

REACH NEWSLETTER

AUGUST 2025



Dear Community Partners,

As we close out the summer of 2025, it's clear we've taken meaningful strides together: strengthening partnerships, sharing resources, and supporting one another in service to our communities. Thank you for all your contributions throughout the month of August! With your efforts, we continue to make a positive impact across Lake, Newaygo, and Oceana counties.

- The LiveWell REACH Team

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Post-Installation Traffic Study on Cooperative Center Drive

On August 22, 2025, the REACH team and community partners conducted a post-installation traffic study along Cooperative Center Drive in Newaygo County. This effort comes as a follow-up to the installation of a new bike lane last fall. Volunteers supported three shifts of data collection throughout the day, helping us better understand how the lane is being used and how it supports safe, active transportation.

A huge thank you to everyone who volunteered their time and energy to make this study possible! Your dedication helps us continue building safe and accessible communities.

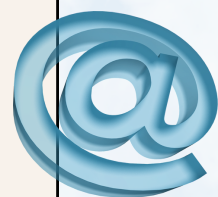


Recipient Showcase: REACH Communications

In early August, the CDC's Division of Nutrition, Physical Activity, and Obesity shared a request for recipients to submit highlights of their communication work (2023–2025) to share with other SPAN, HOP, and REACH recipients. The DHD#10 REACH team chose to participate in this Showcase and submitted four pieces for consideration:

1. The 2024 Holiday Card graphic and email sent to community partners
2. The May REACH Newsletter
3. Yard signs created for promotion of Healthy Weight & Your Child
4. A news article from Oceana's Herald-Journal highlighting the Village of Shelby's Safe Routes to School grant application

The showcase will come out later this fall and when it's received we'll share how to access it with partners!



Supporting Fresh Produce at Rothbury Helping Hands Food Pantry

On August 11, 2025, REACH staff and partners joined Rothbury Community Church's Helping Hands Food Pantry during their monthly distribution day. Thanks to a \$2,500 grant from the *Great Lakes Energy People Fund*, the pantry was able to purchase and distribute fresh produce to their clients. This builds on earlier funding support received from the *Community Foundation for Oceana County*.

The pantry is also looking to increase visibility of their work through an online presence. While they don't have social media platforms of their own, REACH and DHD#10 will be stepping in to promote work through the LiveWell4Health and DHD#10 Facebook pages. Posts will highlight the pantry's produce distribution and partnerships with the Great Lakes Energy People Fund and Community Foundation for Oceana County.

We're grateful for these collaborations that make fresh, healthy food more accessible for local families.



Upcoming Workshop: Chronic Disease PATH

Thanks to funding from the Administration for Community Living, Michigan State University (MSU) Extension offers free Chronic Disease PATH workshops to help people manage chronic conditions and live healthier lives.

This fall, an in-person workshop will take place in Lake County:

-  Hollister Senior Center
-  Wednesdays, beginning September 10, 2025
-  12:00-2:30pm
-  Register by calling Cheri at 231-745-6965



To explore additional upcoming online programs, visit [MSU Extension's Virtual Calendar](#). You can also refer yourself, friends, or family to programs statewide through the [Health Program Referral Form](#).

One participant shared:

"I recently took the Chronic Disease PATH workshop, and it was an outstanding experience. I especially appreciated learning practical tools like making action plans and using 'I' messages to improve communication. The instructors were supportive and engaging, and by the end, everyone felt comfortable sharing and learning together. This program gave me skills to better manage challenges and keep moving forward. I highly recommend it."

Special thanks to MSU Extension health educators, including Naomi Hyso, who serves Newaygo, Lake, and Oceana counties.

 MICHIGAN STATE UNIVERSITY Extension	
	Chronic Disease PATH Workshop A Chronic Disease Self-Management Program
When: Wednesdays, September 10, 17, 24, October 1, 8 & 15, 2025 <i>*Participants should plan to attend all 6 sessions!</i> Time: 12:00-2:30 p.m. <u>NO COST TO ATTEND</u> Location: Hollister Senior Center 1505 Michigan Ave. Baldwin, MI Program Leaders: Naomi Hyso hysonaomi@msu.edu Christi Demitz demitzch@msu.edu	 DESCRIPTION: Feeling tired, overwhelmed, or isolated because of your chronic disease? The Chronic Disease PATH(Personal Action Towards Health) program gives you the tools to feel better. WHO SHOULD ATTEND: Adults of all ages who have a chronic health condition and their family members/caregivers. A FREE six-week workshop where participants learn strategies to help: • Deal with difficult emotions • Develop a healthy eating and exercise plan • Set goals • Problem solve • Learn a variety of other tools to manage chronic conditions
This program is supported by the Administration for Community Living (ACL), U.S. Department of Health and Human Services (HHS) as part of a financial assistance award by ACL/HHS. The contents are those of the author(s) and do not necessarily represent the official views of, nor an endorsement, by ACL/HHS, or the U.S. Government.	
REGISTER: <i>Space is limited!</i> Please reserve your spot by Monday, September 8th. Contact Cheri at the Hollister Senior Center (231-745-6965) Michigan State University Extension programs and materials are open to all without regard to race, color, national origin, gender, gender identity, religion, age, height, weight, disability, political beliefs, sexual orientation, marital status, family status or veteran status. Persons with disabilities have the right to request and receive reasonable accommodations.	

Strategic Communication: August Social Media Recap

The REACH team recently launched a social media campaign highlighting our partnership with Houseman's Food in White Cloud for their role in providing healthy meals to support the Healthy Weight and Your Child Program. The campaign began in August and will run through the beginning of September.

- A paid boosted post helped increase visibility and engagement.
- A series of three organic posts featured each of the meals provided through Houseman's support.

Campaign Results:

- **Boosted post:** 67,353 total views, reaching 21,398 unique people, and generating 814 link clicks.
- **Organic posts:** 131 views, 79 reach, and 3 interactions.

This campaign not only celebrates the generosity of our partner but also builds program awareness in Lake, Newaygo, and Oceana counties.



Building Local Capacity for Healthy Weight & Your Child

Through our community partner, Trinity Health–Shelby Hospital, six Oceana County residents are training to become certified YMCA Healthy Weight and Your Child (HWYC) volunteer coaches. Training began in July, with most of the required online coursework to be completed in September. By the end of 2025, these volunteers are expected to be fully certified to lead the evidence-based lifestyle change program that support children and their families in building healthier habits.

Notably, five of the six volunteers are bilingual in Spanish and English, strengthening access for our priority populations. Their role as HWYC coaches will focus on guiding program activities, promoting health and safety, and fostering supportive environments for participants.

This work directly reflects Trinity Health–Shelby Hospital's Community Health & Wellbeing mission: to connect social and clinical care, address social needs, reduce health inequities, and serve as a transforming healing presence in our communities.



Shelby Schools & Village Team Up for Bike-Friendly Future

As part of the ongoing efforts of the Village of Shelby and Shelby Public Schools to foster safe and accessible pedestrian transit, a bike rack demonstration project is currently underway. Six temporary bike racks were placed throughout the village and on the school's campus to encourage students and community members alike to bike to school, work, and more! We'll update the story as this project progresses.

