

2012 Ottawa County Community Health Needs Assessment

A study of our health issues, needs and opportunities



Perspective—looking at the big picture

Community Health Needs Assessment defines opportunities for health care improvement, growth

The federal government now requires that non-profit hospitals conduct a community health assessment. These census-like studies help health care providers build stronger relationships with their communities, identify needs and dedicate funding and other resources toward programs that clearly benefit local residents.

Participants

Several community and health care organizations formed a collaborative team to implement a three-part survey focused on identifying and defining our local health issues, concerns and needs. The team has been working together for more than a year to gather and analyze data, and provide direction for the full report. Participating organizations include:

- Greater Ottawa County United Way
- Holland Hospital
- North Ottawa Community Health System
- Ottawa County Health Department
- Ottawa County Community Mental Health
- Spectrum Health Zeeland Community Hospital

Project goals and objectives

- To initiate a formal and comprehensive community health assessment process that will allow for the identification of key health and health service issues, and a systematic review of health status in Ottawa County
- To create an infrastructure that will permit ongoing updating and easy dissemination of available data, and enable a continued partnership
- To create a health profile that will allow for prioritization of needs and resource allocation, informed decision making, and collective action that will improve health outcomes



Sourced from the Robert Wood Johnson Foundation's County Health Rankings website: <http://www.countyhealthrankings.org/take-action>

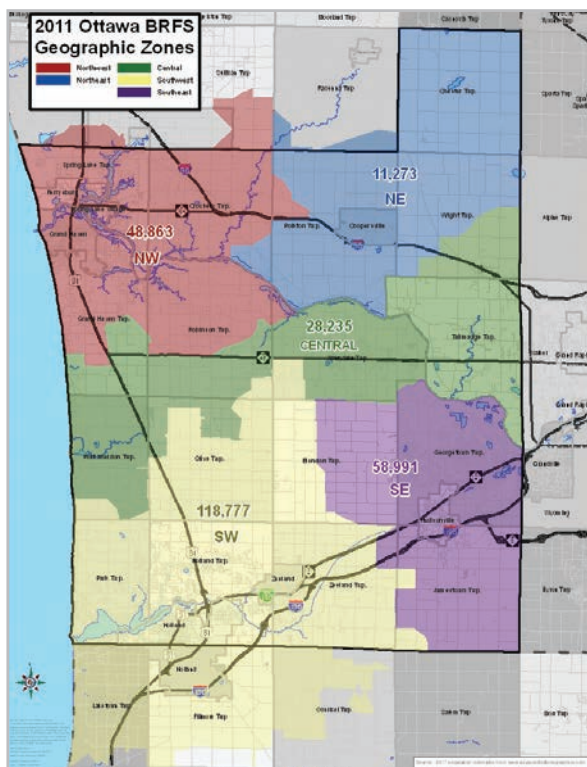
“This study is providing wonderful information about how to target programs that will help people lead healthier lives,” said Lisa Stefanovsky, Ottawa County Health Officer. “There is a strong partnership in this effort between public and private organizations and people. This collaboration has helped us reach all sectors of the community. I believe this cooperation is one of Ottawa County’s biggest strengths.”

Who told us what?

Data collection and review

Community health information was gathered using several methods:

- Existing data was reviewed, including the number of visits to health care programs and facilities, the type of visits, potential causes and other related information.
- More than 1,200 community members were surveyed to gather information about their personal health and well-being, health-related behaviors and risks for diseases. Called a Behavioral Risk Factor Survey, these surveys are the only source of county-specific estimates that quantify the prevalence of various behaviors, medical conditions, and preventive health care practices among Ottawa County adults.
- Community focus groups were held to discuss perceptions of needs, access to available health care programs and priorities.
- More than 45 health care providers and professionals from across the county were surveyed for the purpose of the study. These key informants included professionals in the areas of health and wellness, hospital administration, theology, counseling, children's development, aging, community advocacy, diversity and adoption.



Data was gathered by zip code and by geographical zones within Ottawa County. The map above highlights zones by color.

Telling the story

Sharing results with the community

We are pleased to share with our community the results of the Community Needs Health Assessment. The following pages highlight key findings of the assessment. It is our hope that you will take time to review what has been discovered about the health needs of our community as the findings impact each of us in some way. Please contact any of the participating organizations to obtain a copy of the full Community Health Needs Assessment for Ottawa County.

Implementation plans

Each participating health care organization will utilize this information according to their community's needs and their own unique strengths. Efforts will be coordinated across the county to help ensure adequate availability of needed and wanted services.

Ottawa County is the healthiest county in Michigan

Key findings of the Community Needs Assessment

In many ways, the study found that Ottawa County is living up to its billing as the healthiest county in Michigan (County Health Rankings, RWJF, 2011). In general, we outperform both the state and national averages, so where our results fall at or below those levels, we see an opportunity for community action.

There are two broad themes that emerge from this report:

- There is a direct relationship between health outcomes and income and education. Those with the lowest income and education generally have the poorest health outcomes.
- While any given measure may show an overall good picture of community health, there are significantly challenged subgroups.

What follows are the key findings of the study. Ottawa County results are compared to results reported in other areas of Michigan and the United States.

Quality of Life

Strengths

- Lower prevalence of violent crime, homicides and child abuse/neglect
- Lower prevalence of poverty
- People are more likely to report they are satisfied or very satisfied with life
- More Ottawa County residents complete high school

Opportunities

- Our physical environment ranking was 69th out of 82 counties
- Ranked 80th in the number of unhealthy air quality days
- Self-reported lifetime asthma in Ottawa County is similar to Michigan and the U.S.
- Single female households with young children in Ottawa County are much more likely to be in poverty



Overall Health

Strengths

- Lower adult and infant mortality rates with corresponding higher life expectancy
- Lower prevalence of most chronic diseases
- Higher proportion of residents report good to excellent overall health

Opportunities

- Alzheimer's Disease leads to death more often in Ottawa County
- Those with the lowest household incomes (<\$20,000) and the least education (no high school diploma) consistently have the poorest health outcomes

Healthy Behaviors

Strengths

- Most adults engage in clinical preventative practices and receive recommended screenings
- More adults engage in physical activity during their leisure time
- Fewer youth engage in risky behaviors in general
- Half or more of adult and youth smokers report trying to quit in the past year



Opportunities

- The proportion of repeat teen births is the same as in Michigan and the U.S.
- Almost two-thirds of adults are above a healthy weight. While adult obesity here is lower, the number of people overweight is higher. Many more youth are at a healthy weight, though the prevalence of obesity is twice as high as it was in the 1960s and 1970s.
- Alcohol use, both heavy and binge drinking, is more prevalent here. Among area youth, alcohol is the most commonly abused substance, but use is not as high as in the rest of the state or nation. Key informant input rates alcohol use as our most pressing health behavior issue.
- More Ottawa County adults, across all demographics, report eating an inadequate amount of fruits and vegetables. And 66% of our youth do not fare any better, but they do exceed state and national consumption rates.

Health Care

Strengths

- Preventive immunization rates for children, adolescents and adults are high
- Preventable hospitalizations are a much lower proportion of all hospitalizations in Ottawa County than in Michigan
- Input from the community is very positive about the quality, affordability and responsiveness of health care for the majority of residents. Services receiving particular mention are emergency care and related services, general surgery, obstetrics/gynecology, ophthalmology and orthopedics



Opportunities

- Access to health care can be difficult for those with public health insurances (Medicaid and Medicare), particularly when it comes to finding a provider that accepts new Medicaid and Medicare patients. Access to affordable dental care and mental health care for those with mild to moderate conditions is also lacking. Many report that the economy has exacerbated an already problematic situation.
- While the proportion of uninsured adults ages 18-64 (13%) is lower here than in Michigan or the U.S., a disproportionate percentage of uninsured are Hispanic (25%), have less than a high school diploma (35%) and live in households earning less than \$20,000 annually (35%).
- Even though mortality from, and the prevalence of, chronic diseases is generally not higher, various community members feel that improved chronic disease care is needed, especially for those with diabetes. Diabetes is rarely a direct cause of death but is typically an underlying contributor to many poor health outcomes, is expensive to manage and is associated with many preventable lifestyle choices.

Giving credit where credit is due

Acknowledgements

We would like to acknowledge the efforts of this collaborative group. It is energizing when a diverse group of healthcare professionals comes together to work toward a common cause. Funding and implementation of this project has been provided by:

- Greater Ottawa County United Way
- Holland Hospital
- North Ottawa Community Health System
- Ottawa County Health Department
- Ottawa County Community Mental Health
- Spectrum Health Zeeland Community Hospital

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Ongoing implementation

Information collected from this research will supply the Health and Health Care section of the broader United Way Community Assessment Report and the Community Health Needs Assessment Report for the three hospitals in Ottawa County. The health information contained in these reports will be utilized to redefine community health priorities, develop an updated community plan and guide collaboration and resource allocation.

Meet the collaborative committee

These are the people who have brought this important information together. As a community, we are appreciative of their work, their time and their talents.

- Lynne Doyle, Deputy Director, Community Mental Health of Ottawa County
- Jodi Gogolin, Community Outreach Director, Holland Hospital
- Melissa Kamara Liggins, Community Relations Manager, Spectrum Health Zeeland Community Hospital
- Marcia Knol, Community Health Planner/Analyst, Ottawa County Health Department
- Donald Longpre, Vice President – Finance/CFO, North Ottawa Community Health System
- Patrick Moran, President, Greater Ottawa County United Way
- Andre Pierre, Director of Business Operations – Healthier Communities, Spectrum Health System
- Ryan Powers, Vice President of Finance and System Services, Spectrum Health Zeeland Community Hospital
- Lisa Stefanovsky, Health Officer, Ottawa County Health Department
- Jennifer VanSkiver, Chief Communications Officer, North Ottawa Community Health System

