

APHA Live Satellite Broadcast

From the 129th Annual Meeting in Atlanta, Georgia

REACH 2010: Working Locally, Thinking Globally

Wednesday, October 24, 2001
2:30–4:30 p.m. EST

Session Overview

The U.S. Department of Health and Human Services' Initiative on Race includes the goal of Eliminating Racial and Ethnic Disparities in Health by the year 2010—which parallels the focus of Healthy People 2010. U.S. racial and ethnic groups experiencing these disparities include African-American, Alaska Native, American Indian, Asian American, Hispanic American and Pacific Islander.

CDC, the Nation's Prevention Agency has been pro-active in its efforts to eliminate health disparities. CDC's approach is generally in the form of partnerships with community-based organizations and community coalitions which include health departments, community-based organizations, universities, faith organizations, etc. These partnerships reflect CDC's commitment to supporting strategies developed at the local level, the provision of technical assistance and technology transfer of strategies that work. CDC also partners with other public and private organizations as part of its overall strategy.

The Racial and Ethnic Approaches to Community Health (REACH 2010) Program was among one of the first DHHS programs to spearhead the Department's response to eliminate disparities in health status in six health priority areas. Presentations will highlight specific community coalition demonstration projects.



Learning Objectives

At the conclusion of the session, participants will be able to:

- Describe the level and nature of key health disparities experienced by racial and ethnic minorities.
- Describe the main components of select REACH 2010 strategies to eliminate health disparities.
- Describe the importance of partnerships and collaboration among public and private agencies in eliminating health disparities.

- Describe the role of community-based organizations in creating, implementing and evaluating strategies to eliminate health disparities.

Target Audience

Program and policy directors, and public health practitioners either involved with or interested in eliminating health disparities.

Registration and Viewing Instructions

To register or for information on the program, visit the APHA Web site at www.apha.org and click on the "Live Satellite Broadcast" link in the "What's New" box or go directly to www.apha.org/meetings/satellite.htm.

Registration is only available online.

Participant materials will be available to registered participants approximately one week before the programs.

You will need to locate a viewing site with a steerable antenna that receives either C- or Ku-band analog satellite signals. Examples of such sites are school, hospitals, community colleges, universities, county extension offices, libraries.

Questions? If so, e-mail them to videocomm@mindspring.com.

Registration Fee

There is no registration fee to view this broadcast by APHA. **Deadline for registration is October 17.**

Continuing Education Credit

Continuing education credit will be offered for a variety of professions based on 3.5 hours of instruction for both sessions. A fee of \$25 per person — per session — will be charged for CE application.

Satellite Technical Specifications

Satellite coordinates will be immediately e-mailed to all registered site facilitators and posted on the APHA Web site.

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