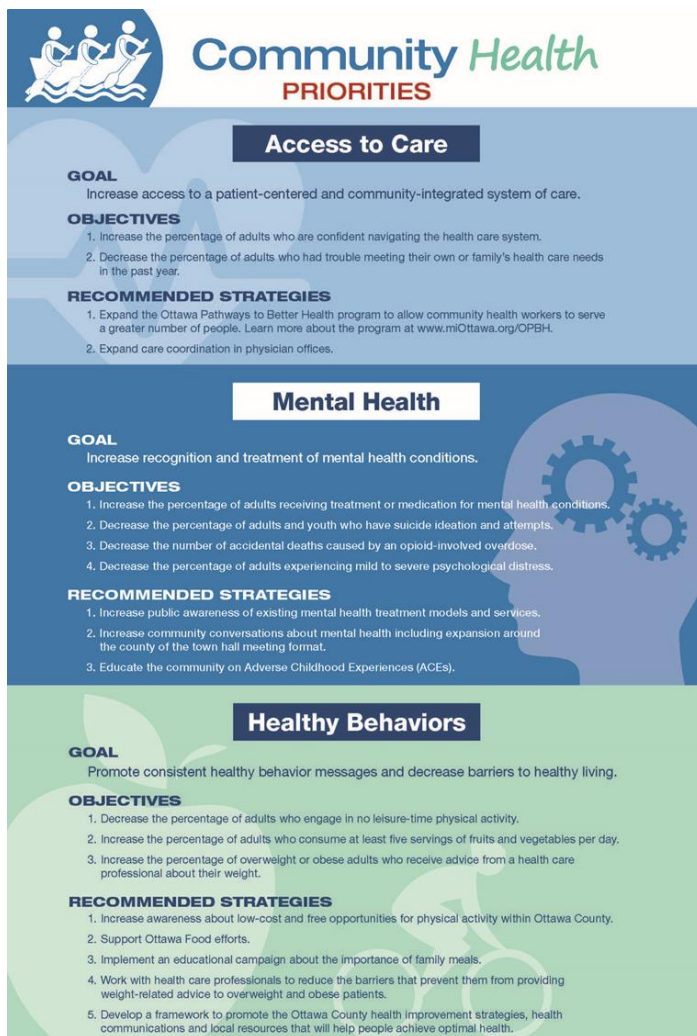




2018 Ottawa County Community Health Improvement Plan Progress



A Healthy Ottawa County



In the summer of 2018, Ottawa County developed its second plan for a healthy Ottawa County.

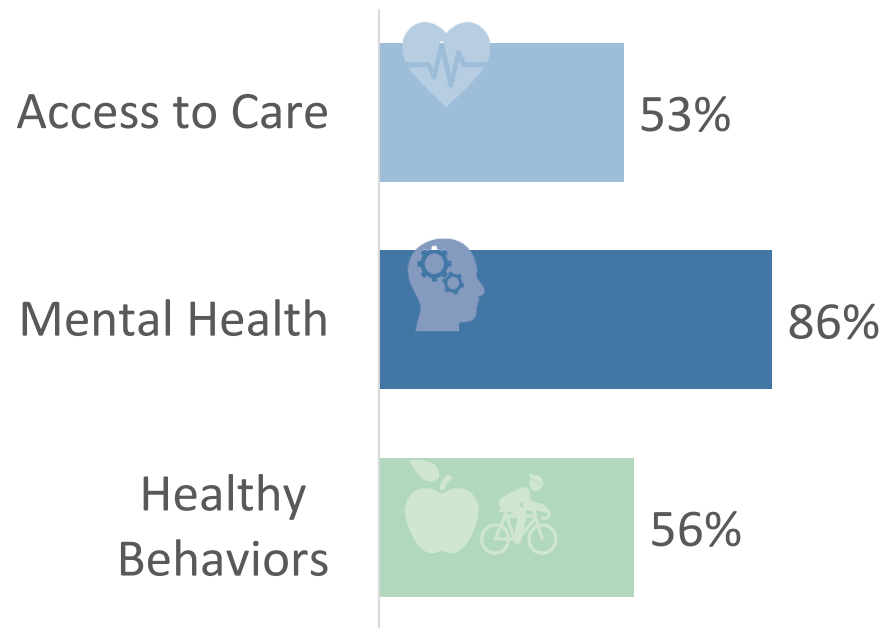
The most prevalent health issues according to the 2017 CHNA included:

- Access to Health Care
- Mental Health
- Healthy Behaviors

These became the 2018 CHIP (Healthy Ottawa) Priority Areas.

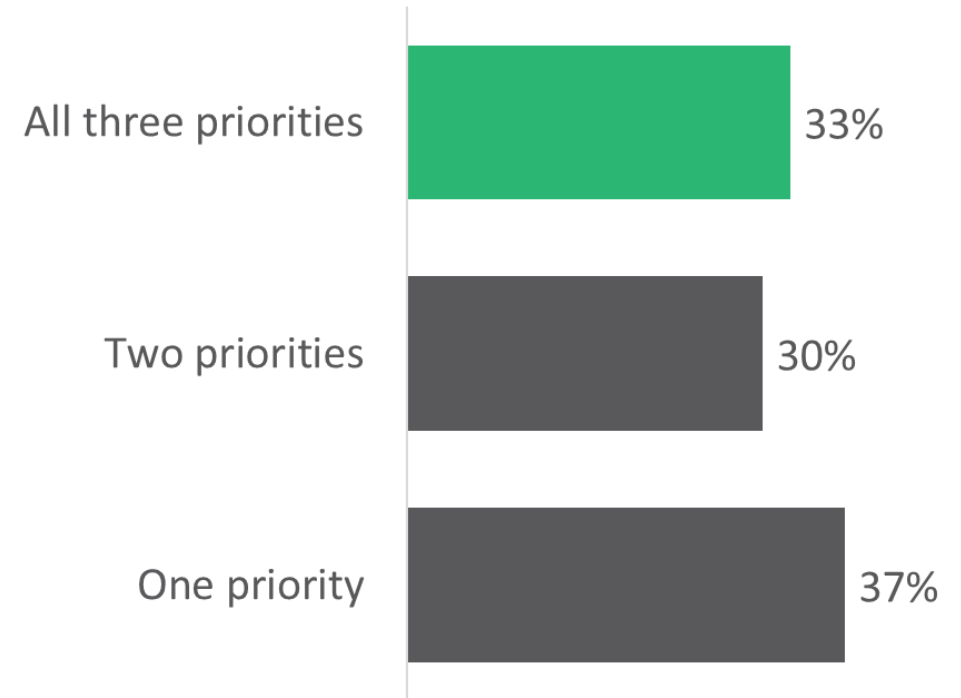
2018 CHIP (Healthy Ottawa): Stakeholder Usage Results

Which CHIP Priorities did Stakeholders Use and/or Implement Strategies Within?*



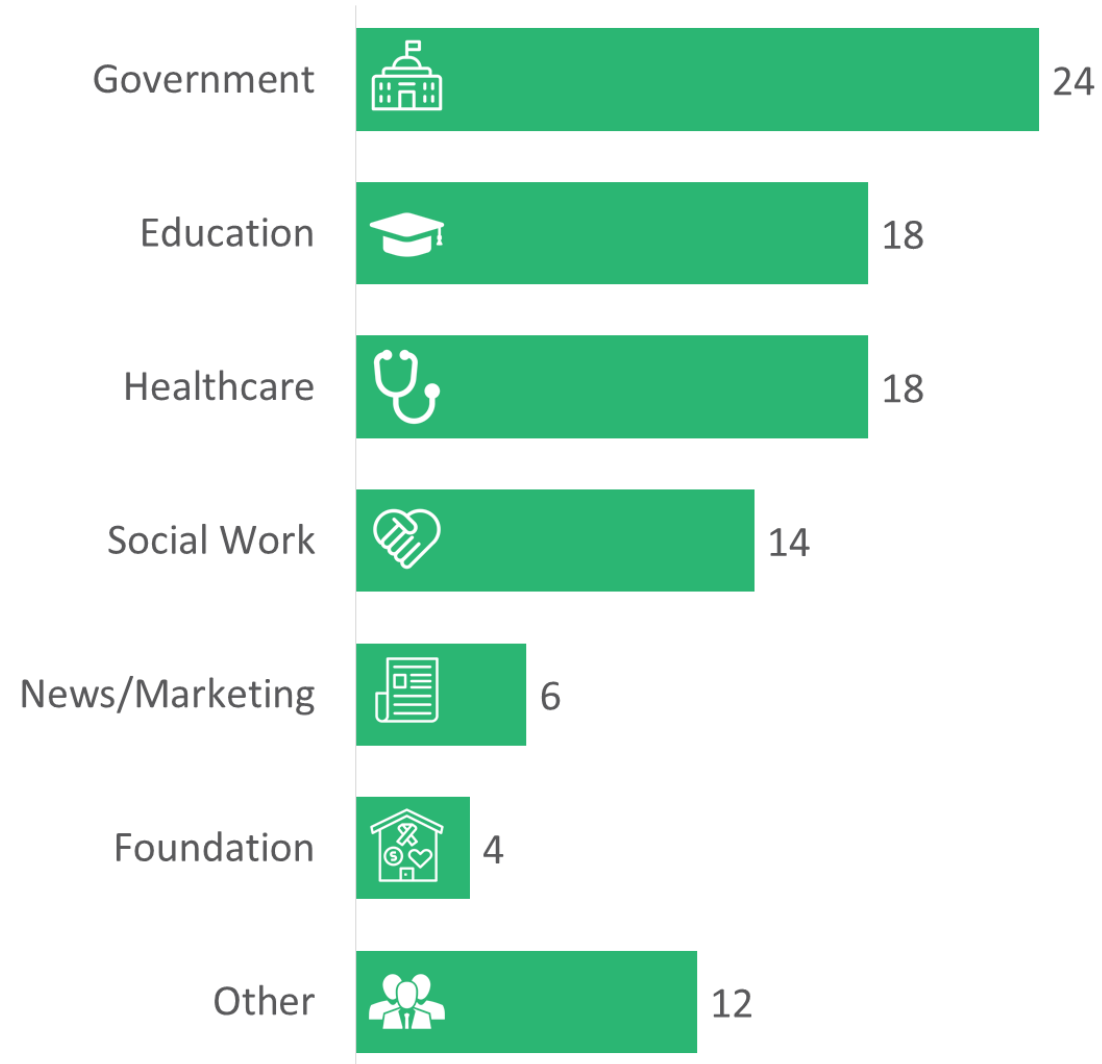
* 43 people answered this survey question. Respondents were able to provide multiple answers to this question.

How many CHIP Priorities did Stakeholders Use and/or Implement Strategies Within?**



** 43 people answered this survey question.

2018 CHIP (Healthy Ottawa) Downloads By Sector



* 96 people who downloaded a report and/or infographic identified the organization they work with.

Impact: Funding

The Healthy Ottawa Plan was instrumental in helping CFHZ align their flexible Community Endowment resources with the greatest needs & biggest opportunities for impact. A few examples include:

- **Access to Care**
 - \$20,000 to Holland Free Health Clinic: remove barriers that prevent Hispanic patients from gaining access to health services.
 - \$10,000 to OCDPH toward a new Miles of Smiles mobile dental unit.
- **Mental Health**
 - Awarded over \$1M to local agencies to support a wide range of options for expanding access to MH care (see details on the next 3 slides).
- **Healthy Behaviors**
 - \$75,000 to Community Action House to support the launch of a Community Food Club.

Impact: Funding

From CFHZ's 2020 Covid-19 Community Stabilization Fund for expanding access to MH care:

- \$30,000 to OAR to increase outpatient clinic capacity
- \$30,000 to Holland Free Health Clinic to increase mental health, alcohol and drug counseling client capacity
- \$30,000 to City on a Hill Ministries Health Clinic to increase behavioral health integration program capacity
- \$20,000 to Children's Advocacy Center to expand their counseling program capacity to address the current waitlist for counseling services.
- \$16,000 to Resthaven to bring iN2L (It's Never Too Late) programming to their assisted living residents. This person-centered engagement program uses technology to enhance social interaction and promote mental health while still following social distancing protocols.
- \$15,000 to Mosaic Counseling for their School Outreach Program
- \$15,000 to Boys and Girls Club of Holland to increase social work staff capacity
- \$15,000 to Beacon of Hope to increase intake capacity and provide virtual counseling training
- \$13,000 to Arbor Circle to increase access to mental health and substance abuse services for Hispanic and Latinx community members
- \$13,000 to Maple Avenue Ministries for mental health services and supports for Black community members
- \$5,000 to the Momentum Center on behalf of the Ottawa County Suicide Prevention Coalition for a county-wide mental health/suicide prevention postcard mailing

Impact: Funding

From the 2020 Emergency Human Needs Funds (CFHZ in partnership with GHACF and United Way) for expanding access to MH care:

- \$45,000 to Mosaic Counseling
- \$25,000 to OAR - Ottagan Addictions Recovery
- \$22,500 to Bethany Christian Services
- \$20,000 to Arbor Circle
- \$15,660 to Midtown Counseling
- \$12,500 to Beacon of Hope

Impact: Funding

Before 2020, from CFHZ's competitive grant program for expanding access to MH care:

- \$20,000 to Beacon of Hope - Emotional Health Group for Adults on Probation
- \$70,000 to Holland Community Hospital - School Mental Health Program
- \$30,000 to Ladder Homes - Housing Capacity Expansion
- \$75,000 to Midtown Counseling Services - On-site School Counseling Program
- \$70,000 to Mosaic Counseling (formerly TCM Counseling) - Counseling and School Services
- \$200,000 to Ottawa County Department of Public Health - Pathways to Better Health
- \$65,000 to Spectrum Health Foundation Zeeland Community Hospital - Blue Envelope Suicide Prevention Program
- \$40,000 to Wayne Elhart be nice. Memorial Fund - School Education Program
- \$75,000 to West Ottawa Public Schools in partnership with Mosaic Counseling - In-School Counseling
- \$75,000 to Winning at Home - Holland Counseling Center

Access to Health Care: Plan

Access to Care

GOAL

Increase access to a patient centered and community integrated system of care.

OBJECTIVES

1. Increase the percentage of adults who are confident navigating the health care system.
2. Decrease the percentage of adults who had trouble meeting their own or family's health care needs in the past year.

RECOMMENDED STRATEGIES

1. Expand the Ottawa Pathways to Better Health program to allow community health workers to serve a greater number of people. Learn more about the program at www.miOttawa.org/OPBH.
2. Expand care coordination in physician offices.

Access to Health Care: Outcomes

Ottawa Pathways to Better Health

- There are currently 11 Community Health Workers (CHWs).
 - 3 are grant-funded and embedded in Ottawa Co. Community Mental Health.

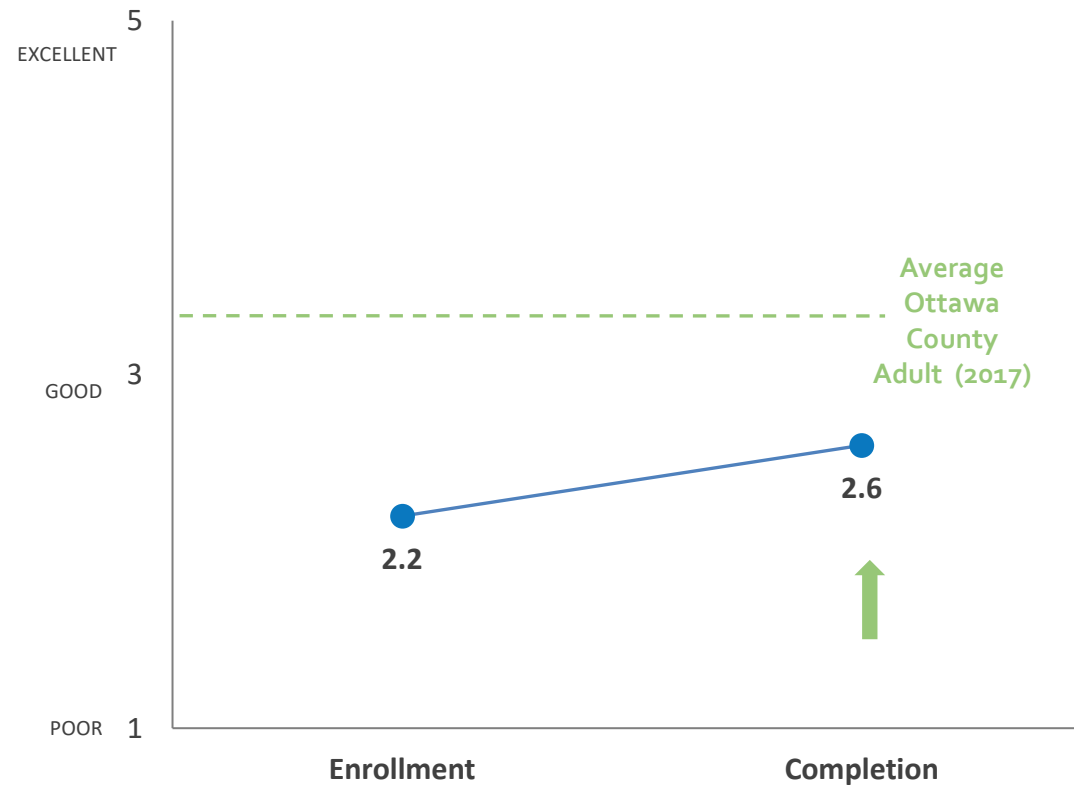
Year	Referrals	CHWs
2018	426	7
2019	542 (+229 MIHP pilot)	9
2020	442 (impacted by Covid)	10
2021 (to date)	82	11



Enrollment/Completion Survey Results

Overall Health Status

Clients report a statistically significant increase in their overall health. On average, clients report a small but significant **improvement** in their perceived overall health. It is important to note that at enrollment, the average OPBH client rates their health as only “fair” – much lower than the average Ottawa County adult’s rating of between “good” and “very good”. This is indicative of the challenges faced by incoming OPBH clients and the importance of communication in the referral network.



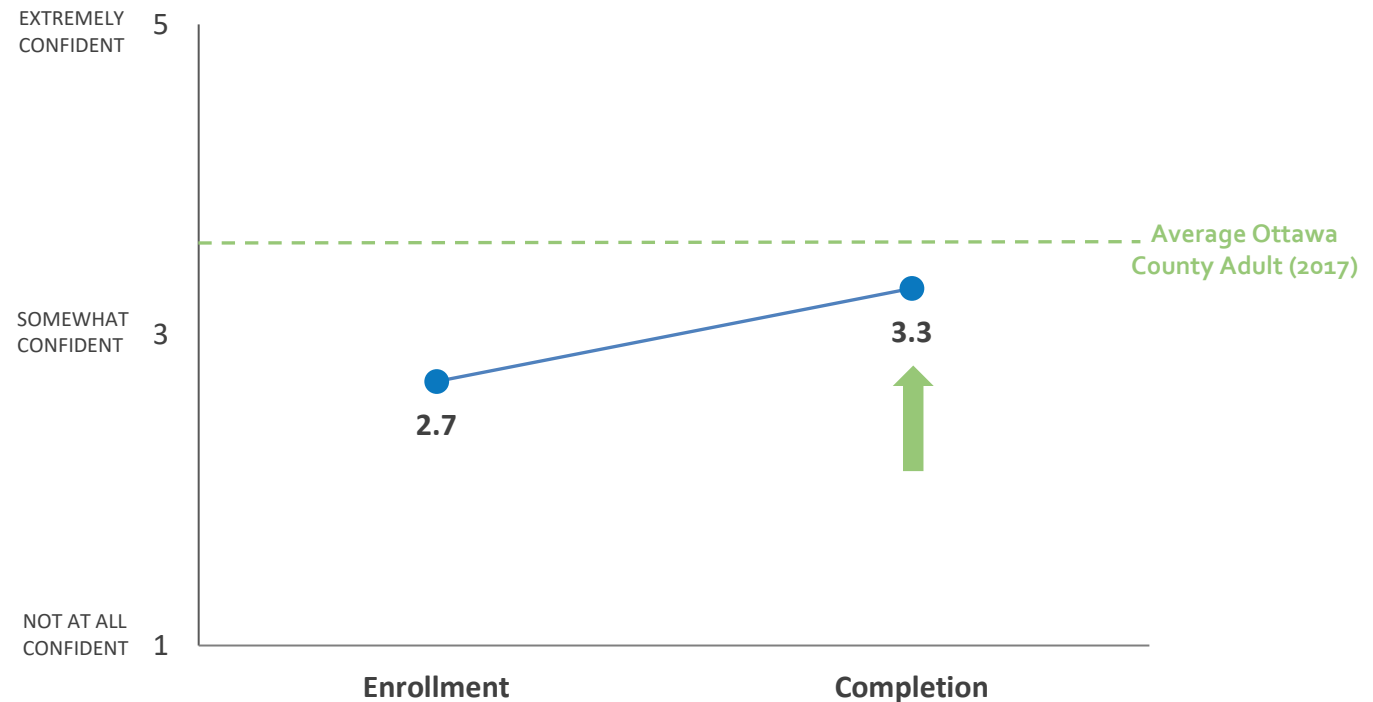
Question: Would you say in general that your health is.... Excellent (5), Very good (4), Good (3), Fair (2), Poor (1)

Sources: Results from 273 OPBH clients who completed both the enrollment and completion questionnaires between February 2017 and December 2020. The Ottawa County adult average (3.5) is from the same question asked of 1,318 adults in the 2017 Ottawa County Community Health Needs Assessment’s Behavioral Risk Factor Survey.

Enrollment/Completion Survey Results

Navigating the Health Care System

Clients report a statistically significant increase in their confidence navigating the health care system. Clients **gained confidence** in their ability to successfully navigate the often complex health care system. In fact, after program completion the average OPBH client reports nearly as much confidence as the average Ottawa County adult – between “somewhat” and “very” confident.



Question: How confident are you that you can successfully navigate the health care system? Not at all confident (1), Not very confident (2), Somewhat confident (3), Very confident (4), Extremely confident (5)

Sources: Results from 271 OPBH clients who completed both the enrollment and completion questionnaires between February 2017 and December 2020. The Ottawa County adult average (3.6) is from the same question asked of 1,318 adults in the 2017 Ottawa County Community Health Needs Assessment's Behavioral Risk Factor Survey.

Access to Health Care: Outcomes

Holland Hospital

- Hired 11 new physicians from 2018-2020.
- Established a centralized patient scheduler for timely follow-up.
- Integrated behavioral health & diabetic educators into the Holland Hospital Medical Groups.
- Created convenient care options.
 - Now offering virtual visits (10,237 performed in 2020).
 - Opened a walk-in service in Zeeland (serviced 1,198 patients in 2020).



Access to Health Care: Outcomes

Holland Free Health Clinic

- Streamlined & digitized their intake process.
- Increased healthcare outreach & accessibility for Hispanic and Spanish speaking patients.
- Dental, Diabetic Education, Vision, and Medication Assistance programs provided a significant amount of free care to underserved individuals.
- Served over 450 clients and facilitated over 7,000 visits in the past 3 years.



Access to Health Care: Outcomes

Love in Action Health Clinic

- Put greater focus on patient empowerment for insurance sign-up and transitioning to a medical home.
- Began offering onsite Medicaid sign-up and continued the practice of referring to community partners for insurance sign-up (2018 data missing):
 - **2019:** 20 patients were approved for insurance (onsite at LIA or referred; Medicaid or other)
29 patients transitioned to an area Primary Care Provider (medical home)
 - **2020:** 31 patients were approved for insurance (onsite at LIA, via telephone, or referred; Medicaid or other)
Over 23 patients transitioned to an area Primary Care Provider (all data not captured)



Access to Health Care: Outcomes

Spectrum Health Zeeland Community Hospital

- Supported the new MAX (Macatawa Area Express) bus stop at SHZCH with goal to increase usage to 950 riders per year.
- Increased the number of referrals from the Spectrum Health Medical Group in Ottawa County (588 Lakewood, Georgetown Physicians, Zeeland Physicians, Holland Community Health Center) and from SHZCH into the Ottawa Pathways to Better Health (OPBH) program.

Access to Health Care: Outcomes

Great Start Work Group

- Created promotional materials (Spanish & English):
 - Medicaid Guide
 - Why Medical Checkups Matter
 - Birth Certificate insert promoting Help Me Grow



Mental Health: Plan

Mental Health

GOAL

Increase recognition and treatment of mental health conditions.

OBJECTIVES

1. Increase the percentage of adults receiving treatment or medication for mental health conditions.
2. Decrease the percentage of adults and youth who have suicide ideation and attempts.
3. Decrease the number of accidental deaths caused by an opioid-involved overdose.
4. Decrease the percentage of adults experiencing mild to severe psychological distress.

RECOMMENDED STRATEGIES

1. Increase public awareness of existing mental health treatment models and services.
2. Increase community conversations about mental health including expansion around the county of the town hall meeting format.
3. Educate the community on Adverse Childhood Experiences (ACEs).



Mental Health: Outcomes

Thrive Ottawa County

- 25 cross-sector individuals/organizations collaborating to educate the public about ACEs and resilience.
- Created website with resources: www.thriveottawa.org
- Held a large-scale public campaign in 2020 to ↑ awareness of ACEs and resilience.
- Trained 100 Community Champions to educate others on ACES and resilience.
 - Several hundred people have taken part in presentations given by Community Champions.



Mental Health: Outcomes

Mosaic Counseling

- Provides professional counseling to anyone who lives, works, worships, or attends school in OC.
- Has 95 therapists (plan to add more); and contracts with 2 psychiatrists.
- Provided:
 - therapists in 32 OC schools, and 570 students received FREE counseling during the 19/20 school year.
 - free QPR Suicide Prevention Trainings.
 - follow-up care to families that have lost loved ones suddenly.
- Added staff in response to the demand for services.

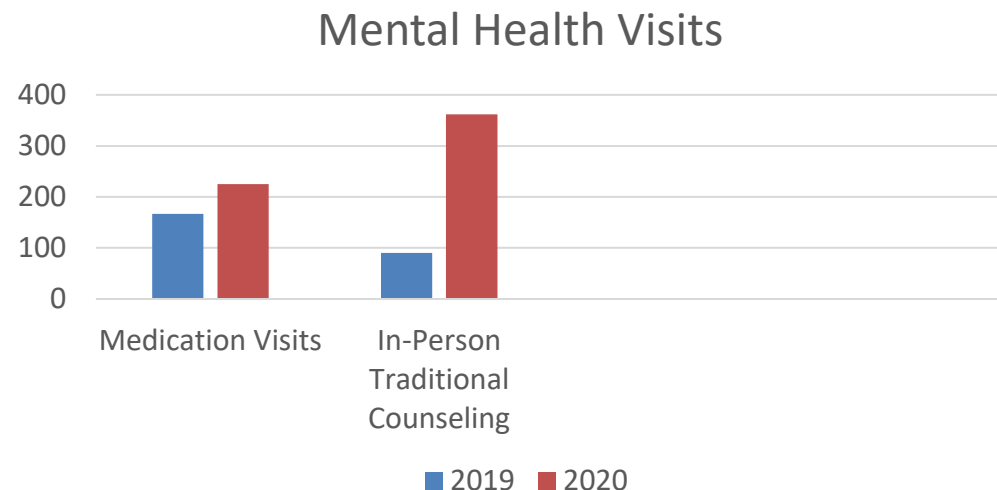


Mosaic Counseling
– Connecting you to hope and healing

Mental Health: Outcomes

City on a Hill Health Clinic

- Added MH services in 2019. Have a Limited Licensed Professional Counselor (LLPC) on staff, working toward full licensure.
- Expanded MH services from 1 to 3 days a week.
- Integrated MH services into the primary care clinic.
- Expanded to traditional counseling; many clients needed more intense counseling.



Mental Health: Outcomes

Bethany Christian Services

- Trained staff
 - Trauma Focused Cognitive Behavioral Therapy.
 - Trauma Informed Parenting & Advanced Trauma Informed Parenting (TIP and ATIP).
- Secured funding
 - to serve Hispanic/Latinx populations addressing behavioral health needs (with CMH).
 - to address MH needs of ALICE populations.
- Launched an evidence-based Juvenile Justice MH contract in partnership with MDHHS & MSU.
- Hired 4 new FTE to meet service delivery and outreach needs.

Mental Health: Outcomes

Holland Hospital

- Opened Partial Hospitalization & Intensive Outpatient Programs.
- Added a psychiatrist, a psychiatric nurse practitioner & several new therapists at the Outpatient Behavioral Health clinic.
- Continue to operate the Mental Health ER.
- Began distributing Narcan to ED patients being discharged who are at risk of opioid overdose.



Mental Health: Outcomes

Holland Free Health Clinic

- Added behavioral health screening tools to their Needs Assessment.
- Implemented a protocol to flag patients interested in MH services for immediate follow up.
 - As a result, saw an ↑ in patients requesting MH care.
- Doubled the hours of the MH Program Coordinator and LMSW counselor.
 - Coordinator now offering substance use disorder services such as peer mentoring, recovery support services, and education training.



Mental Health: Outcomes

Spectrum Health Zeeland Community Hospital

- Received a grant to expand the Blue Envelope Program to include schools.
- Since 2019:
 - Trained 1,000+ school staff.
 - 250+ suicide prevention conversations with youth.
- Piloted a be nice. action plan class.
- Helped promote QPR Suicide Prevention trainings.

Mental Health: Outcomes

Ottawa Community Schools Network

- Hired 11 Community School Coordinators.
- Trained 12 staff as ACEs Community Champions.
- Helped create the Blue Envelope Initiative pilot.
- Built partnerships with 5 mental health agencies to provide mental health services to students in schools.

School Year	Students Starting Mental Health Services (98% in-school services)	Students Screened with Mental Health Screeners
17/18	57	128
18/19	205	200
19/20	189	255
20/21 (to date)	115	80



Mental Health: Outcomes

Opiate Task Force

- Implemented a system for tracking overdoses (fatal & non-fatal).
- Integrated Narcan into EDs.
- Partnered with:
 - Grand Rapids Red Project to provide Narcan to OC community members.
 - local healthcare providers to ↑ the number of X-waivered physicians to provide medication assisted treatment.
 - all 3 health systems-provided pain management training to physicians.

Mental Health: Outcomes

Love in Action Health Clinic

- Began consistently utilizing mental health and substance use **screening** for each patient (ex. PHQ9, GAD7, CAGE-AID, and MDQ tools).
- The LIA paid daytime medical provider obtained certification as a Psychiatric Mental Health Nurse Practitioner. She utilizes **motivational interviewing** and provides **psychoeducation** for those with mental health concerns or those needing to begin treatment for chronic disease states.
- Mental health diagnoses are the most prevalent diagnoses in the Clinic.



Mental Health: Outcomes

Momentum Center

- Provided a safe environment to have respectful conversations about difficult issues.
- Decreased stigma through community conversations like the Town Hall Meetings on Mental Illness, ACES, etc.
- Held events on ACES, movie nights on ACES, a teen event on Diversity and Mental Illness, and sent community- wide mailers on mental illness.

2018: AOT Training; Town Hall on MI and Alternate Therapies; Summer Series on Addiction; Inspire on Stigma & Mental Illness

2019: Winter Series on MI ; Inspire Event on ACES ; Town Hall on ACES; April Move Night- Resilience ; June Town Hall on ACES in Holland ; June Movie Night- Brave ; Salmon Run to eRace Stigma ; Awareness Event

2020: Virtual Town Halls on Mental Illness and COVID ; COVID and ACES; Hope and Resiliency; 2020 Virtual Salmon Run to eRace Stigma

- 131 people with mental illness joined Momentum Center since March of 2018.

Mental Health: Outcomes

Momentum Center

- Impact of Town Hall Meetings:

Town Hall on ACES in Holland

- 100% of respondents said the events raised their awareness, inspired them to take action, or convinced them to become or continue as a leader, donor or advocate
- 62.5% of respondents said the events inspired them to take action, or convinced them to become or continue as a leader, donor or advocate
- 37.5% of respondents said the events convinced them to become or continue as a leader, donor or advocate

Report on In-person Community Conversations (*Inspire!* Events, Summer Series, and Town Events)

The Inspire!, Summer Series and Town Hall* events had a very positive impact on attendees. Out of 118 completed surveys,

- 98% said the events raised their awareness, inspired them to take action, or convinced them to become or continue as a leader, donor or advocate
- 63% said the events inspired them to take action, or convinced them to become or continue as a leader, donor or advocate
- 24% said the events convinced them to become or continue as a leader, donor or advocate

*There was not significant difference among events – they were all perceived as very positive. However, the Inspire! and Summer Session events were relative stronger in terms of inspiring respondents to take action; the Town Hall Meeting events were relatively stronger in terms of convincing respondents to become or continue as leader, donor, or advocate.

Mental Health: Outcomes

Momentum Center

- Impact of Town Hall Meetings:

Report on Virtual Town Halls

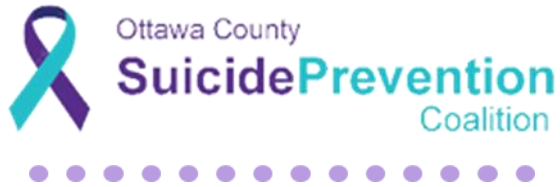
The Town Hall events on ACES and COVID-19, Mental Illness and COVID-19, Public Health and Racial Justice 1 & 2 had an even stronger impact on attendees.

- 99% of respondents (unweighted mean) said the events raised their awareness, inspired them to take action, or convinced them to become or continue as a leader, donor or advocate
- 69% of respondents (unweighted mean) said the events inspired them to take action, or convinced them to become or continue as a leader, donor or advocate
- 47% of respondents (unweighted mean) said the events convinced them to become or continue as a leader, donor or advocate

There was not a significant difference among events in terms of impact.

*33% of completed surveys were from Inspire! events; 11% of surveys were from Summer Series Events; 56% of completed surveys were from Town Events.

Mental Health: Outcomes



- Formed in 2018
- Aims to ↓ suicides in OC by educating the community about suicide warning signs & prevention strategies, promoting suicide prevention resources, & identifying & addressing emerging issues regarding suicide and suicide prevention.

be nice.:

	2019	2020
Number of students actively engaged in be nice.	17,430	15,212
Number of schools actively engaged in be nice.	29	25
Number of employees at businesses actively engaged in be nice. Action Plan training	650 (32 businesses)	1,263 (23 businesses)
Number of people trained in Mental Health First Aid	205	150

QPR training:

	2017-2020
Number of people trained in QPR (number reported by Mosaic Counseling)	7,000

Blue Envelope training:

	2019	2020
Number of schools in Blue Envelope program	8	14
Number of staff trained	257	717
Trainee pre- and post-assessment response to "I have confidence with how to respond to a student who expresses suicidal thoughts."	54% increase in staff confidence	31% increase in staff confidence*
Number of Blue Envelope incidents in Ottawa County schools	82	169
Number of students impacted by Blue Envelope	4,500	13,000

* 30% of staff trained in 2020 were in year 2 of implementation and had a "refresher" training

Due to COVID-19, many of the Suicide Prevention Coalition's Initiatives in 2020 looked drastically different than in years past. As a result, 2020 data cannot be effectively compared to previous or upcoming years.

Healthy Behaviors: Plan

Healthy Behaviors

GOAL

Promote consistent healthy behavior messages and decrease barriers to healthy living.

OBJECTIVES

1. Decrease the percentage of adults who engage in no leisure-time physical activity.
2. Increase the percentage of adults who consume at least five servings of fruits and vegetables per day.
3. Increase the percentage of overweight or obese adults who receive advice from a health care professional about their weight.

RECOMMENDED STRATEGIES

1. Increase awareness about low-cost and free opportunities for physical activity within Ottawa County.
2. Support Ottawa Food efforts.
3. Implement an educational campaign about the importance of family meals.
4. Work with health care professionals to reduce the barriers that prevent them from providing weight-related advice to overweight and obese patients.
5. Develop a framework to promote the Ottawa County health improvement strategies, health communications and local resources that will help people achieve optimal health.

Healthy Behaviors: Outcomes

Ottawa Food

- Implemented a variety of initiatives to ↑ access to fruits & vegetables.
 - 46,524 pounds of fresh, local produce distributed to food insecure households.
- Implemented the *Real Food Can* Campaign to ↓ barriers to fruit & vegetable consumption.
 - 6,381 users visited www.RealFoodCan.org (June- Dec 2020)
- Provided a Food Navigator at the Holland Farmers Market in 2020.
 - Provided tours & recipes; helped customers utilize food assistance programs.





Healthy Behaviors: Outcomes

Step It Up! Program

- Created by OC Parks, Public Health, GIS & Planning Depts. to help people stay active & explore new parks.

1,078 enrolled in 2018.

1,371 enrolled in 2019.

919 enrolled in 2020.

- Program involves:
 - Tracking & reporting activity; setting & achieving fitness goals; variety of health tips
 - Opportunities for group walks
- 2020 Outcomes
 - 69% of survey respondents reported their Health Improved.
 - 65% of survey respondents met national health guidelines (for amount of PA/week) before the program. This increased to 76% at the end of the program.



Healthy Behaviors: Outcomes

Tri-Cities Family YMCA

- Offered many programs to promote consistent healthy behaviors and ↓ barriers to healthy living.
 - 3,500 members and over 2,000 program participants/year.
- Group Wellness
 - 60+ classes per week, (live & virtual)
 - Pedaling for Parkinson's
 - LiveWise (Alzheimer's patients)
 - Strength training for older adults
 - Y Diabetes Prevention Program
 - Prescription for Health Memberships; Free 7th grade memberships
 - Healthy Plant Based Eating Program
- Personal Fitness Opportunities



FOR YOUTH DEVELOPMENT®
FOR HEALTHY LIVING
FOR SOCIAL RESPONSIBILITY

Healthy Behaviors: Outcomes

Tri-Cities Family YMCA

- Wellness Staff
 - Average 30 employees in the wellness department, working to ensure access to a healthy lifestyle.
- Decreased Barriers
 - The TCFY offers Community Pricing Scholarships to members and program participants in order to insure accessibility for all. Approximately 25% of all who are active at the Y participate in the Community Pricing program.
 - Members are also able to access fitness classes online in the comfort of their own home, eliminating the need for travel, especially during the past year.



FOR YOUTH DEVELOPMENT®
FOR HEALTHY LIVING
FOR SOCIAL RESPONSIBILITY

Healthy Behaviors: Outcomes

Love in Action Health Clinic

- Clinic staff assess social determinants of health regularly & address revealed needs through community partners (food, transportation, housing & clothing).
- Staff members increase awareness, and support empowerment regarding accessing low-cost and free opportunities for physical activity within Ottawa County. They also support Ottawa Food efforts.
- Clinic providers utilize prescription YMCA vouchers and partner with patients to make SMART (Specific, Measurable, Attainable, Realistic, Timely) goals with clients regarding reasonable exercise possibilities from home.
- Clinic providers walk through Healthy Plate Education (increase fruit & veggies, decrease carbohydrates) & partner with patients to make SMART Goals.



Healthy Behaviors: Outcomes

Healthy Ottawa

- Rebranded the collaborative process of identifying key health problems & engaging the community to develop & implement strategic solutions.
 - Surveying leaders
 - Conducting BRFS
 - Conducting interviews with policymakers
 - Surveying special populations at risk of being medically underserved
 - Develop the OC Community Health Needs Assessment (CHNA)
 - Publish and present the CHNA results to the public
 - Creating the Healthy Ottawa Plan
- New website: www.HealthyOttawa.org



Feedback on 2018 CHIP (Healthy Ottawa)



The CHIP is an incredibly valuable tool for us as a local funder. It helps us better understand the highest priority needs in our community and align strategies for addressing them. We have used it on many occasions to inform decisions about which projects and programs we fund.

I think the CHIP and its work was critical in the county's response to COVID. So many connections were possible to be made because of the CHIP work. You all were instrumental in making sure this was no worse than it has been or will be. SO IMPORTANT to forge these partnerships and work toward nonpolitical goals! Very grateful for Ottawa County!

I appreciate this data. We have referenced this material in grant applications, to identify community needs, to look at the needs of our clients compared to broader community, etc.

We appreciate Ottawa County's approach to community health and have enjoyed being part of the process. We also try to incorporate information from these types of plans into our area planning process.

Keep up the great work!

