



{ I will: }

Give Every Child a  
Healthy Start!!!

**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!

**Promoting  
Equal Health  
for All**

### Health begins where we live, learn, work and play.

Each of us can "**REACHUP**" and create new opportunities for better health by investing in health where it starts - in our homes and schools, on our jobs and in our communities. What will you do?

- I will find out as much as I can about the lifestyle and social conditions that impact health.
- I will commit myself and inspire others to make healthy lifestyle choices.
- I will provide competent and compassionate health care services.
- I will make a donation to help **REACHUP** create opportunities for optimal health.
- I will \_\_\_\_\_ {my special commitment} \_\_\_\_\_

...because "Where there's a will, we are the way!"

Invest wisely in our community's health by contacting **REACHUP** Inc. via mail, phone or website.

2902 North Armenia Avenue, Suite 100  
Tampa, Florida 33607  
**Phone:** (813) 712-6300  
**Fax:** (813) 971-3000

[www.reachupincorporated.org](http://www.reachupincorporated.org)

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# REACHUP

where there's a will, we are the way

**Committed to research,  
education and advocacy  
for healthy living!**

**REACHUP**, Inc., is a community-based non-profit, creating new opportunities for better health. Our mission is to advocate for and mobilize resources to help communities achieve equality in healthcare and positive health for all families.

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- 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 wellbeing of families, particularly mothers and infants.
- A community where opportunities for education, employment and business creation are essential to optimal health.

## Imagining the Perfect, Healthy Community

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.

- 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., offers a number of services designed to support the birth of healthy babies living in healthy families in healthy communities. Services include:

- 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 care givers.
- 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.

## Providing Competent and Compassionate Services

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