

REACH NEWSLETTER

JULY 2025



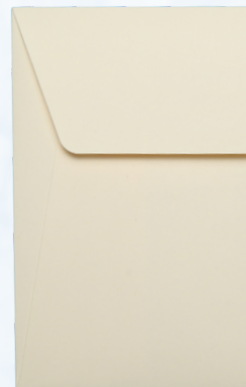
Dear Community Partners,

We want to thank you for the continued support, energy, and collaboration you brought to our work in July. Whether you've helped move projects forward, shared resources, or shown up for your community, your efforts make a difference. We're excited to continue building on this momentum together!

- The LiveWell REACH Team

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Shelby's Safe Routes to School Gains Momentum

Exciting progress is underway in Shelby! The REACH team is actively supporting the Village of Shelby and Shelby Public Schools as they strengthen their Safe Routes to School application. With creative problem-solving around eligibility and a sharper focus on budget planning, the application is shaping up nicely. REACH is also delighted to supplement the Village with funds to produce the preliminary engineering and design work, an essential piece of the application process.

A final technical review wraps up at the end of July, and materials are due August 8. We're hopeful for great news ahead!



Walkability on the Horizon: REACH + MDHHS Collaboration



The Michigan Department of Health and Human Services is planning for its 2026 Walkability Action Institute (WAI) cohort and REACH communities are invited to consider participating!

The WAI offers technical assistance to communities in designing more walkable, bikeable, and accessible environments as well as provides funding support for engineering designs and project applications. The REACH team has begun initial outreach in Lake and Newaygo Counties. This is an exciting opportunity to dream big about active transportation improvements in our region!

Speak Up Regarding Transportation – Survey Open Now

Speaking of transportation - The North Central Community Health Innovation Region (NCCHIR) has launched a regional transportation survey, an important step in lifting up the voices of residents in Lake, Mecosta, Clare, and Isabella Counties.

This survey gathers real-life experiences related to getting around: how people access healthcare, what barriers they face, and what services they use (or need). It's a meaningful way to spotlight local transportation needs and move toward solutions that improve access for all.

Bonus: residents who participate will be entered into a gift card drawing!

Big thanks to our Leadership Team and Community Partners who help spread the word, your outreach is essential to amplifying this important work. Keep sharing!

SCAN HERE



COMMUNITY TRANSPORTATION SURVEY

WE WANT TO HEAR FROM YOU

Residents of Clare, Isabella, Lake, and Mecosta Counties are invited to share their experiences and needs regarding non-emergency transportation in our rural communities.

This survey will help local organizations and agencies understand transportation challenges and identify solutions that improve access for all.

WHY THIS MATTERS

Transportation plays a critical role in the strength and health of our communities. Your input helps us identify local needs and improve access for everyone.

TAKE THE SURVEY

- Open to all residents of Clare, Isabella, Lake, and Mecosta Counties
- Takes only 5–10 minutes to complete
- Responses are anonymous
- Help us improve transit options in your community



COMPLETE THE SURVEY HERE

Use the QR code to the left to access the survey or use the link below

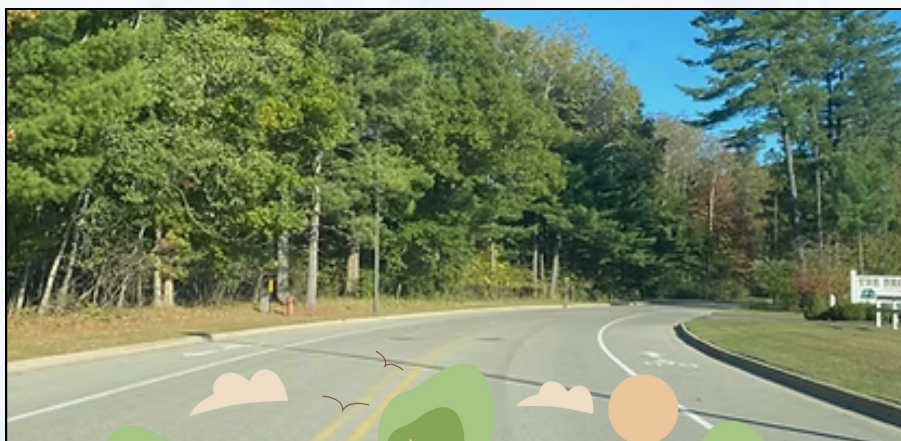
<https://survey.alchemer.com/s3/8367597/4c6>

From Vision to Impact: Newaygo County Bike Lanes

Last September, thanks to the hard work and collaboration of our REACH team and community partners, bike lanes were added to Cooperative Center Drive in the City of Newaygo. Now, REACH is taking the next step: measuring how these additions are being utilized.

On Friday, August 22, we'll be conducting a post-installation traffic study to tally vehicle and pedestrian activity at three points during the day (6:00–8:00am, 11:00am–1:00 pm, and 3:30–5:30 pm). This data will help us compare how many people are now walking, biking, and/or rolling since the project's completion.

All are encouraged to sign up for a shift, or two, as every set of eyes and hands helps! Let's capture quantitative data showcasing how environmental changes can shift community habits!



Family Healthy Weight in Motion

Our Family Healthy Weight Program, Healthy Weight and Your Child, continues to gain momentum across the three REACH communities, with each county making unique strides.

Oceana County: six dedicated individuals are actively completing YMCA training through Trinity Health to become future program coaches, a big step toward long-term sustainability.

Lake County: outreach for a cohort is in full swing! The REACH team is actively sharing information and has already begun a waitlist of interested families.

Newaygo County: although the Woodland Park cohort is currently on pause, we're using this time as an opportunity to reimagine how we offer support and engagement in that area of the county.

Every county is in a different phase, but together, we're building a strong foundation for lasting impact.

Oceana Worksite Launches Nutrition Survey

A worksite in Oceana County is partnering with REACH to improve food service guidelines for their employees, starting with an Associate Nutrition Survey.

The survey will help inform healthy food preferences among employees. As an added bonus, gift cards will be raffled off to survey participants!



Strategic Communication: July Social Media Recap

In July, the REACH team shared four engaging posts on the LiveWell4Health Facebook page, covering topics like National Parks & Rec Month, daily wellness habits, movement motivation, and smart hydration tips.

While the organic (non-boosted) reach is expectedly modest, these posts help keep public health messaging consistent, positive, and visible. Looking ahead, we plan to strategically boost select posts to increase visibility.

Thank you to everyone who's liked, shared, or commented on any of our posts! Every interaction helps amplify our message, so as always, we highly encourage our partners to continue interacting with and sharing our Livewell4Health Facebook posts!

