

REACH Monthly Activity Report

Agency Name: _____

Month and year: ___ ___ / ___ ___

Stage 1: Capacity Building

Capacity Building refers to the readiness or ability of a coalition and its members to take action aimed at changing risk/protective behaviors, and transforming community conditions and systems so that a supportive context exists to sustain behavior changes over time. This includes the following:

- Understanding context, causes, and solutions for health disparity
- Forming and maintaining an effective coalition
- Engaging in collaborative planning
- Accumulating resources needed to implement the action plan

Examples of Capacity building:

- Community assessment/survey is conducted that revealed that minorities in the community have disproportionately high rates of chronic heart disease, stroke, and heart failure
- Report is produced on finding of the community
- Action plan is establish with health care providers, community leaders, and health experts
- Establish collaborative relationships with local organizations

Act #	Briefly describe capacity building activities conducted by your organization during the past month, including the number of activities and the number of participants.	<i># of Participants</i>
1:		
2:		
3:		
4:		
5:		

Stage 2: Targeted Action

Targeted Action refers to all the activities that compose the intervention believed to bring about desired effects. Action strategies include a broad range of tactics such as the following:

- Educational/interpersonal (e.g., peer educators)
- Political/legal (e.g., enforcing laws)
- Environmental (e.g., relocating toxic sites)
- Communication (e.g., media campaigns)

Examples of targeted action:

- Health education classes
- Nutrition classes
- Staff training
- Guides produced
- Health Fairs

Act #	Briefly describe targeted action activities conducted by your organization during the past month, including the number of activities and the number of participants.	<i># of Participants</i>
1:		
2:		
3:		
4:		
5:		

Stage 3: Community and systems changes/Change Among Change Agents

Community and systems changes refer to changing “risk conditions” by altering the environmental context within which individuals and groups behave.

This would include:

- New and modified programs, policies, and practices
- Changing physical or organizational infrastructure
- Changing overall rates of attitudes, beliefs, or social norms

Examples of Community and Systems Changes:

- Local restaurants agree to offer healthier menu options
- Neighborhood grocery stores will advertise healthier produce and products
- Neighborhood walking groups were formed among senior citizens
- Local malls open early to allow senior groups to walk
- Neighborhood organizations negotiated with local HMO to establish a satellite family health clinic, providing education, risk assessment, and screenings

Act #	Briefly describe Community Systems Change activities conducted by your organization during the past month, including the number of activities and the number of participants.	# of Participants
1:		
2:		
3:		
4:		
5:		

Change among change agents refers to documented changes in knowledge, attitudes, beliefs, or behavior among influential individuals or groups with the intent of diffusing similar changes to a broader community population. Change agents might include:

- Local opinion leaders or role models
- Business leaders or institutional gatekeepers
- Health or social service providers
- Specific community subgroups(e.g., HMO clients)

Examples of Change among Change Agents:

- Local leaders campaign for Diabetes Coalition
- Newspaper will devote a section of paper on Diabetes health advice and tips for readers
- Hospital rewards patients who lower their cholesterol and blood pressure with gift certificates to local grocery stores

Act #	Briefly describe Change among change Agents conducted by your organization during the past month, including the number of activities and the number of participants.	<i># of Participants</i>
1:		
2:		
3:		
4:		
5:		