



**District Health
Department #10**
Healthy People, Healthy Communities



DHD#10 RECEIVES FUNDING TO IMPROVE HEALTH AND PREVENT CHRONIC DISEASE IN LAKE, NEWAYGO, AND OCEANA COUNTIES

September 22, 2023 – District Health Department #10 (DHD#10) will receive \$719,008 from the Centers for Disease Control and Prevention (CDC) for the first year in the five-year [Racial and Ethnic Approaches to Community Health](#) (REACH) program. The REACH funding will help DHD#10 improve health, prevent chronic diseases, and reduce health disparities among our Hispanic, Latino, African American, and Black populations who experience the highest burdens of chronic disease in Lake, Newaygo, and Oceana Counties.

DHD#10’s “LiveWell REACH” project will help to prevent and delay chronic conditions such as hypertension, heart disease, type 2 diabetes, and obesity, through a combination of educational programs as well as policy, systems, and environmental change strategies that make physical activity, nutritious foods, and healthcare services more accessible.

“We are so honored to be given the opportunity to do this important work for and with our communities,” said Katie Miller, DHD#10 Supervisor and Principal Investigator for the LiveWell REACH project. “The health disparities experienced by our communities are the preventable differences that can lead to an added burden of disease - such as access to safe physical activity opportunities and retailers with affordable, nutritious foods. When combined with the rural nature of our communities, access to these and other resources is further compounded for our at-risk populations. Through this project and with collaboration across health systems and community partners, I truly believe we will see changes in our communities to help turn the tide on health disparities and reduce the chronic disease burden experienced by our most vulnerable residents.”

Heart disease, cancer, diabetes, and stroke are among the most common causes of illness, disability, and death in the United States. They are also leading drivers of the nation’s \$4.1 trillion in annual health care costs. In each of the three communities for DHD#10’s funding, populations experience a notable burden of chronic disease: Adults in Lake, Newaygo, and Oceana Counties have high rates of diabetes (Lake: 12%; Newaygo: 10%; Oceana: 11%) and obesity (Lake: 39%; Newaygo: 39%; Oceana: 38%) and report relatively high rates of physical inactivity (Lake: 26%; Newaygo: 23%; Oceana: 23%). In addition, residents who identify as Black/African American or Hispanic/Latino in each of the three DHD#10 counties experience higher levels of poverty than those who are non-Hispanic White. Populations in these communities are also at higher risk for mortality related to diabetes and heart disease when compared to the state as a whole, which exemplifies the severity of these diseases.

These chronic conditions—and the factors that lead to them—are more common or severe for some racial and ethnic groups due to systemic barriers and societal inequities. DHD#10 will work with partners and local coalitions to enhance existing resources, address health needs, and reduce health disparities for populations in the three communities of focus.



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COUNTIES SERVED:

Crawford
Kalkaska
Lake
Manistee
Mason
Mecosta
Missaukee
Newaygo
Oceana
Wexford



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“CDC is excited to announce this new REACH funding to 41 communities across 27 states and the District of Columbia,” said Terry O’Toole, PhD, MDiv, Program Development and Evaluation Branch Chief in CDC’s Division of Nutrition, Physical Activity and Obesity. “With this funding, organizations will plan and carry out local, culturally-appropriate programs to address a wide range of health issues among racial and ethnic minority groups where health gaps remain. REACH intends to improve health where people live, learn, work, and play.”

As one of 41 REACH recipients, DHD#10 will implement proven public health strategies for the following:

- Healthy food choices made easier everywhere—promoting food service and nutrition guidelines, expanding fruit and vegetable voucher incentive and/or produce prescription programs.
- Safe and accessible physical activity—connecting pedestrian, bicycle, or transit transportation networks to everyday destinations.
- Family healthy weight programs—improving access to effective, family-centered, culturally relevant health behavior and lifestyle treatment programs.

A complete list of CDC’s REACH recipients and additional information can be found on the REACH website: <https://www.cdc.gov/nccdphp/dnpao/state-local-programs/reach/reach-2023-2028.html>.

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