



*mi*Ottawa Department of
Public Health

Inside

miOttawa Department of Public Health

*Activities and Programs of this department
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MISSION

Ottawa County Department of
Public Health will assure conditions
in which **all people** can achieve
optimum health.



Public Health

The [vision](#) of the Ottawa County Commissioners is to be the location of choice for living, working and recreation. An important consideration when choosing a community is the health of that community. Public health plays a vital role and contributes to the long-term economic, social and environmental health of the County. Businesses locate in areas where health is a value and a culture of health is embraced. Ottawa County Department of Public Health (OCDPH), along with community partners who make up our local public health system, collectively work on important health issues to place Ottawa County as one of the top two [healthiest counties in Michigan](#).



Lisa Stefanovsky, M.Ed.
Public Health Officer

As health officer, my role is to continually be forward thinking, assuring our organization is flexible and prepared to meet the changing public health needs of Ottawa County. Our department is committed to efficiency and excellent customer service. For example, our Grand Haven office relocation was a strategic move to help reduce county costs and still provide quality services. We've improved outbreak response plans and seamlessly responded to multiple outbreaks of pertussis and multi-jurisdictional cases of Salmonella and E. coli. We changed our beach closure policy to more accurately reflect current scientific evidence.

This change brought opportunity to develop and implement a beach health education campaign, which recently won the Michigan Department of Community Health (MDCH) Director's Award. In addition, we've been reviewing and making changes to policies, such as our Ottawa County Sanitation Code to address emerging environmental health threats. Through [strategic planning](#), data driven decision-making and identifying factors that contribute to poor health such as income and education level, we've developed programs that get proven results and in return a healthier county.


“Healthy communities have a tremendous impact on prosperity. Focusing on health equity, demonstrates a county that celebrates diversity and recognizes the health needs of all individuals and families.”

In Ottawa County, we have a culture of integrity, accountability, hard work and service to our community. I am thankful and honored to work with a staff, a Board of Commissioners, a County Administration and community partners that embody these qualities as they strive for excellence in all that they do. We promise you a department that is worthy of public trust and a commitment to our mission of assuring conditions in which all people can achieve optimal health.

In Health,

A handwritten signature in black ink, appearing to read 'Lisa Stefanovsky'.

Lisa Stefanovsky




WHY Public Health?

Many people believe healthcare and public health are the same things. They are actually quite different. Healthcare is one piece of a larger puzzle or “system” charged with assuring a healthy population. **Healthcare TREATS** the individual when they become ill.

Public health PROTECTS & PREVENTS illnesses. This approach is broader and focuses on measures that assure health and promote well-being of the entire population.

“When public health works best, it is invisible. It’s the disease you didn’t get, the accident you didn’t have or the disaster that didn’t happen.”

- Dean Noreen Clark Advancing Global Public Health, University of Michigan



The responsibility of state and local governmental public health agencies is to prevent disease, prolong life and protect public health. As a result, Ottawa County saves on health care costs. OCDPH carries out these powers and duties as defined in [Act 368 of 1978, Michigan Public Health Code](#);

- **collect & monitor** health data to identify health threats,
- **investigate** problems or health hazards,
- **inform & educate** people about health issues and threats,
- **mobilize** community partnerships to solve health problems,
- **develop** policies that support health,
- **enforce** laws and regulations that protect health and
- **link** people to important personal health services.

Community Partnerships



We collaborate with numerous community health partners to assure conditions in which all people can achieve optimum health. These strategic partnerships work to solve community health problems and improve communications and outreach to best serve Ottawa County residents.

Based on health needs, we provide individuals and families with tools and resources to empower them toward better health solutions. All this has contributed to a state accredited, high performing health department and one of the healthiest counties in Michigan.

Identified & measured needs based on data collection

- Ottawa County Behavioral Risk Factor Survey
- Ottawa County Community Health Needs Assessment
- Ottawa County Youth Assessment Survey
- County Health Rankings

Health partnerships

- K – 12 schools
- Colleges and universities
- Food pantries
- Churches
- Hospitals
- Physician offices
- Coalitions and collaboratives
- Retailers and businesses
- Community non-profit organizations
- State and Federal agencies



4 C's

“The Governor’s push for intergovernmental collaboration is causing Ottawa County and others to reevaluate our administrative infrastructure in order to determine what extent efficiencies can be gained and redundancy eliminated.”*

- Alan G. Vanderberg
Ottawa County Administrator
State of Ottawa County 2012

Ottawa County Department of Public Health leaders and team members have embraced and applied the **Ottawa County 4C's initiative**. Our goal is to provide high quality services using a model that is effective, efficient, data driven and based on identified public health needs. We've proved it works and adds value to our community. We've invested in core business processes, continuous quality improvement, better use of technology and leadership training and development.

We continue to be committed to excellence, quality and accountability by providing a return on the investment made by tax payers. We invite customer feedback and build strong community partnerships to solve health problems.

We continue to improve our records system to provide better customer service. We've implemented new technologies, such as electronic medical records to streamline healthcare and to connect with our health partners.

We continue to strengthen our focus on communication with information that is timely and will protect the health of citizens. Changes in our food sanitation program policies enabled us to provide greater support to local food establishments, which not only improves communication but also protects our health against food borne illnesses and assists in the prosperity of local businesses.

We continue to provide leadership and support in policy changes and quality improvements at the state level, through such initiatives as the Michigan Public Health Code Advisory Committee and the Michigan Accreditation Efficiencies Committee.

Our department understands health equity is essential among all residents. We recognize the need to assure our systems do not exclude people from opportunities to be healthy. It is our goal to give people the tools they need to help create change.

Prevention and public health programs:

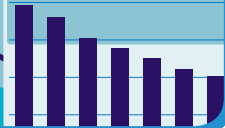
Keep our kids healthy and communities strong



Save lives



Save money



Administration

A responsibility of Public Health Administration is to provide our department's **96 team members** with the proper tools and training needed.

This way, we may continue providing the highest level of **customer service**.

“OCDPH researches innovative ways to improve and implement technologies that will streamline our processes. As a result, we improve communication and customer service for Ottawa County residents and community partners.”

Throughout the following report, you will note the great diversity of programs and services provided by the Department of Public Health. We have programs that provide direct medical care in a traditional clinic setting, home visit programs for infants and families, a mobile dental program, safe water initiatives, septic regulations and recycling programs, to name just a few. It is the role of Public Health Administration to develop the infrastructure and direction of the department to ensure these programs are successful.



Donovan Thomas, M.B.A.
Deputy Health Officer

Gail Van Vels, BA
Administrative Assistant

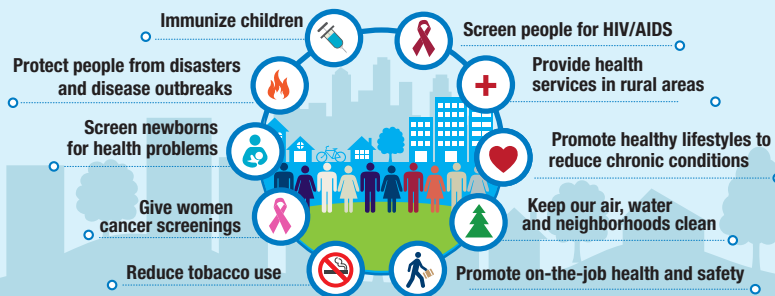
Sundy Vargas
Health Administration Clerk

Ottawa County Department of Public Health (OCDPH) operates three facilities, with the main office in Holland. Offices in Grand Haven and Hudsonville provide primarily clinic based public health services. In addition, our department operates four household hazardous waste and recycling centers (Holland, Grand Haven, Coopersville and Georgetown Township). Many activities, however, exist within the community itself, through coalitions, partnerships and collaborative groups.

OCDPH researches innovative ways to improve and implement technologies that will streamline our processes. In 2014, we are moving to a new Environmental Health records management system to better meet the needs of residents. Currently, we maintain the Insight Electronic Medical Records system, which houses well over 200,000 individual client medical records. This system meets federal meaningful use requirements and enables our department to communicate with other health professionals, within a secure and standardized platform. These are just a couple examples of the many ways we diligently work to improve communication and customer service for Ottawa County residents and community partners.

Public health keeps kids healthy and communities strong

Public health and prevention programs in your community:



We all benefit

Medical Director

As the Medical Director, I am responsible for developing and implementing medical policies, procedures and standing orders. I advise the Ottawa County Department of Public Health Administration on matters related to medical specialty issues. I have more than 20 years of practice as a Board Certified Family Physician and have also served 20 years as a flight surgeon in the US Air Force and Air Force Reserves.



Paul Heidel, M.D., M.P.H
Medical Director

Public health issues in Ottawa County, during 2013 which required special attention, included a marked increase in the number of pertussis (whooping cough) cases, as well as the continued health threats from Lyme disease, West Nile virus, influenza, tuberculosis, food borne illnesses and sexually transmitted disease.

“Medicine is changing at an increasingly rapid pace. One of the health department’s greatest responsibilities is to ensure that these changes are fully utilized to meet the health challenges in our community.”

Public health threats often arise suddenly and from unexpected sources. The Centers for Disease Control and Prevention (CDC) and other health experts have already identified several existing concerns for the coming year including:

- bacterial resistance to many commonly prescribed antibiotics,
- lack of new antibiotics on the market
- prescription drug abuse and overdose and
- global emergence of diseases such as H7N9 bird flu and polio.



The bite of an infected mosquito may transmit the West Nile virus to people.

www.cdc.gov/westnile



Lyme disease is caused by a bacterium that has been transmitted to people through the bite of an infected blacklegged tick.

www.cdc.gov/lyme

Community Outreach

Present to schools, community groups and hospital medical staffs, regarding health related issues, with special emphasis on prevention and control.

Guide local hospitals about the public health aspects of specific communicable diseases, especially tuberculosis, MSRA and meningitis.

Assist Emergency Management agencies on emergency preparedness matters related to public health, including disaster response planning and exercises.



Core Epidemiologic Functions

Public Health Surveillance

Ongoing, systematic collection, analysis, interpretation and dissemination of health data to help guide public health decision making and action.

Field Investigation

May consist of phone calls to health-care providers to confirm or clarify circumstances. It may also require coordinated efforts of several people to determine the extent of an epidemic and to identify its cause.

Analytic Studies

Involve more rigorous methods providing clues or hypotheses about causes and modes of transmission and evaluating the credibility of those hypotheses.

Evaluation

Process of determining, as systematically and objectively as possible, the relevance, effectiveness, efficiency and impact of activities.

Linkages

Maintain relationships with staff of other agencies and institutions.

Policy Development

Understand a problem and the population in which it occurs to provide input, testimony and recommendations regarding disease control strategies, reportable disease regulations and health-care policy.*

Epidemiology is the study of diseases that affect groups of people and the public's health. I am part of an emergency response team that does detective work, to find the source of illness and to stop it from spreading into community outbreaks. Our department closely monitors the occurrence of infectious diseases, chronic conditions and unhealthy lifestyle habits that are common in our community.



Marcia Knol, M.Sc.
Epidemiologist

Observing trends helps public health officials be alert when a health risk is happening at a higher rate than normal. We identify what specific health issues the public should know about in order to take action and improve health. When our community works together to address pressing health issues that impact everyone's quality of life, we are able to prevent illness and protect individuals and families from communicable diseases.

“Epidemiology is a scientific discipline with sound methods of scientific inquiry. The profession is data-driven and relies on a systematic and unbiased approach to the collection, analysis and interpretation of data.”

Data & Statistics

www.miOttawa.org/healthdata

- Behavioral Risk Factor Survey (BRFS)
- Body Mass Index Survey
- Community Health Needs Assessment
- Communicable Diseases
- Ottawa County Youth Assessment Surveys
- County Health Rankings
- Health Care Coverage
- Community Assessment for Ottawa County
- Ottawa County Influenza Surveillance
- Special Requests

1918 Epidemic

Soldiers ill with Spanish influenza at a hospital ward at Camp Funston, Kansas.

One of the largest epidemics in the history of the world, killing an **estimated 50 million people**. More people than who died in WWI.*



Emergency Preparedness

Many individuals do not see the need or importance of planning for catastrophic events. Knowing what to do before, during and after an emergency is a critical part of being prepared. People tend to think and operate on the notion **“It will NEVER happen to me”**. Emergencies CAN happen to anyone, have happened and will happen again. Within the Public Health Preparedness program, I coordinate and continuously develop plans that will protect our community from health emergencies.



Jennifer Sorek, M.A., M.E.P.
Preparedness Coordinator

Ottawa County Department of Public Health, along with state, regional, local and multiple public and private sector emergency response partners, implement public health practices to anticipate possible outcomes and prevent emergencies. This ensures a timely collective response to unpredictable threats that overwhelm routine capabilities and normal everyday life.

“The goal of the Public Health Preparedness program is to provide rapid and effective responses to chemical, biological, radiological, nuclear and explosive threats and public health emergencies caused by outbreaks of communicable disease and bioterrorism.”

It is the responsibility of Ottawa County to provide access to resources, awareness of emergency probability and response and mitigation plans for residents. Individuals and families need to make sure they have a plan in place to adapt to any changes in daily routines. Whether the emergency is a tornado or a small snow storm, plans should prepare your family to be self-sustaining for a minimum of 72 hours.



Fundamental Principles

Community Outreach

Create and sustain broad collaboration among individuals and organizations to encourage trust, advocate a team atmosphere, build consensus and facilitate communication. Ensure unity of effort among all levels of government and all elements of a community.

Emergency Planning & Development

Consider and take into account all hazards, all phases, all stakeholders and all impacts relevant to disasters and anticipate future disasters.

Exercising & Corrective Action

Use sound risk management principles (hazard identification, risk analysis and impact analysis) in assigning priorities and resources. Take protective, preventive and preparatory measures to build disaster-resistant and disaster-resilient communities.

Implementation

Synchronize the activities of all relevant stakeholders to achieve a common purpose. Use creative and innovative approaches in solving disaster challenges.

Evaluation

Value a science and knowledge-based approach based on education, training, experience, ethical practice, public stewardship and continuous improvement.*

Communication

WaysWeCommunicate

- Consistent and repeated use of our department [brand and logo](#)
- Collective and consistent department messages to residents and the media
- Educational health campaigns
- Program promotional materials
- Support community health partners
- Television and radio interviews
- Public service announcements
- Social marketing
- Public and media relations

PublicHealthofficials

rely on

science
research
credible
resources

to define

WHO WE ARE

Who needs to know?

How will they find out?

Why should they care?

What do they need to do?

When does action need to happen?

The goal of health communication is to create social change by changing people's attitudes and/or modifying or eliminating certain behaviors. Public health accomplishes this by providing the necessary tools and resources to communities. We help enable Ottawa County residents to make individual change toward positive health solutions. My role is to ensure public health is visible, promote health changes and communicate relevant, accurate and timely information to individuals, families and the media.



Kristina Wieghmink, M.Ed.
Communications Specialist
2013 Media Report

“My family and I center our lives around health and well-being. It's exciting to share my passion for health and to help enable others toward optimum health.”



Teen Photo Voice Project

March 13 interview with Fox 17 News to discuss reduced teen pregnancies in Ottawa County and how the OCDPH *Teen Photo Voice* project has teen parents talking about the realities of young parenting.



Take the Stairs Week

Aug 29 interview with Lisa LaPlante, Kent County Communications Manager, on WZZM's *Take Five* morning show to share a multi-county and multi-agency health initiative promoting active healthy lifestyles.

Information Technology

Public health information technology's structure is designed to improve population health outcomes and health care quality, by streamlining the delivery of health information and services. A big part of my job is supporting our department's Electronic Medical Records database called Insight. This program allows us to enter, store and report data and information for the clinics and community health services.



John Meyers
Programmer Analyst

I keep the system up to date with any program changes, create special input forms and write reports. I work with the Insight support team to fix problems and suggest innovations. I also participate and contribute to national and state wide Insight user groups. These forums give us opportunity to share and learn ways to improve the public health information systems.

“My role is to help make our staff’s job both better and more efficient. In technical terms, I help to eliminate glitchy, quirky and clunky systems.”



Improving Communication

Electronic Medical Records

- Reduces health care costs.
- Improves health care quality and safety.
- Reduces medical errors and redundancies.
- Increases health care efficiency and public health service delivery.
- Improves the public health information infrastructure.
- Enhances public health and disease surveillance.
- Standardizes
 - vocabulary and terminology,
 - privacy and security,
 - health measures and identifiers,
 - exchange of information and
 - functional and business processes.

Medical Examiner

Leading Cause of Death

Among People 1-44 years of age

According to the Centers for Disease Control and Prevention (CDC), in 2010 in the United States, injuries including all causes of unintentional and violence-related injuries combined, accounted for **50.6% of all deaths** among people 1–44 years of age.

That's more deaths than non-communicable diseases and infectious diseases combined.

Injury Facts

- More than **180,000 deaths** from injury each year **1 person every 3 minutes**.
- An estimated **2.5 million people** hospitalized with injury each year.
- An estimated **31.6 million people** treated in Emergency Department for injury each year.
- Violence and injuries cost more than **\$406 billion** in medical care and lost productivity each year.*

2013 Ottawa County Medical Examiner Program

178

Full Scene Investigations

734

Cremation Permits Processed

All sudden, unexpected or violent deaths and most non-witnessed deaths, in Ottawa County, are investigated through the Medical Examiner Program. This program is mandated by the State of Michigan. As the Chief Medical Examiner, with more than 20 years of experience and practice in Forensic and Anatomic Pathology, I am responsible for providing an accurate cause and manner of death for a deceased individual.

“Violence and injuries affect everyone, regardless of age, race or economic status. In the first half of life, more Americans die from violence and injuries.”

It may also be necessary to provide an estimation of the time the individual died. This process is completed through medical investigative techniques and assures that the final chapter in a decedent's life is documented properly on the death certificate. The Medical Examiner Program permanently maintains all records and documents pertaining to Medical Examiner Deaths in Ottawa County. Report copies on any Medical Examiner case may be obtained by contacting the Ottawa County Department of Public Health.



David A. Start, M.D.
Chief Medical Examiner

Personnel

Stephen D. Cohle, MD
Deputy Chief Medical Examiner
Forensic Pathologist

Robert S. Bladec, BSMT, MHS, PA (ASCP)
Medical Examiner Investigator

Rebecca Druzgal
Medical Examiner Investigator

Matthew Kempf, D-ABMDI
Medical Examiner Investigator

Robert Tovey, Paramedic
Medical Examiner Investigator

Sundy Vargas
Medical Examiner Records
and Support Liaison

Western Michigan Pathology, PLLC

Matthew D Carr, MD
Pathologist

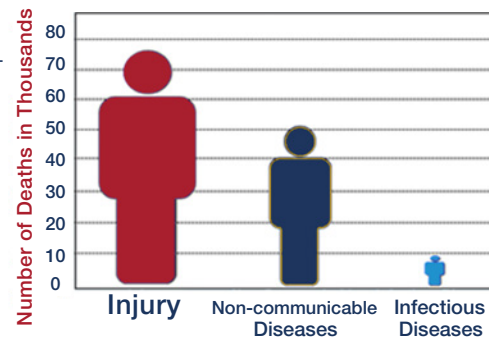
Edward Paul Fody, MD
Pathologist

Siamak Amir Rahimi, MD
Pathologist

Sarah Wilkins, MD
Pathologist

Injury Deaths

Compared to Other Leading Causes of Death Among People 1–44 years of age each year*



*Note: Injury includes unintentional injury, homicide, suicide, legal intervention, and those of undetermined intent. Non-communicable diseases include cancer, cardiovascular, kidney, respiratory, liver, diabetes, and other diseases. Infectious diseases include HIV, influenza, pneumonia, tuberculosis, and other infectious diseases. *National Vital Statistics System using CDC Wonder 2010* <http://wonder.cdc.gov>

Fiscal Services

Financial numbers tell a story about trends and patterns. They help project budget forecasts, which enable OCDPH to make data-driven decisions and take action when opportunities arise. As a result, our department becomes more efficient and more effective. In the financial statement, actual results from the current year and previous years are listed in the table on page 15. The revenue section shows how the most significant sources of income are received. Our team members aggressively look for ways to increase outside revenue, by applying and receiving grant funds. The expenditures section is carefully monitored, to ensure money is spent wisely and efficiently.

Each employee is evaluated on productivity and performance, to assure county residents are receiving the best services possible. We also assess the need and value of vacant positions, as another way to be fiscally responsible. We meet our goals and align with the county's strategic plan, by consistently providing a high level of efficiency, transparency and accountability that positively affects the economic and social health of Ottawa County.

“Fiscal responsibility and transparency are important. We always need to be good stewards of other people’s money. By making smart spending decisions, such as streamlining processes to gain efficiencies and save costs, we are able to maximize the impact of the taxpayer’s dollars.”



Shelley Wittaniemi, MBA
Senior Accountant

Patricia Romero, BA
Accountant

Jennifer Allen
Account Clerk

Accounting Responsibilities

- Billing for Clinic & Dental services (commercial and Medicaid health plans)
- Patient statements, accounts and payments
- Post payments
- Insurance verification
- Receipt books tracking
- Accounts Payable
- Accounts Receivable
- Journal Entries
- Budget Amendments
- Year-end audit papers
- Annual budgets
- Petty cash reimbursements
- Annual petty cash audits
- Expense splits (building rental, telephone and supplies)
- Collect semi-annual Department of Human Services pay phone
- Financial Status reports
- Statistical reports
- State audits

Financial Statement

| | 2005/06 | 2006/07 | 2007/08 | 2008/09 | 2009/10 | 2010/11 | 2011/12 | 2012/13 | 2013/14 |
|---|--------------------|---------------------|---------------------|--------------------|--------------------|--------------------|--------------------|--------------------|--------------------|
| | Actual | Actual | Actual | Actual | Actual | Actual | Actual | Actual | Budget |
| Revenues | | | | | | | | | |
| Licenses & Permits | \$385,459 | \$362,473 | \$392,769 | \$404,832 | \$459,368 | \$552,669 | \$691,093 | \$769,963 | \$765,155 |
| Intergovernmental Revenue | \$3,247,491 | \$4,349,298 | \$4,055,163 | \$3,572,158 | \$4,392,368 | \$5,133,020 | \$3,903,051 | \$3,065,004 | \$3,681,511 |
| Charges for Services | \$812,626 | \$773,130 | \$804,897 | \$600,571 | \$611,695 | \$627,960 | \$671,925 | \$696,757 | \$706,407 |
| Interest & Rent | \$0 | \$0 | \$0 | \$0 | \$0 | \$0 | \$0 | \$0 | \$0 |
| Other Revenue | \$181,923 | \$213,200 | \$223,774 | \$218,015 | \$241,946 | \$199,754 | \$197,529 | \$247,542 | \$206,220 |
| Total Revenues | \$4,627,499 | \$5,698,101 | \$5,476,603 | \$4,795,576 | \$5,705,377 | \$6,513,403 | \$5,463,598 | \$4,779,266 | \$5,359,293 |
| Expenditures | | | | | | | | | |
| Personnel Services | \$6,012,192 | \$6,374,861 | \$6,525,928 | \$6,238,358 | \$6,123,262 | \$5,877,766 | \$5,891,724 | \$6,001,198 | \$6,362,839 |
| Supplies | \$1,192,476 | \$1,756,591 | \$1,780,394 | \$1,151,064 | \$1,271,842 | \$1,224,418 | \$1,026,358 | \$948,514 | \$1,114,358 |
| Others Services & Charges | \$2,129,772 | \$2,217,205 | \$2,191,313 | \$1,906,773 | \$1,834,892 | \$1,619,228 | \$1,702,687 | \$1,755,617 | \$1,742,236 |
| Capital Outlay | \$119,118 | \$0 | \$241,471 | (\$8,087) | \$13,032 | \$5,760 | \$0 | \$8,030 | \$0 |
| Total Expenditures | \$9,453,558 | \$10,348,657 | \$10,739,106 | \$9,288,108 | \$9,243,028 | \$8,727,172 | \$8,620,769 | \$8,713,358 | \$9,219,433 |
| Excess (deficiency) of revenues over (under) expenditures Health Operations | (\$4,826,059) | (\$4,650,556) | (\$5,262,503) | (\$4,492,532) | (\$3,537,651) | (\$2,213,769) | (\$3,157,171) | (\$3,934,092) | (\$3,860,140) |
| Jail | | | | | | | | | |
| Revenue | \$20,458 | \$18,361 | \$13,397 | \$6,180 | \$0 | \$0 | \$0 | \$0 | \$0 |
| Expenditures | \$779,283 | \$860,792 | \$795,491 | \$268,752 | \$0 | \$0 | \$0 | \$0 | \$0 |
| Excess (deficiency) of revenues over (under) expenditures Jail Health | (\$758,825) | (\$842,431) | (\$782,094) | (\$262,572) | \$0 | \$0 | \$0 | \$0 | \$0 |
| Excess (deficiency) of revenues over (under) expenditures - Total | (\$5,584,884) | (\$5,492,987) | (\$6,044,597) | (\$4,755,104) | (\$3,537,651) | (\$2,213,769) | (\$3,157,171) | (\$3,934,092) | (\$3,860,140) |
| Other Financing Sources (Uses): | | | | | | | | | |
| Transfers in | \$5,646,605 | \$5,926,606 | \$6,201,489 | \$4,743,828 | \$3,537,651 | \$3,084,996 | \$3,557,171 | \$3,934,092 | \$3,660,140 |
| Transfers out | | | (\$1,300,000) | | | (\$871,527) | | | |
| Total Other Financing Sources (Uses) | \$5,646,605 | \$5,926,606 | \$4,901,489 | \$4,743,828 | \$3,537,651 | \$2,213,469 | \$3,557,171 | \$3,934,092 | \$3,660,140 |
| FTE (Employees) | | | | | | | | | |
| Health Operations | 101.70 | 102.28 | 98.78 | 92.38 | 85.08 | 84.13 | 85.35 | 85.65 | 84.15 |
| <i>Note - Unfunded positions</i> | | | | 1.0 | 2.2 | 2.8 | 2.6 | 1.6 | 1.1 |

Clinical Health

Clinic Health services provides many of the provisions in the [Public Health Code](#), Act 368 of 1978, to uphold the laws regulating public health and the prevention and control of diseases. This is accomplished by providing individual clinic based appointments, as well as surveillance and preventive education.

As Clinic Health Manager, I focus on assuring the clinic health infrastructure is in place and runs as efficient as possible, yet deliver high quality services. I work in collaboration with accounting, information technology and program supervisors to establish budgets, evaluate fees and billing.

In 2013, OCDPH received \$63,750 in funding for stage one of the [Meaningful Use](#) program. This funding was provided as an incentive to enable agencies to improve Medicaid patient care, by using the Electronic Medical Records (EMR) software*. Throughout this past year, we have focused on analyzing specific clinic workflow and increase use of the EMR software. As a result, patient information is easily retrievable in a secure manner. With this ability, we save significant costs on producing paper charts and provide better customer service to patients from any one of our three clinic locations.

“My nurse went above and beyond to answer my questions! She made me feel very comfortable!”

- Immunization Clinic Client Survey

Performs

- infectious communicable disease investigations to minimize spread and potential outbreaks.
- continuous systematic collection of data on infectious diseases, to identify any potential public health threats.

Saves money

- implement the EMR system to reduce health care costs.
- bill all insurance providers, including Medicaid, to maximize reimbursements.



Helen Ash, B.A.
Clinical Health Manager



HealthyCommunities

Assures

- delivery of treatment for identified communicable disease cases and case contacts.
- breaking down barriers, such as lack of insurance, income, medical physician, language differences or transportation for clients seeking medical care.

Provides

- access to services intended to promote health and prevent disease, to residents who might not have any source for medical care.
- confidential sexually transmitted disease testing and treatment.
- clinical family planning for healthy spacing of children.
- the Travel Vaccine program, which is available for residents traveling to high risk areas outside of the U.S.
- immunizations to people throughout their lives.

Protects

- the community against vaccine preventable diseases.
- overall population health from communicable diseases that may come in to our communities from other regions.

Promotes

- patient and community education related to disease and preventive measures.
- education and screening for breast and cervical cancer.



Serving Communities

Inform schools and childcare providers about required immunization reporting at our annual meetings.

Assist schools in interpreting immunization records of more than one hundred high school foreign exchange students.

Outreach at the Holland City Mission, by providing an immunization clinic one afternoon each month.

Provide immunization education and updates at quarterly provider meetings to office staff who give immunizations.

Educate at Immunization In-services

- Infant and Early Childhood Update
- Adolescent Update
- Adult Update
- Vaccinating Women Across the Lifespan
- Vaccine Administration
- Vaccine Management (storage and handling)
- Vaccines for Children Program
- Pediatric and Adult Influenza

2013 Client Immunizations

- 89%** ⇒ Fully immunized 19-36 month olds seen at OCDPH
- 85%** ⇒ Fully immunized 19-36 month olds for all of OC
- 72%** ⇒ Fully immunized 13-17 year olds seen at OCDPH
- 74%** ⇒ Fully immunized 13-17 year olds for all of OC
- 99%** ⇒ Students in kindergarten compliant with Immz Law
- 98%** ⇒ Students in 6th grade compliant with Immz Law
- 99%** ⇒ New school entrants compliant with Immz Law
- 99%** ⇒ School children compliant with Immz Law
- 3%** ⇒ School students with immunization waivers
- 680** ⇒ Travel Clinic client visits
- 1,427** ⇒ Travel immunizations administered

Immunization

The Immunization and Travel Clinic provide immunization services and education about vaccine preventable diseases for children and adults. In Michigan, childcare centers, preschools and K-12 schools are required to report the immunization status of students to the Department of Education. Local health departments serve as intake points for school immunization reporting. Ottawa County Department of Public Health works with all Ottawa County childcare centers, preschools and K-12 schools, to ensure students are completely immunized.

“ I love my job because I work with a great staff and interact with other health care providers and community members. ”

We offer the Vaccine For Children (VFC) program to parents who want to immunize their children, but do not have health insurance, have health insurance that does not include immunization coverage or have children who have Medicaid. This program is a federal program that provides vaccines free of charge to children birth to 18 years of age.

A parent has the right to waive one or more immunizations for their child in our state. If a parent chooses this option, they will need to come to our department and receive a waiver to sign, along with information about vaccine preventable diseases and vaccine safety.



Sue Schryber, BSN, RN
Immunization Team Supervisor

Julie Kuiper, BSN, RN
Immunization Nurse

Robin Schurman, BSN, RN
Immunization Nurse

Lori Schrader, BSN, RN
Immunization Nurse

Mary Zimmerman, BSN, RN
Immunization Nurse

Cynthia Botbyl, BSN, RN
Immunization Nurse

Kim Bectel, MBA
Biological Clerk



Communicable Disease

Dr. Schweitzer is my favorite philosopher who coined the term “Reverence for Life”. He had a strong belief in the value of life and protecting it. His concept harmonizes well with my own value system, as well as our health department’s philosophy. Dr. Schweitzer was born in the 1800s. At that time, practitioners did not have comprehensive communicable disease (CD) surveillance programs. Today, we have the capability to help protect individuals and families from disease and control its spread throughout our communities.

“ If I am a thinking being, I must regard life other than my own with equal reverence . . . Goodness, by the same token, is the saving or helping of life, the enabling of whatever life I can to attain its highest development. ”

- Dr. Albert Schweitzer, “Philosophy of Civilization” 1923

Communicable disease control requires consistent and constant vigilance. It also requires significant communication and collaboration with both internal and external health partners. Protecting Ottawa County resident’s health from disease outbreaks will help create more meaningful and enriched lives for each person. Like Albert Schweitzer, we as a team, as an organization, and as citizens ourselves of Ottawa County value life and are committed to our mission to assure conditions in which all people can achieve optimum health.

Ottawa County Department of Public Health’s CD program engages in several important functions. People rarely think about what we do day-to-day, but if diseases are not monitored and left unattended, there may be detrimental effects within our county. Included in this CD report are stories from our health department’s communicable disease, sexually transmitted disease and tuberculosis nurses. We wanted the opportunity to share with you a few of the stories out of many that we have encountered over the years.



Lis McNeil, BSN, RN, PEM
CD/STD/TB Team Supervisor

Tamara Holsinger, BSN, BA, RN
CD/TB Nurse

Julie Mascorro, BSN, RN
STD Nurse

Leanna Kermeen, RN, ADN
STD Nurse

Patty Feenstra, RN, ADN
CD/TB Nurse

Jill Kraynak
STD Health Tech

Sue Keen, BSN, RN
CD/TB Nurse



Life without Public Health and communicable disease control

- A newborn infant could die if we didn’t monitor and identify women of child bearing age with hepatitis B infection.
- Globally, 1.4 million people still die every year from tuberculosis. What happens around the world affects us at the local level.
- Basic levels of health protection would not be possible if we did not focus resources on surveillance, prevention strategies and maintaining disease control.
- Disruption of life and economic loss would occur if serious infectious disease outbreaks were not monitored and managed.

Collaborative Approach

Public Health & Children's Advocacy Center

By Julie Mascorro, BSN, RN Forensically Trained STD Nurse

During the last 16 years, I have provided nursing services to the children at the Children's Advocacy Center (CAC). These children are seen for concerns of sexual or physical abuse. The CAC is an agency that utilizes an integrative approach in investigation, assessment and treatment of child abuse in an environment that is child sensitive, supportive and safe.

In 2013, there were **95 forensic medical exams** provided to children at risk for abuse. As part of a multidisciplinary team, including law enforcement, protective services, child advocates, medical team and the court system, the CAC provides quality services to at risk children.



Serving Children

- I have training as a Sexual Assault Nurse Examiner for adults and children, as well as the Michigan Forensic Protocol.
- At the CAC, I conduct medical interviews of the children to assure the child that their body is OK, even if something has happened.
- The medical interview is important, as it is admissible in court. It may prevent a young child from having to testify in court.
- The exam includes collection of specimens, health education, referrals and follow-up.
- Being a part of the CAC team has been a rewarding part of my Public Health experience.

Prevention Program

Perinatal Hepatitis B

By Sue Keen, BSN, RN CD/TB Nurse

In 2013, Ottawa County Department of Public Health, in coordination with the Michigan Department of Community Health's (MDCH) Perinatal Hepatitis B Prevention program, identified **39 women** of child-bearing age with Hepatitis B infection. Seven of those women were pregnant. Prevention of perinatal Hepatitis B transmission requires the coordinated transfer of information between laboratories, primary care providers, hospitals and the local and state health departments.

Ninety percent of babies born to infected mothers will be at risk for chronic infection, if they do not receive the Hepatitis B vaccine and Hepatitis B Immune Globulin (HBIG) at birth. Twenty-five percent of those infected will die, due to chronic liver disease. When the vaccine is given, **80-95%** of infants will be protected from getting Hepatitis B infection.

Hepatitis B

is a disease caused by a virus that infects the liver. Most people will recover completely, but **5-10%** will become long-term (chronic) carriers of the virus.

Hepatitis B Spread

- Contact with infected blood or bodily fluids.
- From an infected mother to her newborn infant during childbirth.
- Tattooing
- Blood transfusions
- Unprotected sex
- Sharing needles

Hepatitis B Prevention

- Careful hand washing
- Disinfecting or throwing away infected objects.
- Vaccinate
 - As part of the routine childhood vaccination schedule.
 - All household contacts of someone with chronic Hepatitis B.
- Babies born to mothers with Hepatitis B should receive the Hepatitis B vaccine and Hepatitis B immune globulin (HBIG), within 12 hours of delivery.
- Avoid unprotected sex with anyone with acute or chronic Hepatitis B.

Case Investigations

High Priority Viral Hepatitis

By Sue Keen, BSN, RN CD/TB Nurse


In 2013, the Centers for Disease Control and Prevention (CDC) and the Michigan Department of Community Health (MDCH) requested assistance from local health departments. The objective was to enhance the

investigation of viral hepatitis cases considered to be of particular public health importance, in order to improve surveillance, advance research and increase awareness. Many people don't have symptoms and don't know they have hepatitis until the disease has advanced. Evaluating high priority viral hepatitis cases helps us to more accurately assess possible vaccine failure, health care associated transmissions and increases or decreases in intravenous drug use to prevent disease and its spread.

2013 Assisted Cases

140
Cases of Viral Hepatitis

14
Cases Met High Risk Criteria



Michigan, like other states, receives thousands of hepatitis case reports each year. Every complex case is classified in the appropriate category, which helps reinforce surveillance. Collecting data takes time and requires local health departments to work closely with local health care providers.

Court Ordered Testing & Notification

By Jill Kraynak, STD Health Tech

The Sexually Transmitted Disease (STD) program collaborates with judicial agencies, as specified by law, when infectious disease court-ordered testing and victim notifications are requested. Under this same law, victims may view test results of their perpetrator if requested, through the appropriate legal process.

2013 Court Orders

51
Received for people arrested, bound over for trial or convicted of high risk crimes, such as criminal sexual conduct.

40
Pre-counseled and tested for HIV, Hepatitis B, Hepatitis C, Gonorrhea, Chlamydia and Syphilis.

12
Victim requests received.

3
Victims requested information about the perpetrator's results.

Identify & Treat

TB Skin Testing at Local Missions

By Tamara Holsinger, BSN, BA, RN CD/TB Nurse

The Communicable Disease program implements a high impact disease control strategy called Targeted Tuberculosis (TB) Skin Testing. Targeted TB Skin Testing is performed on a monthly basis at the men's Holland Rescue Mission and at the Family Hope Mission. This process helps identify and treat people who are at risk for latent TB infection or at high risk for developing TB disease. Drug-resistant TB is rising in the United States. Monitoring, identifying and containing TB is necessary to eliminate TB. Latent TB infection treatment, which is offered at the health department, can prevent people from developing TB disease and stop further spread to others and our community.

2013 Residents Evaluated

231 mission residents evaluated

Tuberculosis (TB) is a contagious disease caused by a bacteria, involving the lungs and possibly other organs.

TB Spread

- People with active TB disease can pass the infection to others, through air-borne droplets caused by sneezing or coughing.
- People with a latent (non-active) TB infection cannot pass the disease to others and have no symptoms.

TB Prevention

- Health care workers, people with certain types of chronic health problems and anyone who has been exposed to someone with active TB should receive a skin test or blood test.
- People with a positive skin test should have proper evaluation and discuss treatment options.



2013 Pregnancy Prevention

1,912

Total Pregnancy Prevention Clients

Uninsured

1,166 of the 1,912 clients-61%

Low Income

97% below 250% of poverty

66% below 100% of poverty

Plan First

835 clients received Plan First

2007-2011 Population Data

37,108 below 250% of poverty

2000 Population Data

25,335 below 250% of poverty

32% increase among people
15-44 years of age

At-Risk Target Populations are uninsured, underinsured, those below the poverty level and Medicaid eligible sexually active teens and adults.

The Family Planning Clinic is one avenue that reproductive health services are delivered in our community. Collaboration between Ottawa County Department of Public Health, multiple inter-agencies and community health providers, brings success in identifying and solving health concerns for Ottawa County residents.

Pregnancy prevention and reproductive health services include **pregnancy testing, contraceptive methods, pelvic and breast exams, pap smears, some STD testing and health education** www.miOttawa.org/SexEd. For schools and community groups, lessons to prevent teen pregnancy are available. Our team also works with other youth serving agencies to strategically work toward reducing teen pregnancy. All health care services are confidential and are available to adults and teens.

“ If family planning is anything, it is a public health matter. Healthy Women, Healthy Babies, Healthy Families. ”

- George H.W. Bush



Connie Kross BSN, RN
Family Planning Team Supervisor

Maureen Eberly, MSN, WHNP-BC
Nurse Practitioner

Leslie TenBrink, MSN, APRN-BC, FNP
Nurse Practitioner

Melissa Doxey, BSN, RN
Family Planning Nurse

SuAnn Blanchard, RN
Family Planning Nurse

Karen Sloothaak, BSN, RN
Family Planning Nurse

Lisa Dilly, BSN, RN
Family Planning Nurse

Rachel Pohl, BSN, RN
Family Planning Nurse

Janice Sorenson
Health Technician



Contraceptive Types

Hormonal Methods
Intrauterine Contraceptives
Barrier Methods
Emergency Contraception

Plan First Payment Assistance Program

Provides free birth control and reproductive health services.

Plan First Qualifications

Female • Social security number • Michigan resident • U.S. citizen • 19-44 years of age • Meet monthly income limits
Not receiving Medicaid • Not currently pregnant • No private insurance with coverage for family planning services

Clinic Support

Clinic Support team member's focus is customer service driven. They are the first face each client sees during the registration process and the final face the client sees as they leave the clinic. Health department clinic support team members schedule all patient appointments and verify insurance statuses to update each client's medical record. We have bilingual team members who offer translation services to Spanish speaking clients. Our goal is to provide a positive experience for all Ottawa County residents, who seek services and information from the health department clinic.

Our client base consists primarily of Medicaid and low income residents. Some of our clients may not seek medical services from any other provider, due to lack of insurance or financial means. As a result, individuals and families may be at a higher risk for chronic diseases; such as obesity, heart disease and diabetes. This could eventually affect the economic and social health of Ottawa County.



Mona Simpson, BBL
Clinic Support Team Supervisor

Clinic Support

Jeanne Venema

Tonya Barber

DeAnne McCammon

Shelley Kuyers

Amy Rooks

Priscilla Vargas

Cecilia Garcia

Serena Chauv

Loreen Waite

2013 Client Visits

9,172

Holland

12251 James Street
(616) 396-5266

2,194

Grand Haven

1207 South Beechtree Street
(616) 846-8360

2,241

Hudsonville

3100 Port Sheldon Road
(616) 669-0040



“Clinic support team members are the FIRST FACE clients see during the registration process and the FINAL FACE they see as they leave the clinic.”

PublicHealth CustomerService

Our mission is to assure conditions in which all people can obtain optimum health. We accomplish our goal by offering all county residents immunizations, family planning and reproductive health services, safeguarding residents from communicable diseases and several other health education and resources.

As specified in the county's vision statement, Ottawa County Department of Public Health team members also strive to help make our county the location of choice for living, working, and recreation.

“The community's perception of our health department is shaped by their INTERACTION with each and every team member.”



PublicPerception

Our brand is a visual tool that symbolizes how the public recognizes our department. To take that even further, it is important to know that each and every team member's role is connected to our identity. Our identity is the distinct combination of the characteristics that make up our department, from its culture and services to its mission and values. These characteristics may or may not be intended, but each shapes how we are perceived and trusted by the public.

The community's perception of our health department is shaped by their interaction with each and every team member. Every organization has an identity, whether it is intended or unintended. Strong identities go beyond the basics of service descriptions and handing out brochures.

Our identity engages the communities we serve, in a compelling story about why our organization exists and how it uniquely makes change.

Shaping our identity is not just a marketing message. It's a promise that all team members can deliver. Each team member and community partner is an ambassador for our department and play a crucial role in shaping the public's perception of who we are and why we matter. This is vital to our success. Every community member we assist, educate or serve is an opportunity to continue to build our positive identity.

Community Health

Community Health Services strives to provide population base services to Ottawa County residents. Our goal is to increase awareness and access to health care services, provide quality support programs, prevent disease and mobilize community partners to address health issues.

Our continual effort to provide quality and cost efficient programs aligns with Ottawa County's mission; to be committed to excellence and the delivery of cost effective public services. Community Health Service programs are seen as model programs throughout the state. Many counties replicate our program strategies, within their own departments.

Department team members' top priority is continuous improvement and finding better ways to do business. Approaches we've implemented include paperless files and forms, re-evaluating existing strategic plans to align with current data, updating old equipment to complete screenings in a timely manner and utilizing new technologies to better communicate with partners and the public.

“ Public Health is the science and art of preventing disease, prolonging life and promoting health through the organized efforts and informed choices of society, organizations, public and private, communities and individuals.”

- C-E.A. Winslow, 1920



We ensure measurable progress towards positive health outcomes. Team members continually gather feedback from Ottawa County residents, to better understand how we are doing and where we can improve. Data is collected and reviewed to identify gaps and needs. Improving services and programs to meet the needs of our community is our top priority.



Sandra Boven, M.Ed.
Community Health Manager

Serving Communities

Offer medical care and treatment assistance for children with chronic, severe and disabling health problems.

Provide service coordination to meet child and family needs.

Screen for undiagnosed hearing and vision problems, which could impact a child's ability to develop and learn.

Collaborate with local agencies to reduce the negative impacts of alcohol in our community, by using environmental and policy change strategies.

Deliver on-site dental services for qualifying uninsured children and Medicaid insured children.

Educate adolescents and young adults about the consequences of early sexual involvement.

Work with community partners toward the vision of assuring there is an available supply of well-balanced food for all.



CommunityPartners

Refer clients to OCDPH's *Miles of Smiles* mobile dental unit, for pregnant women and families. Studies show a strong correlation between periodontal disease and low birth weight and premature babies.*

Mentor students in the Hope College Nursing Program. This partnership gives students an opportunity to meet their public health curriculum and practicum. It also helps ensure a strong and effective public health workforce.

Collaborate with the Holland Community Health Center by providing a part-time MIHP registered nurse to help assure children birth to 5 years of age are better equipped for school readiness. The Ready for School & Healthy Beginning program focuses on parenting education and connecting parents to available community resources. Together we help empower families to identify health concerns and seek early intervention.

Assist Community Mental Health and provide infant mental health services for high risk infants, birth to 4 years of age. Children who qualify for this program have experienced emotional or physical trauma. MIHP social workers help families understand the child developmental process. We teach parents how to minimize the effects of trauma on brain development. It is our priority to help develop young people to be healthy, safe young people and able to form trusting relationships. MIHP services improve long-term quality of life and prevent the need for costly support services later in life.



2013 Home Visits

maternal and infant
mihp
health program

3,065

Maternal & Infant Visits

98

Infant Mental Health Visits

Comprehensive Risk Assessments

Health risks • Smoking • Alcohol use • Drug use • Stress
Depression • Mental health • Social support • Abuse • Violence
Basic needs • Breastfeeding • Infant development & health • Safety

Care plans are developed,
based on team input and risk assessment results.



Maternal Infant Health Program

The Maternal Infant Health (MIHP) program aims to reduce infant mortality in Ottawa County, by providing home-based support to pregnant women, new parents and families. MIHP providers are a multi-disciplinary team of registered nurses, social workers and a dietitian. We provide social support, information and care coordination of services to promote healthy pregnancies, birth outcomes and infant development.

“The goal of MIHP is to continually reduce infant mortality and prematurity and minimize adverse birth outcomes.”

Michigan produces a [Pregnancy Risk Monitoring System](#) report. Results indicate preconception chronic diseases remain highly prevalent among women of childbearing age and have been associated with adverse birth outcomes.* Asthma, anemia, depression, anxiety, diabetes, high blood pressure or other health problems are conditions that may contribute to an unhealthy pregnancy and birth.

Nearly **3 in 10** Michigan mothers and their babies may be at a higher risk, due to pre-existing chronic diseases.* MIHP identifies health risks and provides state-driven interventions to identify and manage these health concerns.



Dawn Dotson, MPA, BSN, RN
MIHP Team Supervisor

Molly Dewald, LMSW, IMH-E (II)
MIHP Social Worker

Cynthia Hinton-Smeyers, LMSW, IMH-E (II)
MIHP Social Worker

Becky Antaya, RDN
MIHP Dietitian

Devon Stuit
MIHP Medicaid Liaison

Jael DelaHuerta
MIHP Clerk

Rhonda Doerr, BSN, RN
MIHP Registered Nurse

Charly Neinhuis, BSN, RN
MIHP Registered Nurse

Julie Yoas, BSN, RN
MIHP Registered Nurse

Sandra Lake, BSN, RN
MIHP Registered Nurse

Hearing & Vision Program

Throughout Michigan, Hearing & Vision programs have been implemented for more than **60 years**. Under the direction of Michigan Department of Community Health, four health department technicians are committed to providing all Ottawa County children with hearing and vision screens. In alignment with the **10 Essential Public Health Services**, our program links children to needed personal health services and ensures the provision of healthcare when otherwise unavailable. We want to assure children have the skills necessary to succeed in school and learning.



Janine Chittenden, BSN, RN
Child Health Team Supervisor
Hearing & Vision Program
CSHCS Program



Kindergartner's hearing and vision screen prior to the 2013 school year. OGDPH Holland office.

Most children are seen in a formal school setting. However, they may also receive free screenings, by appointment, at one of our three health department offices, located in Holland, Grand Haven and Hudsonville. Continuous screenings are available from birth through school age. Both programs are carefully standardized, so each child screened receives consistent screening, referrals and follow-up services.

Hearing & Vision Health Technicians
Sylvia Wion
Mary Hamstra
Esther Arizola
Jennifer Ridenbaugh
Program Support
Monique Carey



Detect to Correct

Vision Screenings include testing for visual acuity, eye muscle function, nearsightedness, farsightedness and symptoms of other eyesight problems. Screenings are conducted at least once for 3 to 5 year old preschoolers and grades 1st, 3rd, 5th, 7th and 9th or in conjunction with driver training classes.

Hearing Screenings identify hearing loss (conductive, sensorineural and mixed), as well as middle ear pathology. Screenings are conducted at least once for 3 to 5 year old kindergarteners and grades 2nd and 4th.

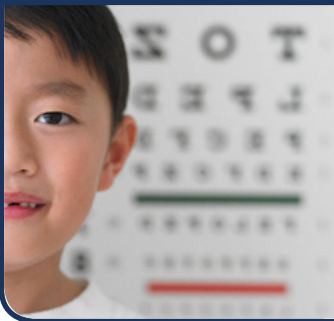
“ We would not have discovered David’s eye issue, if it wasn’t for Ottawa County’s kindergarten screening!

His pediatrician missed it in his wellness checks.”

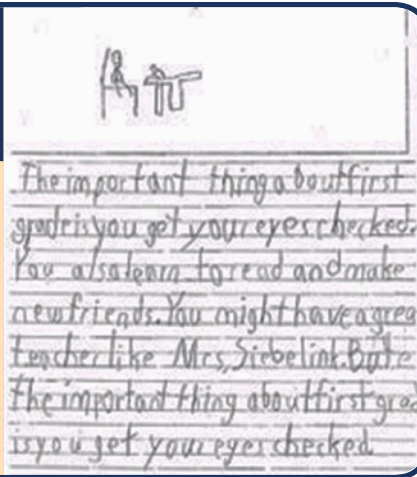
- Ottawa County parent

“The important thing about first grade is you get your eyes checked.”

- Ottawa County 1st grader



“Mason was so impacted by his big brother needing glasses (through the health department vision screening at his elementary school) he wrote this essay.”



2013 Serving Children

34,000+

Screened for hearing and vision problems.

845

Referred to eye care professionals for follow-up or for hearing related care.

Enable&Enhance

Goals

- Assist in accessing a broad range of appropriate medical care, health education and support.
- Assure delivery of services and support in an accessible, family centered, culturally competent, community based and coordinated manner.
- Promote and coordinate parent and professional collaboration in all aspects of the program.
- Remove barriers that prevent individuals from achieving their goals.

Provide

- Coverage and referrals for specialty services based on a person's health problem(s).
- Family centered services to support primary caregivers.
- Community-based services to help people care for their children at home and maintain normal routines.
- Culturally competent services that demonstrate awareness of cultural differences.
- Coordinated services to pull together services of many different providers, who work within different agencies.

2013 Enabling Communities

299
New Enrollees
Doubled from previous year

1,000+
Total Enrollees

The Children's Special Health Care Services (CSHCS) program mission is to enable individuals with special health care needs to have improved health outcomes and an enhanced quality of life. Children's Special Health Care Services is a program within the [Michigan Department of Community Health](#) (MDCH) for children birth through 20 years of age and adults with some specific qualifying special health care needs. Ottawa County Department of Public Health (OCDPH) is one of many local health departments across the state that acts as an agent for the CSHCS program at the community level. The partnership between MDCH and OCDPH enables CSHCS to succeed as a community-based program.

Brenda Kempf
Program Representative

Leslie VerDuin, BSN, RN
Program Nurse

Linda Smith, BSN, RN
Program Nurse

Monique Carey
Program Support

There is a fee to join, which is based on income. The fee is waived if the child is on Medicaid or MICHild. Several factors decide whether a person is eligible:

- Michigan resident
- U.S. citizen, documented non-citizen admitted for permanent residence or a non-citizen legally admitted migrant farm worker
- Qualifying medical condition
(2,700 diagnoses are potentially eligible)
- Severity and chronicity of a person's condition, as well as the need for treatment by a specialist, are factors considered.
- 20 years of age or under
- People 21 years of age and older, with cystic fibrosis or certain hereditary blood coagulation disorders commonly known as hemophilia may also qualify.
- A MDCH medical consultant reviews each case to determine eligibility.



Health Promotion

Health Promotion is an integrated part of the very aspect of what public health is all about; prevent disease, prolong life and protect public health. We collaborate with numerous local organizations, each advocating and aiming to achieve the same health goals for individuals and families. OCDPH health educators work closely with community partners, to help make Ottawa County the location of choice for living, working and recreation. Our methodology, to help achieve optimum health and enhance the quality of life, is to **target 3 primary areas;** wellness and nutrition, sexual health and substance abuse prevention.



Becky Young, BA
Health Promotion Team Supervisor

Heather Alberda, BA
Sexuality Educator

Lisa Uganski, RD
Dietitian/Wellness Educator

Amy Oosterink, MA, CPS-R
Wellness Educator,
Nutritional Options
for Wellness Program

Tim Findlay, BS
Substance Abuse
Prevention Educator

Rita Huron
Administrative Assistant

“Looking ahead at extending community outreach, we are eager to collaborate with our community partners. Together, we aim to reduce the rate of alcohol related crashes, continue to educate youth on sexual health and increase access to education and healthy foods.”

Improving Economic & Social Health

2013 Community Outreach

563

Individuals shopped at the Holland Farmers Market, using Supplemental Nutrition Assistance Program benefits.

\$22,310

Farmers Market vendor revenue generated.

228

Alcohol servers, retailer managers and owners trained in the Training for Intervention ProcedureS program, on how to serve alcohol responsibly, avoid patron intoxication and prevent sales to minors.

1,035

Teens and young adults received pregnancy and sexually transmitted disease (STD) prevention education.

Public health saves lives

For each 10 percent increase in local public health spending:

Infant deaths decrease

6.9%

Cardiovascular deaths decrease

3.2%

Diabetes deaths decrease

1.4%

Cancer deaths decrease

1.1%



Seatbelt use reduces serious injuries and death in car crashes by **50%**

In the 20th century, the U.S. reduced the rate of adults who smoke from 42% in 1965 to 25% in 1997.

1965

42%

Rates continue to drop — in 2010, 19% of adults smoked.

2010

19%

Public health saves money



Every \$1 spent on prevention saves \$5.60 in health spending.



Every \$1 spent on childhood vaccines saves \$16.50 in future health care costs.



3¢ of every \$1 spent on chronic conditions (obesity, heart disease and diabetes), goes toward public health and prevention.



Collaborate to Impact Youth

Ottawa County Youth Sexual Health Coalition

OCYSC is a community wide coalition, with a focus on preventing unintended pregnancy and the spread of sexually transmitted diseases. OCYSC aims to reach Ottawa County teens and young adults, through education and prevention programs.

Teen Photo Voice Project

OCDPH and OCYSC worked with local teen parents on a photo voice project called "One Voice". The project gave teen parents the opportunity to tell their stories and share the challenges and experiences teenagers face with raising children.

Teens & Technology

This workshop is designed to educate parents about how their teens are using technology and social media.

Parent Packs

In 2013, more than **600 informational parent packs** were distributed throughout the county. They were designed to educate parents of children birth to 18 years of age, on how to talk to their kids about sex, pregnancy and STD prevention, puberty and more.

Teen Parenting/Pregnancy Annual Conference

Hosted by the OCYSC, this conference provides teenage parents (moms and dads) with resources to successfully raise healthy, happy and stable families, despite their age or situation. The conference features a keynote speaker and several breakout sessions, including topics on healthy nutrition, effective discipline and co-parenting.

Pregnancy & STD Presentations

In 2013, presentations were given at Ottawa County schools to **1,035 teens and young adults** about the risks associated with sexual activity, pregnancy, STDs and prevention methods including; abstinence, birth control and condom use. We also provided OCDPH Family Planning and STD clinic information.

Youth bear disproportionate share of STDs

Americans ages 15-24 make up just **27%** of the sexually active population

But account for **50%** of the **20M** new **STDs** in the U.S. each year



“Talking to your children about sexuality, abstinence and contraceptives is not always easy, but it is very important! Parents and caregivers play a critical role in their children’s decisions about sex.”

- Heather Alberda, OCDPH Sexuality Educator



Nineteen-year-old Johanna Luevano and her daughter Analeigh participated in the "One Voice" Photo Voice Project. Johanna documented her experiences as a teen mom by taking photos and sharing with other teens the challenges of parenting.

Chronic Disease Prevention

Nutrition & Wellness

Supplemental Nutrition Assistance Program

For more than 8 years, SNAP-Ed grant funds have enabled the public health team to provide nutrition education to Ottawa County residents who qualify for SNAP benefits, also known as Bridge Cards.



U.S. Department of Agriculture (USDA) Farmers Market Promotion Program

The grant from this program provides Ottawa County residents with access to fresh produce. This is an opportunity that all individuals and families deserve. Many people, however, do not have the means to obtain healthy food due to cost, lack of availability in their community, transportation or awareness of where to go.

The Ottawa County Department of Public Health requested and received funds to develop and implement the Electronic Benefit Transfer (EBT) program at the Holland Farmers Market. This market is located downtown Holland, adjacent to a USDA defined "Food Desert".

More than **28%** of the population in this area is at or below the **Federal Poverty Level**. This project provides low-income residents an opportunity to shop at the market using their SNAP benefits. As a result, these individuals had increased access to fresh, affordable, healthy foods and local farm vendors saw an increase in their revenue.

2013 Helping Feed Communities

HEALTH EDUCATION

1,100+

Individuals received nutrition education at the

Holland Farmers Market
&
3 Feeding America
Mobile Food Pantry Sites.

HEALTHY FOOD ACCESS

563

Individuals shopped using SNAP benefits at the Holland Farmers Market.

\$22,310

Sales generated in local farm vendor revenue.

A Sustainability Plan
was developed to continue the EBT program at the Holland Farmers Market

Nutritional Options for Wellness

In 2013, OCDPH developed a program designed for low-income adults, 18-64 years of age, who have been diagnosed with or have risk factors for cardiovascular disease and/or diabetes.



Program participants are referred by their healthcare provider. Enrollees will attend biometric screenings, orientation, participate in nutrition education classes and receive disease specific food from a partnering food pantry.

The goal is to help people reduce their risk factors for disease. Planning for the NOW program continues and will be piloted in 2014.



OCFPC Strategic Plan

6 Priority Areas

- Improve level of cooperation between food resource providers.
- Improve food quality in the non-profit food distribution system.
- Increase food resources to meet dietary restrictions, health/medical conditions and ethnic preferences.
- Expand access to farmers' markets.
- Address food availability issues for children outside of school.
- Strengthen the Ottawa County Food Policy Council.

FoodCollaborative

Ottawa County Food Policy Council



OCFPC is a collaborative body that exists to reduce food insecurity in Ottawa County. The vision of the OCFPC is for our county to have an available supply of well-balanced meals for all residents. The OCFPC consists of **26 organizations** from a variety of backgrounds, including public health, United Way, food pantries, farmers, Department of Human Services, local human service organizations, food security advocates, Michigan State University Extension and many others.

In the fall of 2011, the OCFPC conducted a Food Insecurity Needs Assessment. This assessment sought the opinions of both food resource clients and food resource providers, through client surveys and focus groups. Based on analysis of the data, the OCFPC established **6 priorities** to be addressed over the next three years. Those priorities are the basis of the Ottawa Food Policy Council Strategic Plan, which was developed by OCFPC members in 2012.

“In 2014, OCDPH will assist the Ottawa County Food Policy Council to increase access to healthy food options at food pantries in Ottawa County.”

- Becky Young, Health Promotion Team Supervisor

There is one OCFPC subcommittee dedicated to addressing each of the strategic plan priority areas. The **6 subcommittees** meet monthly, in order to review and carry out the strategic plan action steps. In addition, the entire OCFPC collaborative group meets quarterly. The OCFPC Executive Board, composed of the OCFPC Subcommittee Chairs and Co-Chairs, meets quarterly as well.

Substance Abuse Prevention

2013 Focused Effort

Communities Helping Ottawa Obtain a Safe Environment (CHOOSE) coalition reviewed its strategic plan. Based on several factors, including data and other existing programs, coalition members determined a more focused effort was needed.

As a result, a new name **Reducing Ottawa Area Drunk Driving (ROADD)**, new logo and a much more targeted focus was adopted by the coalition.



In 2012,
18-24 year olds
accounted for
of crashes in
Ottawa County **37%**
where the driver had been drinking.

Join Forces For Health & Safety

Training for Intervention ProcedureS

TIPS is a responsible beverage service training offered to all servers, owners and managers, who work in the alcohol retail industry.

The program is recognized and suggested by the Michigan Liquor Control Commission (MLCC). It prepares alcohol servers to minimize the legal and safety risks to the establishment and Ottawa County communities.

Alcohol and Tobacco Compliance Checks

Each year OCDPH works with local law enforcement agencies, to coordinate and conduct compliance checks at retailers throughout Ottawa County. Compliance checks assist with evaluating prevention efforts, regarding access to alcohol and tobacco to minors

“ROADD is dedicated to reducing the percentage of alcohol related crashes, over the next 5 years.”

Reducing Ottawa Area Drunk Driving Coalition

ROADD is a community wide coalition, with a focus on reducing the rate of alcohol related crashes among 18-24 years of age residents in Ottawa County. Our methodology is to educate, enforce and prevent, so community members may achieve optimum health and safety.



Miles of Smiles Mobile Dental Unit

provides on-site dental services for Medicaid insured and qualifying uninsured children at Ottawa County schools, Head Start centers, health department clinics and sites for dentally underserved children. It is equipped to provide preventive and restorative dental services for children and adults. The unit is a 40' custom designed dental office on wheels. It includes a waiting area, education station, laboratory, two dental operator rooms, digital x-ray equipment and a wheel chair lift.



A volunteer network of more than 100 dental professionals; including dentists, hygienists and students, have provided assistance on the *Miles of Smiles* mobile dental unit. This project is made possible through state and local grants and county support. It has been awarded several commendations for its innovative approach to address dental health concerns for qualifying Ottawa County children.

"I just read on the news about your mobile dental unit for children. What a wonderful idea! The children of our community are so very lucky to live in Ottawa county. Keep up the good work!"
- Thank you, Betty

School-based Sealant Program

A dental sealant is a white plastic material painted on the chewing surface of permanent molars. The sealant bonds to the tooth and forms a thin protective cover. It keeps plaque and food out, reducing the risk of tooth decay. Portable dental equipment is brought to Ottawa County schools. A dentist or dental hygienist examines a student's teeth to determine if there is a need for sealants. If the child requires sealants, they are applied on-site at the school, along with giving the student a fluoride treatment.

Fluoride Varnish Program

Fluoride varnish is a protective coating that is painted on teeth. It helps prevent new cavities and to help stop cavities that have already started. At the Head Start centers, dental providers apply fluoride varnish to children's teeth one to two times per year.

Oral Health is a crucial part of overall health. According to the Michigan [Behavioral Risk Factor Survey](#) (BRFS), Sept 2013, "studies throughout the years have shown that oral health is intimately related to the health of the rest of the body. Evidence is mounting that suggests infections in the mouth, such as periodontal disease, can increase the risk for heart disease, can put pregnant women at greater risk for premature delivery and can complicate control of blood sugar for people living with diabetes".

"Poor oral health can have a detrimental effect on children's quality of life, their performance at school and their success later in life."

- National Maternal and Child Oral Health Resource Center

As defined by the [Institutes of Medicine's](#) Essential Public Health Services, ODCPH's Oral Health program directly meets service seven: objective four; "reduce dental disease among targeted at-risk (low-income, uninsured and Medicaid) children. In addition, our programs align with Ottawa County's strategic plan; "to continue to provide for the health of residents" and "contribute to the long-term economic health of the county". By providing oral health education and services, we help reduce the cost of potential future dental health issues and better serve our community.



Debra Bassett, BHS, RDH
Oral Health Team Supervisor

Lu Ann Miller
Dental Clinic Manager

Andrea Whittaker, BS, RDH
Dental Hygienist/Practice Manager

Kacie Elzinga, BS, RDH
Seal! Michigan Program
Dental Health Coordinator



2013 Dental Services

- 2,090** ⇨ *Miles of Smiles* dental unit exams, screenings and x-rays
- 3,102** ⇨ *Miles of Smiles* dental unit cleanings and preventive treatments
- 1,030** ⇨ *Miles of Smiles* dental unit restorative, oral surgery and misc. services
- 811** ⇨ *Miles of Smiles* dental unit health education
- 552** ⇨ Seal Michigan in-school dental sealant screenings/exams
- 1,621** ⇨ Seal Michigan in-school dental sealant placements
- 416** ⇨ Seal Michigan in-school dental fluoride treatments
- 1,619** ⇨ Seal Michigan in-school dental health education
- 307** ⇨ Head Start fluoride varnish screenings/exams
- 294** ⇨ Head Start fluoride varnish applications



Environmental Health

Ottawa County Environmental Health works to protect our communities from preventable disease and illness. To live better, longer and healthier lives, Environmental Health works diligently to assure contaminants are properly disposed, the food you eat is safe and the water you drink is clean.

To be effective at protecting public health, it is important to involve the public in OCDPH programs. Throughout 2013, all three sections within Environmental Health; Food Safety, Solid Waste and On-site Services, worked to engage Ottawa County residents. All of our programs have work groups. Our goal is to promote collaboration and begin to shift from being a regulator, to a community partner and educator. We focus on providing great customer service and facilitating open communication. Taking time to educate stakeholders has helped them to realize we are interested in the same outcomes. After all, a healthy and safe community is good for everyone.



Adeline Hambley, MBA, REHS
Environmental Health Manager

Environmental Health Support

Danielle White
Jill Bannink-Albrecht
Julia Vargas Plaggemeyer, MSW

CleanCommunities

Environmental Health studies the impact of our surroundings on our health. The air we breathe, the water we drink, the complex interactions between people and our surroundings.

Natural environments influence our health and are associated with certain health risk factors. These environmental risk factors can cause diseases such as asthma, cancer and food poisoning*.

Environmental health is so broad in scope; it is often broken down into:

- air quality
- food protection
- radiation protection
- solid waste management
- hazardous waste management
- water quality
- environmental control of recreational areas
- housing quality



Workers clean up the Gulf Shore. The BP disaster reiterates why we need to better manage the short- and long-term responses required to address public health threats such as disasters pose whether they are manmade or due to natural causes.

“Environmental health professionals are committed to better anticipate, identify and respond to adverse environmental exposures and their consequences for human health.”

- Centers for Disease Control and Prevention

PreventSickness

Food Safety Services

- Restaurant Inspections
- Free food safety training
- New business plan reviews
- Pool inspections
- Body art inspections
- Childcare center inspections
- Smoke free air law compliance
- Possible foodborne illness Surveillance and investigations



“I am pleased about the effort OCDPH puts into working with restaurant operators. They are a great resource, instead of an imposing regulator. Well done!”

- Ottawa County restaurant owner

2013 Strengthening Partnerships

1,285

Food Licenses Issued

2,318

Food Related Inspections

197

Inspection Survey Respondents

99%

Indicated inspections were helpful and useful

98%

Agreed the image of OCDPH is positive

The Food Safety Program, within Environmental Health, aims to ensure Ottawa County food establishments are utilizing safe food handling practices and providing safe food to the public. The role of the health department is to educate food establishment owners and managers on the importance of providing safe food to patrons. When environmental health specialists inspect a restaurant, they see a snapshot in time of the day-to-day operations. The purpose of the inspection is to ensure safe food handling. Many establishments, associated with a large scale foodborne illness outbreak, suffer significant damage to their reputation and may even lose business altogether. Proper food handling is a matter of public health and is important to the success of each business. When local businesses succeed, the economic health of Ottawa County strengthens even more.

OCDPH team members work hard to maintain relationships with area restaurant owners and operators. Food service establishment owners and operators look to our department as a resource. Our partnerships show we share the same goals; to protect the health of Ottawa County residents. We educate when possible, enforce when necessary and provide high level customer service, to both the industry and the public.



Spencer Ballard, REHS
Environmental Health Supervisor
Food Safety Program

Anastasia Endres-Bercher, BS
Environmental Health Specialist

Adam Zantello, BS
Environmental Health Specialist

Amanda Echler, MPH
Environmental Health Specialist

Kevin Hoxsey, BS, RS
Environmental Health Specialist

Jessica Voglewede, BS
Environmental Health Specialist



Anastasia Endres-Bercher, Environmental Health Specialist, is checking temperatures at a middle school cafeteria during a routine kitchen inspection. She reminds staff that hand washing is a crucial step to prevent food borne illnesses.

On-site Services Program

HealthyHomes

Real Estate Evaluation Program

The Real Estate Transfer Evaluation Program was designed to protect the buyer, seller, seller's agent and the community. Sewage from a failed wastewater dispersal system can flow into back yards, wetlands or a nearby creek, which will contaminate water serving many homes. Proper functioning wastewater dispersal and water supply systems are essential to protect public health and will help ensure the economic and social health of Ottawa County.



In 2013, the Real Estate Evaluation Program and the West Michigan Lakeshore Association of Realtors (WMLAR) went through a series of improvements. The goal was to better serve

home buyers and sellers, as well as realtors and underwriters. A collaborative work group was created, made up of local health officials, WMLAR representatives and underwriters from area banks.

Health officials want to protect public health and the environment, realtors want to ensure buyers know what they are purchasing and underwriters want information clearly spelled out to determine funding. Working together, the program was restructured to function better for all stakeholders. A simplified and clarified [Home Owner's Guide](#) was created for buyers and sellers to streamline the purchasing process.



Randy Rapp, BS, RS
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Margaret McCliment, BS, REHS
Environmental Health Specialist

2013 Helping Home Owners

35% ↑

In new residential septic system permits

8.5% ↑

Increase in new and repair well permits

1,045

Evaluations completed

CleanBeaches Beach Watch Program

In 2103, OCDPH worked with the Great Lakes Restoration Initiative to promote and increase awareness among residents, tourists and all other beach goers on preventive steps to reduce recreational water illnesses. The project highlighted and directed the public to the Beach Watch Program, which tests 16 public beaches throughout the summer for E. coli levels.

“After swimming
and before you eat,
WASH YOUR HANDS!”



2013 Beach Health Campaign

OUTREACH

275,000+
Magazine Readers
print ads

20,000+
Beach & Local Commuters
transit billboards

150,000+
West Michigan Listeners
radio spots

600,000+
People
public service announcements

30,000+
Students &
Community Members
*promotional products and
printed educational materials*

PARTNERSHIPS

Centers for Disease Control and Prevention Health Promotion
Provided educational materials for website visitors

Michigan Department of Transportation Welcome Centers
Provided educational materials for state visitors

Environmental Health Agencies across the U.S. & Canada
Distributed educational materials for replication and redistribution

AWARDS

Michigan Department of Community Health Director's Award
Excellence in Local Public Health

National Public Health Information Coalition
Bronze Award for Excellence in Public Health Communication

Improper Disposal Contaminates

HEALTH HAZARDS may occur when:

- toxic gasses are inhaled from mixed products
- hazardous products are left around the house and consumed by children or pets
- hazardous products are poured into drains or toilets, causing contamination of septic tanks or wastewater treatment systems
- hazardous products are poured into storm sewers and pollute bodies of water
- drinking water from wells or water systems are contaminated



Medication Disposal

2010 **640lbs**
 2011 **789lbs**
 2012 **2,300lbs**
 2013 **2,260lbs**
TOTAL 5,989lbs



Includes the Ottawa County Sheriff's Office

Improper disposal of household hazardous waste can pollute the environment and pose a threat to people's health. Some items can be reused, recycled or must be properly disposed. Household hazardous wastes are leftover, unwanted or unusable products that contain toxic, flammable, caustic (causes burns) or chemically reactive ingredients. Ottawa County residents have access to [FREE household hazardous waste disposal](#) at any Resource Recovery Service Center.



Matthew Allen, BS, REHS
Environmental Health Supervisor

The ecoOttawa program developed an educational booklet, to highlight the importance of proper disposal and the various types of materials that can be harmful to our health. The booklet is being distributed throughout the county and is available at www.miOttawa.org/eco. Our goal is to link residents with environmental services, so people will be aware of hazards and how to protect themselves and their environment.

Toby Heberly
Senior Site Attendant

Donald Woody
Site Attendant

Delaney Cargo, BS
Site Attendant

| | 2010 | 2011 | 2012 | 2013 | Total |
|---|---------------|----------------|----------------|----------------|----------------|
| Resource Recovery Service Centers Customers | 13,101 | 12,958 | 13,429 | 13,224 | 52,712 |
| Pounds of Liquid Hazardous Waste Collected | 40,400 | 89,656 | 66,200 | 78,728 | 274,984 |
| Pounds of Solid Hazardous Waste Collected | 40,962 | 71,270 | 93,021 | 103,605 | 308,858 |
| Pounds of Pesticides Collected | 10,938 | 11,207 | 22,059 | 25,200 | 69,404 |
| Total pounds of Hazardous Waste Processed* | 92,300 | 172,133 | 181,280 | 207,533 | 653,246 |
| Cubic Yards of Recyclables Collected | 3,415 | 3,606 | 3,450 | 3,420 | 13,891 |
| Recycling Memberships | 601 | 659 | 728 | 676 | 2,664 |

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