



MEDIA ADVISORY

FOR IMMEDIATE RELEASE
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REACHing for Health Equity: Keeping Our Eye on the Prize

2011 REACH US California & Beyond Conference

Wednesday, June 1st 8:30am-4:30pm & Thursday, June 2nd 8:30am-4:30pm

Carson Community Center • 801 East Carson Street • Carson 90745

WHAT: Low-income, racially and ethnically diverse communities are at a greater risk for health conditions such as asthma, breast and cervical cancer, cardiovascular disease, diabetes, and infant mortality. The *Racial and Ethnic Approaches to Community Health (REACH) US California & Beyond Conference: REACHing for Health Equity — Keeping Our Eye on the Prize* will examine the health disparities in these communities and how they are impacted by the current political, social and economic climate; shed light on the root causes of issues that impact health disparities; and share lessons learned in closing the gap on racial and ethnic health disparities.

Topics include *From Discrimination to Health Equity; Improving Access to Fresh, Healthy Foods; Impacting Infant Health; and Planning for Cultural Needs*. Among the scheduled speakers are Dr. Wayne Giles and Dr. Leandris Liburd of the Centers for Disease Control & Prevention; Dr. Howard Koh, Assistant Secretary of Health US Department of Health & Human Services; Kiran Ahuja, JD, Executive Director of the White House Initiative on Asian Americans and Pacific Islanders; and the Honorable Mark Ridley Thomas. Congresswoman Lucille Roybal-Allard will receive the *2011 Distinguished Policy Maker Award* for her contributions to reducing health disparities in under-resourced communities.

The conference will be attended by more than 300 individuals from a broad cross-section of racial and ethnic communities and sectors throughout California and the western region. It will mark one of the most significant national convenings on the issue of racial and ethnic health disparities. *For more information including schedule and sessions, visit <http://www.chc-inc.org/che> and click the links.*

WHY: Despite downward trends in the leading causes of death, racial and ethnic health disparities persist. Health disparities and premature deaths cost the nation \$1.24 trillion between 2003-2006. Eliminating health disparities for minorities would have reduced direct medical care expenditures by \$229.4 billion in these three years. The State of California is in extreme financial crisis with local health departments, Medi-Cal/Medicaid benefits, programs for children, youth, and families and services to the elderly facing budget cuts or closure. Low-income families already suffer inadequate access to healthcare. The Conference takes on added significance given the current national discussion on health reform.

WHO: REACH US grantees and partners including LA County Department of Public Health, Orange County Asian & Pacific Islander Community Alliance, REACH US Seattle King County, South LA Health Projects, UCLA, University of Hawaii, and the US Food & Drug Administration

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WHEN: Wednesday, June 1st & Thursday, June 2nd from 8:30am to 4:30pm

Community Health Councils • 3731 Stocker Street • Los Angeles, CA 90008 • 323.295.9372 • www.chc-inc.org