

# SPOTLIGHT:

## ROBUST COMMUNITY COLLABORATION

# BWELL SAGINAW

Unprecedented collaboration in Saginaw throughout COVID-19 provided a foundation for 12 organizations to lead the way in tackling the community's most urgent public health challenges – this partnership is called **BWell Saginaw**. With a goal to become one of Michigan's Top 25 healthiest communities, BWell Saginaw partners annually commit staff and resources for community health assessments, health improvements priority and goals, strategic work groups, and community initiatives.

from the  
**Saginaw County  
Health Department**

### THE PARTNERS

CMU Medical Education  
Partners

Covenant HealthCare

Great Lakes Bay Health  
Centers

HealthSource Saginaw

MyMichigan Health

MDHHS

Saginaw Community  
Foundation

Saginaw County CMHA

Saginaw County Health  
Department

Saginaw Intermediate  
School District

Saginaw Valley State  
University

United Way of Saginaw  
County



#### Targeted Problem:

Preventable infant deaths were on the rise in Saginaw County. In 2024, 10 infants under the age of one lost their lives due to unsafe sleep practices.



#### The Strategy:

Capitalized on BWell Saginaw partnership by pooling resources to create one message shared by all voices to educate the community about the **ABCs of Safe Sleep** – alone, on the back, in a crib – to prevent unsafe sleep deaths.



#### The Results:

Reduced the number of infant deaths due to unsafe sleep from 10 in 2024 to 5 in 2025.

### Why It Worked: Authentic collaboration drives results.

#### Success tips:

- **Don't get discouraged.** Authentic collaboration – especially with competing entities – can be hard. Having a neutral leader and strategist like the Saginaw Co. Health Department helped convene partners, bridge relationships, build trust, track progress, and report results.
- **Share the spotlight.** The ABCs of Safe Sleep campaign was created and initially launched at CMU Medical Education Partners.
- **Continuously nurture the commitment to collaborate.** Use a framework to guide collaborative efforts.
- **Accept the reality that no one organization can move the needle on health outcomes alone.** Actively engage diverse stakeholders and content experts as implementors of selected health strategies.
- **Value and leverage partners' expertise.**

#### Other Partnership Mobilizations:

- Launched the **Healthier Me** podcast, featuring real Saginaw people inspiring friends and neighbors with their personal journeys to better physical and mental health.
- Successfully **brought Rx Kids to Saginaw**.
- Created a countywide, collaborative, online, accessible mental health provider directory for the community.

**Questions? Contact:**  
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