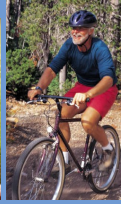


A HEALTHIER COMMUNITY STARTS WITH YOU!

Help Muskegon be the healthiest county in Michigan!



The Vision: Muskegon will be the Healthiest County in Michigan by 2021, because a healthy community is the foundation for academic achievement and economic prosperity.

The Mission: Advocate, educate and support healthy life choices in Muskegon County, bringing the entire community together to become the Healthiest County in Michigan in 2021.

Core Values:

- Inclusive participation and ownership, from all levels of the community
- Collaborative, cross-sector leadership and action
- Reduction of health disparities and barriers
- Emphasis on evidence-based, best practice strategies
- Efficient stewardship of community resources
- Sustainable initiatives and activities

READ, LEARN, COMMENT:

1in21.org

mlive.com/healthy-muskegon

[f /HealthyMuskegonCounty](https://www.facebook.com/HealthyMuskegonCounty)

The launch of **1 in 21 Healthy Muskegon County** was prompted by the low results Muskegon County received in the County Health Rankings. The County Health Rankings, produced by the University of Wisconsin and the Robert Wood Johnson Foundation, are based on a model of population health that emphasizes the many factors that contribute to making communities healthier places to live, learn, work, and play. *To learn more, visit countyhealthrankings.org*

We are starting by tackling two of the Health Behaviors that we feel can make an immediate impact on the health of our community - Obesity and Smoking, both of which can be affected by lifestyle changes. This requires a culture change in our community to support these healthier lifestyles. A healthy community is not only a great place to live, learn, work and play, it is the foundation for academic achievement and economic prosperity, attracting new businesses and fostering opportunities for all.

1 in 21 Healthy Muskegon County is an initiative of the Muskegon Rotary Club, with an Advisory Council providing oversight and direction to the committees working to make our vision a reality. Partners from all sectors of the community are involved in the work of the initiative, coming together to help Muskegon County be a healthy, thriving place to live, learn, work, and play!

Infrastructure: Create a healthy, livable environment.

Healthcare: Promote and maintain optimal mental, physical and oral health care.

Fitness and Recreation: Promote exercise and healthy eating.

Business and Labor: Engage businesses to promote healthy employee lifestyles, decrease costs, increase productivity

Community Engagement: Engage and educate the community on healthy choices that lead to a healthier lifestyle.

Schools: Engage and educate students, parents and staff on healthy choices that lead to a healthier lifestyle.

Steering: Provide direction and communication for overall initiative.

Communication: Responsible for promotion of initiative, including branding and messaging.

Interested in joining a 1 in 21 committee?

Check out the "About Us" page at 1in21.org for contact information.

Not able to join a committee right now?

You can still help our community achieve its vision by living a healthier lifestyle and encouraging others to do the same!

1 in 21 committees advocate for necessary policy changes in their area that will help achieve the vision of a healthy, thriving community.

