



Beach Health Advisories to Education



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Presented by Kristina Wieghmink, M.Ed.
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Communications



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Ottawa has Beautiful Beaches

20 more can't-miss U.S. beaches
By Matthew Casey, Special to CNN
Updated 7:48 AM EDT Tue August 21, 2012

Grand Haven Beach, Michigan

Grand Haven was a commercial fish port on Lake Michigan before transforming into a family vacation destination with 3 miles of pristine beach, beautiful beaches, fishermen, and historic downtown.

TRAVEL+LEISURE

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Best Secret Beaches on Earth

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Grand Haven, Michigan

Friday sun is 2.5 miles, ribbon-rail boardwalk, and two 19th-century red lighthouses give a sense of drama here to the Lake Michigan town. Biscuits and Harman's ice cream, and brows like the photocopied menu of 1916 to 1918, found that historic 1922 feel of being up and down the same dunes to the shore of Lake Michigan. These are serene stretches for swimming, and the soft sand of two public beaches sounds when you walk on it. After sunset, the local restaurant, ice cream parlor, and shops come alive. Helped by a Wisconsin Blue Bay 1470 Nhandemah Lodge (878-242-2292); observe from 270, or a rental Antrim or bungalow on your own beachfront, as listed at Lake Michigan Cottages (200-879-2000).

—David A. Vance

Recreational Water Illness

Not all beach-related illnesses are caused by bacteria. Recreational water illness can be caused by swallowing. Swallowing water or sea creatures, or having contact with contaminated water.

20 more can't-miss U.S. beaches

By **Matthew Casey**, Special to CNN

updated 7:09 AM EDT, Tue August 20, 2013



Grand Haven was a commercial ferry port on Lake Michigan before transforming into a family vacation destination with a musical fountain, boardwalk, beautiful beaches, lighthouses and historic downtown.

Grand Haven Beach, Michigan

HIDE CAPTION

TRAVEL+LEISURE

Like

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DESTINATIONS

GETAWAYS

NEWSLETTERS

IDEAS

AWARDS

CRUISES

BARBADOS
FOOD
& WINE
AND RUM
FESTIVAL

Fine Rum aged in **BARBADOS**



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Best Secret Beaches on Earth

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Grand Haven, Michigan

Trolley cars, a 2.5-mile harbor-front boardwalk, and two 19th-century red lighthouses give a sweet, old-time feel to this Lake Michigan town. Bathers and fishermen flock here, and hikers like the short-but-strenuous climb to Rosy Mound that includes 1,000 feet of stairs up and down the sand dunes to the shore of Lake Michigan. There are warm shallows for swimming, and the soft sand of two public beaches squeaks when you walk on it. After sunset, the local restaurants, ice cream parlors, and shops come alive. Retire to a Victorian B&B like the 1873 **Khardomah Lodge** (616-842-2990; doubles from \$70), or a rental A-frame or bungalow with your own beachfront, as listed at **Lake Michigan Cottages** (800-870-3393).

—David A. Keeps

Recreational Water Illness

Natural bodies of water contain microorganisms that can make you sick

Illness can be caused by:

- Swallowing,
- Breathing in mists or aerosols from, or
- Having contact with contaminated water

Denise O'Leary

Recreational Water Illness

Natural bodies of water contain microorganisms that can make you sick

Illness can be caused by:

Swallowing,

Breathing in mists or aerosols from, or

Having contact with contaminated water

Welcome to the Michigan BeachGuard System, a public resource provided by Michigan DEQ for information on Michigan beach water quality sampling results and beach advisories and closures.

Ottawa County Beach Watch



Michigan Beaches

1224 Public Beaches

502 Private Beaches

Closures and Advisories

No Current Closures or Advisories

What Happened to the Advisory?

WARNING SYSTEM INADEQUATE TO PREVENT

Microbial Source Tracking: Current Methodology and Future Directions¹

**Ottawa County
monitors 16 public beaches
(Lake Michigan and Inland lakes)**

Water is tested throughout the summer to monitor conditions and test bacteria levels.

Results are shared online and via
Facebook and Twitter

ww.miOttawa.org/beachwatch
facebook.com/miottawabeachwatch
twitter.com/miottawabeach

1224 Public Beaches

502 Private Beaches

Closures and Advisories

No Current Closures or Advisories

What Happened to the Advisory?

WARNING SYSTEM INADEQUATE TO PREVENT SWIMMERS FROM GETTING SICK AT INLAND LAKES

COLUMBUS, Ohio – New research shows a clear link between increasing levels of *E. coli* bacteria in an inland Ohio lake and a greater risk that swimmers in the water will suffer a gastrointestinal illness.

While the finding reinforces conventional wisdom, it is among very few studies to have quantified the risk for illness at an inland beach. Most similar work has examined the Great Lakes or coastal waters.

And there is a hitch: The testing method that measures *E. coli* levels at beaches takes at least 18 hours, and usually longer, to produce a result. So any swimming advisory based on that information is posted at least a day too late.

The researchers say their work calls attention to the need for a reliable method to predict when bacteria levels are likely to be higher than usual at an inland lake so advisories can be posted in a more timely way.

“It doesn’t help, from a public health perspective, for the testing results to reveal themselves 24 hours after exposure has occurred. I think there’s really a critical need for predictive methods, which allow us to



Microbial Source Tracking: Current Methodology and Future Directions[†]



Troy M. Scott^{1,2}, Joan B. Rose¹, Tracie M. Jenkins¹, Samuel R. Farrah³
and Jerzy Lukasik^{2,*}

+ Author Affiliations

Maintenance of the microbiological quality and safety of water systems used for drinking, for recreating, and in the harvesting of seafood is imperative, as contamination of these systems can exact high risks to human health as well as result in significant economic losses due to closures of beaches and shellfish harvesting areas. Waters contaminated with human feces are generally regarded as a greater risk to human health, as they are more likely to contain human-specific enteric pathogens, including *Salmonella enterica* serovar Typhi, *Shigella* spp., hepatitis A virus, and Norwalk-group viruses. Animals can also serve as reservoirs for a variety of enteric pathogens (e.g., various serotypes of *Salmonella*, *Escherichia coli*, and *Cryptosporidium* spp.). Understanding the origin of fecal pollution is paramount in assessing associated health risks as well as the actions necessary to remedy the problem while it still exists. Traditional and alternative indicator microorganisms have been used for many years to predict the presence of fecal pollution in water; however, it is well established that the majority of these organisms are not limited to humans but also exist in the intestines of many other warm-blooded animals (55). Due to the ubiquitous nature of these organisms, the effectiveness of using traditional indicators to predict the presence of human or animal waste impact and subsequent health risks is limited. The usefulness of the microbial indicators as tools for risk assessment can be significantly enhanced by the development of testing methods and analysis techniques that can define specific sources of these organisms.

A photograph of a beach with a wooden fence in the foreground, a blue ocean in the middle ground, and a clear blue sky in the background. The text is overlaid on the sky and ocean.

PROACTIVE Education and Outreach

Great Lakes
RESTORATION



HELP PREVENT
recreational water illnesses



HELP PREVENT recreational water illnesses

- Do not feed the birds
- Keep pets off the beach
- Use the restroom before swimming
- Do not swallow lake water
- Wash your hands with soap and water before eating
- Do not swim in water that smells foul
- Shower when you return home
- Avoid swimming immediately after heavy rainfall

Help keep waters
clean, safe & fun.



Image courtesy Walter at pixabay.com

Keep your
French fries to
yourself!

Feeding birds = Poop on beaches = Potential illnesses



Ottawa County
Health Department
mottawa.org/ochd

Help keep waters
clean, safe & fun.



Image courtesy of Wendy Dornier

We love
Fido too . . .

but please keep pets off the beach!



Ottawa County
Health Department
mottawa.org/ochd

Help keep waters
clean, safe & fun.



Image courtesy of Michael Chambers

Before you eat . . .

wash your hands and then clean up your trash!



Ottawa County
Health Department
mottawa.org/ochd



Healthy Swimming/Recreational Water

Healthy Swimming & Recreational Water Home

Health Benefits of Water-based Exercise

Swimmer Protection

Pools & Hot Tubs

Oceans, Lakes, & Rivers

Recreational Water Illnesses (RWIs)

Other Recreational Water-related Issues

Information for Specific Groups

Publications, Data, & Statistics

Health Promotion Materials

Brochures

Fact Sheets

Podcasts

Posters

Mobile Apps

Social Media

Stories

Videos/TV

[Healthy Water Home](#) > [Healthy Swimming & Recreational Water Home](#) > [Health Promotion Materials](#)

Recommend 1 Tweet 5 Share

Other Partner Materials on Healthy Swimming & Recreational Water Topics

These videos, posters, and additional materials were developed by state and local health departments and other partners. They can be used to help raise awareness about recreational water illnesses (RWIs) and other healthy swimming topics.

On This Page

- [Print Materials](#)
- [Videos](#)

Print Materials

Help Keep Waters Clean, Safe & Fun

Developed by: Ottawa (Michigan) County Health Department, Great Lakes Restoration Initiative

Message: Help prevent recreational water illnesses at the beach and natural bodies of water.

Audience: Designed for beach patrons.

- 25,000 - 4" x 9" rack cards
- 200 - 11" x 17" posters
- 3,000 - Give away coolies to beach goers
- 2,000 - Give away beach pails & shovels to beach goers

Posters

English [PDF - 5 pages] (11x17)

PDF includes 5 posters.

- Keep your French fries to yourself!



Water illnesses at the beach and natur

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- **200 - 11" x 17" posters**
- **3,000 - Give away coolies to beach goers**
- **2,000 - Give away beach pails & shovels to beach goers**



- 200,000 readers reached through print ads
- 500,000 users reached through transit billboards
- 67,000 listeners reached in West Michigan through 15 second radio spots
- Over 600,000 readers reached through other print media and press releases

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Program Awards

2013 Bronze Medal
National Public Health Information Coalition

Awarded for Excellence in Public Health
Communications, Print/Graphic Specialty
Category

NPHIC
NATIONAL PUBLIC HEALTH
INFORMATION COALITION



2013 MDCH Director's Award
Awarded for demonstration of innovative collaboration and leadership efforts.

**Department of
Community Health**



2013 Bronze Medal

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Communications, Print/Graphic Specialty
Category

NATI
INFO



2013 MDCH Director's Award

Awarded for demonstration of innovated collaboration and leadership efforts

Questions?

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www.miOttawa.org/beachwatch





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