

about us:

Good Works Lab is a full-service social change agency serving organizations, citizen-led initiatives, and philanthropic movements that are focused on making waves in community health and wellness, mobility, and environmental sustainability. We work to solve complex community projects with **science, urgency, and stubborn optimism**.

In addition to consulting on client projects, many of our team members are involved in Good Works Lab-led changemaking initiatives, highlighted in this report. Good Works Lab was founded by Ty Schmidt in the fall of 2021; 2022 has been our first year of continuous operation.

Additional information about our work and team members can be found at [**goodworkslab.org**](https://goodworkslab.org).

our 2022 highlights + initiatives:

- TCAPS Health and Wellbeing Systems Change
- We Fight for Northern Michigan's Youth Mental Health
 - Elevate Northern Michigan: Mental Health Summits for Young Leaders (And Those Who Love Them)
- Live TC: Abundant Housing for Traverse City
- Social Science of Framing: Fellowship with FrameWorks Institute
- Everyone a Changemaker Northern Michigan
- MoveCorps: Physical Literacy for Traverse City Kids
- Citizens for a Neighbor-First Traverse City
- Benzie Area Youth Initiative Substance Use Prevention: strategic planning process and informational materials
- Collective Impact and Community Engagement Project with the Michigan Public Health Institute
- Always Possible: Stories of Possibility from Northern Michigan





we fight for northern michigan's youth mental health:

about the initiative:

We Fight for Northern Michigan's Youth Mental Health, aka "We Fight," is a self-organizing network of 700+ individuals committed to better protecting Northern Michigan kids' mental health through actions guided by the Surgeon General's Youth Mental Health Advisory. We Fight works with partner organizations to coordinate opportunities for members to expand their mental health toolkit (such as a screening of the movie *Do It For Daniel* and panel discussion with local experts, and QPR suicide prevention trainings), as well as hosting social events to foster community and belonging for all ages within We Fight.

we fight leadership:

Will Unger, Stephanie Rorich Slawnik, Joan Dorn, Ian McGurn, Breanna McGurn, Jessie Williams, Lexi Webster, Ty Schmidt, Kathy Grinsteiner

elevate northern michigan: mental health summits for young leaders (and those who love them):

about the initiative:

Elevate Northern Michigan summits take place quarterly at Northwestern Michigan College, focused on boosting knowledge, decreasing stigma, and building support for youth mental health by learning about psychology/neuroscience, practical well-being tools, and leadership skills. Led by the We Fight network and facilitated by local experts in youth mental health and development, two Elevate summits were held in 2022, with over 120 attendees. We thank NMC for their support and sponsorship of our Elevate events. Visit goodworkslab.org/elevate to learn more and register for our next summit.

elevate northern michigan leadership:

Will Unger, Stephanie Rorich Slawnik, Joan Dorn, Ian McGurn, Breanna McGurn, Jessie Williams, Lexi Webster, Ty Schmidt, Kathy Grinsteiner



tcaps health and wellbeing systems change:

about the initiative:

Our work with TCAPS helps to improve the health and wellbeing of students and staff by creating, promoting, and sustaining policies and practices across the district. By creating more opportunities for incorporating mental and physical health into the school day, we work to create an increasingly positive school environment where students have both academic and health-based tools for success.

good works lab team members involved:

Ty Schmidt

movecorps: physical literacy for traverse city kids:

about the initiative:

MoveCorps classes, held during the summer at the Grand Traverse County Civic Center and other local parks, are opportunities for kids to learn fundamental movements (e.g., throwing/catching, jumping, kicking, striking, dodging, balance), make new friends, and have fun outside. MoveCorps is inspired by the Society of Health and Physical Educators' Physical Literacy work and National Standards and Grade-level Outcomes, and utilizes PlayWorks' games and HeartZones heart rate system monitoring to evaluate exertion.

We also thank our 2022 MoveCorps sponsors, Superior Physical Therapy and Common Good Bakery, for making scholarships available for MoveCorps.

good works lab team members involved:

Ty Schmidt



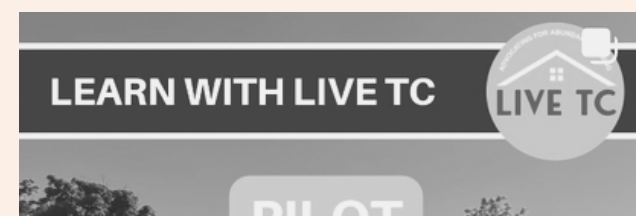
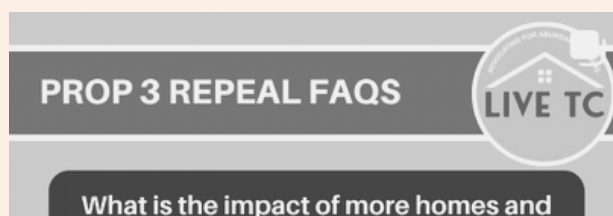
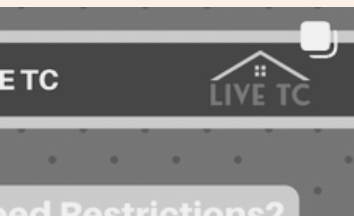
live tc: abundant housing for traverse city:

about the initiative:

Live TC is a pro-housing citizen-led community of 200+ ordinary people, advocating for abundant homes on Traverse City's eight square miles. We provide advocacy and educational resources (such as the Learn With Live TC infographic series, below) to build more housing within Traverse City limits — working to ensure that everyone who wants to live here has attainable housing. In December 2022, Live TC affiliated as a chapter of YIMBY Action, a national pro-housing advocacy group. Visit goodworkslab.org/live to learn more and get involved.

good works lab team members involved:

Caroline Kennedy, Will Unger, Jessie Williams, Chelsea Bay Dennis, Ty Schmidt, Christine Straley, Rob Bacigalupi



social science of framing fellowship with the frameworks institute:

about the fellowship and our work:

As a result of Good Works Lab founder Ty Schmidt being awarded a Changemaker Fellowship from Rotary Charities to study the science of framing with the FrameWorks Institute, Good Works Lab and Rotary Charities hosted two workshops in early 2022 with FrameWorks Institute scientists.

These workshops — designed for anyone who communicates for change — focused on what to say, how to say it, and what to leave unsaid to effect change and open minds, leveraging FrameWorks' research to advance social impact in Northern Michigan.

At Good Works Lab, we continue to employ principles from these workshops through Everyone A Changemaker Northern Michigan framing practice groups and workshops — slides and workshop documents can be found at goodworkslab.org/framing.

good works lab team members involved:

Ty Schmidt, Courtney Bierschbach, Kristen Talaga, Nick Perez

collective impact and community engagement project with the michigan public health institute:

about our work:

The Collective Impact and Community Engagement project explores the practices and ideas that make community engagement work authentic. This project focuses on health impacts through an equity and systems change lens, working to ensure that "everybody in a community has the opportunity to be healthy, no matter who people are, where they live, or how much money they make."

good works lab team members involved:

Ty Schmidt





everyone a changemaker northern michigan project:

about the initiative:

Everyone A Changemaker Northern Michigan is a series of monthly workshops and workgroups, informed by the principles of the workshops held with the FrameWorks Institute earlier this year.

These workshops are meant to boost knowledge, shift attitudes and build support for progressive social change in Northern Michigan — meant for advocates, concerned citizens, and changemakers. Led by local experts who do work in topic areas relevant to all of us (including climate change and sustainability, gun violence, school safety, and youth substance use) and informed by FrameWorks research and best practices, these workshops help us to effectively communicate about issues that matter.

good works lab team members involved:

Kelly Hirko, Caroline Kennedy, Ty Schmidt, Jessie Williams

citizens for a neighbor-first traverse city:

about the initiative:

Born in the spring of 2022 during community conversations about the Grandview Parkway redesign, Citizens For A Neighbor-First TC promotes citizen participation and influence — working to shift power and believing that decision-making should center on residents of Traverse City, accounting for diverse backgrounds and experiences. Citizens For A Neighbor-First TC conducted two surveys in 2022: on Parkway opinions, and citizens' top priorities for change. Results from the surveys are available at goodworkslab.org/citizens.

good works lab team members involved:

Caroline Kennedy, Ty Schmidt, Jessie Williams

benzie area youth initiative: substance use prevention, strategic planning, and infographics:

about our work:

Our client project with the Benzie Area Youth Initiative evaluated current substance use patterns by analyzing The Michigan Profile for Healthy Youth (MiPHY) data, conducted a strategic planning process, and created infographics to further the mission of Grow Benzie and the Benzie Area Youth Initiative.

MiPHY data was evaluated by Good Works Lab epidemiologists by identified priority areas of interest (substance youth, physical activity, and mental health) — data was evaluated according to student grade level, geographic region, and across survey time points (with data from 2015-2016 and 2021-2022). The infographics highlighted current substance use rates and patterns, in comparison to state data, as well as protective and risk factors for students within the county.

good works lab team members involved:

Bill Palladino, Joan Dorn, Kelly Hirko, Jessie Williams

always possible: stories of possibility from northern michigan:

about the newsletter:

Our weekly newsletter, Always Possible: Stories of Possibility from Northern Michigan, highlights events and activities within Good Works Lab and its initiatives, as well as sharing work by our team members. Always Possible highlights people making an impact in Northern Michigan, committed to causes that matter. Subscribe at goodworkslab.org.

learn more / get involved:

To get involved with or support Good Works Lab's efforts to create a better Northern Michigan in 2023, please contact us at hello@goodworkslab.org, or visit the following pages at goodworkslab.org for issue-specific work.

- We Fight for Northern Michigan's Youth Mental Health (**/fight**)
- Elevate Northern Michigan Mental Health Summits (**/elevate**)
- Live TC: Abundant Housing for Traverse City (**/live**)
- Everyone a Changemaker Northern Michigan (**/framing**)
- MoveCorps: Physical Literacy for Traverse City Kids (**/movecorps**)
- Citizens for a Neighbor-First Traverse City (**/neighbors**)
- Always Possible: Stories of Possibility from Northern Michigan (**subscribe at goodworkslab.org**)

stay in touch:

- Email: hello@goodworkslab.org
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