



REACH Program – 2026 Request for Proposals - Policy, System, and Environmental (PSE) Change Projects September 30, 2025 – September 29, 2026

Community organizations in Lake, Newaygo, and Oceana County are invited to submit a proposal for up to \$5,000 to implement a PSE change project. Projects need to align with at least one of the REACH program strategy areas found below and aim to improve health, prevent chronic disease, and reduce health disparities among those at highest risk in their community.

REACH Program Strategy Areas:

Applicants agree that their project proposal will support at least one of the following REACH strategy areas:

- **Food Service and Nutrition Guidelines** - Partner with food pantries, workplaces, or community groups to make healthy food and beverage choices easier and more readily available.
- **Fruit and Vegetable Programs** – Support the growth and enhancement of programs that connect people with local sources of fruits and vegetables.
- **Safe and Accessible Physical Activity** – Help local entities create safe, accessible routes for walking, rolling, or biking to places like school, work, or the store.
- **Family Healthy Weight Programs** – Promote the Healthy Weight and Your Child program through information sharing and encouraging families to join.

Next Steps:

Interested organizations should submit a written project proposal to reach@dhd10.org answering the questions below:

1. Are you a new applicant, returning applicant with a new project idea, or returning applicant enhancing a currently funded project?

- ☐ New applicant (continue on with the rest of the application)
- ☐ Returning applicant with a new project idea (skip to Question #8)
- ☐ Returning applicant enhancing a currently funded project (skip to Question #16)

Made possible with funding from the Centers for Disease Control and Prevention

2. Applying organization name:

3. Provide a brief description of your organization (300 words or less):

4. County and/or service area(s):

5. Primary applicant name:

6. Primary applicant phone number:

7. Primary applicant email address:

8. Which REACH strategy area will your project address?

- ☐ Nutrition – Food Service Guidelines
- ☐ Nutrition – Fruit and Vegetable Programs
- ☐ Safe and Accessible Physical Activity
- ☐ Family Healthy Weight Program

9. Of the \$5,000 available, how much is your organization requesting?

10. The proposals selected for these funds must incorporate a policy, system, and/or environmental “PSE” change. Please describe what type of PSE change you are proposing:

11. Describe how your project will address the specific needs of individuals/populations with the highest risk, or burden, of chronic disease in your community:

12. What specific gap(s) does your proposed project address within your community?

13. If funds are awarded, please describe how you plan to use them (Ex: supplies, training, staff time, printing and publishing, etc). Please remember that the purchase of food of any kind and “big ticket item” equipment is UNALLOWABLE. If you have specific questions, reach out to reach@dhd10.org.

14. Will this be a one-time purchase, or will you need additional support over the remaining two years? If additional support is needed, please describe here:

15. If awarded, would you prefer to make purchase(s) on your own, or would you like support to do so from REACH staff?

16. Collaboration is important to us. Please list the collaborative partners who will be helping you conduct this project:

17. Are you seeking additional funding sources outside of this opportunity? If yes, please list the name and amount:

18. FOR **CONTINUATION** projects: Please describe how you will be enhancing your current project or program.

Definitions and Examples:

Health Disparities - Preventable differences in health outcomes between groups of people linked to social, economic, political, and environmental disadvantages.

PSE Change - PSE Change is a phrase often used when referring to initiatives or efforts that change either a policy, system, or environmental factor within an organization. They have the potential to improve a community's health by addressing community needs and helping make healthy choices more accessible, easier, and the default choice.

Policy Change - Policy Change refers to any change (creation or elimination) in formal or informal policy, such as laws, ordinances, regulations, and rules.

- Example: A local grocery store might create a policy that requires 50% of the produce sold to be from local farmers in Michigan.

Systems Change - Systems Change refers to any change that impacts all areas of an organization, entity, or community, not just policies.

- Example: A community-based organization might create a new referral process to connect clients to external services.

Environmental Change - Environmental Change refers to any change in the economic, social, or physical environment in which people live, work, or play.

- Example: A community could add a bicycle lane to a well-traveled road to encourage biking and promote accessibility to other locations within the community.

Sample PSE Change Projects:

Sample Worksite Policy Change Projects:

- **Healthy Snack Policies** - Create and implement policies that emphasize the importance of purchasing, selling, or serving nutritious snacks and meals to employees during business hours and at work-sponsored events.
- **Prioritize Culturally Preferred Foods** – Create and implement policies that prioritize purchasing, selling, or serving culturally preferred foods to employees during business hours and at work-sponsored events.
- **Prioritize Local Foods** - Create and implement policies that prioritize purchasing, selling, or serving local foods to employees during business hours and at work-sponsored events, when possible.

Sample Food Pantry Policy Change Projects:

- **Volunteer Recruitment Policies/Efforts** - Work with local schools, or other organizations, to create and implement a policy centered around recruiting volunteers who need community service hours.
- **Food Pantry Transportation and Distribution** - Partner with transportation organizations to create and implement new food distribution transportation policies or procedures that share transportation duties or food storage locations.
- **Prioritize Local Foods** - Create and implement policies that emphasize the importance of purchasing, selling, serving, or distributing local food, when possible.
- **Staff Food Safety Training** - Create and implement policies that promote food safety standards within your organization such as conducting food safety trainings, investing in food safety certification courses, purchase thermometers, or updating food handling procedures to ensure compliance with health regulations.

Sample Physical Activity Policy Change Projects

- **Prioritize Physical Activity** - Create and implement policies that require sidewalks, pedestrian lanes, and/or bicycle lanes to be considered when beginning new or updating existing construction projects.
- **Prioritize Accessibility** - Create and implement policies that require accessibility to be considered when beginning new or updating existing projects.
- **Prioritize Safety** - Consider creating and passing ordinances or policies to lower speed limits in areas in which people and families live, work, and play.

Sample Worksite Systems Change Projects:

- **Employee Nutrition Education** - Empower employees through educational sessions or educational materials located within the worksite (ex: offering or promoting nutrition education classes during lunch or break times, providing information about choosing low-sodium options in the breakroom or lunchroom, etc.).
- **Employee Nutrition Program Incentives** - Offer incentives or insurance incentives to employees who take part in nutrition or health programming to emphasize the importance of leading a healthy lifestyle and to increase workplace health and productivity and to decrease healthcare costs through disease prevention.

Sample Food Pantry Systems Change Projects:

- **Shift to Choice Food Pantry Shopping** - Redesign the pantry process to allow guests to self-select their foods, emphasizing their autonomy and their ability to self-select preferred foods. Consider in-person shopping, a menu-based selection, or utilizing an online shopping platform.
- **Language Accessibility** - Enhance accessibility by printing multilingual signs and educational materials, translating essential pantry information into languages commonly spoken in the community, and allocating funds to cover printing costs.
- **Food Pantry Guest Education** - Empower pantry guests through educational sessions or materials located within the pantry (ex: offering or promoting nutrition education classes, providing information about choosing low-sodium options, etc.).
- **Volunteer and Staff Training** - Work with staff and volunteers to understand the community-based organization's structure, procedures, legalities, etc.

Sample Physical Activity System Change Projects

- **Language Accessibility** - Enhance community accessibility through the allocation of funds to design and pilot the installation of multilingual traffic and road signs commonly spoken in the community.
- **Cross-Jurisdictional Collaboration** - Collaborate with school districts, cities, townships, neighborhoods, or villages on projects that could serve multiple communities.

Sample Worksite Environmental Change Projects:

- **Implement a Healthy Snack Box** - Create a self-sustaining healthy snack "box" for employees to purchase nutritious snacks during the workday (please note: REACH can purchase the "box" and other supplies and help create accompanying policy but cannot purchase the food items to stock the box).

Made possible with funding from the Centers for Disease Control and Prevention

Sample Food Pantry Environmental Change Projects

- **Food Pantry Signage and Promotional Materials** - Consider creating and piloting temporary signage to increase community awareness of the pantry such as signs that assist with wayfinding. Create and professionally print promotional flyers and brochures that can be distributed throughout the community. Ensure that materials are available in languages commonly spoken among the community (ex: English and Spanish).
- **Food Pantry Redesign** - Optimize pantry space and set up to improve flow and accessibility for clients and volunteers and encourage healthy choices by pantry guests (ex: color code foods to “choose often”, “choose sometimes”, or “choose less often”).

Sample Physical Activity Environmental Change Projects

- **Prioritize Safety in the Built Environment** - Pilot temporary protective features to roads to prevent unnecessary injury (ex: curb extensions, buffers between pedestrian and vehicular traffic, roundabouts, or speed monitoring devices) and slow down traffic that showcase the need for permanent infrastructure.
- **Crossing Signage and Signals** - Pilot temporary signage, crosswalks, crossing signals, and parking spaces to allow pedestrians to safely cross traffic and showcase the need for permanent infrastructure.
- **Create Walking/Biking/Rolling Routes** – Create and pilot temporary walking, biking, and/or rolling routes to encourage physical activity and connectivity among sites throughout the community that showcase the need for permanent routes.