



REACH NEW HAVEN

2018-2023 Activity Highlights

In 2018, CARE received grant funding through the Racial and Ethnic Approaches to Community Health (REACH) program, supported by the Centers for Disease Control and Prevention. In New Haven, REACH focuses on reducing chronic disease inequities among Black and Latine residents. We do this through interventions that address nutrition, physical activity, and connections between healthcare partners and the community. When the COVID-19 vaccines were developed, the REACH program expanded to include vaccination outreach and education. Our work has been guided by the REACH Coalition Steering Committee, made up of community members and partners from New Haven.



NUTRITION

Supporting Wellness at Pantries

The Supporting Wellness at Pantries (SWAP) program, which aims to increase access to healthier food choices at pantries, was implemented at 10 food pantries, benefiting over 25,000 clients each year. SWAP has led to an increase in the availability of healthier foods and a decrease in unhealthy options in some pantries. Our experiences with SWAP were documented in an academic paper, “The Implementation of a Nutrition Intervention in Food Pantries: The Spirit of SWAP.”

Coordinated Food Assistance Network

The Greater New Haven Coordinated Food Assistance Network (CFAN) improved access to healthy food while addressing equity and justice. CFAN completed more than 50 community-driven actions, including initiatives to enhance food access, improve the food assistance system, and respond to COVID-19-related challenges. We documented our accomplishments in an academic paper, “Coalition Building and Food Insecurity: How an Equity and Justice Framework Guided a Viable Food Assistance Network.”

SWAP
EXPANDED TO
10 PANTRIES
BENEFITTING OVER
25,000
PANTRY CLIENTS
EACH YEAR!



#GiveHealthy

Local community sponsors ran 13 healthy food drives, raising over 30,000 pounds of food for local pantries.

CitySeed

CitySeed led efforts focused on the local food system. CitySeed greatly expanded their shared-use Commercial Kitchen space into a new location, providing space to local food entrepreneurs. City Seed launched an incubator program, coaching food entrepreneurs and linking them to resources. CitySeed also expanded their Food Business Accelerator, a 12-week training with classes on sourcing fresh, local ingredients from local farmers and vendors and incorporating healthier food options. CitySeed also launched a new Farmers' Market in the Dixwell neighborhood.

Promoting Equity in Breastfeeding

CARE and New Haven Healthy Start established the New Haven Breastfeeding Task Force, uniting 60+ advocates, including Black and Latine parents. The Task Force guided key key initiatives, listed below. These initiatives were informed by research conducted with community members and partners; initial results are published in the academic paper, “Barriers and Facilitators to Exclusive Breastfeeding among Black Mothers.”



- Launched “We Support Breastfeeding: Any Time, Any Place,” a citywide awareness campaign, engaging 79 local businesses with 6 earning recognition as Breastfeeding Friendly Worksites, including Union Station, which opened a lactation and wellness room.
- Developed “The Roots of Racial Inequities in Breastfeeding” training, piloted with 260+ participants across healthcare and academic institutions.
- Supported Earth’s Natural Touch’s Mocha Milkshake Cafe, a vital breastfeeding support group assisting 238 Black and Brown families.
- Funded a Breastfeeding Peer Counselor at the New Haven Women, Infants, and Children (WIC) program, supporting 513 parents on their breastfeeding journeys.

ENROLLED
294 CLIENTS
IN THE CHW
PROGRAM

COMMUNITY CLINICAL LINKAGES

Project Access-New Haven (PA-NH) implemented the Community Health Worker (CHW) program, where CHWs screen clients for health and social needs. The CHWs then identify and support clients in connecting to services related to food, transportation, housing, utilities, employment, and primary care. PA-NH has enrolled 294 clients in the CHW program, enhancing access to critical resources for those in need.

SAFE ROUTES FOR ALL

CARE, in partnership with the City of New Haven Transportation, Traffic, and Parking Department, supported the development of the Safe Routes for All (SRFA) plan, a blueprint for the City to build supportive infrastructure for walking, riding transit, and biking in the coming years. The SRFA Citywide Active Transportation Plan was unanimously passed and adopted by the Board of Alders in September 2022.



500+
PEOPLE HAD A
VOICE
IN THE
SRFA PLAN

CARE worked diligently to solicit community input, focusing on voices from low-income areas and Black and Brown communities, who are often left out of policy development. CARE’s engagement strategy encompassed outreach, public meetings, online surveys, and neighborhood walking and biking assessments, reaching more than 500 residents. Additionally, CARE played a key role in coordinating seven temporary pedestrian safety improvements at intersections selected by the community, following best practices to enhance street safety.

1,600
EVENTS
REACHING OVER
23,500
RESIDENTS

COVID-19

CARE developed an Outreach Worker Training Program covering prevention and vaccination education for COVID-19 and influenza, health communication, and safe outreach practices. CARE trained 26 community members as Vaccine Equity Fellows and 30 staff from five organizations as influential messengers. CARE's outreach team also participated in over 1,600 outreach events, reaching about 23,500 residents. The outreach team has referred more than 5,025 people for their vaccinations.

REINVESTING IN OUR COMMUNITY

Since 2018, CARE was awarded \$4.8 million in funding through the CDC REACH program. More than \$1 million of this funding was distributed directly to our community partners and dedicated residents who have played pivotal roles in leading and participating in REACH programs. Beyond the monetary investment, CARE has provided employment opportunities to 19 New Haven residents, with 16 of these individuals representing the very communities we engage with, promoting inclusivity and equity.

\$1 MILLION
OF FUNDING
DISTRIBUTED DIRECTLY TO THE
COMMUNITY

We are grateful to the New Haven residents, community partners, and staff who have made this work possible! We look forward to continuing our fight for health justice alongside you.

For more information about our work, visit carenhv.org

