

Project Highlight



Alabama Reach 2010

The Alabama Racial and Ethnic Approaches to Community Health by the year 2010 (REACH 2010) is a 7-year, \$7 million dollar national initiative funded by the Centers for Disease Control and Prevention (CDC). The University of Alabama at Birmingham (UAB) serves as the lead agency and Dr. Mona N. Fouad, MD, MPH is the Principal Investigator.

Mission

The mission of REACH 2010 to bring together diverse, passionate, committed individuals to empower the community to eliminate breast and cervical cancer morbidity and mortality gaps between White and African American women in Alabama in three urban (Mobile, Montgomery, Tuscaloosa) and six rural counties (Choctaw, Dallas, Lowndes, Macon, Marengo, Sumter).

Project Description

The Alabama REACH 2010 project is conducted by an established coalition of dedicated partners that includes UAB and various community-based, religious, grassroots, and healthcare organizations serving the target population. With the help of an established coalition and a trained core working group that consists of 250 community health advisors, church representatives, and health care professionals, the projects aims to (1) build community capacity by training community volunteers to serve as community health advisors, (2) promote breast and cervical cancer screening, and (3) increase breast and cervical cancer awareness and control among community leaders and policy makers.

