

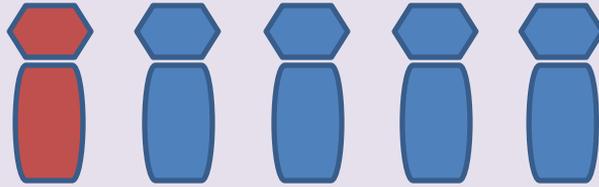
## BACKGROUND

Asian Americans are the fastest growing group in NYC.

	2000	2010	% Growth
Asian Americans	872,777	1,134,919	 30%

(source: 2010 U.S. Census Data)

Nearly **20%** of Asian Americans in the U.S. have hypertension.



Cardiovascular disease is the leading cause of death among Asian Americans.

## PROJECT GOAL

Racial and Ethnic Approaches to Community Health for Asian Americans (**REACH FAR**) will partner with local community-based organizations to implement several key strategies to fight high blood pressure and cardiovascular disease in Asian American communities.

## PROJECT AIMS

Strategies include working closely with:

1. Faith-based organizations to improve nutrition of its members by serving healthier foods during communal meals
2. Asian American restaurants to offer healthy menu options to its customers
3. Asian American grocery and corner stores to ensure the availability of healthy foods
4. The NYC Department of Health to offer health coaching efforts in faith-based organizations to improve high blood pressure management among its Asian American congregants

## PROJECT PARTNERS



Recognize the Human Race as One

