

## 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

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

### Progress as of 9/1/15

- Nutrition Policy implementation 3 Korean churches
  - 2 Filipino churches
  - 1 senior center
  - 2 Filipino restaurants
  - 1 Bangladeshi grocery store
- 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**  
The amount of sodium in packaged foods varies a lot by brand.

Food	Serving Size	Range of Sodium (mg) per Serving*
Canned soup	1 cup	30-950
Canned vegetables	½ cup	10-550
Sliced bread	1 slice	75-310
<b>Frozen cheese pizza</b>	<b>1 slice</b>	<b>460-1190</b>
Frozen meals	6-10 ounces	260-1300
Tomato juice	8 ounces	140-680
Salad dressing	2 tablespoons	20-620
Salsa	2 tablespoons	90-250
Potato chips	1 ounce	5-250
Pretzels	1 ounce	75-580

\*Based on a convenience sample

Always read labels. For example, by choosing your pizza wisely, you can avoid 730 mg of sodium.

**Korean adaptation:**

Food	Serving Unit	Sodium Range (mg)
Soy sauce	15ml	520 - 1120
Instant Ramyun	100g	547 - 2655
Crackers	30g	145 - 207
Fish Sauce	15ml	1310 - 1800
Tuna	55g	222 - 490
Spam	56g	580 - 790
Soy Bean Paste	30g	470 - 1172
Hot Pepper Paste	30g	460 - 1176
Frozen Dumplings	100g	300 - 510
Kimchi	30g	179 - 210
Packaged Curry Mix	150g	717 - 6237
Seaweed	10g	100 - 240
Dried fish	30g	316 - 540

**Indian adaptation:**

Food	Serving Unit	Sodium Range (mg)
Frozen Samosas	2 large/2 small	140 - 820
Ready to eat Chutneys	1 tablespoon (28g)	130 - 896
Pickle	20g	700-1700
Chat Masala Spice Mix	5g	78-2812
Frozen/Ready to Eat Bread	100g	174 - 840
Canned Tomatoes	100g	12 - 557
Garbanzo Beans	130g	35 - 384
Namkeen (crispy fried snacks)	35g	167 - 664

**AKING PUSO**  
Take RESPONSIBILITY  
Korean, Japanese for easy consumption

**THIS IS A HEALTHY HEART HEALTHY COMMUNITY SUPERMARKET**

**HEALTHY HEART**  
বেশি করে হোল-গ্রেইন জাতীয় খাবার খান  
EAT MORE WHOLE GRAINS  
WHEAT, OAT & OIL FREE

**TEAMING UP UPANG PANATILING MABABA ANG pagpapalig BLOOD PRESSURE**

**THREE KEY STEPS for A HEALTHY HEART**

1. CUT DOWN ON SODIUM
2. EAT MORE FRUITS & VEGETABLES
3. MANAGE YOUR BLOOD PRESSURE

**COOK WITH LESS SALT & SALTY SAUCES**  
Reduce salt in soups, stews, and sauces

**SEE YOUR HEALTH PROFESSIONAL**  
Get your blood pressure checked regularly

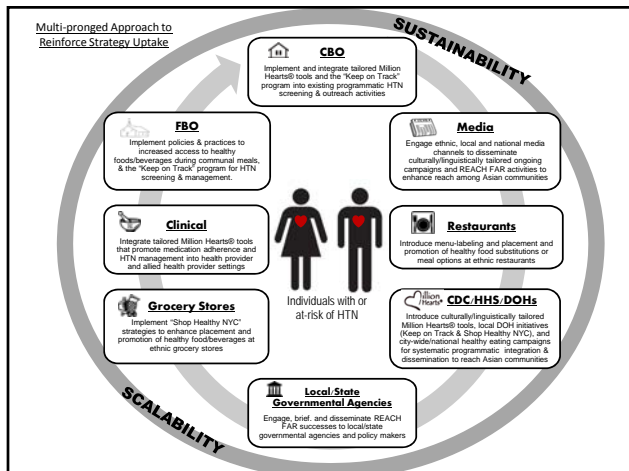
**FRUITS & VEGETABLES**  
Eat your daily 5 with more fresh fruits & vegetables

**CHANGE YOUR FRUIT**  
Choose fruit with more potassium

**THIS IS A HEALTHY HEART HEALTHY COMMUNITY STORE**

**এটি একটি হেলথি হার্ট হেলথি কমিউনিটি স্টোর**

Extra



## 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 Asian Americans (Korean, Filipino, Bangladeshi and Asian Indian Sikhs) in NY/NJ
- Approach:
  - “Twin” approach - tailoring existing population-wide PSE interventions to maximize and ensure reach in target Asian American communities who experience increased disparities in access and health outcomes.
  - 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.

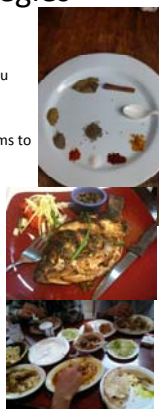
## REACH FAR Nutrition Strategies- FBOs/CBOs

- 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, listserv, 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)

## REACH FAR: Measurement & reach

Strategies and Settings	Methods used to measure reach	Potential Reach
PPO 1.AO 1.1: FBOs and surrounding community.	<ul style="list-style-type: none"> <li>1. Congregation size</li> <li>2. Bimonthly progress reports (e.g., # of people participating in communal meals, # of policies introduced)</li> </ul>	7,000 people
PPO 1.AO1.2-1.3: Ethnic restaurants, ethnic grocery stores and surrounding community.	<ul style="list-style-type: none"> <li>For both restaurants and grocery stores:</li> <li>1. Customer count</li> <li>2. Bimonthly progress reports (e.g., updates of annual # of customers, # of policies introduced)</li> </ul>	732,216 people
PPO 2.AO 2.1: Keep on Track, FBOs & CBOs	<ul style="list-style-type: none"> <li>1. Congregation size</li> <li>2. Membership/client base</li> <li>2. Bimonthly progress reports (e.g., # people participating in Keep on Track program)</li> </ul>	6,306 people
PPO 2.AO 2.2: Pharmacists, Health care providers, Nursing organizations	<ul style="list-style-type: none"> <li>1. Annual # of customers at pharmacies</li> <li>2. Bimonthly progress reports (e.g., updates of annual # of customers, # of health events, # of people attending health events)</li> </ul>	60,764 people
PPO 3.AO 3.1-3.2: Communication	<ul style="list-style-type: none"> <li>1. Bimonthly progress reports (e.g., # of media placements)</li> <li>2. Media tracker and Google Analytics (e.g., # of people reached by media)</li> </ul>	1,416,000 people

**Healthy Heart Healthy Community Survey**

**Section 1: General Health**

1. What is today's date? \_\_\_\_\_

2. How old are you? \_\_\_\_\_

3. In general, how healthy is your overall diet? \_\_\_\_\_

4. Have you ever been diagnosed with diabetes? \_\_\_\_\_

5. How often do you eat fruits and vegetables? \_\_\_\_\_

6. How often do you eat whole grains? \_\_\_\_\_

7. How often do you eat nuts? \_\_\_\_\_

8. How often do you eat fish? \_\_\_\_\_

9. How often do you eat low-fat dairy products? \_\_\_\_\_

10. How often do you eat lean meats? \_\_\_\_\_

11. How often do you eat eggs? \_\_\_\_\_

12. How often do you eat sugary drinks? \_\_\_\_\_

13. How often do you eat salty snacks? \_\_\_\_\_

14. How often do you eat alcohol? \_\_\_\_\_

15. How often do you smoke? \_\_\_\_\_

16. How often do you exercise? \_\_\_\_\_

17. How often do you sleep? \_\_\_\_\_

18. How often do you feel stressed? \_\_\_\_\_

19. How often do you feel sad? \_\_\_\_\_

20. How often do you feel lonely? \_\_\_\_\_

21. How often do you feel overwhelmed? \_\_\_\_\_

22. How often do you feel anxious? \_\_\_\_\_

23. How often do you feel nervous? \_\_\_\_\_

24. How often do you feel angry? \_\_\_\_\_

25. How often do you feel happy? \_\_\_\_\_

26. How often do you feel confident? \_\_\_\_\_

27. How often do you feel motivated? \_\_\_\_\_

28. How often do you feel energetic? \_\_\_\_\_

29. How often do you feel focused? \_\_\_\_\_

30. How often do you feel calm? \_\_\_\_\_

31. How often do you feel peaceful? \_\_\_\_\_

32. How often do you feel relaxed? \_\_\_\_\_

33. How often do you feel at ease? \_\_\_\_\_

34. How often do you feel comfortable? \_\_\_\_\_

35. How often do you feel safe? \_\_\_\_\_

36. How often do you feel secure? \_\_\_\_\_

37. How often do you feel protected? \_\_\_\_\_

38. How often do you feel supported? \_\_\_\_\_

39. How often do you feel cared for? \_\_\_\_\_

40. How often do you feel loved? \_\_\_\_\_

41. How often do you feel valued? \_\_\_\_\_

42. How often do you feel appreciated? \_\_\_\_\_

43. How often do you feel respected? \_\_\_\_\_

44. How often do you feel honored? \_\_\_\_\_

45. How often do you feel proud? \_\_\_\_\_

46. How often do you feel accomplished? \_\_\_\_\_

47. How often do you feel successful? \_\_\_\_\_

48. How often do you feel happy? \_\_\_\_\_

49. How often do you feel content? \_\_\_\_\_

50. How often do you feel satisfied? \_\_\_\_\_

51. How often do you feel fulfilled? \_\_\_\_\_

52. How often do you feel whole? \_\_\_\_\_

53. How often do you feel complete? \_\_\_\_\_

54. How often do you feel at peace? \_\_\_\_\_

55. How often do you feel at home? \_\_\_\_\_

56. How often do you feel like you belong? \_\_\_\_\_

57. How often do you feel like you fit in? \_\_\_\_\_

58. How often do you feel like you are part of something? \_\_\_\_\_

59. How often do you feel like you are making a difference? \_\_\_\_\_

60. How often do you feel like you are contributing? \_\_\_\_\_

61. How often do you feel like you are giving back? \_\_\_\_\_

62. How often do you feel like you are helping others? \_\_\_\_\_

63. How often do you feel like you are serving others? \_\_\_\_\_

64. How often do you feel like you are making a positive impact? \_\_\_\_\_

65. How often do you feel like you are creating a better world? \_\_\_\_\_

66. How often do you feel like you are building a brighter future? \_\_\_\_\_

67. How often do you feel like you are leaving a legacy? \_\_\_\_\_

68. How often do you feel like you are inspiring others? \_\_\_\_\_

69. How often do you feel like you are motivating others? \_\_\_\_\_

70. How often do you feel like you are encouraging others? \_\_\_\_\_

71. How often do you feel like you are uplifting others? \_\_\_\_\_

72. How often do you feel like you are cheering others on? \_\_\_\_\_

73. How often do you feel like you are supporting others? \_\_\_\_\_

74. How often do you feel like you are standing with others? \_\_\_\_\_

75. How often do you feel like you are fighting for others? \_\_\_\_\_

76. How often do you feel like you are advocating for others? \_\_\_\_\_

77. How often do you feel like you are speaking up for others? \_\_\_\_\_

78. How often do you feel like you are taking action for others? \_\_\_\_\_

79. How often do you feel like you are making a change for others? \_\_\_\_\_

80. How often do you feel like you are creating a better life for others? \_\_\_\_\_

81. How often do you feel like you are building a better future for others? \_\_\_\_\_

82. How often do you feel like you are leaving a better world for others? \_\_\_\_\_

83. How often do you feel like you are creating a better legacy for others? \_\_\_\_\_

84. How often do you feel like you are inspiring a better generation for others? \_\_\_\_\_

85. How often do you feel like you are motivating a better generation for others? \_\_\_\_\_

86. How often do you feel like you are encouraging a better generation for others? \_\_\_\_\_

87. How often do you feel like you are uplifting a better generation for others? \_\_\_\_\_

88. How often do you feel like you are cheering a better generation for others? \_\_\_\_\_

89. How often do you feel like you are supporting a better generation for others? \_\_\_\_\_

90. How often do you feel like you are standing with a better generation for others? \_\_\_\_\_

91. How often do you feel like you are fighting for a better generation for others? \_\_\_\_\_

92. How often do you feel like you are advocating for a better generation for others? \_\_\_\_\_

93. How often do you feel like you are speaking up for a better generation for others? \_\_\_\_\_

94. How often do you feel like you are taking action for a better generation for others? \_\_\_\_\_

95. How often do you feel like you are making a change for a better generation for others? \_\_\_\_\_

96. How often do you feel like you are creating a better life for a better generation for others? \_\_\_\_\_

97. How often do you feel like you are building a better future for a better generation for others? \_\_\_\_\_

98. How often do you feel like you are leaving a better world for a better generation for others? \_\_\_\_\_

99. How often do you feel like you are creating a better legacy for a better generation for others? \_\_\_\_\_

100. How often do you feel like you are inspiring a better generation for a better generation for others? \_\_\_\_\_

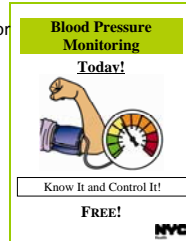
### Keep On Track A Volunteer Blood Pressure Program

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

