



LiveWell Newaygo County

Amplifying and Enhancing Countywide Health

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3-Year Strategic Plan Goal:
Creating a culture of health and to make Newaygo County the healthiest county in the state.

Three focus areas:

1. Amplifying and enhancing countywide health efforts to improve outcomes.
2. Strengthening coalition capacity.
3. Focusing efforts and evaluating impact.



LiveWell Newaygo County Mission, Vision, and Overview

MISSION: To improve the health of the residents and environment of Newaygo County

VISION: For Newaygo County to be the healthiest county in Michigan.

“LiveWell Newaygo is a collaborative action group working to improve the health of Newaygo County citizens. By focusing on chronic health conditions and underserved populations, their diverse partnership aims to deliver long-term solutions and to have the healthiest county in Michigan.” (retrieved from coalition document, 2018)

Coalition Members

The Michigan State University (MSU) Extension SNAP-Ed program partners with the Commission on Aging, Newaygo County; the District Health Department #10; the Family Health Care; the Fremont Area Community Foundation; the Fremont Public Schools; the Headway: Substance Abuse Prevention Coalition; the Michigan Department of Health and Human Services of Newaygo and Lake Counties; the Newaygo County Great Start Collaborative; the Newaygo County Mental Health; the Newaygo County Regional Educational Service Agency; the Spectrum Health Gerber Memorial; the Tamarac; the TrueNorth Community Services; and WE CAN! Newaygo County to carry out the mission and vision of the coalition.

The health impact of the coalition

As reported by the LiveWell Newaygo County, in 2018 the following accomplishments were achieved by the coalition:

- Expanded the Coordinated Approach to Child Health (CATCH) Program to all elementary and fifth grade schools.
- Local movie theatre played a CATCH video prior to all movies.
- The health department awarded \$5,000 to expand the CATCH program. The expansion resulted in the following:
 - School district assessments and PSE change plans
 - Grant funds were used to purchase water bottle filling stations, physical activity equipment, movement bands for classroom chairs, commercial smoothie maker, and MyPlate lunchroom signage
- Coalition agencies participated in 5 community health events
- Assisted in completing a public health systems assessment
- Assisted in prioritizing a hospital’s CHNA implementation plan.

MSU Extension Impact: The MSU Extension SNAP-Ed Community Nutrition Instructor (CNI) was an active participant on the coalition and provided CATCH nutrition classes in the schools. In addition to the classroom nutrition education with the students, the SNAP-Ed CNI coached the schools through environmental assessments and subsequent action plan development.

In 2018, the MSU Extension SNAP-Ed CNI completed the following:

- 451 youth received direct nutrition education (the coalition reached over 3,000 youth)
- 5 schools completed the district assessments and plans

The MSU Extension SNAP-Ed CNI coached five schools through the assessment and action planning process that led to the following changes:

- Each school formed a CATCH committee that met every six weeks to discuss engaging students and staff in healthy lifestyles.
- Every school posted food and beverage infographics that encouraged healthy choices.
- The schools posted the lunch menu for the following day to inform students of their choices.
- “Go Food” taste testings were offered throughout the year.
- One school added a salad bar to their cafeteria.
- Two schools incorporated “Go Noodle Plus” to encourage movement.
- One school included a healthy tip of the day during morning announcements.



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Want To Eat Healthy?

Follow the colors to get you there



A student that always participated in the taste testing and was eager to learn would often leave nutrition class stating that “he was going home to junk food.” During the last two weeks of the series, the student insisted that he did not have any food at his house. The teacher and MSU Extension SNAP-Ed CNI became concerned that this family may need some assistance in feeding their children. The teacher decided to call the family to make sure everything was ok. The mom laughed and shared that because of the MSU Extension nutrition lessons and the cafeteria/school policy changes, they decided as a family to throw away all the junk food. She shared there was still plenty of food in the house just not whoa foods anymore. The teacher reinforced the parent’s behavior and reminded her what a positive change she was making for her family.