

# News Release



FOR IMMEDIATE RELEASE  
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## **Redefining the Health Landscape for 2010 and Beyond** *2009 REACH US Conference: REACHing Ahead, REACHing for Change* **Wednesday, September 23rd 9am-5pm & Thursday, September 24<sup>th</sup> 9am-4:30pm** *Hyatt Regency Long Beach • 200 South Pine Avenue • Long Beach 90802*

**Los Angeles, CA** — Low-income, racially and ethnically diverse communities are at a greater risk for illnesses such as asthma, breast and cervical cancer, cardiovascular disease, diabetes, and suffer higher rates of infant mortality. The *Racial and Ethnic Approaches to Community Health (REACH) US Conference* will examine the underlying causes of these health disparities in health, assess the progress made, and provide a forum for developing strategies to close the gap.

Racial health disparities cost the US more than \$229 billion between 2003 and 2006 and a countless toll on human life. “With the State of California in extreme financial crisis and cuts to programs for communities that already suffer inadequate access to healthcare, the Conference takes on added significance,” says Lark Galloway-Gilliam, Executive Director, CHC. “The Conference will harness some of the best minds in the State and examine innovations across communities to reduce the burden of disease on the African American, Asian Pacific Islander, Latino, and Native American populations in California and across the nation.”

The data presented and stories shared have implications for the prevention and wellness portion of proposed national healthcare reform. More than 60 workshops are available to the 300 plus participants. Topics include—

- *Changing the Nutritional Landscape: Greening the Food Desert One Corner Store at a Time*
- *Environment and Health: Inspiring a Healthy Change in the Worksite Environment*
- *Healthy Aging: the Healthy Brain Initiative for African American Baby Boomers*
- *Data to Action: Culturally Relevant Menu Labeling*
- *Facilitating Access to Health: Understanding Hmong Women’s Barriers to Cancer Screenings.*

The two-day event is being organized by the California REACH US Coalition and funded in part by Kaiser Permanente, Bristol-Myers Squibb, and WINCART. The California REACH US Coalition includes local health departments, community-based organizations, local foundations and research institutions that are working together to develop strategies and policies that impact disparities in health and improve healthcare systems for racial and ethnic populations. REACH US is a national program funded by the Centers for Disease Control and Prevention (CDC). The Conference will be the fifth by the California REACH Coalition to draw greater attention to the issue of health disparities.

Among the scheduled speakers are Dr. Wayne Giles and Dr. Camara Jones of the CDC; The Honorable Don Knabe; and The Honorable Dave Jones. Congressman Henry Waxman will receive the *2009 Distinguished Policy Maker Award* for his contributions to reducing health disparities in under-resourced communities.

“A healthy community is an economically-viable and thriving community,” concludes Jacqueline Tran, Director, Center of Excellence to Eliminate Disparities in Breast & Cervical Cancer among Asian & Pacific Islander Women, Orange County Asian & Pacific Islander Community Alliance. “REACH US hopes to inspire action and impact change at the federal, state and local levels so that everyone is afforded the opportunity to live a healthy life.”

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