REACHUP, Inc. is working to make sure that everyone in our community has a fair chance to attain good health and that no one is hindered from achieving good health, if it can be avoided. This is called health equity.

Research has shown us that health and illness are related to inequities in our society. Social conditions - the jobs we do, the money we're paid, the schools we attend, the neighborhoods we live in - are as important to our health as our genes, our behaviors and even our medical care. These social conditions are the social determinants of health.

Health differences that arise from social, economic and political inequities result from decisions we made as a society. REACHUP is committed to helping our society make different decisions about the inequitable conditions that hinder our optimal health and wellness. But it will not happen without strong collaborations and partnerships. It will not happen without you!

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At REACHUP, Inc., we don’t just imagine a healthy community, we work diligently to make it happen - we have done so since 1997. REACHUP is the result of changing “the parent” of Central Hillsborough Healthy Start (CHHS) from the University of South Florida to a fully independent, 501(c)3, non-profit community-based organization.

- Healthy Start home visiting services for pregnant women and infants up to 3 years old.
- Capacity building and leadership training initiatives.
- Peer support groups-prenatal, interconception care, breastfeeding, fatherhood/male involvement, stress reduction.
- Clinical support groups for all women.
- Doula services to pregnant women.
- Weight reduction and management.
- Health & wellness activities for relative caregivers.
- Enhanced prenatal care interventions for women at risk for having preterm births.
- Education and prenatal support to reduce the rate of early elective deliveries prior to 39 weeks.
- Nurse home visiting for low income first time moms.
- Community outreach.
- Cultural competency/CLAS training.
- Male Involvement/Fatherhood programs, groups and conferences.
- University/College Preceptorships, Internships and Field Experience.
- Nurses in select medical offices.

Imagining the Perfect, Healthy Community

A community where every man, woman and child has a fair opportunity to attain good health.

A community that supports and strengthens families in raising talented and caring children.

A community where childbirth and childbearing are opportunities for positively influencing the health and well-being of families, particularly mothers and infants.

A community where opportunities for education, employment and business creation are essential to optimal health.

At REACHUP, Inc., we offer a number of services designed to support the birth of healthy babies living in healthy families in healthy communities. Services include:

- We hire staff from within our community.
- We partner with community churches to provide many services within our community.
- We contract with community agencies that have a history of serving families in the Tampa Bay Region.
- We work together with community residents and organizations to attract additional funding to support our families.
- We collaborate in advocating for public policy initiatives to facilitate our work.
- We have, along with the commitment of community partners, been able to reduce the infant mortality rate in our service area from 19.2 in the year 1998 to 9.4 in the year 2010.

Standing as True Community Partners

REACHUP, Inc., stands as True Community Partners.

- A community where every man, woman and child has a fair opportunity to attain good health.
- A community that supports and strengthens families in raising talented and caring children.
- A community where childbirth and childbearing are opportunities for positively influencing the health and well-being of families, particularly mothers and infants.
- A community where opportunities for education, employment and business creation are essential to optimal health.

Providing Competent and Compassionate Services

REACHUP, where there’s a will, we are the way.