



REACH

REACH REPORT

YEAR 7



**ALLEGHENY COUNTY
HEALTH
DEPARTMENT**



LWA REACH COALITION

Live Well Allegheny Racial and Ethnic Approaches to Community Health Coalition

- In 2023, the Allegheny County Health Department (ACHD) was awarded the Racial and Ethnic Approaches to Community Health (REACH) Grant from the CDC for the second time.
- This coalition is working to achieve health equity by addressing risk factors associated with chronic disease
- This coalition will prioritize residents living in nine selected communities where 20% of the population is living below the federal poverty level (Table 1).
- This funding allows the LWA REACH coalition to address health disparities and chronic disease risk factors by bringing together community-based organizations.

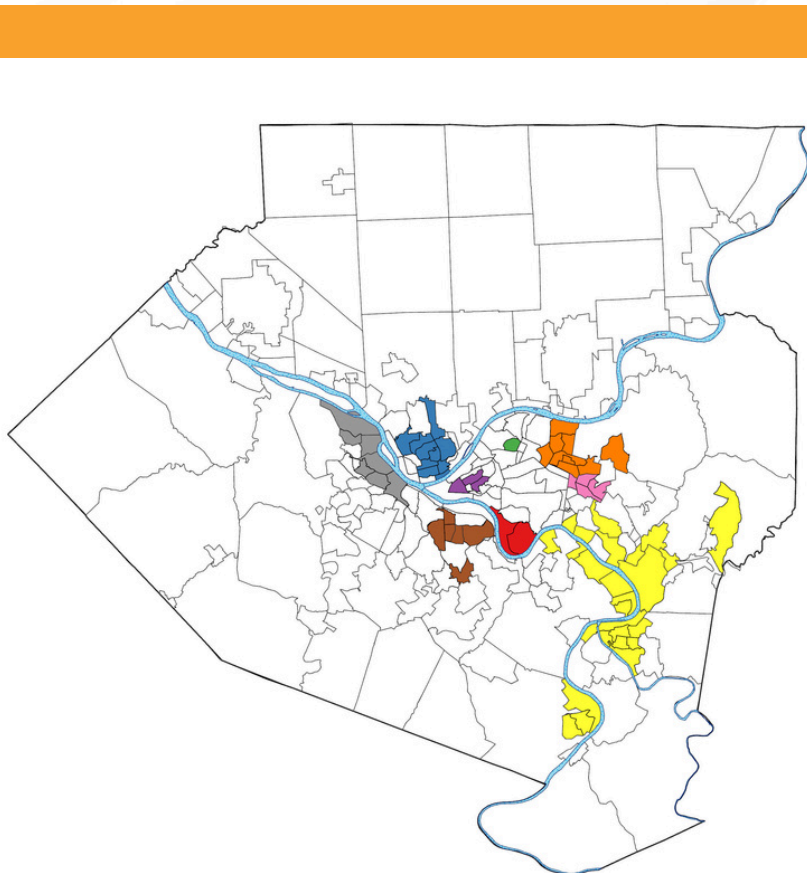


Table 1: Characteristics of the Priority Communities

Region	Communities	Total Black Population (%)†	Black Population Below Poverty (%)†
North Side	Fineview, Northview Heights, Perry South, Spring Hill-City View, Marshall-Shadeland, Allegheny Center, Allegheny West, East Allegheny, Northshore, Central Northside	8907 (39%)	4008 (45%)
Hill District	Crawford Roberts, Middle Hill, Bedford Dwellings, Terrace Village	5571 (75%)	2262 (41%)
Garfield	Garfield	1616 (61%)	584 (36%)
Larimer-Homewood-East Hills	Lincoln-Lemington-Belmar, Larimer, East Hills, Homewood North, Homewood South, Penn Hills	14979 (79%)	5968 (40%)
Wilkinsburg	Wilkinsburg	5131 (62%)	1802 (35%)
Mon Valley	Homestead, Whitaker, Duquesne, West Mifflin, Clairton, North Versailles, Wilmerding, Turtle Creek, East Pittsburgh, North Braddock, Braddock, Rankin, Swissvale, Braddock Hills, McKeesport, Monroeville	25156 (42%)	8961 (36%)
West End	Sheraden, Crafton Heights, Stowe Twp., McKees Rocks, Esplen, Elliot	6026 (31%)	2321 (39%)
Hazelwood	Hazelwood and Glen Hazel	1516 (38%)	811 (53%)
South Hilltop	Arlington, Allentown, Carrick, Knoxville, Mount Oliver, Beltzhoover, Bon Air	7055 (36%)	2787 (40%)

Physical Activity

Partner: Allegheny County Economic Development (ACED)

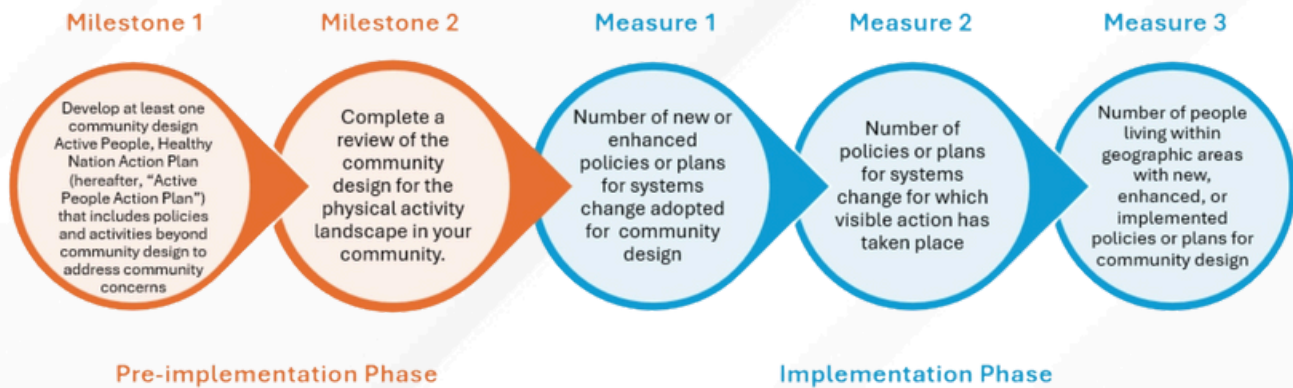
Strategy Overview

- Implement state and local level policies and activities to connect pedestrian, bicycle, or transit transportation networks (e.g., activity-friendly routes to everyday destinations).
- The West Pittsburgh Mobility plan is to improve mobility while promoting active transportation in the West Pittsburgh Neighborhoods of West End, Elliott, Esplen, and Sheraden, and aims to reduce health disparities and achieve health equity by promoting healthy living within these communities.

Partner Highlights

- ACED stated that the landscape reviews and Active Communities Tool (ACT) modules completed in year 1 helped guide their decisions in year 2. They conducted walk audits, which identified unsafe crossings, deteriorating sidewalks, and vegetation overgrowth. These findings will help inform recommendations for the mobility plan.
- ACED launched their engage page and held their first public meeting for the West Pittsburgh Mobility Plan.

Milestones and Performance Measures



Work Plan Activities

Activity	Status
Award a subgrant to DOMI for multimodal mobility planning in the West End communities of the City of Pittsburgh	Complete - Awarded in February 2024
DOMI will select a qualified contractor to conduct the Mobility Plan	Complete - December 2024
Progress of Mobility Plan	The existing conditions review has been completed. A list to address identified issues is in progress. The report is in progress and scheduled to be completed by March 2026.
DOMI/ACED will implement a comprehensive outreach strategy	In Progress; View the Projects Engagement Page for more detail

Breastfeeding Support

Partners: Healthy Start Center for Urban Breastfeeding (HSCUB), Pittsburgh Black Breastfeeding Circle (PBBC), and Black Women’s Policy Center (BWPC)

Strategy Overview

Implement local-level policies and activities that achieve continuity of care for breastfeeding families. Breastfeeding disparities by race, ethnicity, and socioeconomic status persist. Infants less likely to be breastfed include non-Hispanic Black infants and those living in lower-income households or rural areas.

Partner Highlights

- HSCUB’s outbound check-in strategy continues to strengthen breastfeeding outcomes by providing proactive, culturally relevant support that addresses both technical and emotional challenges for Black mothers.
- PBBC had a big success with having breastfeeding support meet-ups at centralized locations, which made it easier for families to participate, strengthening community engagement and support.
- Expansion of the Clinical-Community Lactation Network (CCLN): We launched Nourish Notes, a monthly email update that keeps our network partners informed about upcoming classes, events, and breastfeeding resources. This communication tool has strengthened engagement with clinical providers and encouraged referrals to our programs.
- BWPC developed two tailored assessment tools—one for breastfeeding mothers and one for employers—to evaluate PUMP Act awareness and workplace compliance.

Milestones and Performance Measures



Work Plan Activities

Activity	Progress Updates
Establish a Clinical-Community Lactation Network (CCLN)	The CCLN strengthened partnerships and continued to expand throughout the year. They launched “Nourish Notes” a monthly email communication highlighting breastfeeding events and resources. These communications help keep HSCUB services at the forefront and promote referrals to services.
Support Black moms with breastfeeding through HSCUB’s high-touch strategies, breastfeeding 101 classes, and LaTCH line.	HSCUB Participants reported that the high-touch strategy check-ins helped them feel supported, particularly with common challenges such as latching, milk supply, and pumping. Our lactation professionals continued to emphasize the importance of utilizing the LaTCH line for ongoing support outside scheduled calls.
PBBC hosts monthly breastfeeding support meet ups, both in-person and virtual	PBBC continued offering in-person and virtual monthly meetings. They had the goal to host more in-person meetings during this year and even with ongoing challenges they were able to meet that goal. In-person meet-ups included the Northside and Homewood neighborhoods.
Develop workforce and professional development opportunities	HSCUB and PBBC continued to expand training and employment opportunities for Black and culturally responsive lactation providers. The pipeline of mothers who attend training and then become breastfeeding peer support specialists at HSCUB plays a critical role in providing culturally-affirming support to families and helping bridge the gap between clinical lactation care and community-based support.
Create an assessment for employers and employees to assess their knowledge and compliance with the PUMP Act.	BWPC developed two targeted tools to assess workplace lactation support and compliance with the PUMP for Nursing Mothers Act—one for breastfeeding employees and another for employers. Distribution and data collection of these surveys will begin in Year 3. BWPC have already identified a list of priority employers for outreach, based on workforce size, industry type, and potential for community impact.

559
Mother/ Baby dyads directly supported

434
Total Touch Points

52
LaTCH line calls

18
Breastfeeding 101 Classes

11
PBBC Community Meetups

3,456
PBBC Facebook Video Views

17
CCLN Providers

Nutrition: Food Service Guidelines

Partner: Pittsburgh Food Policy Council (PFPC)

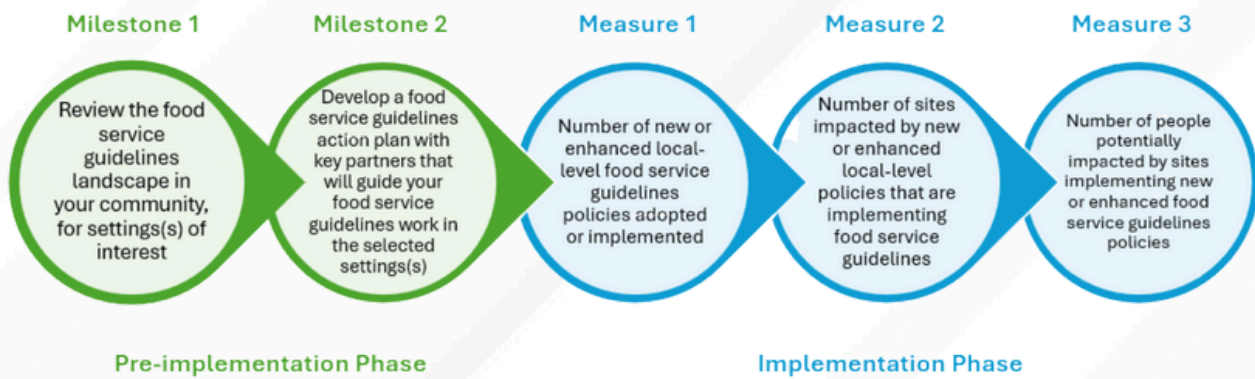
Strategy Overview

Implement local level policies and activities that promote food service and nutrition guidelines and associated healthy food procurement in facilities, programs, or organizations where food is sold, served, or distributed.

Partner Highlights

- PFPC regularly met with the Good Food Healthy Hospital organizers (based in Philadelphia) to work towards expanding the program to Western Pennsylvania. This is progressing well and they are excited to share their tracking tools, successes, and lessons learned.
- Allegheny County Department of Sustainability expressed interest in incorporating procurement efforts into their Climate Action Plan, and shared a Sustainability Ordinance that could be a model for a Good Food Purchasing Policy in the future.

Milestones and Performance Measures



Work Plan Activities

Activity	Progress Updates
Partner with a healthcare institution to serve as partners in food service guidelines and health-associated food procurement revision as a part of building the healthcare arm of the Good Food Pittsburgh Coalition.	PFPC continued conversations with healthcare institutions and Good Food Healthy Hospitals. There were many barriers throughout this year that led to PFPC pausing engagement with the large hospital systems to pursue incorporating procurement efforts with the Department of Sustainability Climate Action Plan.
Increase awareness and coordination by working with regional and statewide groups on procurement efforts (e.g., Good Food Healthy Hospitals, regional farm to institution group)	PFPC attended 3 meetings with the Pennsylvania-based Good Food Healthy Hospital Initiative and 7 meetings with large regional buyers. They also shared program updates through their organizational letter.

Fruit & Vegetable Vouchers

Partners: Children’s Hospital of Pittsburgh (CHP), Greater Pittsburgh Community Food Bank (GPCFB), The Food Trust (TFT), and Just Harvest (JH)

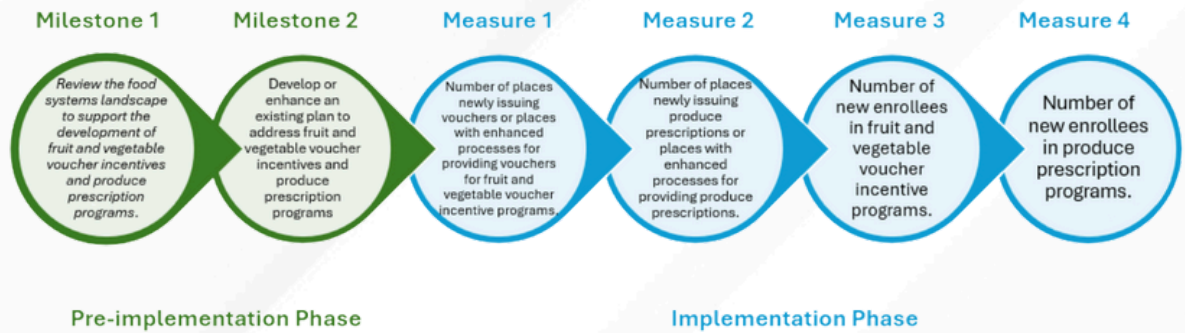
Strategy Overview

Implement local level policies and activities that coordinate the uptake and expansion of existing fruit and vegetable voucher incentive and produce prescription programs.

Partner Highlights

- From their landscape review during Year 1, CHP identified that several non-English speakers were seeking care and resources in the South Pittsburgh area (a new priority community added for this grant cycle), and that there were more Swahili and Arabic language needs from families. This led the CHP team to think more critically. Therefore, the team at CHP translated their Food Bucks Rx program enrollment and information materials into a variety of different languages. This advancement led to the Children’s Hospital of Pittsburgh being able to successfully enroll non-English speaking families into the Food Bucks Rx program this year.
- TFT and CHP identified the need to streamline the communication with families participating in the Food Bucks Rx program; therefore, they partnered with a local technology company to integrate an SMS-based communication pathway. This improvement will help provide resources and education as additional needs are identified.

Milestones and Performance Measures



Work Plan Activities

Activity	Progress Updates
Coordinate the uptake and expansion of produce prescription programs and SNAP incentives by establishing new clinical partners to issue and promote Food Bucks Rx (FBRx) or enhancing existing processes with current partners	Partners continue to establish new clinical partners to issue FBRx, as well as screen patient families for food insecurity and refer to community-based organizations for outreach and support. <ul style="list-style-type: none"> • 197 families from CHP were enrolled in the FBRx. • There were an estimated 1,300 FBRx participants from clinics in priority communities. • Partner clinics distributed \$348,000 with \$161,000 in fruit and vegetables was redeemed.
Coordinate the uptake and expansion of existing SNAP incentives by establishing new partners for distribution and promotion of Food Bucks in priority communities.	Partners continue to establish sites to issue Food Bucks and increase uptake of enrollments. <ul style="list-style-type: none"> • An estimated 9,000 participants earned Food Bucks during SNAP transactions at participating sites in priority communities. • Over \$90,000 was distributed at participating sites and almost \$65,000 was redeemed.
Advertise for Food Bucks through a targeted Facebook advertising campaign and a postcard mailing campaign in priority communities.	GPCFB conducted the Food Bucks advertising campaign during Farmers Market season and had 284 people reach out to the Community Connections Team by either the Facebook campaign or targeted postcard campaign.

4
New Sites
issuing Food
Bucks

799
Food Bucks
Enrollments

11
Sites Issuing
Food Bucks Rx

509
Food Bucks Rx
Enrollments

Adult Vaccinations

Partners: Black Equity Coalition (BEC), Bethany Community Ministries (BCM), Faith-Based Health Collaborative (FBHC), and ACHD Immunization Clinic.

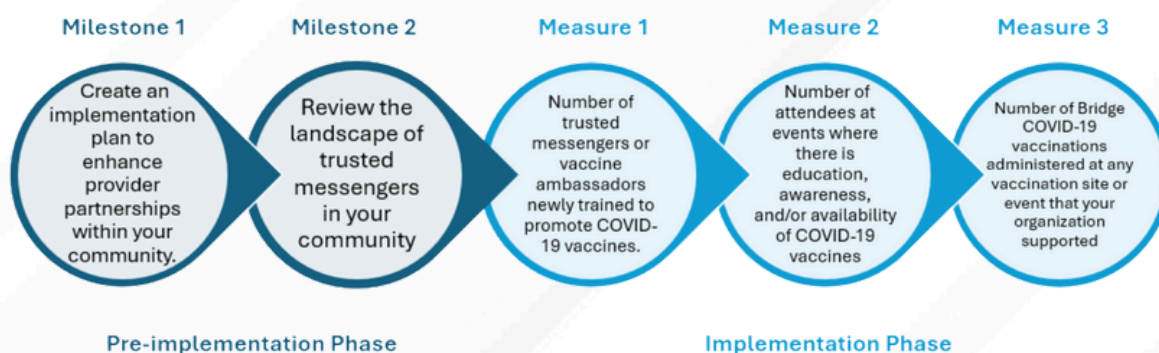
Strategy Overview

Implement practices to increase awareness, confidence, demand, and access for flu, COVID-19, and other routinely recommended adult vaccines.

Partner Highlights

Our Partners faced many challenges during this year; however, partnerships continued to strengthen, resulting in partners helping each other and reducing duplicative services. Our partners remained trusted messengers in the community and provided vaccine accessibility and education.

Milestones and Performance Measures



Work Plan Activities

Activity	Progress Updates
Coordinate community vaccination clinics or educational events within priority communities focusing on the availability of ACIP-recommended adult vaccinations.	Partners collectively coordinated vaccination clinics or educational events, offering and/or educating on ACIP-recommended adult vaccinations. COVID-19, Flu, and RSV vaccines were administered most frequently.
Increase the number of trusted messengers by training new or existing trusted messengers to promote ACIP-recommended adult vaccinations.	Trusted messengers help foster open conversations within their communities about health issues, including vaccination. They can facilitate events, town halls, or discussions where individuals can ask questions and share experiences in a safe environment. This helps build a sense of community support for health initiatives. Our partners trained 19 trusted messengers in Year 2, including faith-based leaders, community health workers, and local business owners.
Develop and implement communications messages to raise awareness about ACIP-recommended adult vaccinations.	Vaccine partners developed and implemented print and online messaging using social media platforms, emails, newsletters, TV and radio advertisements, bus tail ads, meetings, educational events, and during vaccine clinics. Messaging included information on ACIP-recommended adult vaccinations, as well as many other health topics.

19
Trained Trusted Messengers

71
Pop-up Community Clinics

1,482
Adult Vaccines Administered

6,653*
event attendees

*estimate

Sustainability Beyond the REACH Grant:

Adult Vaccinations are no longer included in the scope of the CDC REACH grant; however, our partners will continue to do this work and remain part of the coalition we have built, funded by the Hillman Foundation.

