

FOR IMMEDIATE RELEASE

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First Steps Kent Announces New Outreach Leadership to Support Rx Kids Launch

(GRAND RAPIDS, Mich., April 30, 2026)—First Steps Kent is excited to share an important staff update as it expands efforts to support families and young children across the community, including its role as the local Community Champion for Rx Kids in the 49507 zip code of Kent County.

As the Rx Kids Community Champion, First Steps Kent serves as the local lead organization, working closely with healthcare providers, community partners, families, and policymakers to support a successful launch and ongoing implementation.

To support the launch of Rx Kids in the 49507 ZIP code, First Steps Kent is proud to introduce **Elyse Greene** as its new Outreach Manager.

Greene previously served for nearly two years as the First Steps Kent Funding Administrator for the Ready by Five Early Childhood Millage, where she helped steward investments in programs that support young children and families. She holds a Master of Public Health and is an active member of the Amplify GR Neighborhood Advisory Committee. With strong relationships across Kent County and a deep commitment to maternal and child health, Greene brings both expertise and passion to this role.

In her new position, Greene will lead community outreach and engagement efforts for Rx Kids to help ensure families in the 49507 community are informed, connected, and supported from the very beginning.

"I'm excited and honored to step into this role, where I can use my passion for healthcare and community to build meaningful connections with families and advance the work of First Steps Kent," said Greene.

Jennifer Headley-Nordman, president of First Steps Kent, emphasized the importance of this leadership as the organization steps into its role as Community Champion:

“Over the past two years, Elyse’s leadership at First Steps Kent has brought together thousands of parents, families, and community leaders to strengthen early childhood programs and services. Her new role as Rx Kids Outreach Manager provides another powerful tool to support family economic stability and improve health outcomes for families in 49507. We’re grateful for her leadership as we carry out our role as the Rx Kids Community Champion.”

Support from the W.K. Kellogg Foundation made it possible for First Steps Kent to add a dedicated outreach role to expand awareness of and access to Rx Kids for families in Kent County. The Grand Rapids Community Foundation will serve as the local fiduciary for the expansion to 49507.

As part of this transition, First Steps Kent has also hired a new Funding Administrator to ensure continued strong stewardship of the Ready by Five Early Childhood Millage. More information about this team member will be shared soon.

First Steps Kent is grateful for the continued partnership and support of the community as it works to ensure every child has a strong start.

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About First Steps Kent: First Steps Kent is an independent nonprofit organization that works with parents, service providers, funders, advocates, and other stakeholders to build a comprehensive early childhood system in Kent County. Our community vision is that every young child in Kent County will enter kindergarten healthy and ready to succeed in school and life. First Steps Kent is working with our community partners to make that vision a reality. Learn more at www.firststepskent.org.