

REACH Appalachia

Rural transit Expansion for Advanced Community Health



Project Overarching Goal

“Facilitate the development of a local, inclusive coordinated transportation system in rural eastern Kentucky and southern Ohio, in which seniors, persons with disabilities and their caregivers actively participate in both advisory and decision-making capacities.”





Public participation in transportation planning is an integral part of community preservation. It is a deliberate and continual process that promotes early and continuous involvement of all local residents. It builds mutual trust and understanding, reflects the diverse needs and interests of the community, and reaches consensus in decision-making through purposeful collaboration with all stakeholders.

The ***REACH Appalachia*** initiative will utilize an **inclusive participant-centered approach** to the development, implementation, and evaluation of this project. By including **seniors, caregivers, and individuals with disabilities in advisory and decision-making rolls**, we hope to produce a more comprehensive and coordinated transportation plan that ***serves everyone in our region***, despite their age, health status, or ability to pay.



Community Awareness

- Project Kick-off meeting 8/14/2018
- Marketing/Advertisement
 - Social Media
 - Print Advertisement
 - Radio Advertisement
- Data Collection
 - Surveys
 - Focus Groups
- Dissemination of Results
 - Project Report



Sustainability

- Building lasting partnerships
 - Memorandum of Agreement
- Cultivate and retain inclusivity
 - Seniors, Disabled persons, and Caregivers
- Remain aware of community needs & interests
 - Data collection (CHNA)
- Create a resource sharing & development plan
 - Seek contributions both in-kind and monetary
- Communicate results
 - Speak widely and candidly
 - Annual reports



Project Team

- **Holly West-Canfield**, *Healthcare Innovator/Grant Writer*
- **Marsha McDavid**, *Community Health Worker*
- **Joseph Mazzawi**, *Vice President of Mission*
- **Diva Justice**, *Director of Healthy Community Initiatives*
- **REACH Steering Committee**



Obstacles & Barriers

- Rural landscape
 - Distance measured by time
 - Social Isolation/Participation
- Funding
 - Dwindling budgets = Cut backs
 - “Turf wars”
 - Travel restrictions



Next Steps

- Identify important stakeholders
 - Integrate public participation into the planning process
- Finalize data collection tools/methods
 - Surveys (electronic/paper)
 - Focus groups
- Key Findings
 - Proposed strategies
 - Recommendations
- Expand our REACH



Conclusion



“We’ve GOT to make noises
in greater amounts!
So, open your mouth, lad!
For every voice counts!”

Dr. Seuss