

# County Administrator's Digest

April 12, 2013

Alan G. Vanderberg, County Administrator

County of Ottawa  
Administrator's Office  
12220 Fillmore Street  
West Olive, MI 49460  
(616) 738-4068  
avanderberg@miottawa.org  
www.miottawa.org

## **COUNTY BOARD TO HOLD EVENING MEETING IN HUDSONVILLE** (Shannon Felgner)

The Ottawa County Board of Commissions are taking a road trip and staying out late! At 7:30 p.m. on April 23, the Commission will hold its board meeting at Hudsonville City Hall. Cookies and coffee will be available at 6:30 p.m. along with tours of the Health Department's Miles of Smiles mobile dental unit, and equipment from the Sheriff's Office including a marine boat and newest squad car. The meetings always begin and end with opportunities for public comments, so citizens are encouraged to speak up on issues that concern them. The agenda for the meeting will be available at [miOttawa.org](http://miOttawa.org) on April 19.

The County Board meetings are regularly held on the second and fourth Tuesdays of each month beginning at 1:30 p.m. in West Olive's Fillmore Street Complex. The Board hopes that an evening meeting in an alternate location will encourage citizen participation. "One of my goals as board chair is to improve our access to our constituents and local units of government. I want them to be informed of the variety of services that the County offers and our commitment to excellence in delivering them. Having two board meetings in the evening and in various parts of the county will make it more convenient for citizens and local officials to attend and learn what the county is doing." commented Jim Holtrop, County Board Chairman and Commissioner for District 5.

An evening meeting is also being planned for September 9 at the Grand Haven Courthouse.

## **PARK TOWNSHIP STRATEGIC PLANNING**

Administrative Intern Chris Eakin and I facilitated strategic planning for the Park Township Board of Trustees a few weeks ago and plan to do some additional work on this in coming weeks. It was a great session and the Board moved toward consensus on some major items.

This is a service that Ottawa County provides for local units of government for free (within the County) and we have previously worked with Spring Lake Town-



ship, Allendale Township, Georgetown Township, City of Hudsonville, and the City of Zeeland.

The basic process is to facilitate the elected board in coming to consensus on work prioritization and then to provide the tools for strategic plan completion and regular progress reporting.

## **OTTAWA COUNTY RANKS 2<sup>ND</sup> IN STATE IN OVERALL HEALTH**

### **Ottawa County ranked high on overall health!**

*2nd out of 82 counties ranked in Michigan.*

**Ottawa County, MI, March 20, 2013** — Today, is the official release of the *2013 County Health Rankings*. The *Rankings* help us to understand what factors have influenced good health in our community and how we can continue to make Ottawa County a healthy place to live, learn, work, and play. The *County Health Rankings* show how Ottawa County ranks on factors that influence its overall health ranking. For example, Ottawa County has much strength in the broad area of Health Factors where we ranked 2nd out of 82 counties. “The components of the Health Factors rank are indicators of tomorrow’s health, so not only does Ottawa County rank high in current measures of life expectancy and sickness, we are heading in the right direction for a healthy future”, stated Ottawa County Public Health Epidemiologist, Marcia Knol.

Our high ranking reflects the priority this county has placed on influencing the factors that affect residents’ health, and it also shows how important it will be for us to sustain those programs if we want to stay healthy. A few examples of Ottawa County Health programs include:

- **Sexual health education** to decrease the teen pregnancy rate and reduce the number of infectious diseases;
- **helping create greater access to fresh fruits and vegetables**, by working with the Holland Farmers Market and the Michigan Bridge Card program;
- **collaborating with local schools and restaurants with our Food Safety and Services program**, to ensure quality and safety of foods served;
- **among many other Ottawa County Public Health programs and services** that not only prevent sickness and disease, but also save our communities money by being proactive with multiple health initiatives.

As stated by one Ottawa County resident, “I strongly believe the most important message that can be given to the public is that WE are each in charge of all that we put IN and ON our bodies. We can and must do all we can to turn around our community’s health, but not by putting out fires or sick care, rather supporting optimum health!” (*Ottawa County Public Health, Public Opinion Survey respondent*).

While we ranked high overall, this report helps us identify areas where we still need to do more, such as improving access to regular mammography screening, where we fell below both the top ranked county and the

national benchmark, and addressing the increasing number of children in single parent households. Also, having a physical environment that supports both health and healthy behaviors has been an area where Ottawa County has consistently ranked low – currently 70th out of 82. While this set of measures has been a challenge for both Ottawa County and for the *Rankings* program – none of the component measures has remained consistent over the four year history – it offers Ottawa a clear opportunity for action. Health is everyone's responsibility. County residents, businesses, schools, physician offices, community organizations, the media, policy makers, and several other key players, are all working together to make Ottawa County a healthier place to live, learn, work, and play.

**For more information** regarding Ottawa County Public Health programs and services, please call

(616) 396-5266 or visit <http://www.miottawa.org/OCHD>

**Media Contact(s):**

Kristina Wieghmink, Ottawa County Public Health Communications

616-494-5597, [kwieghmink@miottawa.org](mailto:kwieghmink@miottawa.org)

Marcia Knol, Ottawa County Public Health Epidemiologist

616-494-5598, [mknol@miottawa.org](mailto:mknol@miottawa.org)

**See page 3 for additional report data comments.**

**Sources:**

2013 Ottawa County Health Rankings Report at <http://ow.ly/jf5Fa>

<http://www.countyhealthrankings.org>

[Suggested Tweet: Ottawa County ranked high on overall health! <http://ow.ly/jf5Fa>]

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**Additional report data comments:**

- Ottawa County's consistent placing in one of the top two spots for the past four years, despite a changing economy, really shows how the **county lives up** to its claim as a great place to live, work, learn and play.
- The *Rankings* illustrate that our health as individuals and as a community is not only about Ottawa County's high marks in healthcare factors, **it's also about having** a resilient business community, having places for recreation, being environmentally healthy and having strong social support systems.
- **In 12 out of 30 measures, Ottawa County meets or exceeds national benchmarks; in 25 out of 30 measures, Ottawa County meets or exceeds the average for the state of Michigan.**

- The *County Health Rankings* are a valuable tool for local use, giving us a useful snapshot of our community's overall health status. In Ottawa County the *Rankings* have served as a spring board for digging deeper to assess additional health factors in **partnership with multiple organizations**. For example, Ottawa County hospital systems, the Greater Ottawa County United Way, Community Mental Health and the Public Health Departments of Ottawa County worked together to release the 2012 Ottawa County Community Health Needs Assessment. Like the *Rankings*, the CHNA will be repeated regularly to more closely monitor Ottawa's health status.

### Why are we still ranked number two this year?

- While the *Rankings* are a good tool for comparing health across geographic areas within a state, comparing the *Rankings* from year to year is not exactly an "apples to apples" comparison. While many **measures have stayed the same** since the program started in 2010, there have **also been many changes**.
- An area that has been consistently low scoring for Ottawa County, **Physical Environment**, is a work in progress. Each year the *County Health Rankings* program has made changes to the component measures; it has been a challenge to locate reliable and consistent county level data that accurately reflects the impact physical environment can play on health outcomes like sickness and premature death.
- Ottawa County is looking forward to the use of **new measures being tested** for the 2014 *Rankings*; access to parks is being vetted as a replacement for access to recreational facilities—which is based on business codes for fee based fitness and sports facilities. This new measure may more accurately reflect the health of Ottawa's physical environment.
- In the area of Mortality, or premature death, Ottawa ranks lower than top rated Leelanau County; since this is the highest weighted measure in the *Rankings*, it has more impact on a county's overall rank. As a concern, Ottawa County has been consistently heading in the wrong direction for this measure - the number of years lost per 100,000 county residents to premature death (before age 75) - though **Ottawa still exceeds national standards**.

### COOPERSVILLE RECOGNITION

Recently at the "Celebrate Coopersville" event I presented the following recognition to Mayor Bush and Coopersville Area Public School Superintendent Ron Veldman in appreciation for the partnership that Ottawa County and the Sheriff's Office has experienced over the years. This partnership is clearly one of many throughout the County that we have grown to appreciate. Commissioner DeJong was also in attendance so I asked him to represent the County Board in the presentation which he graciously did.

In addition, the City takes the opportunity at this event to recognize community organizations that make a difference, community volunteers of the year, and an "Employee of the Year". I was very pleased when Mayor Bush identified our Deputy Travis Babcock (who is assigned to the city) as his selection for "Employee of the

Year".

The Recognition follows:

**COUNTY OF OTTAWA**

**STATE OF MICHIGAN**

WHEREAS, in February, 1996, the Ottawa County Sheriff's Office, the County of Ottawa, and the City of Coopersville, as provided for in MCL 41.181, entered into an agreement to provide law enforcement services within the City of Coopersville, and thereafter, the Ottawa County Sheriff's Office has provided comprehensive police services within the City of Coopersville; and,

WHEREAS, in September, 1997, the Ottawa County Sheriff's Office, the City of Coopersville, the Coopersville Area Public School District, and other community partners established the North Eastern Ottawa (NEO) Forum to focus upon issues confronting at-risk young people within the City of Coopersville, the Coopersville Area Public School District, and the surrounding community; and,

WHEREAS, the NEO Forum partnership led to the placement of a Sheriff's deputy within the Coopersville Public Schools, and the establishment of a counselor-level position within the Coopersville Area Public School District, with the primary focus of these positions being upon prevention services and intervention with at-risk students of the Coopersville Area Public Schools;

NOW THEREFORE BE IT RESOLVED that, upon the occasion of "Celebrate Coopersville," the Ottawa County Board of Commissioners and the Ottawa County Sheriff commend and congratulate the City of Coopersville, the Coopersville Area Public School District, and the North Eastern Ottawa (NEO) Forum partners for their continuing efforts to enhance public safety and services within the City of Coopersville, the Coopersville Area Public Schools, and the greater Coopersville community.

March 21, 2013

\_\_\_\_\_  
James C. Holtrop, Chairperson, Ottawa County Board of Commissioners

Subscribed sworn to before me this 21st day of March, 2013

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Daniel C. Krueger, Ottawa County Clerk/Register

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Sheriff Gary A. Rosema, Ottawa County Sheriff's Office

**CAL DE KUIPER - ZEELAND PUBLIC SCHOOLS**

I had the pleasure of meeting the new Zeeland Public School Superintendent Cal De Kuiper yesterday when he met with me to familiarize himself with Ottawa County and take a tour of the Fillmore Complex. During the tour we "ran into" Keith Van Beek, Sheriff Rosema, Treasurer Slagh and Health Officer Lisa Stefanovsky as well. We certainly wish Cal well in his new responsibilities and congratulate the Zeeland School Board on a quality addition to our community.

**MEDIA RELATIONS:** (Submitted by Shannon Felgner)

[Black River Boardwalk](#)

[Judge Van Allsburg Mlive](#)

[Judge Van Allsburg Sentinel](#)

[Evening Board Meetings](#)

**OCCDA MARCH DISPATCH MEASURES** (Tim Smith)

The call volume and incident numbers handled through Central Dispatch for March 2013 were:

**Total Incidents** – 8,388 down 14.5% over March 2012 and down 1% YTD over 2012

**Fire Incidents** – 1,023 down 12.9% over March 2012 and up 3.3% YTD over 2012

**Law Incidents** – 7,365 down 14.7% over March 2012 and down 1.7% YTD over 2012

**911 Calls** – 7,453 down 16.2% over March 2012 and down 3.1% YTD over 2012

**911 Hang Up calls** – 825 down 13.2% over March 2012 and down 15.7% YTD over 2012

**Wireless 911 calls** – 87.8% of 911 calls for March 2013 and 85.2% of 911 calls YTD 2013

**911 calls answered in 10 seconds or less** – 95.2% for March 2013 and 94.6% YTD 2013

**(NENA recommended standard is 90% within 10 seconds)**

**GVMC WEEKLY UPDATE** (John Weiss)

[Click here](#) for the most recent updates.