



BE HEALTHY BERRIEN

2015 HIGHLIGHTS

OUR MISSION

BE HEALTHY BERRIEN IS A UNION OF ORGANIZATIONS WORKING TO REDUCE AND PREVENT OBESITY IN BERRIEN COUNTY THROUGH POLICY, SYSTEM, AND ENVIRONMENTAL CHANGES

STEERING COMMITTEE ORGANIZATIONS

- Berrien County Health Department
- Lakeland Health
- Southwest Michigan Planning Commission
- United Way of Southwest Michigan
- Benton Harbor-St. Joseph YMCA
- Niles-Buchanan YMCA

2015 Accomplishments—Strategic Plan Progress

Strategy: Advocate for changes to policies

* Worksite Wellness Policies

The committee developed and pilot-tested a "[Be Healthy Berrien Worksite Wellness Toolkit](#)." **5 organizations implemented over 18 policy and environmental changes** making healthy eating and physical activity easier for 402 employees.



COMMUNITY GARDEN

United Way of Southwest Michigan created an employee garden and participated in a CSA-share, helping employees eat more fresh produce!

Strategy: Lead efforts to make changes to systems

* Geographic Information System (GIS) Mapping

Our GIS project aimed to identify communities in Berrien County with greater obesity-related disparities and risks. Over **50 GIS maps** were created that pinpoint communities that could benefit the most from our efforts.

Strategy: Increase access to fruits and vegetables within four components of food access: financial, physical proximity, acceptability, and culinary knowledge

* Mobile Farmers Market

The Mobile Farmers Market operated for **18 weeks between June and October**. Fresh fruits and vegetables were sold in **5 neighborhoods** where fresh food is not normally available. SNAP (formerly food stamp) payments and Double Up Food Bucks were accepted at the Mobile Farmers Market. 1,971 people visited the neighborhood market stops this season.



Mobile Farmers Market display

* Cooking Education

Weekly cooking lessons were provided at Mobile Farmers Market stops. Simple, low-cost recipes using seasonal produce were demonstrated and recipes were provided to nearly 750 people. **18 cooking videos** were also created and uploaded to the Be Healthy Berrien YouTube Channel.

Market Cooking Class



Making Berrien County a healthier place to live, work, learn, and play

2015 Accomplishments—Unexpected Outcomes

Statewide Healthy Living Campaign

In August, mParks (the Michigan Recreation and Park Association) and the Michigan Department of Natural Resources (MDNR), in partnership with Berrien County Parks and Be Healthy Berrien, launched a new video resource showcasing area parks as destinations to lead active and healthy lifestyles. The video, shot at Silver Beach County Park highlights the benefits of walking and is posted at www.vimeo.com/134878746.

A “Walk in the Park” with the SWMI RACERS

Be Healthy Berrien provided mParks funding to the Southwest Michigan R.A.C.E.R.S this summer. The funds paid for a 6-week walking program highlighting trails and paths in Benton Harbor and St. Joseph. The participants continued to walk together on their own after the 6-week program came to an end!



Over 75 “Walk in the Park” participants celebrate accomplishing their walking goals

Michigan 4x4 Partnership

In October, Be Healthy Berrien was invited to become a member of the statewide 4x4 Partnership, a group of statewide partners and leaders working together to advance Governor Snyder’s [Michigan Health and Wellness 4x4 plan](#).



UWW Common Good Recognition

On April 30, Be Healthy Berrien was recognized with an honorable mention in the 2015 Common Good Awards for its work as a leader in advancing the common good. The award, presented at the United Way National Conference in Grapevine, Texas, recognized Be Healthy Berrien as an exemplary community impact initiative. United Way of Southwest Michigan’s President, Anna Murphy, attended the conference and said “It was humbling to hear our work being recognized among so many other United Ways. It’s my hope that our area can be seen as a leader in how communities can create change and Be Healthy Berrien is a great example of that.”

Many thanks to our wonderful partners!

Andrews University Department of Agriculture

Berrien County Parks Commission

Berrien Health Plan

Michigan Department of Health and Human Services

Michigan Recreation and Parks Association

Southwest Michigan R.A.C.E.R.S.

Special thanks to the Healthy Berrien Consortium for leading the development of the Be Healthy Berrien initiative