



**THE STRATEGIES TO REACH AND IMPLEMENT THE VISION  
OF HEALTH EQUITY (STRIVE) PROJECT**

**WEBINAR:  
ACTIVE TRANSPORTATION AND EQUITY:  
KEY CHALLENGES AND OPPORTUNITIES FROM THE FIELD**

*JULY 21, 2015*

**Pedro Arista, MPH**

**Engagement Program Manager**

**[parista@apiahf.org](mailto:parista@apiahf.org)**

# FIND US ONLINE

[www.apiahf.org](http://www.apiahf.org)

<https://twitter.com/apiahf>

<https://www.facebook.com/apiahf>



# BACKGROUND

- >75% of annual U.S. health care expenditures are spent treating and managing chronic diseases and conditions.<sup>1</sup>
  - Physical inactivity, poor nutrition and tobacco use are responsible for the majority of chronic disease-related mortality.<sup>2</sup>
- Recent initiatives have focused on implementation of high-impact, population-wide, evidence-based policy, systems and environmental strategies to address chronic disease prevention.

(1) <http://www.cdc.gov/chronicdisease/pdf/2009-Power-of-Prevention.pdf>; (2) Mokdad et al. JAMA. 2004; 291(10):1238-1245;

(3) Bunnell et al. J Community Health. Feb 2012

# BACKGROUND, CON'T

- AAs and NHPs are the fastest growing U.S. group (>40 million) who are culturally diverse and speak > 100 languages & dialects
- AAs and NHPs suffer from significant chronic disease health disparities
  - Experience higher rates of CV-related diseases like diabetes than white counterparts
  - Report low rates of physical activity in national surveys
- Underserved AA and NHPI communities may not benefit and/or may not be reached by EBPSE strategies that target the general population

# STRIVE BACKGROUND

- Funded by Centers for Disease Control & Prevention, Division of Community Health as 1/6 national networks under the Racial and Ethnic Approaches to Community Health (REACH) program Co-lead partner: NYU – CSAAH
- Funded 15 partners at \$100k-320k – over \$3million total
- **Program Implementation: 13 months**



# STRIVE PROGRAM GOALS

- To increase the ability of CBOs and multi sector partnerships to implement evidence- and practice-based **PSE strategies** that **reduce health disparities** for **AA/NHPI** populations experiencing high burden of the risk factors related to **physical activity and poor nutrition**
- To ensure **meaningful involvement** and input from community in the development and implementation of a **community health action plan** to address chronic disease health disparities
- To **strengthen and expand a national network** of AA/NHPI CBOs and stakeholders focused on PSE improvements related to the risk factors of lack of physical activity, poor nutrition, and weight.



# STRIVE PARTNER DELIVERABLES

- Each of the 15 STRIVE partners implemented the following in 7 – 13 months:
  - Multi-sector partnership
  - Community health assessment/policy scan using CDC's CHANGE Tool
  - Community Action Plan with PSE strategies – culturally adapted to maximize reach/impact and sustainability
  - Received technical assistance to carry out project deliverables – 558 hours

# STRIVE Partners



Note: Alaska not included  
Scale: Contiguous U.S. - 1:20,000,000; Hawai'i - 1:15,000,000; and Guam - 1:2,000,000  
Author: Corina Chung, March 2014

# STRIVE PARTNERS – INITIAL ESTIMATES

Organization	Estimated Reach	Geographic Area
Asian Pacific Community in Action	18,500	Chandler, AZ
Asian Services In Action, Inc.	97,600	Greater Cleveland / Cuyahoga County, OH
Boat People SOS Alabama	9,700 – South Asians including Vietnamese	Bayou La-Batre, AL
Boat People SOS California	13,342 – South Asians including Vietnamese	Orange County, CA
Center for Pan Asian Community Services, Inc.	96,312	Dekalb and Gwinnett counties, GA
Korean Community Services	8,910 – Korean Americans	Palisades Park, NJ
Kokua Kalihi Valley	18,893 Kalihi Valley residents	Kalihi Valley in Honolulu, HI
New Mexico Asian Family Center	14,347	Albuquerque, NM
National Tongan American Society	9,751 – Pacific Islanders	Salt Lake City, UT
OCAPICA	74,297	Orange County, CA
Operation Samahan	141,528	San Diego County, CA
ROC NOLA	9,750	New Orleans, LA
Taulama for Tongans	7,403 – Pacific Islanders	San Mateo, CA
United Sikhs	33,255 – Sikh community	New Jersey, NJ
University of Hawaii – Guam NCD Consortium	36,056	Guam
	<b>N = 589,644</b>	

# STRIVE PARTNERS – ACTUAL ESTIMATES

Partner	Reach	Cost
APCA	19,938	\$150,000
ASIA	80,000	\$300,000
BPSOS-AL	12,000	\$165,000
BPSOS-CA	220,508	\$100,000
CPACS	135,832	\$200,000
KCS	92,380	\$220,000
KKV	28,090	\$320,000
NMAFC	28,643	\$110,000
NTAS	13,912	\$150,000
OCAPICA	50,000	\$300,000
OSI	639,284	\$220,000
ROC NOLA	7,538	\$100,000
Taulama	9,852	\$95,000
UH	35,696	\$300,000
US	104,700	\$270,000
<b>TOTAL</b>	<b>1,478,373</b>	<b>3,000,00</b>

# STRIVE PARTNER MILESTONES

- Policy, systems and environmental improvements
  - Multi-level and multi-impact changes
- Evidence based and culturally tailored strategies included:
  - Increase access to **environments with physical activity** options
  - Increase access to bikes lanes in AA and NHPI communities
  - Adopt and implement policies to increase **worksite wellness** programs
  - Increase the number of **farmer's markets** accessible to low-income AA and NHPI communities
  - Adopt and implement **policies** to increase access to healthy food and beverage options

# ASIAN SERVICES IN ACTION, INC

## *Cleveland and Akron, OH*

- Objective: To designate green space in Asia Town for physical activity including walking trails and bike lanes for residents of the community
- Strategies:
  - Partner with Mayor's Office and City Planning group of Asia Town
  - To involve the multi-sector coalition to inform the master planning as well as identify assets and needs
  - Gain approval and support across Asia Town
- Proposed Reach: **80,000**
- Actual Reach: **97,600**



# STRIVE Partners

## in *Action*

**Boat People SOS, Orange County, CA**



**National Tongan American Society,  
Salt Lake City, UT**



**Taulama For Tongans, San Mateo, CA**



**University of Hawaii & Guam**



# THE CONNECTION WITH *EQUITY*

- Culturally tailored strategies are essential
- Multi-sector coalitions are vital to get greater buy in to increase transportation access
- Invest in community-based organizations
- Systems change are critical, bring us closer to changing the environment to achieve equity
- Seek opportunities for cross racial efforts
  - How can AA/NHPIs partner with other communities to maximize resources and impact?

