

INTRODUCING THE CCED'S NEW CAMPUS COMPACT AMERICORPS VISTA TEAM



AmeriCorps



MEET COURTNEY LUONG: GREEN ZONES VISTA AT CCED

Courtney Luong was born and raised in Woodhaven, Michigan. Currently, she is finishing her undergraduate degree at Michigan State University majoring in International Relations with minors in Global Health & Epidemiology, and Philosophy & Law. Serving at the Center for Community & Economic Development, Courtney is serving through Campus Compact as an AmeriCorps*Volunteer in Service to America (VISTA) supporting co-creation of "Green Zone" development within Ingham County.



GREEN ZONES COORDINATION

Over the course of the last 20 years, “Blue Zones” have been areas that traditionally reflect the lifestyle habits of “natural movement, purpose, ‘less-stress’, appropriate proportions, inclusion of antioxidants, sense of community, care-giver support, and socialization as supported by ‘healthy behaviors’ leading to average life span increases of 10-12 years”. Inspired by the Blue Zone Netflix documentary and quality of life as it relates to aging-in-place, Courtney’s VISTA position will focus on analyzing health-related factors that affect low-income populations within the Capital Region. Ultimately, Blue Zone Designation, potentially the second for Michigan (the first being Activate Barry County) may be pursued. However, in this exploratory phase, the CCED affectionately refers to this project as “Green Zone” development

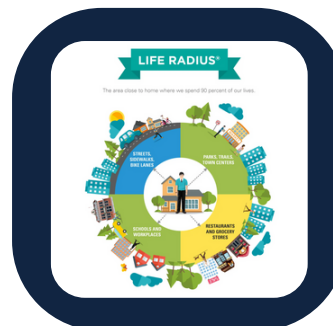
In partnership with public and private sector leaders, Courtney will help facilitate initial “Blue Zone” steps ultimately intended to support greater stability, reduced healthcare costs and disparities, and increased resilience.

First coined by Dan Buettner, a National Geographic explorer, fellow and journalist in 2004, hundreds of cities and organizations across the US have begun to work towards Blue Zone co-creation. This includes the development and implementation of evidence-informed well-being transformation programs to create sustainable, system-level solutions that improve population health and economic vitality.

Blue Zones Map of the World

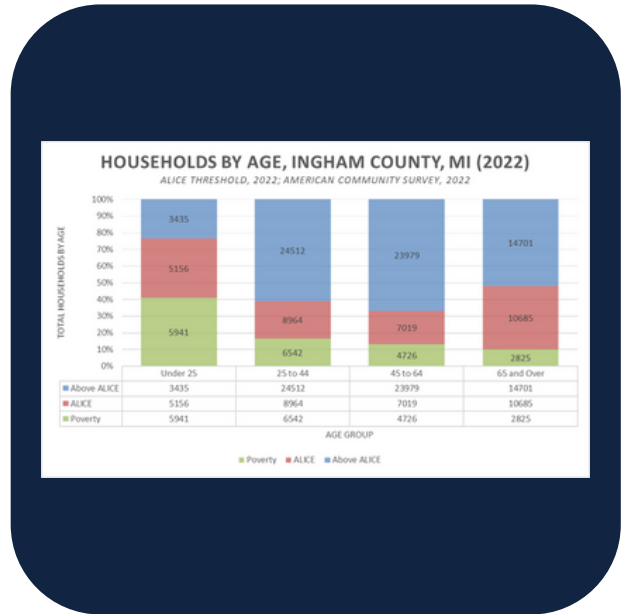


Life Radius Map

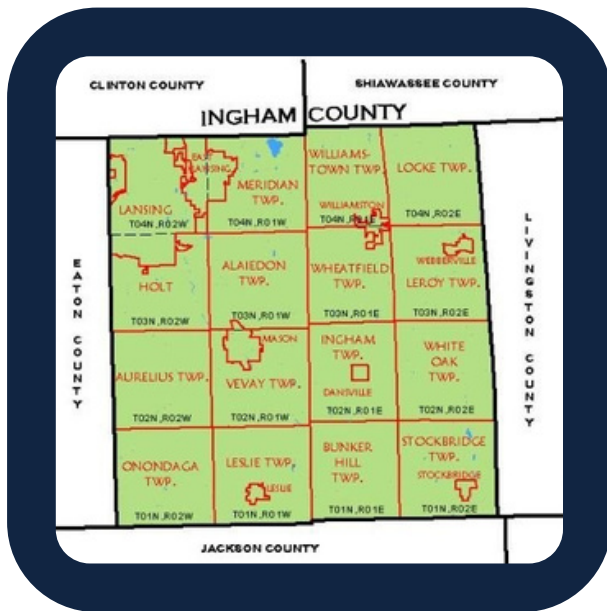


As a new area of concentration, this position will kick-off with learning more about traditional Blue Zones, building a community advisory board and conducting resource and data assessments benefiting low-income senior populations across Ingham. Broadly, these also include social determinants of health (non-medical conditions) within Ingham County such as those spaces in which we are born, grow, work, live and age. The Green Zone*VISTA will also serve alongside two additional Center VISTAs focused on circular economics and community benefits.

During her 12 months of service, Courtney aims to achieve personal goals and skills that will also benefit her future. She wishes to strengthen her networking and communication abilities in a professional setting with representatives of diverse organizations and build a more professional local network. Other skills Courtney wishes to activate include the ability to facilitate diverse teams with confidence. Courtney values this hands-on experience and looks forward to making an impact on public health within the built and natural environments particularly for vulnerable seniors. Please see the Fall 2024 “Thinker + Doers” event flyer following this article.



Households By Age, Ingham County



Map of Ingham County



Social Isolation Indicators



MSU Center for Community and Economic Development Presents:

Fall 2024 “Thinkers and Doers” Health and Wellbeing Among Vulnerable Senior Populations ~An Introduction to “Green Zones”~

When: Thursday, December 5th, 2024 at 4:00pm – 5:30pm

Where: MSU CCED Office, Located at 1615 E Michigan Ave, Lansing, MI 48912

Online Attendees, please use this link: <https://msu.zoom.us/j/98268565438>

Meeting ID: 982 6856 5438 | Passcode: 433037

Registration Code:



The bi-annual “Thinkers and Doers” event brings together key stakeholders and community members from the MSU and Eastside Lansing communities. The event is free for attendees. Light refreshments will be provided.

Join us to discuss and explore "Green Zones" - or opportunities within Ingham County to support vulnerable senior populations as inspired by the Netflix documentary Live to 100: Secrets of the Blue Zones and what can be done on Lansing’s Eastside to support people in living extraordinarily long and vibrant lives. Kicking off this event, an overview of area low-income census tracts, neighborhood anchor points (such as resources within walking distance), climate and health-related factors as they impact vulnerable senior populations for longevity will be shared. Next, a panel discussion of current well-being indicators and activities will be facilitated with live Q&A to follow. Please RSVP of your attendance or regrets at https://msu.co1.qualtrics.com/jfe/form/SV_6zGafPSMHS1x81g.

Panelists



Erica Phillipich
Community Relations Administrator
College of Human Medicine
Michigan State University

In her work at the University, Ms. Phillipich works closely with local hospitals and organizations to identify research opportunities for the college’s faculty members and students to participate and engage with the East Lansing and Lansing communities. Erica is passionate in strengthening and growing engagement across the Greater Lansing region.



Kara Trimbach
Health Analyst
Ingham County Health Department

At the Health Department, Ms. Trimbach works to increase community involvement and engagement, build coalitions, develop funding support. In her role, she also chairs the Regional Housing Partnership, and the community health assessment and community health improvement plan (CHA/CHIP) workgroups. She is motivated by improving the health of the community and creating change.



Mike Tobin
Vice President, Population Health & Post-Acute Care
Univ. of Michigan Health-Sparrow

Working for UM Health-Sparrow for over 21 years, in his current role Mr. Tobin provides oversight for UM Health-Sparrow’s Population Health Service Organization. As Vice President, he also oversees the Sparrow Care Network, Population Health and the UM Health-Sparrow Community Care including Medical Supply, Home Care, Hospice, and Palliative Care. The Care Network is a 550+ Physician-led Clinical Integrated Organization.

MEET REAGAN WINNIE: CIRCULAR ECONOMICS VISTA AT CCED

Reagan is a senior at Michigan State University majoring in International Relations and Economics at James Madison College. She loves merging her academic interests with a commitment to community development through her AmeriCorps* Volunteers in Service to America position at the MSU Center for Community and Economic Development focused on circularity. She is eager to engage in community-based economic development, where she can make a significant positive impact. Reagan aims to develop professionally through her work and gain valuable skills and knowledge that she will carry on throughout her life and future career. Her primary goal is to deepen her understanding of economic development and to contribute meaningfully to the community and the fight against poverty while promoting circular and sustainable business practices.

In her position as the Circular Economics VISTA, Reagan will tackle the task of researching the transitions of small business supply chain models from a linear economic model to circular ones. The current linear model follows a "take, make, waste" paradigm that is highly unsustainable in the long run. By supporting a circular economic transition, Reagan will focus on three key goals identified by international leader in circular economies, the Ellen MacArthur Foundation: eliminating waste and pollution, recirculating products and materials, and regenerating nature. Reagan will employ an asset-based approach to community and equitable economic development to achieve these objectives, centering her efforts on justice and inclusivity. Her project is among the first in the country to focus on circularity at a local level for low-income business owners making it a pioneering initiative.

Reagan is particularly excited about the potential to use her skills to support circular economic initiatives and provide support to low-income entrepreneurs, helping them establish and grow their businesses in a regenerative and sustainable way. At the CCED, Reagan's responsibilities will include identifying low-income business owners and assisting in developing strategies that support their businesses within their communities' unique contexts and value chains.



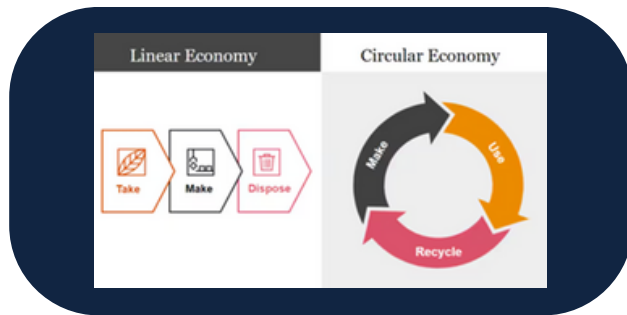
Her work will aim to build economic resiliency through a holistic approach and integrating data collection and assessment to help find ways to help low-income business owners adopt sustainable and circular practices. Another important aspect of Reagan's role will be asset mapping, which involves aligning ecosystems and conducting research to lower procurement barriers to local sourcing. She will also support partner recruitment and meetings, build a contact database, and conduct extensive outreach efforts. These activities are designed to create a strong network of support for the local businesses and communities served.

Thus far, Reagan has been involved in multiple impactful projects. The first major project she contributed to was researching and writing part of a white paper on the circular economy, "[A 2024 Snapshot of Circular Economics](#)". Her research focused on exploring Michigan programs, policies, and grants relevant to circular economy, specifically for small and medium-sized businesses. The Snapshot provided an overview of the circular economy on multiple levels, including international, national, state, and community.

Additionally, Reagan has worked on various other projects with the circular economy team. One notable project was a statewide survey on recycling initiatives, distributed to leaders of material management facilities across Michigan.

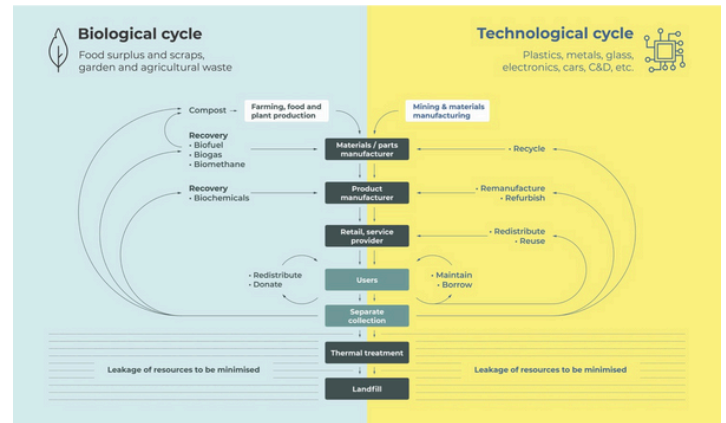
The results gathered from this survey help us to identify key challenges and effective strategies to increase recycling rates statewide. Another project involved conducting interviews with industry partners on their circular economy practices. The interviews aimed to gain a deeper understanding of how large companies are transitioning to circular practices, and the role that higher education can play in guiding and informing these efforts.

This semester, Reagan also contributed to organizing the Conversations on Circularity Forum, an event that brought together MSU faculty, legislative representatives, student organization leaders, and professionals in material management and sustainability. The forum fostered dialogue on circular economy practices and facilitated networking. It featured two key panels: one focused on material management and the other on Michigan public policy.



Linear Economy & Circular Economy

Reagan has also been involved in MSU’s first honors seminar on the Circular Economy at MSU as a team assistant. Building on her experience in circular economy, academia, and community engagement, Reagan’s latest project focuses on supporting entrepreneurs in Ingham County. Partnering with the Lansing Economic Area Partnership small business entrepreneur cohorts, she helped format a survey to assess their circular economic practices. From this, she aims to provide recommendations to help businesses adopt circular methods that reduce costs and increase marketability. This project will be Reagan’s primary focus moving forward.



Circular Economy Model



MEET THEO VAN HOF: COMMUNITY BENEFITS VISTA AT CCED

In April of this year, Theo graduated with a degree in Political Theory & Constitutional Democracy from James Madison College at Michigan State University with a minor in creative writing. Theo is also originally from East Lansing, Michigan, but lived in Lincoln, Nebraska for five years and then moved with his family back to Okemos, Michigan, where he finished high school, college, and currently lives.



Conversations on Circularity

Join us at our Fall Forum, where Michigan’s recycling and legislative leaders will discuss the state’s latest progress and initiatives in Circular Economy. This event is designed to foster collaboration, strengthen coalitions, and grow valuable connections within our community.

Join Us!
**November
14, 2024**
4 PM - 5:30 PM



PANEL DISCUSSIONS:

Panel One:

Leaders in Material Recycling and Waste Reduction in Michigan

Panel Two:

Michigan’s Public Policy Update- What Might the Future Hold?

MSU Union, Lake Huron Room, Third floor
49 Abbot Rd, East Lansing

SCAN THE QR CODE TO REGISTER FOR THE EVENT AND VISIT OUR WEBSITE



Contact tierne29@msu.edu with any questions

Theo is excited to be volunteering at the CCED in effort to combat poverty in Michigan. He believes that providing communities with the resources they need to succeed is critical and that “people helping people” will always be the most effective way to make lasting and sustainable positive change. Helping people is what drives Theo and he hopes to gain a broader skillset around community organizing and service work.

As a VISTA member, Theo will spend his year focusing on Community Benefits. Community Benefits are legal agreements that bring local stakeholders, such as labor organizations, racial justice groups, and environmental entities together to ensure that public funds help provide public benefit. As a new business breaks ground or a developer signs a contract, for example, a municipality may co-create a Community Benefit agreement with citizen stakeholders to ensure the community itself benefits from the new development.

Examples of this could be a commitment to hire local workers, contributions to economic trust funds, or offering workforce training. There is great opportunity for customization and tailoring of these agreements to the specific needs of a community.

Further, Theo will aid in researching, drafting templates, compiling data, and ultimately providing evaluative feedback on Community Benefit plans and agreements for distressed communities and marginalized populations across Michigan. He will also support and facilitate a community advisory board of local stakeholders to determine how Community Benefit plans and agreements may best take root. These meetings are an important part of community participatory development and co-creation of community-driven solutions.

In addition to building a statewide network of community advisory board representatives, Theo will help to generate a toolkit for community development professionals and volunteers of information supporting effective implementation based on case studies of Community Benefit plans and agreements.

Theo will also assist communities in broadening their understanding and application of Community Benefit agreements, as well as creating and providing workshops, webinars, and other media on Community Benefit plans and agreements for educational outreach and engagement statewide.

In his free time, Theo enjoys walking and finding a nice spot to read. He loves watching movies and TV shows. Theo is also a big sports fan, his favorite teams are Michigan State, the Detroit Lions, and Arsenal FC. Finally, Theo loves to write and often will be deep in some poetic thought, but is more than ready to get hands on experience in making our communities better. Theo is very excited about this opportunity and is excited to be working with the Center for Community and Economic Development as we all think about a positive future Michigan. *Go Green!*

Community Benefits
Ensuring equitable and community-based economic development

Why are community benefits important?
Considering community needs creates more equitable economic development by explicitly considering the needs of the community through negotiations between communities and developers.

What are benefits?
Benefits are measurable and specific actions or services provided by a developer for the good of the community being developed. Benefits are tailored to the individual needs of each community.

Common benefits:
Environmental Benefits
Job Training
Priority Hiring
Quality of Life Considerations
Right-to-Organize Commitments
Scholarships





CONVERSATIONS ON COMMUNITY BENEFITS

Join Community Leaders to discuss Community Benefits and how they can be applied in communities to foster equitable-community-based economic development.



15th January, 2025
09:00 am – 02:00 pm



**HANNAH COMMUNITY
CENTER, EAST LANSING, MI**



**SCAN THE QR CODE
FOR EVENT
REGISTRATION AND
INFORMATION**

events.engage.msu.edu/cbaevent

SESSION HIGHLIGHTS

Session 1

What are Community Benefits?

Session 2

Why do Community Benefits Matter?

Lunch Keynote

Terrell Knight - Cleveland Community Benefits Ordinance Overview

Session 3

Community Benefits and the Way Forward

Contact vanhofth@msu.edu with questions

