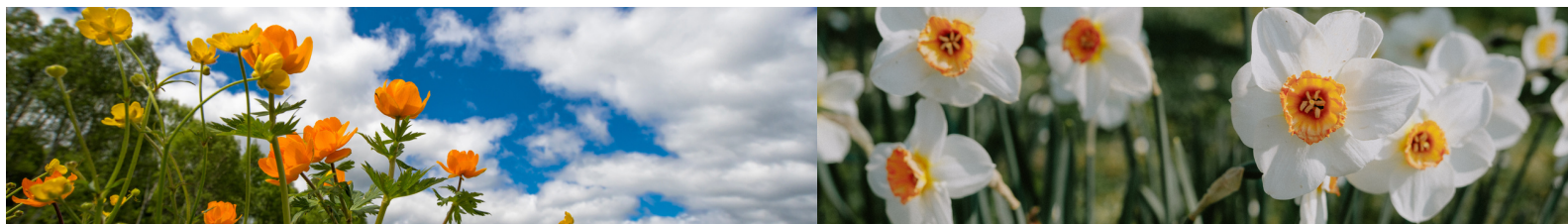


REACH NEWSLETTER



New Urgent Care Sparks REACH Collaborations in Shelby

REACH program implementers, Catalina Burillo and Kylie Davis, along with Community Champion Cynthia Hernandez, visited the newly opened Peterson Farms Urgent Care, operated by Trinity Health and located on the Peterson Farms campus in Shelby, MI.

This new facility provides convenient and high-quality care for Peterson Farms employees, their household members, and dependents over the age of three. Services include treatment for minor illnesses and injuries like allergies, cold and flu, ear pain, sprains, and more. Their goal is to support a healthier, more accessible workplace for all.

During the visit, Kylie, Catalina, and Cynthia connected with urgent care staff and explored ways to collaborate on REACH strategies. Discussion included Healthy Weight and Your Child programming, bringing produce prescription programs to the workforce, implementing healthy vending machines, offering worksite wellness programming, and hosting an onsite health screening event.

This partnership also complements our ongoing work with the Village of Shelby and Shelby Public Schools to improve access to safe and active transportation through Safe Routes to School (SRTS) planning.



REACH Staff Catalina Burillo & Kylie Davis



Urgent Care Staff: Larissa Delao, Ashleigh White, Vanesa Carballido, Shauna Gorajec

REACH in Bloom: April Communications

In April, REACH communication efforts focused on supporting local events and opportunities for physical activity across our three communities.

Ahead of the “*Steppin’ into Spring*” family day event at the River Community Center in Baldwin, Alisa partnered with Executive Director, Debbie Alley, to provide communication technical assistance. A flyer, social media graphic, and caption were developed to help promote the event. These materials were shared on the River Community Center’s platforms, [posted here on the Live Well 4 Health Facebook page](#), and distributed in the community to encourage event attendance and highlight the new physical activity equipment funded through REACH.

Promotional support was also given to a local community ride event organized by Oceana Bike & Boat owner and REACH Community Champion, Mike Stevens. This event in honor of *Celebrate Trails Day* was held in Hart, Michigan on April 26. The ride followed a loop on the Pentwater-Hart Trail and included food, refreshments, networking, and experience-sharing after the event. (photos on page 3) Through these communications, we were proud to support opportunities that encouraged our community to move more and connect with one another!

**Steppin' into Spring:
A New Beginning**
at
The River
Community Center!

We Invite You To Join Us!
Come explore the new gym and physical activity equipment at **The River Community Center!**

The center will feature **brand-new workout machines** funded by the REACH grant from DHD #10, along with **trampolines, a basketball arcade, and several indoor and outdoor physical activity games** funded by MSU-E. There's something for everyone to enjoy!

Enjoy a fun, family-friendly day for all ages, and don't forget about the **FREE lunch** served during the event!

**Saturday,
April 19th**
12:00 pm – 3:00 pm

The River Community Center
9731 S. M37 Baldwin,
MI 49304

Logos: RIVER COMMUNITY CENTER, District Health Department #10, REACH, LIVE WELL, MICHIGAN STATE UNIVERSITY, Extension.

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Flyer

Social
Media
Graphic



Celebrate Trails Day
powered by rails to trails conservancy

COME MEET ALL THE SPONSORS OF TRAIL DAY – APRIL 26th 9–12PM Hart Commons





Centers for Disease Control and Prevention

REACH

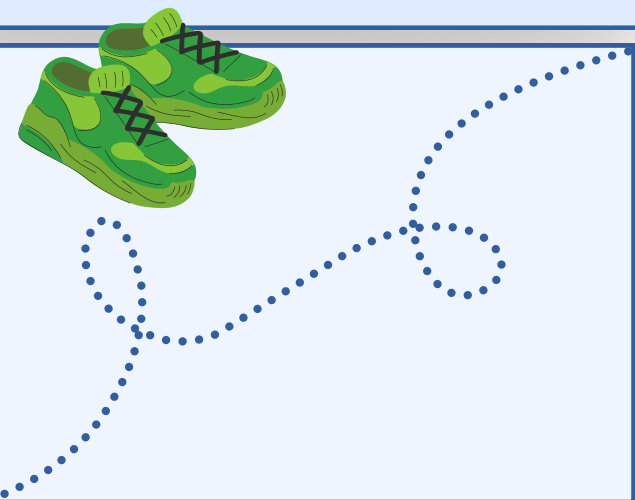
Racial and Ethnic Approaches to Community Health



Celebrating Trails Day in Action



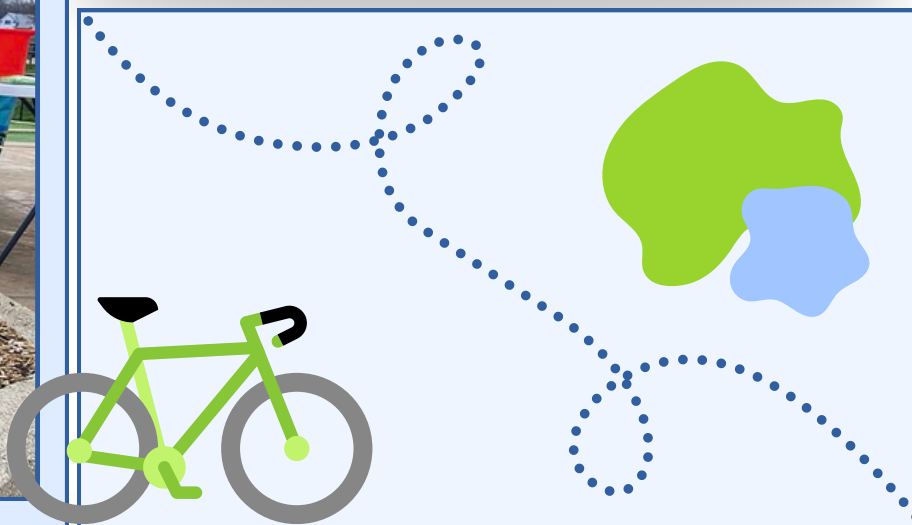
Photos provided by Catalina Burillo



Community members attending Trail Day



Celebrate Trails Day Signage



Steps Toward Safer Streets in Shelby

Progress is occurring in the Village of Shelby at Shelby Public Schools as the Safe Routes to School (SRTS) project picks up speed. One of the key milestones—the Walking Audit event—was completed on April 28! This on-the-ground activity gave community members and stakeholders an opportunity to assess the current walking and biking conditions around the school district and identify opportunities for safer, more accessible routes for students and their families to travel to and from school.

As outlined by SRTS Michigan, the foundation of Safe Routes to School rests on the “6 Es”: Engagement, Equity, Engineering, Encouragement, Education, and Evaluation. Conducting a walking audit addresses several of these by directly involving the voices of community members to shape future infrastructure and programming.

Alongside the audit, parent and student electronic surveys and in-school student tallies are underway to gather additional valuable data. Project next steps include REACH team members and Community Champions conducting an in-person parent surveys on Saturday, May 3, to ensure broad input across the community.

With the final application deadline set for June 18, 2025, the next few months will be full of exciting collaboration to support safer, more physically active opportunities for students.

Participants of Safer Streets in Shelby Walking Audit



***The biggest SRTS walking audit
.....group in 8 years!***

REACH attends the Michigan Rural Health Conference



REACH Staff attending Rural Health Conference in Mt. Pleasant, MI

REACH program staff, contractual partners, and extended team members had the privilege to attend the 2025 Michigan Rural Health Conference in Mt. Pleasant on April 24-25. This annual event brings together rural health stakeholders from across the state to connect, collaborate, and learn from one another.

The conference highlighted innovative strategies, community-driven solutions, and collaborative approaches to improve health outcomes in rural areas with objectives centered around networking, shared learning, and the exchange of relevant information.

Attending allowed our team and partners to strength partnerships, reflect on the progress we've made, and explore new ideas that will directly impact our ongoing REACH efforts in Lake, Newaygo, and Oceana counties. We're excited to continue building on this momentum with you, our local partners, as we work together to reduce health disparities and make healthy living more accessible in our rural communities.