</td>
</tr>
</tbody>
</table>

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**Extra:**

- **Multi-pronged Approach to Reaching Strategy Update:**
  - **Sustainability**
    - **Pro**
      - Implementing evidence-based programs and policies to promote healthy eating and physical activity.
    - **Clinical**
      - Improving care through stress management and other health promotion strategies.
    - **Grocery Stores**
      - Promoting healthy food options in urban settings.
    - **Individuals with HTN**
      - Enhancing healthy habits among individuals with HTN.
    - **CDC/NIH/DOH**
      - Developing programs and policies to promote healthy eating and physical activity.
    - **Media**
      - Engaging with local and national media to disseminate culturally relevant information.
    - **Backbone**
      - Supporting organizations to develop and implement programs that promote healthy eating and physical activity.
    - **CBO**
      - Integrating Million Hearts® tools into existing programs.
    - **Local/State Governmental Agencies**
      - Engaging with local and state agencies to promote healthy eating and physical activity.
  - **Scalability**
    - Implementing strategies and policies to promote healthy eating and physical activity.
REACH FAR

• Overall goal:
  – Implementing evidence-based policy, systems and environmental (PSE) level strategies to improve access to healthy foods and HTN control interventions for target Asian American communities who experience increased disparities in access and health outcomes.
• Approach:
  – “Twin” approach - tailoring existing population-wide PSE interventions to maximize and ensure reach in Asian Americans (Korean, Filipino, Bangladeshi and Asian Indian Sikhs) in NY/NJ
  – CBPR approach - partnering with 4 CBOs or coalitions (Korean Community Services of Metro NY INC, Kalusugan Coalition, DREAM Coalition, and UNITED SIKHS) to implement project.

REACH FAR Nutrition Strategies-
FBOs/CBOs

• Mosques, churches, gurdwaras, senior centers
• FBOs/CBOs will be asked to implement one of the following health initiatives during their communal meals:
  1. At least one fresh fruit choice be available
  2. At least one leafy green salad or fresh vegetable be available
  3. At least one whole grain option be available
  4. Water is available during meal time at no cost
  5. Offer a low-fat or non-fat dairy option
  6. Offer low-sodium dressings and condiments

REACH FAR Nutrition Strategies-
Restaurants

• Point of purchase information - highlight healthy choices (Menu stickers, Calorie labeling)
• Promotion – Table tents
• Availability – add healthy choices to menu or modify menu items to make them healthier
• Pricing - Coupons, discounts for healthy dishes
• Access
  – Decrease amount of salt in dishes
    • Low salt ingredients (e.g. stock, canned tomatoes)
    • Fresh vs. canned produce
    • Standard spoon for salt
    • Distribute fewer sauce packets
    • Have low salt condiments at table (soy sauce, ketchup)
• Portion size
  • Pack half order
  • Introduce smaller portion size

REACH FAR Nutrition Strategies-
Grocery stores

• Pricing - Incentive purchase of healthy food through coupons, reduced price
• Implement placement of healthy food at stores
  • Place healthy food or beverages at eye level for customers or at front of store/near cash registers
  • Healthy “end-cap” (display at the end of the aisle) or other special displays
• Increase labeling and promotion of healthy food
  • Signage on shelves and refrigerators
  • Decrease amount of advertising for unhealthy food
  • Offer recipes for fruits and vegetables in produce section
• Product - Sell more healthy products
  • Brown rice
  • Low sodium canned goods or condiments
Communication activities to support REACH FAR activities

- Clinical providers
  - Magnets, Postcards, Tracking cards
- Restaurants and grocery stores
  - Decals in restaurant and store windows, Table tent cards, Shelf “danglers”
- FBOs/CBOs
  - FBO/CBO newsletters, listerv, Announcements made by FBO leadership, Incorporate health and nutrition messages in prayers/sermons, etc., FBO social media channels, Posters, banners, flyers
- Promote activities and strategies through:
  - Press conference
  - Social media
  - Yelp
  - Ethnic media

Evaluation

- Nutrition
- Baseline Assessment
- Organizational Survey – similar to Nutrition Environment Survey (NEMS)
Keep On Track
A Volunteer Blood Pressure Program

Volunteers receive training (2 sessions, 2-3 hours) on:
• Hypertension and risk reduction
• Using an automated blood pressure monitor
• Counseling strategies
• Logistics and information management

Keep on Track sites receive (free of charge):
• 2 blood pressure monitors and batteries
• Paper tracking cards
• File box
• Educational materials

Progress: Identification & Training of Keep on Track Trainers

Training (April – June 2015)
• Identification of 10 bilingual Keep on Track Consultants to train FBO/CBO sites implementing Keep on Track in target communities
• Completion of required NYC DOHMH trainings

2.2 Tailor Million Hearts tools
• Tailor and adapt existing Million Hearts tools.
• Disseminate Million Hearts tools delivered by variety of providers
  – Pharmacies
  – Healthcare providers
  – Nurses association