

LIVE UNITED

United
Way



Greater Ottawa County
United Way

2015 COMMUNITY ASSESSMENT FOR OTTAWA COUNTY



Assessing and addressing the community's pressing and prevalent needs,

THAT'S HOW WE LIVE UNITED

To GIVE, ADVOCATE or VOLUNTEER in your community, go to www.ottawaunitedway.org





Patrick Moran, President,
Greater Ottawa County United Way



Liz DeLaLuz, Director of Community Impact
Greater Ottawa County United Way

FOREWORD

It has been shown in study after study that Ottawa County is an awesome place to live. We have been reported as the happiest, healthiest, safest place to live in the state and in the nation. We have some of the best schools, amazing health systems, and abundant natural resources. We could write a thick book about the great place Ottawa County is to live, work and play. However, this is not that book!

This book is designed to identify pressing and prevalent issues within health and human services in Ottawa County. The Community Assessment is now being published every three years and is used by a broad spectrum of leaders and organizations in addressing the health and human service needs in Ottawa County. It also provides benchmarks to gauge progress, and foster community engagement around meeting the community's needs.

Greater Ottawa County United Way began this process by contracting with VIP Research and Evaluation as the research arm and facilitator of the Key Stakeholders and Household surveys. The Community Assessment Steering Committee (CASC) was then recruited, with half of the leaders and experts returning to the committee from the 2012 Assessment. Next, more than 75 local community leaders were surveyed, and through their responses the CASC decided to continue with the four focus areas of: **Education, Financial Stability, Health and Basic Needs**. Think tanks were created to correspond with the focus areas with some CASC members serving as leaders, who in turn recruited think tank members, and together delved deeper into the focus areas. All think tanks analyzed and reviewed current data and created the 2015 Ottawa County Household survey questions. The think tanks then reviewed the results of the household survey questions and the flexible framework of their sections, with a final review from the CASC. This is the assessment you see before you today.

Greater Ottawa County United Way is committed to our mission of improving the quality of life for all Ottawa County residents by identifying pressing community challenges and focusing our collective power and resources to address those needs. Through funding and working through many programs, initiatives and collaboratives, together we can make a difference in our communities. **Change begins with you.**

A handwritten signature in black ink that reads "Patrick Moran".

Patrick Moran
President

A handwritten signature in black ink that reads "Liz DeLaLuz".

Liz DeLaLuz
Director of Community Impact

STEERING COMMITTEE

Patrick Moran, Greater Ottawa County United Way

Liz DeLaLuz, Greater Ottawa County United Way

Angie Barksdale, MI Works

Patrick Cisler, Lakeshore Nonprofit Alliance and Community SPOKE

Lynne Doyle, Community Mental Health of Ottawa County

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Karen McPhee, Senior Advisor for Education, Governor Rick Snyder's Office

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Scott Klingberg, Holland Rescue Mission

Char Ocasio-Seise, City of Grand Haven

Karen Reenders, The People Center

John Strazanac, St. Patrick's Catholic Church

Mark Tucker, Community Action House



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Marcia Mansaray, Ottawa County Department of Public Health, *Co-Chair*

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Jeanette Hoyer, Pathways, MI

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Charisse Mitchell, Center for Women in Transition

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Leah Rust, Love INC of the Tri-Cities

Holly Seymour, Center for Women in Transition

Mark Tucker, Community Action House

Lisa Uganski, Ottawa County Department of Public Health, Food Policy Council

Mark Wolfe, His Harvest Stand

ACKNOWLEDGMENTS

Greater Ottawa County United Way Staff and Board, along with the Community Assessment Steering Committee, would like to thank each of these dedicated community champions for their hard work. The amount of time, energy and resources committed was substantial, and is deeply appreciated.

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Community Foundation of Holland/Zeeland

Grand Haven Area Community Foundation

Greater Ottawa County United Way

Research Assistance:

Dr. Martin Hill, President, VIP Research and Evaluation

Our thanks go to this organization, without whom Greater Ottawa County United Way would not be able to create and maintain the Community Assessment.

For content, technical or media questions:

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or

Patrick Moran, President,

Greater Ottawa County United Way

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Assessment Format

The 2015 Community Assessment is reported in four focus areas:

EDUCATION

FINANCIAL STABILITY

HEALTH

BASIC NEEDS



EXECUTIVE SUMMARY

EXECUTIVE SUMMARY



EXECUTIVE SUMMARY

The Steering Committee for the 2015 Greater Ottawa County United Way Community Assessment began the assessment process with a Key Stakeholder Survey of more than 75 leaders from health and human services in Ottawa County. Their initial review of the dataset led them to maintain the four areas for research created in 2012: **Education, Financial Stability, Health** and **Basic Needs**. The following is a short summary of the findings from the think tanks created to study the four areas.

Let us introduce you to ALICE (Asset Limited, Income Constrained, Employed), which are households representing those with income above the federal poverty level (FPL) but below a basic survival threshold that includes being able to pay for basic necessities. ALICE households are working or have worked, yet public and private assistance are not enough to help ALICE households reach economic stability.

The number of households in poverty and ALICE households combined equals the total population struggling to afford basic needs. Even with at least one person in the household working, 35% of households in Ottawa County don't earn enough to reach the basic survival threshold. At right is shown the breakdown of ALICE households in all municipalities in Ottawa County.



To the right is one of the main tables that you will see throughout this assessment. It is the ALICE Survival Budget, which calculates the actual costs of basic necessities, such as housing, childcare, food, healthcare and transportation, and is adjusted for different household types.

The other table is the Household Stability Budget (p. 15) which reflects the cost of household necessities at a modest but sustainable level and it adds a savings category; it is also adjusted for different household types.

Ottawa County, Michigan, 2012 *For details about family type descriptions, see the gray box below the table*

Household SURVIVAL Budget, Ottawa County, Michigan, 2012						
	Single Adult	Married Couple	Adult, One Child	Adult, One Child Care	Two Adults, 2 Children	Two Adults, 2 Child Care
Housing	\$581	\$591	\$591	\$591	\$709	\$709
Childcare	0	0	\$331	\$616	\$662	\$1,173
Food	\$196	\$407	\$395	\$335	\$678	\$592
Transportation	\$341	\$407	\$409	\$409	\$681	\$681
Healthcare	\$130	\$259	\$311	\$311	\$518	\$518
Miscellaneous	\$138	\$187	\$222	\$249	\$353	\$402
Tax	\$137	\$209	\$186	\$224	\$286	\$346
Monthly Total	\$1,522	\$2,062	\$2,472	\$2,735	\$3,888	\$4,422
Annual Total	\$18,269	\$24,748	\$29,667	\$32,820	\$46,654	\$53,062

Note: One childcare refers to an infant; two childcare refers to one infant and one 4 year old.
 For an additional infant add 17 percent; for an additional 4 year old add 6 percent; and for an additional child add 12 percent.
 Sources: HUD, NACARRA, USDA, BLS, IRS and state treasury.

Ottawa County, 2012		
Town	Total HH	% ALICE & Poverty
Allendale Charter Township	5,796	43%
Blendon Township	1,905	28%
Chester Township	762	31%
Coopersville City	1,612	33%
Crockery Township	1,844	37%
Ferrysburg City	1,423	38%
Georgetown Charter Township	17,012	25%
Grand Haven Charter Township	5,559	26%
Grand Haven City	4,913	45%
Holland Charter Township	12,565	34%
Holland City	8,620	43%
Hudsonville City	2,591	31%
Jamestown Charter Township	2,251	23%
Olive Township	1,486	31%
Park Township	6,414	23%
Polkton Charter Township	862	34%
Port Sheldon Township	1,710	27%
Robinson Township	2,002	29%
Spring Lake Township	5,957	37%
Tallmadge Charter Township	2,678	20%
Wright Township	1,079	26%
Zeeland Charter Township	3,373	31%
Zeeland City	2,175	47%

EXECUTIVE SUMMARY

The ALICE Report from September 2014 shows the Economic Viability Dashboard for Ottawa County. This provides a window directly into the economic conditions that matter most to the ALICE households and why these households struggle to achieve basic economic stability. Three dimensions are shown: the Housing Affordability Index, Job Opportunity Index and the Community Support Index. Each index is represented on a scale from 1 (worst economic conditions for ALICE) to 100 (best economic conditions).



EDUCATION

“Educational attainment is the single most accurate predictor of social and economic status. It is important to collaborate across all sectors and create community partners to ensure that we are offering high quality educational experiences prenatally through post secondary success.”

Peter Haines, Superintendent, Ottawa Area Intermediate School District

Preschool

› According to the 2010 census, there were 2,024 children under the age of five living in poverty in Ottawa County. Even with the number of children served by Head Start and Great Start Readiness Program, and a high number of income-eligible preschools, children are without a place to receive quality, free early childhood services. About half of these may be attending a playgroup once a month, but is not a substitute for daily classroom experience.

K-12 Education

- › In reading proficiencies there is a significant disparity between the reading scores of White vs. Hispanic and of economically disadvantaged vs. not economically disadvantaged. However each demographic group shows an improvement from 3rd to 8th grade of similar proportions.
- › In mathematics proficiency there is also a significant gap between the demographics but in every demographic the percentage proficient worsens between 3rd and 8th grade, with Hispanic and economically disadvantaged percentage proficient dropping more than White and not economically disadvantaged.

Post Secondary Experiences

› Even with all of the recent rhetoric around the cost of adult education, it continues to be true for Ottawa County residents that the more education you complete, the higher your income, and the lower your chance of unemployment.

Workforce Development

› According to the 2015 Household Survey, of those who responded “working but want a better job” or “not working but looking for a job,” approximately 20% needed new skills or training.

FINANCIAL STABILITY

Overall, the community feels it is doing better than in 2012, especially for Hispanic families, but this is not true for all demographics.

- › Respondents from the NE section of the county are almost twice as likely to report doing “somewhat worse” or “much worse” today than a year ago, compared to other sections.
- › Respondents earning less than \$25,000 were almost three times more likely to report doing “somewhat worse” or “much worse” today than a year ago, compared to other sections in the county.

Housing

- › Extreme housing burden is defined as housing costs exceeding 35% of income. For a single adult in Ottawa County, a one-bedroom apartment accounts for 38% of the Survival Budget.
- › **Rental and owner gaps:** This refers to the number of additional rental and owner units needed that are affordable to households with incomes below the ALICE threshold so that all of these households would pay less than 35% of income for housing.
- › With 20,664 occupied rentals and a shortage of 8,191 affordable units for ALICE households, our community needs a 40% increase in the number of affordable rental units.

County	Owner Occupied Units			Renter Occupied Units			Source	
	Owner Occupied	Percent Owned by HHs Below ALICE Threshold	Extreme Housing Burden: Percent Owners Pay more than 35% of Income	Renter Occupied	Percent Rented by HHs Below ALICE Threshold	Extreme Housing Burden: Percent Renters Pay more than 35% of Income		Gap in Rental Stock Affordable for All HHs Below ALICE Threshold
Ottawa County	74,384	30%	15%	20,664	74%	41%	8,191	American Community Survey 1 year estimate

Job Opportunities

- › According to the 2015 Household Survey across all Ottawa County geographical sections, individual’s employment status and satisfaction has decreased.
- › Hispanics are twice as likely to respond “working but want a better job” or “not working but looking for a job” than Whites.
- › Those who are renting are also twice as likely as those who are homeowners to state the above.

Employment Barriers

- › The 2015 Household Survey states that lack of transportation is a problem getting individuals to work or other places, “sometimes” at 11.3% and “often” at 6.3%.
 - › Hispanics are almost three times more likely to state “sometimes and often” compared to Whites.
 - › Those who are renting are almost two times more likely vs. homeowners.
 - › As well as those who have a high school education or less and those earning less than \$25,000.
 - › “Need new skills or training” is the MAIN thing keeping individuals from getting the job that they want.
 - › Again, those who are Hispanic and renters are twice as likely to say this compared to Whites and homeowners.

Financial Literacy

- › 12.9% of families earning \$25,000 or less had been over the limit on a credit card compared to 3.6% of families earning \$25,000-\$49,000.
- › 11.4% of families with 3 or more children had been over the limit on a credit card compared to 1.8% of families with one or two children.

EXECUTIVE SUMMARY

HEALTH

› Ottawa County is #1 in health outcomes and #2 in health factors out of 82 counties in the state, but when you dive deeper, you see that there are issue areas to improve.

Access to Healthcare

- › On average, 9 in 10 Ottawa County adults have health insurance. However, many are not using their coverage when needed, and especially not for preventative measures because they cannot afford out-of-pocket expenses such as deductibles and co-pays (or spend downs).
- › Ottawa County is seriously underserved in the number of primary care physicians, dentists and mental health providers for our population size.
- › Over half (56.1%) of ER/ED admissions are for people without commercial (private, employer-provided) health insurance.

Overweight/Obesity

- › Almost 1 in 4 adults are considered to be obese, and more than one-third of adults are overweight per the Body Mass Index. In fact, only 37.7% of the population are at a healthy weight.
- › Although 74% of youth were at a healthy weight, only 58% describe themselves as “about the right weight,” and 55% of female youth reported that they are trying to lose weight.
- › 70.5% of adults consume fruits and vegetables less than five times per day. Adequate fruit and vegetable consumption is directly related to education and income. There is an increase to 87% in households earning less than \$25,000.
- › Roughly 4 in 10 adults with less than a high school diploma (41.4%) or living in households with income less than \$20,000 (39.6%) do not participate in any leisure time physical activity.

Chronic Disease

- › Households earning less than \$35,000 per year are two times more likely to report Diabetes than households earning \$50,000 per year.
- › Individuals with less than a high school education are significantly more likely to suffer from current Asthma.

BASIC NEEDS

Homelessness

› In the Annual Homelessness Count, 1,371 individuals were homeless during the year in Ottawa County. While the Point in Time Count showed 286 homeless on the day of the count.

Housing

- › According to the 2015 Ottawa Housing Next Client Survey, which was given to clients of non profit agencies, 53% reported moving at least once in the last 12 months, 25% of those moved two or more times during the same time period.
- › According to the 2015 Household Survey, in the past 12 months, households did not have enough money for the following: 9.2% for rent/mortgage/real estate taxes, and 11% for utility bills.

Childcare

› The Basic Needs Think Tank members comment on the fact that childcare continues to be the #1 expense for families with two adults and two children in childcare, according to both the ALICE Survival (27%) and ALICE Stability (20%) Budgets.

Food Security

- › According to the 2015 Household Survey, 12% have actually cut the size of or skipped meals due to lack of food, this equals 11,549 households.
- › According to the Food Policy Council Food Resource User Survey, 40% of food pantry users eat less than they think they should, or skip meals due to lack of food.
- › 95.8% of food pantry users eat less than the recommended amount of fruits and vegetables daily, with more than half of these respondents stating that fruits and vegetables were “too expensive,” according to the Food Policy Council Food Resource User Survey.
- › The number one reason people don’t eat healthy foods is that they are too expensive or they can’t afford them, according to the 2015 Ottawa County Food Policy Council Food Resource User Survey (55.5%), and United Way’s Household Survey (49.7%).

Access and Referral

- › According to C.A.L.L. 2-1-1’s Statistical Report, utility assistance has risen significantly in need and unmet need since 2012. Housing issues remain the #1 unmet need in C.A.L.L. 2-1-1’s data.
- › According to the 2015 Household Survey, 1 in 4 Ottawa County households do not know where to go for help.

Safety

- › In all three categories of abuse and/or neglect, there has been a steady increase of cases since 2009; while confirmed cases almost tripled.
- › Adult Protective Services Investigations are on the rise since 2010, and have more than doubled during that time.
- › As members of the baby boom generation reach and pass the retirement age, the United States will witness a dramatic shift. According to U.S. statistics, adults over age 85 will continue to become the fastest growing population segment and the nation has yet to adapt to their needs. Issues need to be addressed so this population can age with dignity and respect.
- › We have a rapidly-expanding aging adult population--94% of whom do not live in a nursing home or care facility.

ADDITIONAL FINDINGS

- › According to the 2015 Household Survey, 9.2% of respondents felt they did not receive equal opportunity and treatment compared to others.
 - › 6.8% related to age
 - › 6.6% related to economic status
 - › 5.9% related to disability
 - › 5.6% related to Race or Ethnicity
- › Although 93.1% of 2015 Household Survey respondents rate their neighborhood as an excellent or good place to live, more than 1 in 4 do not expect to live there five years from now.



The **TOP 3 ways** the assessment can be used:

- 1** Staff from Nonprofit and Human Service agencies use it to help guide their programs and leverage grant funding.
- 2** Presentations to groups such as local companies, churches, and other civic groups in order to help them focus their charitable and civic efforts on our community needs.
- 3** Printed and online versions of this document will help any citizen to learn about the needs in our community.

COUNTY DEMOGRAPHICS

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DEMOGRAPHICS

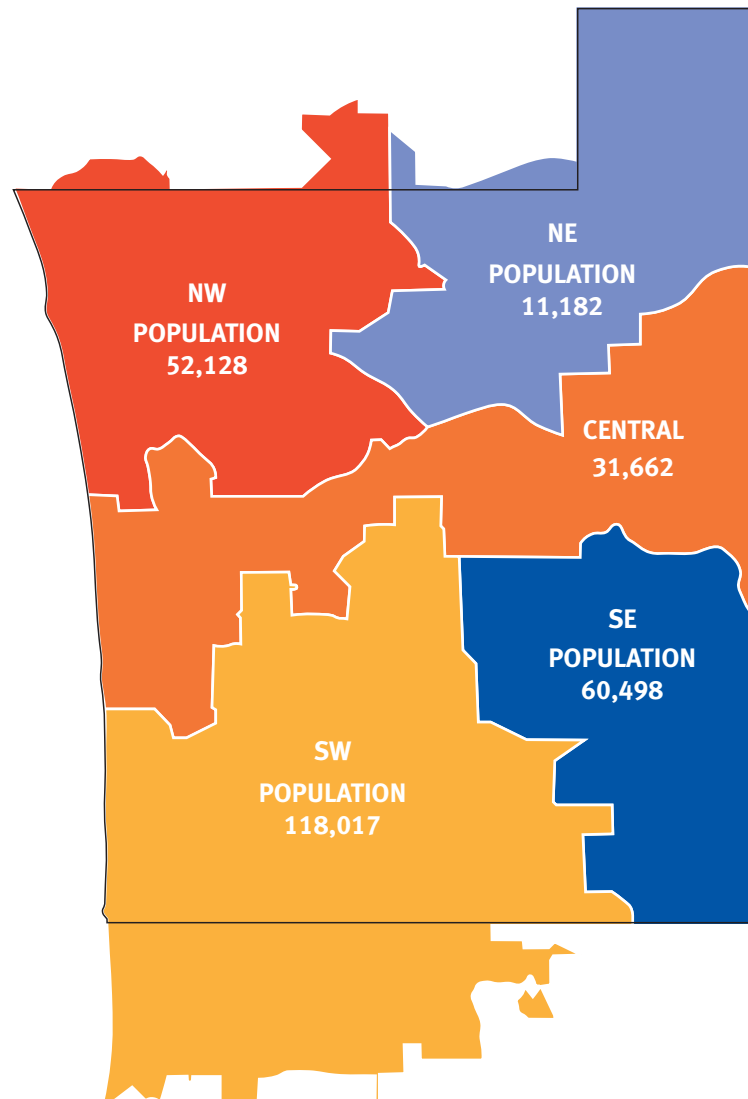
COUNTY DEMOGRAPHICS

Demographics & Overviews

Based on the 2013 American Community Survey 5-year Population Estimates from the U.S. Census Bureau

TOTAL POPULATION = 273,487

Section Name	Cities, Villages, and Townships
Northwest Section	Ferrysburg
	Grand Haven
	Spring Lake Village
	Crockery Township
	Grand Haven Charter Township
	Robinson Township
	Spring Lake Township
Northeast Section	Coopersville
	Chester Township
	Polkton Township
	Wright Township
Central Section	Allendale Charter Township
	Port Sheldon Township
	Tallmadge Charter Township
Southwest Section	Holland
	Zeeland
	Holland Charter Township
	Olive Township
	Park Township
	Zeeland Charter Township
Southeast Section	Hudsonville
	Blendon Township
	Georgetown Charter Township
	Jamestown Charter Township





DEMOGRAPHICS

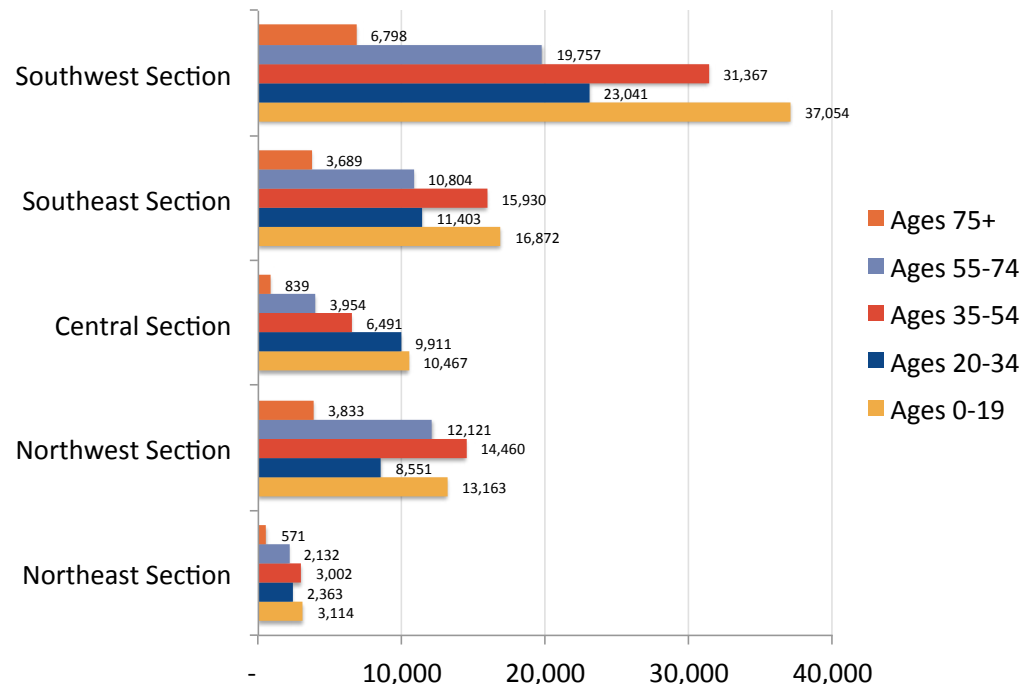
POPULATION BY RACE AND GENDER**

Demographic Data for Ottawa County by Section	Quadrant				
	C	NE	NW	SE	SW
Total Population	31,662	11,182	52,128	60,498	118,017
Population by Race (Percentage)					
White	91.6%	95.5%	95.4%	95.8%	83.2%
Black	2.4%	0.4%	0.4%	0.7%	2.5%
Hispanic	5.7%	4.5%	3.0%	2.2%	17.1%
Asian Pacific	1.6%	0.2%	1.5%	1.2%	4.9%
Native American	0.2%	0.3%	0.3%	0.3%	0.7%
Other & Non-Hispanic Multi-racial	2.0%	1.7%	1.7%	0.5%	5.8%
Population by Gender (Percentage)					
Male	48.8%	51.8%	48.0%	48.6%	49.2%
Female	51.2%	48.2%	52.0%	51.4%	50.8%

Ottawa County Total:
273,487

**Because of rounding and margin of error estimates, totals may be less or more than 100%.

POPULATION BY AGE



EDUCATION

EDUCATION

Sources

*The following are the numbered sources for the Education section; they will be shown next to each figure in this format: (*1).*

1. Great Start to Quality
2. Great Start to Quality Western Resource Center
3. United Way ALICE Report - Michigan, September 2014
4. Child Development Services Lakeshore Head Start Community Needs Assessment 2014-2015
5. Michigan Department of Education
6. Ottawa Area Intermediate School District
7. 2013 Ottawa County Youth Assessment Survey
8. Erickcek, George. W.E. Upjohn Institute
9. US Census Bureau, 2013 American Community Survey
10. United Way Common Good Forecaster
11. Great Start Readiness Program of Ottawa County



“Educational attainment is the single most accurate predictor of social and economic status. It is important to collaborate across all sectors and create community partners to ensure that we are offering high quality educational experiences prenatally through post secondary success.”

Peter Haines
 Superintendent
 Ottawa Area Intermediate School District

EARLY LEARNING

ISSUE AREAS:

- › Early Learning
- › Preschool
- › Special Education
- › K-12 Education
- › Post Secondary Impact
- › Workforce Development

Research has shown that a child’s readiness for school can be measured and addressed across five distinct but connected domains:

- › Physical Well-Being and Motor Development
- › Social and Emotional Development
- › Approaches to Learning
- › Language Development
- › Cognition and General Knowledge

These readiness components are shaped by numerous factors. Therefore, improving school readiness must address the environments in which young children spend their time, as well as the development of their skills and behaviors.

The Michigan Department of Education and The Early Childhood Investment Corporation are the lead agencies for funding, development and implementation of Great Start to Quality, a program that helps parents find the best childcare and preschool for their child, and helps providers improve the care and education they give to children.

Five categories of program quality indicators are used to rate childcare and preschool programs to ensure that Michigan’s youngest children have high-quality early learning experiences. To the right is a list of the start rating that is currently in place.



Figure 1 (*1)



CHILDCARE ACCESSIBILITY

Child Development Services – Lakeshore Head Start Community Needs Assessment 2014-2015

In regards to the available child development programs in the county, **there are not enough slots to meet the needs of the number of children birth-five who are living in poverty.**

According to the U.S. 2010 census, there were 17,615 children under five in Ottawa County, including **2,024 children under the age of five living in poverty in Ottawa County.** Even with the number of children served by Head Start and Great Start Readiness Program, and a high number of income eligible preschool children are without a place to receive quality, free early childhood services. About half of these may be attending a playgroup once a month, but that is not a substitute for daily classroom experiences.

NUMBER OF CHILDCARE FACILITIES AND THEIR CAPACITY

Type of Care	Regular		Evening		Overnight		Weekend	
	Facilities	Capacity	Facilities	Capacity	Facilities	Capacity	Facilities	Capacity
Family homes	261	1566	42	252	21	126	1	6
Group homes	30	360	4	48	3	36	3	36
Centers	111	8330	2	210	0	0	0	0
Total	402	10,256	48	510	24	162	4	42

Figure 2 (*2)



CHILDCARE AFFORDABILITY

As shown within the **ALICE Survival Budget** starting with one child in childcare, it is clearly one of the highest expenses for a family across the board. Looking at the 2 Adults and 2 in Child Care category, the expense is **27% of the total budget here in Ottawa County.**

Ottawa County, Michigan, 2012

For details about family type descriptions, see the gray box below the table

Household SURVIVAL Budget, Ottawa County, Michigan, 2012						
	Single Adult	Married Couple	Adult, One Child	Adult, One Child Care	Two Adults, 2 Children	Two Adults, 2 Child Care
Housing	\$581	\$591	\$591	\$591	\$709	\$709
Childcare	0	0	\$331	\$616	\$662	\$1,173
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Transportation	\$341	\$407	\$409	\$409	\$681	\$681
Healthcare	\$130	\$259	\$311	\$311	\$518	\$518
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Annual Total	\$18,269	\$24,748	\$29,667	\$32,820	\$46,654	\$53,062

Note: One childcare refers to an infant; two childcare refers to one infant and one 4 year old. For an additional infant add 17 percent; for an additional 4 year old add 6 percent; and for an additional child add 12 percent.
Sources: HUD, NACARRA, USDA, BLS, IRS and state treasury.

The **Household SURVIVAL Budget** calculates the actual costs of basic necessities; housing, childcare, food, healthcare, and transportation in Michigan, adjusted for different counties and household types.

The **ALICE Threshold** is the average level of income that a household needs to afford the basics defined in the Household Survival Budget for each county in Michigan.

Household STABILITY Budget, Ottawa County, Michigan, 2012						
	Single Adult	Married Couple	Adult, One Child	Adult, One Child Care	Two Adults, 2 Children	Two Adults, 2 Child Care
Housing	\$739	\$886	\$886	\$886	\$1,022	\$1,022
Childcare	0	0	\$371	\$914	\$742	\$1,636
Food	\$359	\$731	\$739	\$576	\$1,277	\$1,100
Transportation	\$330	\$660	\$660	\$660	\$1,100	\$1,100
Healthcare	\$218	\$488	\$752	\$752	\$959	\$959
Miscellaneous	\$165	\$276	\$341	\$379	\$510	\$582
Savings	\$165	\$276	\$341	\$379	\$510	\$582
Tax	\$157	\$237	\$417	\$490	\$837	\$1,052
Monthly Total	\$2,131	\$3,555	\$4,506	\$5,036	\$6,956	\$8,032
Annual Total	\$25,569	\$42,657	\$54,076	\$60,436	\$83,475	\$96,386

Note: One childcare refers to an infant; two childcare refers to one infant and one 4 year old. For an additional infant add 23 percent; for an additional 4 year old add 3 percent; and for an additional child add 4 percent.
Sources: HUD, NACARRA, USDA, BLS, IRS and state treasury.

School of Public Affairs and Administration, Rutgers: <https://spaa.newark.rutgers.edu/united-way-ALICE>
 UNITED WAY ALICE REPORT – MICHIGAN: <http://www.unitedwayalice.org/index.php>

Figure 3 (*3)

The **Household STABILITY Budget** is greater than the basic Household Survival Budget and reflects the cost for household necessities at a modest but sustainable level. It adds a savings category, and is adjusted for different counties and household types.

PRESCHOOL

Preschool is a valuable tool to help parents prepare their children for success in school. This is even more important for low income families that, according to data, don't perform as well as their peers. The data below, from a subsidized preschool program in both 3- and 4-year old groups, show the value of Preschool for these children. In every one of the six measured standards the number of participants not meeting that standard was cut in half (approximately) between Fall and Winter terms.

Approximate percentage of three-year-olds meeting standards in the Head Start program - Fall 2013/Winter 2014:

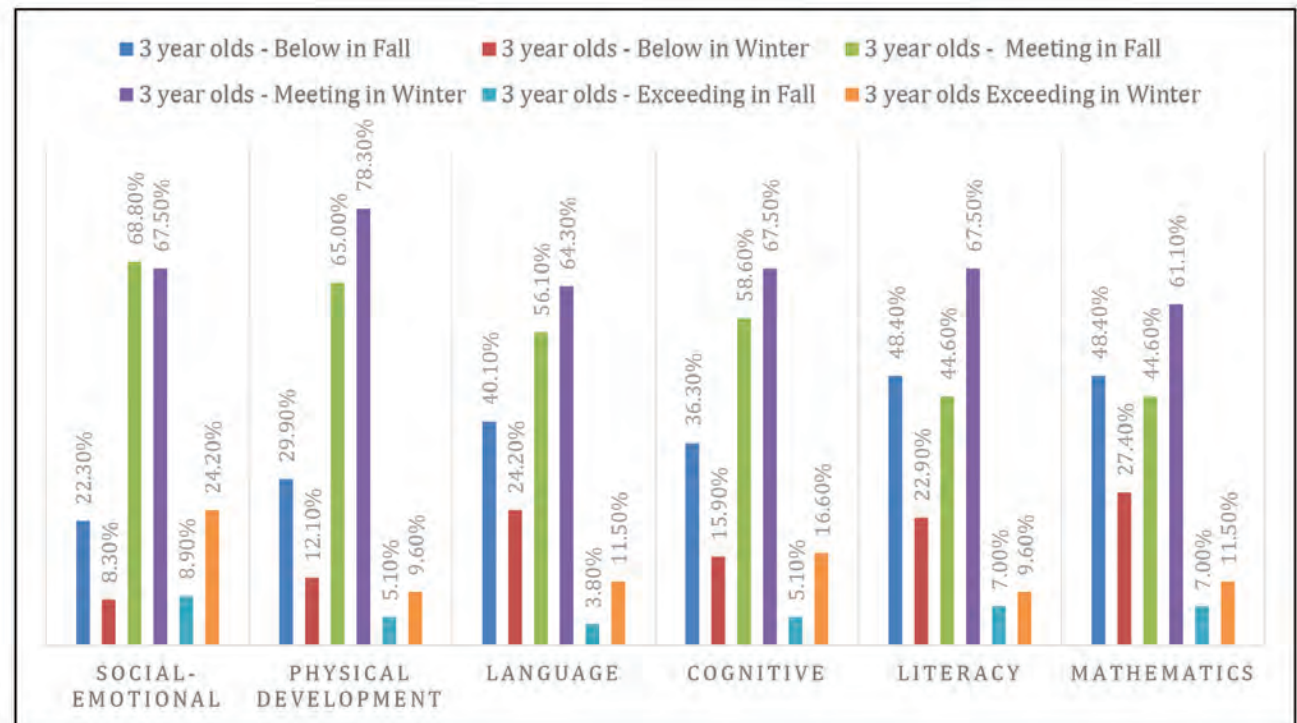


Figure 4 (*4)

Approximate percentage of four-year-olds meeting standards in the Head Start program - Fall 2013/Winter 2014:

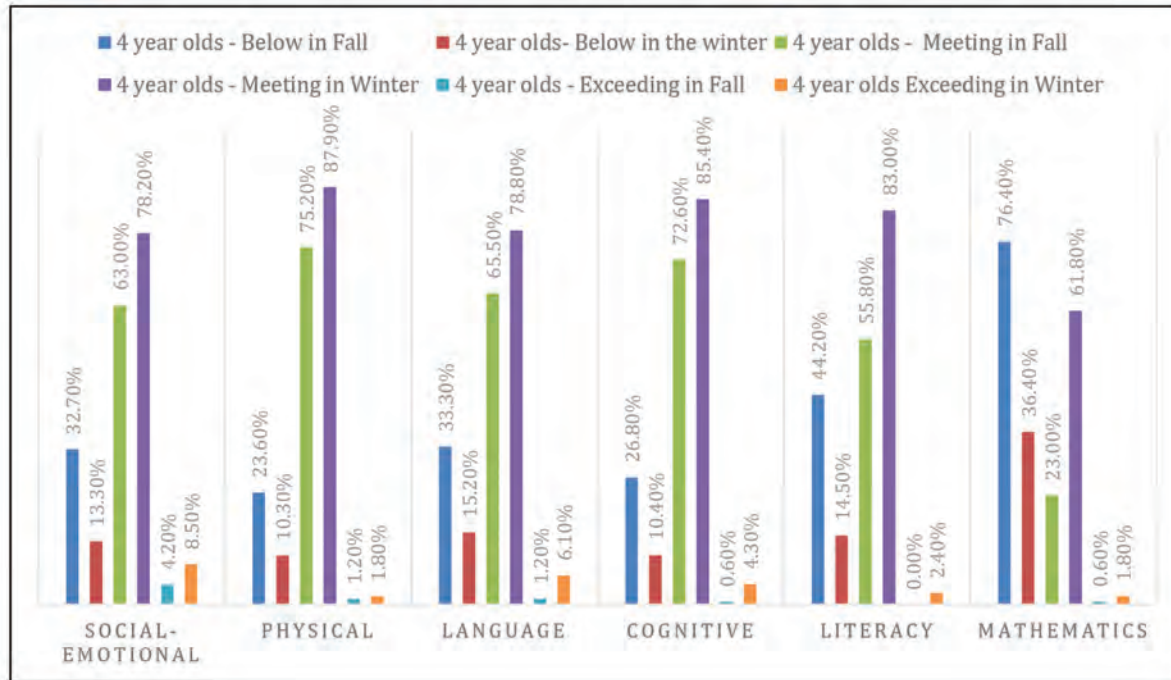


Figure 5 (*4)

According to the 2014-2015 Child Development Services - Lakeshore Head Start Community Needs Assessment, **CDS Lakeshore Head Start** had 78 Head Start and 8 Early Head Start enrolled children whose primary language is Spanish. These 86 children make up approximately 16% of total enrollment. 13% of parents who have children enrolled in Early Head Start and Head Start have an education level less than a high school graduate. In both programs, the percentages of parents with an education beyond high school increased by 14% and 8% respectively from the previous year.

It is hypothesized that the lowest education levels were attained by recent immigrants who do not speak the English Language. Teenage pregnancy may also be a factor for young parents who began high school but did not graduate.

4-Year-Old Data from the Great Start Readiness Program of Ottawa County - Fall 2014/Winter 2015:

	FALL			WINTER		
	% Children Below	% Children Meeting	% Children Exceeding	% Children Below	% Children Meeting	% Children Exceeding
Social/Emotional	53.50%	45.30%	1.20%	4.80%	67.00%	28.20%
Physical	38.00%	61.70%	0.30%	5.10%	79.50%	15.40%
Language	45.90%	52.70%	1.40%	5.50%	85.10%	9.30%
Cognitive	52.80%	47.20%	-	3.90%	80.50%	15.60%
Literacy	42.00%	58.00%	-	2.50%	73.10%	24.40%
Math	76.00%	23.80%	0.30%	12.50%	71.40%	16.10%

Figure 6 (*11)





THE STATE OF SPECIAL NEEDS IN OTTAWA COUNTY

“Ottawa Area Intermediate School District continues to provide a regional approach to providing services to students with disabilities. In all three geographical regions, a full continuum of services and supports is provided in order to meet student needs while providing the least amount of support required to ensure student success.

Each respective school district continues to work to develop and to refine a system that maximizes a student’s involvement within the general education environment while minimizing special education as required by law. These systems have been in place for a number of years. As a result, we have seen a reduction in the number of special education students from 11.4% of the total K-12 population in school year 2011-2012 to 11% in school year 2014-2015.

Eligibility areas of special education have remained steady over the past four years. Autism Spectrum Disorder and behavioral needs continue to be high need within Ottawa Area Intermediate School District.

Proactive and creative programming based on data continues to be the standard in our schools within the Ottawa Intermediate School District.”

Mark E. King

Director of Compliance and Technical Assistance,
Ottawa Area Intermediate School District

Early On is the state-wide early intervention system which **provides a range of services to help infants and toddlers** from birth to thirty-six months who have developmental delays or established conditions that may lead to delays. **Screening, evaluation, service coordination and play groups are available.**

Approximately, nine hundred eighteen (918) children per year are served by Early On in Ottawa County with an Individualized Family Service Plan. Additionally, 291 children birth to three received special education services and supports.

K-12 EDUCATION

OAISD 2013-2014 Reading At Proficiency or Above

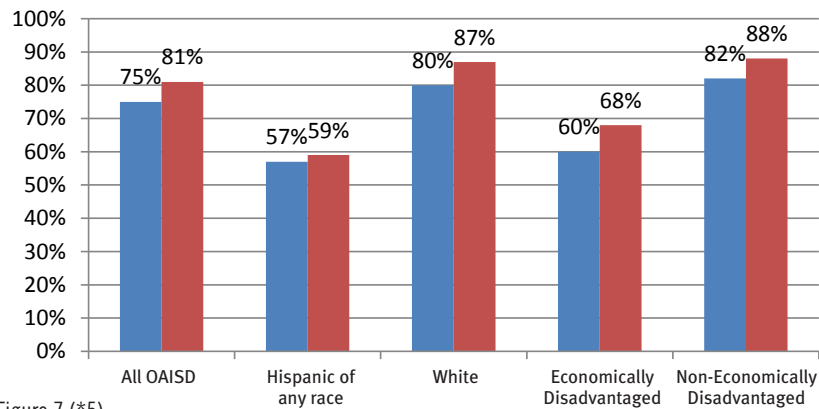


Figure 7 (*5)

› In reading proficiencies there is a disparity between the reading scores of Whites vs. Hispanics and of economically disadvantaged vs. not economically disadvantaged.

› However each demographic group shows an improvement from 3rd to 8th grade of similar proportions.

■ 3rd grade
■ 8th grade

OAISD 2013-2014 Math At Proficiency or Above

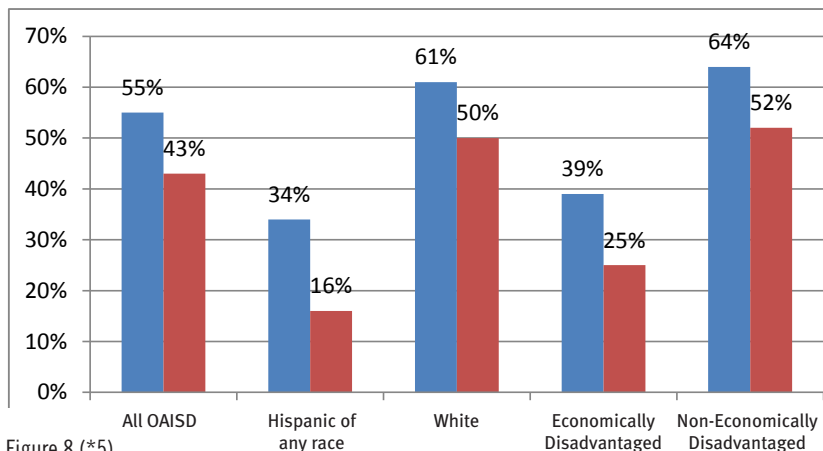


Figure 8 (*5)

› In mathematics proficiency there is also a significant gap between the demographics, but in every demographic the percentage that is proficient worsens between 3rd and 8th grade, with the percentage of Hispanic and economically disadvantaged who are proficient dropping more than White and not economically disadvantaged.

■ 3rd grade
■ 8th grade

Section Name	School Name
Northwest Section	Grand Haven Area Public Schools
	Spring Lake Public Schools
	Walden Green Montessori
	West Michigan Academy of Arts and Academics
	Grand Haven Christian School
	Grand Haven Seventh Day Adventist School
	Lakeshore Christian Academy
	St. John's Lutheran School
Northeast Section	St. Mary's School
	Coopersville Area Public Schools
	Lamont Christian School
	St. Joseph School
Central Section	St. Michael's School
	Allendale Public Schools
	Allendale Christian School
Southwest Section	Holland Public Schools
	West Ottawa Public Schools
	Zeeland Public Schools
	Black River Public School
	Eagle Crest Charter Academy
	Innocademy
	Vanderbilt Charter Academy
	Borculo Christian School
	Calvary Schools of Holland
	Corpus Christi Catholic School
	Holland Christian Schools
	Holland Seventh Day Adventist School
	Innocademy
	Lakeside Montessori
South Olive Christian School	
Wavecrest Career Academy	
Zeeland Christian Schools	
Southeast Section	Hudsonville Public Schools
	Jenison Public Schools
	Beaverdam Christian School
	Freedom Christian Schools
	Heritage Christian School
	Hudsonville Christian Schools
	Hudsonville Unity Christian
Jenison Christian School	

In general, ACT scores across the county showed a slight increase over the past few years. The ISD average remains slightly below the ACT Benchmark Score in all categories except Average English Score.

ACT SCORES IN OTTAWA COUNTY

District	Test Cycle	Average English Score	Average Mathematics Score	Average Reading Score	Average Science Score
ACT Benchmark Score**		18	22	22	23
Northwest Section	Spring 2012	21	22	22	22
	Spring 2013	21	21	22	22
	Spring 2014	22	21	22	22
Northeast Section	Spring 2012	20	20	21	21
	Spring 2013	20	21	20	21
	Spring 2014	21	21	21	21
Central Section	Spring 2012	19	20	21	20
	Spring 2013	19	21	20	21
	Spring 2014	19	20	21	21
Southwest Section	Spring 2012	19	21	20	21
	Spring 2013	19	20	20	20
	Spring 2014	20	20	21	21
Southeast Section	Spring 2012	20	22	21	22
	Spring 2013	21	22	22	22
	Spring 2014	21	22	22	22
ISD Average	Spring 2012	20	21	21	21
	Spring 2013	20	21	21	22
	Spring 2014	20	21	21	22

Figure 9 (*6)

NATIONAL CAREER READINESS CERTIFICATES IN OTTAWA COUNTY

The **ACT WorkKeys assessment system** measures job skills that are valuable for any occupation—skilled or professional—at any level and in any industry. The benefits of using ACT WorkKeys assessments within a workforce setting to predict job performance are widely recognized. There is a strong connection between employees with higher ACT WorkKeys scores and higher job performance ratings. **ACT WorkKeys scores are also significant predictors of success in postsecondary education/training programs as they can provide valuable insights at key transition points along the continuum from education through career.**

The ACT National Career Readiness Certificate (NCRC) is an industry-recognized, portable, evidence-based credential that certifies achievement of foundational skills essential for workplace success. Individuals can achieve four different levels of proficiency: Bronze, Silver, Gold, or Platinum.

The NCRC benefits career seekers as it provides employers with evidence of job skills. It benefits employers as they use it to screen applicants and find the right workers for jobs at all levels as well as make decisions about training and advancement of current employees. It benefits educators as it ensures that their students are ready for meaningful careers.







	Bronze - scores at least a level 3 in each of the three core areas and has the necessary foundational skills for 16 percent of the jobs in the WorkKeys database
	Silver - scores at least a level 4 in each of the three core areas and has the necessary foundational skills for 67 percent of the jobs in the WorkKeys database
	Gold - scores at least a level 5 in each of the three core areas and has the necessary foundational skills for 93 percent of the jobs in the WorkKeys database
	Platinum - scores at least a level 6 in each of the three core areas and has the necessary foundational skills for 99 percent of the jobs in the WorkKeys database

Figure 10 (*6)





GRADUATION RATES

2008-2014 Four-Year Graduation Rates							
District / Building Name	2008	2009	2010	2011	2012	2013	2014
	Graduation Rate	Graduation Rate	Graduation Rate	Graduation Rate	Graduation Rate	Graduation Rate	Graduation Rate
State	75.50%	75.23%	75.95%	74.33%	76.20%	77.0%	78.60%
Allendale Public School District	83.64%	93.10%	92.98%	93.63%	81.0%	78.1%	80.9%
New Options Alternative High School	56.25%	69.23%	62.50%	45.45%	41.7%	26.67%	37.14%
Allendale High School	90.58%	97.37%	98.01%	97.90%	97.7%	99.38%	95.95%
Coopersville Area Public School District	90.73%	90.91%	88.11%	91.63%	95.2%	91.5%	94.44%
Coopersville High School	96.34%	93.88%	93.27%	96.79%	96.24%	91.9%	95.45%
Grand Haven Area Public Schools	85.26%	84.33%	83.41%	83.66%	87.5%	87.8%	87.0%
Central High School	22.92%	29.55%	20.59%	28.57%	56.82%	59.4%	47.22%
Grand Haven High School	94.64%	94.24%	91.22%	94.03%	94.9%	96.53%	93.76%
Holland City School District	65.03%	63.02%	70.55%	68.55%	69.2%	74.9%	77.8%
Icademy Global	N/A	N/A	N/A	N/A	N/A	N/A	36.4%
VanRaalte	N/A	N/A	0.00%	25.93%	26.32%	31.3%	26.92%
Holland High School	69.66%	66.30%	78.62%	85.71%	86.1%	93.0%	93.68%
Hudsonville Public School District	94.15%	90.07%	95.62%	94.44%	91.8%	91.6%	92.1%
Jenison Public Schools	92.86%	92.63%	95.02%	91.76%	94.8%	93.0%	95.7%
Spring Lake Public Schools	97.13%	91.58%	95.13%	96.41%	95.1%	94.7%	98.1%
Spring Lake Alternative Education	82.61%	63.64%	66.67%	62.50%	72.7%	72.7%	92.31%
Spring Lake High School	98.90%	97.18%	95.87%	99.50%	98.0%	97.7%	99.5%
West Ottawa Public School District	76.94%	76.52%	81.33%	80.86%	84.8%	88.5%	92.9%
West Ottawa High School Campus	79.07%	77.70%	81.69%	81.27%	86.21%	90.46%	93.7%
Zeeland Public Schools	86.35%	86.15%	86.27%	82.72%	90.3%	88.5%	91.7%
Zeeland East High School	88.95%	89.43%	87.80%	89.20%	90.83%	89.1%	88.9%
Zeeland West High School	93.51%	89.18%	92.77%	93.33%	95.76%	92.3%	97.34%
Black River Public School	86.89%	88.00%	93.55%	91.80%	90.3%	88.5%	91.7%
Wavecrest Career Academy	17.14%	38.57%	41.67%	39.06%	67.0%	17.7%	12.8%

Figure 11 (*5)

TRUANCY

SCHOOL EXPERIENCE

	Total	Total Responses					2013 by Gender		2013 by Grade Level			2013 by Race/Ethnicity		
	N	2013	2011	2009	2007	2005	F	M	8th	10th	12th	White	Hispanic	Other
Skipped or cut one or more classes in the past 4 weeks	4749	16.7% (15.6%) (743)	n/a	n/a	n/a	n/a	18.2% (17.1%) (401)	15.1% (14.2%) (334)	7.5% (7.9%) (165)	16.5% (15.7%) (225)	28.6% (29.4%) (347)	14.9% (14.2%) (485)	22.5% (20.4%) (119)	21.5% (19.3%) (134)

Figure 12 (*7)

LIVING ARRANGEMENTS

	Total	Total Responses					2013 by Gender		2013 by Grade Level			2013 by Race/Ethnicity		
	N	2013	2011	2009	2007	2005	F	M	8th	10th	12th	White	Hispanic	Other
Without a place to stay in the past 12 months	4807	5.1% (4.8%) (230)	5.3% (5.1%) (179)	- (5%) (115)	n/a	n/a	5.6% (5.3%) (126)	4.6% (4.2%) (102)	3.5% (3.7%) (79)	6.4% (5.8%) (84)	5.6% (5.5%) (65)	4.3% (3.9%) (136)	7.2% (7.2%) (43)	7.8% (7.1%) (50)
If yes, ran away or was "kicked out" of home in past 12 months	230	48.1% (47.8%) (110)	56.2% (54.4%) (105)	- (54.8%) (63)	n/a	n/a	51.2% (49.2%) (62)	43.9% (46.1%) (47)	44.1% (46.8%) (37)	50.6% (50%) (42)	47.9% (46.2%) (30)	47.8% (48.5%) (66)	46.6% (46.5%) (20)	49.9% (48%) (24)
If yes, family was without a place to stay in the past 12 months	230	9.5% (9.6%) (22)	6.7% (6.2%) (12)	- (8.7%) (10)	n/a	n/a	10.3% (9.5%) (12)	8.5% (9.8%) (10)	n/a*	n/a*	n/a*	8.8% (8.1%) (11)	14% (14%) (6)	7.9% (10%) (5)
If yes, without a place to stay for some other reason in the past 12 months	230	42.5% (42.6%) (98)	n/a	n/a	n/a	n/a	38.5% (41.3%) (52)	47.5% (44.1%) (45)	49.8% (45.6%) (36)	35.4% (35.7%) (30)	45.9% (47.7%) (31)	43.4% (43.4%) (59)	39.4% (39.5%) (17)	42.2% (42%) (21)

* Results are suppressed when there are fewer than 5 respondents

Figure 13 (*7)

TRUANCY NUMBERS BY SCHOOL YEAR

School Year	Total Students Truant
2012-2013	330
2013-2014	420
2014-2015	400

Figure 14 (*6)



ACADEMIC ACHIEVEMENT SUPPORTS

2015 HOUSEHOLD SURVEY QUESTIONS

Does your child(ren) need educational assistance, or resources, in order to learn at the same pace as other children in their school or class?

Yes	No
20.2%	79.8%

Does your child(ren) currently receive any type of academic support?

Yes	No
84.4%	15.6%

› Lower income families are more than 50% likely to need educational assistance and/or resources that their higher earning peers.

FAMILY EXPERIENCE

	Total N	Total Responses					2013 by Gender		2013 by Grade Level			2013 by Race/Ethnicity		
		2015	2011	2009	2007	2005	F	M	8th	10th	12th	White	Hispanic	Other
My parents ask if I have gotten my homework done	4733	80.6% (82.1%) (3886)	81.3% (82.8%) (2903)	- (79.8%) (1805)	- (83%) (1231)	- (83.1%) (1548)	78.3% (79.8%) (1870)	83% (84.4%) (1981)	89.9% (90.5%) (1895)	81.8% (82.1%) (1167)	67.4% (67.1%) (793)	81.6% (83.3%) (2846)	76.1% (77.2%) (446)	79.2% (80.5%) (556)

Figure 15 (*7)

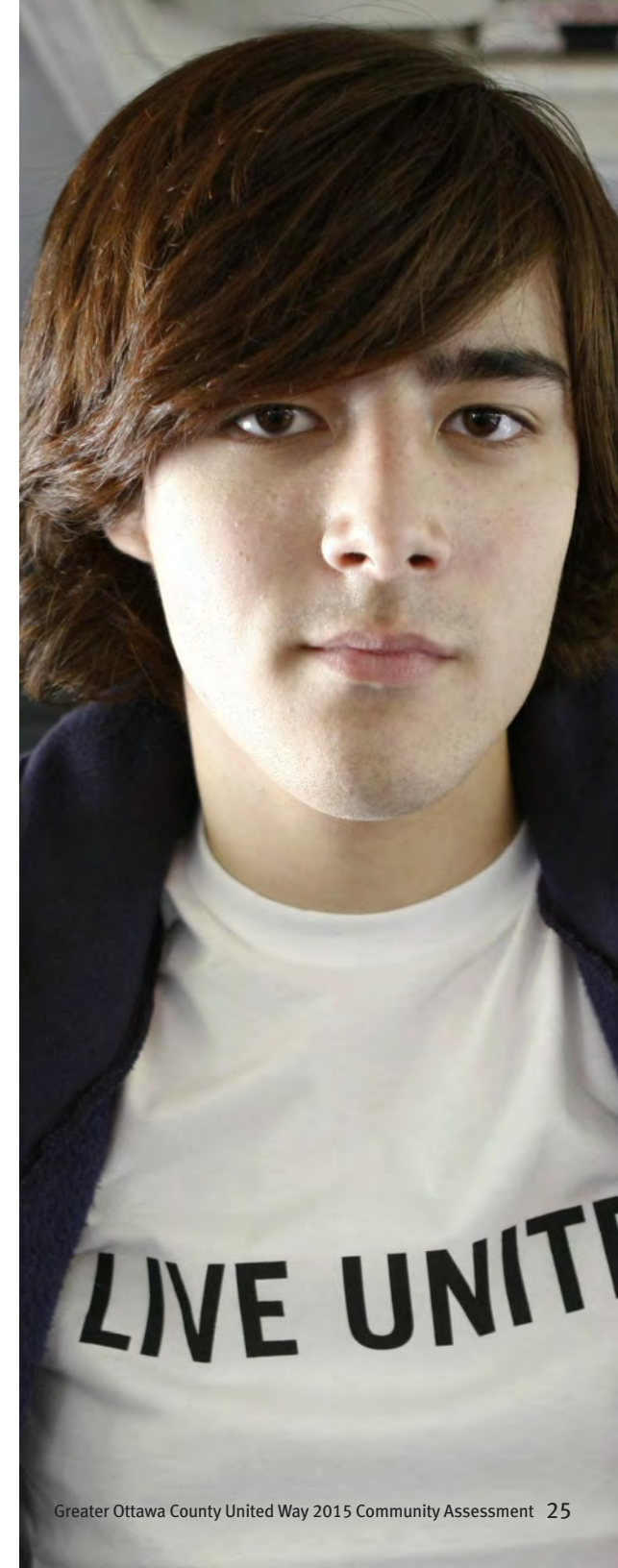


SAFETY AT SCHOOL

	Total	Total Responses					2013 by Gender		2013 by Grade Level			2013 by Race/Ethnicity		
	N	2013	2011	2009	2007	2005	F	M	8th	10th	12th	White	Hispanic	Other
Did not go to school on one or more days in the past 30 days because of concerns about safety at school or on the way to or from school	4802	4.8% (5%) (240)	3.4% (3.7%) (130)	- (3.2%) (74)	- (3.7%) (58)	- (5.7%) (111)	5.6% (6.1%) (145)	3.9% (3.9%) (93)	5.5% (5.7%) (121)	5.2% (5.3%) (78)	3.3% (3.3%) (39)	4.1% (4.3%) (147)	8% (8.6%) (52)	5.3% (5.3%) (38)
Been bullied or harassed on school property during the past 12 months	4725	17.8% (18.2%) (862)	16.8% (17.1%) (585)	n/a	n/a	n/a	21.8% (22.3%) (519)	13.5% (14.1%) (333)	19.9% (20.2%) (423)	20.9% (20.9%) (299)	11.4% (11.6%) (135)	18% (18.5%) (628)	13.9% (14.4%) (85)	19.7% (20.2%) (141)
Been bullied or harassed on school property during the past 12 months (among those who have been bullied in the past 12 months)	1068	79.8% (80.7%) (862)	n/a	n/a	n/a	n/a	76.7% (77.8%) (519)	85.2% (85.6%) (333)	79.5% (81%) (423)	83.3% (83.3%) (299)	73.6% (74.2%) (135)	81.1% (82.8%) (628)	75.3% (72.6%) (85)	76.9% (76.6%) (141)
Been bullied or harassed on the way to or from school during the past 12 months	4707	5.5% (5.8%) (273)	3.3% (3.4%) (117)	n/a	n/a	n/a	6.6% (7.3%) (170)	4.4% (4.3%) (101)	6.7% (7%) (146)	5.9% (6%) (86)	3.5% (3.4%) (40)	5.1% (5.3%) (181)	5.4% (6.1%) (36)	7.8% (7.9%) (55)
Been bullied or harassed on the way to or from school during the past 12 months (among those who have been bullied in the past 12 months)	1050	24.9% (26%) (273)	n/a	n/a	n/a	n/a	23.4% (25.8%) (170)	27.8% (26.6%) (101)	27.3% (28.6%) (146)	23.6% (24.2%) (86)	22.5% (22.1%) (40)	23.1% (24.2%) (181)	30.3% (31.9%) (36)	30.5% (30.4%) (55)

Figure 16 (*7)

- › Hispanic students were twice as likely as White students to not go to school due to safety concerns
- › For all respondents, safety concerns were the highest they've been since 2005
- › 80% of all respondents have been bullied or harassed on school property in the past 12 months, with no significant difference between race, grade level or gender



POST SECONDARY EXPERIENCES

Annual Income by Educational Attainment in Ottawa County

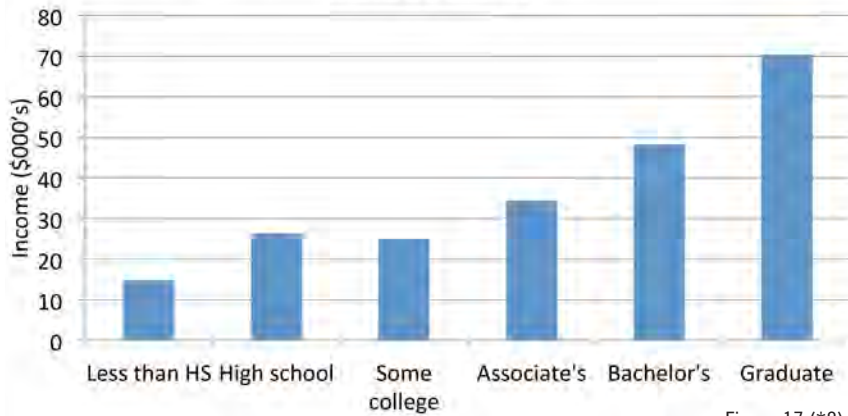


Figure 17 (*8)

Unemployment by Educational Attainment, Ottawa County

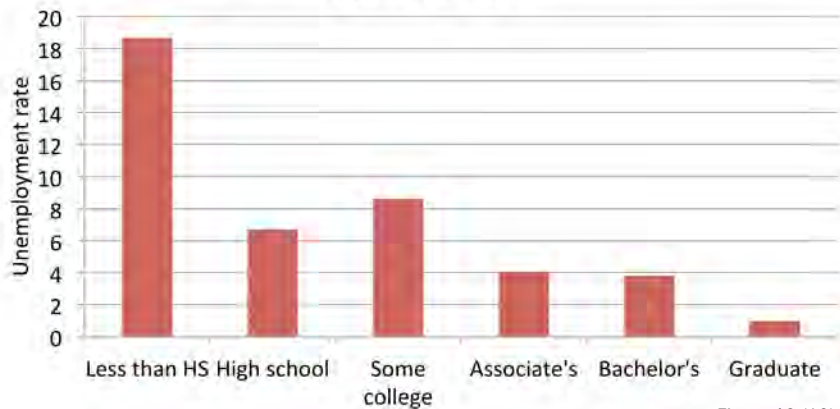


Figure 18 (*8)

› Even with all of the recent rhetoric around the cost of adult education, it continues to be true for Ottawa County residents that the more education you complete, the higher your income, and the lower your chance of unemployment.

Adult Education Levels, Ottawa County Residents 25+ Years of Age Percent of Population by Year		Ottawa County			Michigan	
		2006	2011	2013	2011	2013
Education Level	9th grade or less	4.6%	6.1%	3.4%	4.7%	3.4%
	Some high school, no diploma	5.1%	4.5%	5.6%	6.4%	7.7%
	High school graduate, GED or alternative	33.6%	28.5%	30.1%	30.8%	30.4%
	Some college, one or more years, no degree	20.9%	22.6%	22.1%	24%	24%
	Associate's degree	8.2%	8.7%	8.7%	8.4%	8.6%
	Bachelor's degree	19.6%	19.5%	20.1%	15.7%	15.9%
	Graduate/Professional degree	7.9%	10.1%	9.9%	9.9%	10%

Figure 19 (*9)



WORKFORCE DEVELOPMENT

Job Posting, 2013 to 2014, All Industries

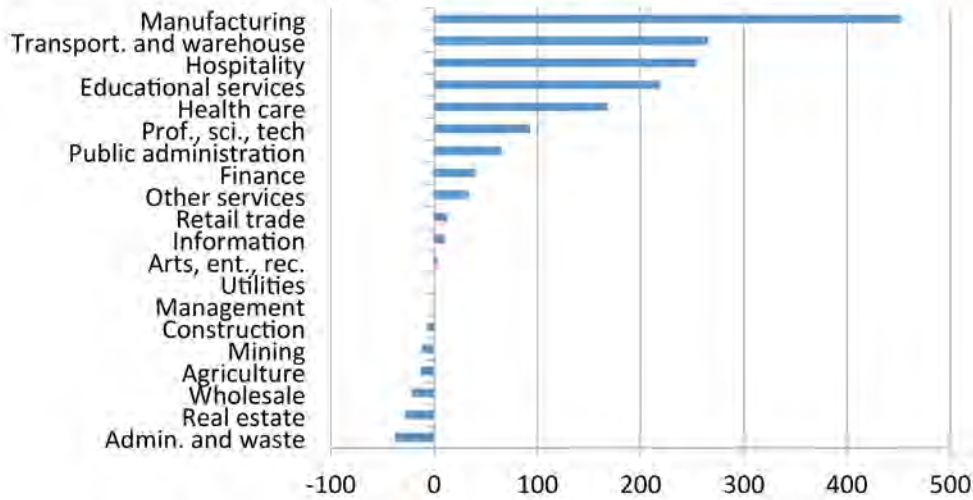


Figure 20 (*8)

Full-Time Production Wages in Ottawa County

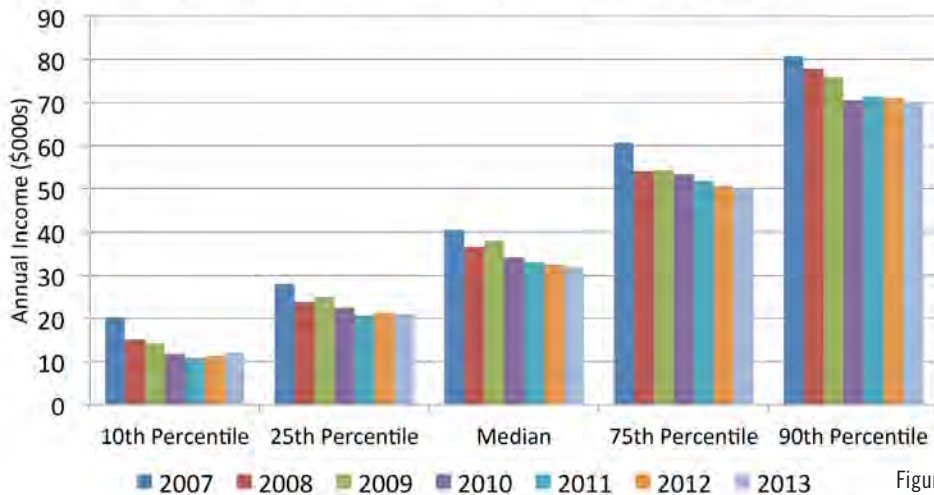


Figure 21 (*8)

According to the 2015 Household Survey, of those who responded “working, but want a better job” or “not working, but looking for a job,”

- ▶ approximately 20% needed new skills or training, and
- ▶ approximately 18% couldn’t find another job;
- ▶ more than 11% can’t take time off from work to look/interview for another job

According to the 2015 Household Survey, 17.6% stated “a lack of transportation is a problem for getting to work or other places they need to go,” compared to 12% in 2012.



UNITED WAY COMMON GOOD FORECASTER OF PEOPLE IN OTTAWA COUNTY, MICHIGAN

In 2012, United Way, in collaboration with the American Human Development project, created a “Common Good Forecaster” to forecast how things would change in our communities if certain variables in educational attainment improved. This research has received national acclaim and is based on integrating multiple statistical relationships from industry-approved reputable and reliable sources. <http://www.unitedway.org/our-impact/focus/education/common-good-forecaster>

The following charts forecast improvements in Ottawa County in several different areas, based on all Ottawa County residents upgrading their educational attainment one level by the age of 25.

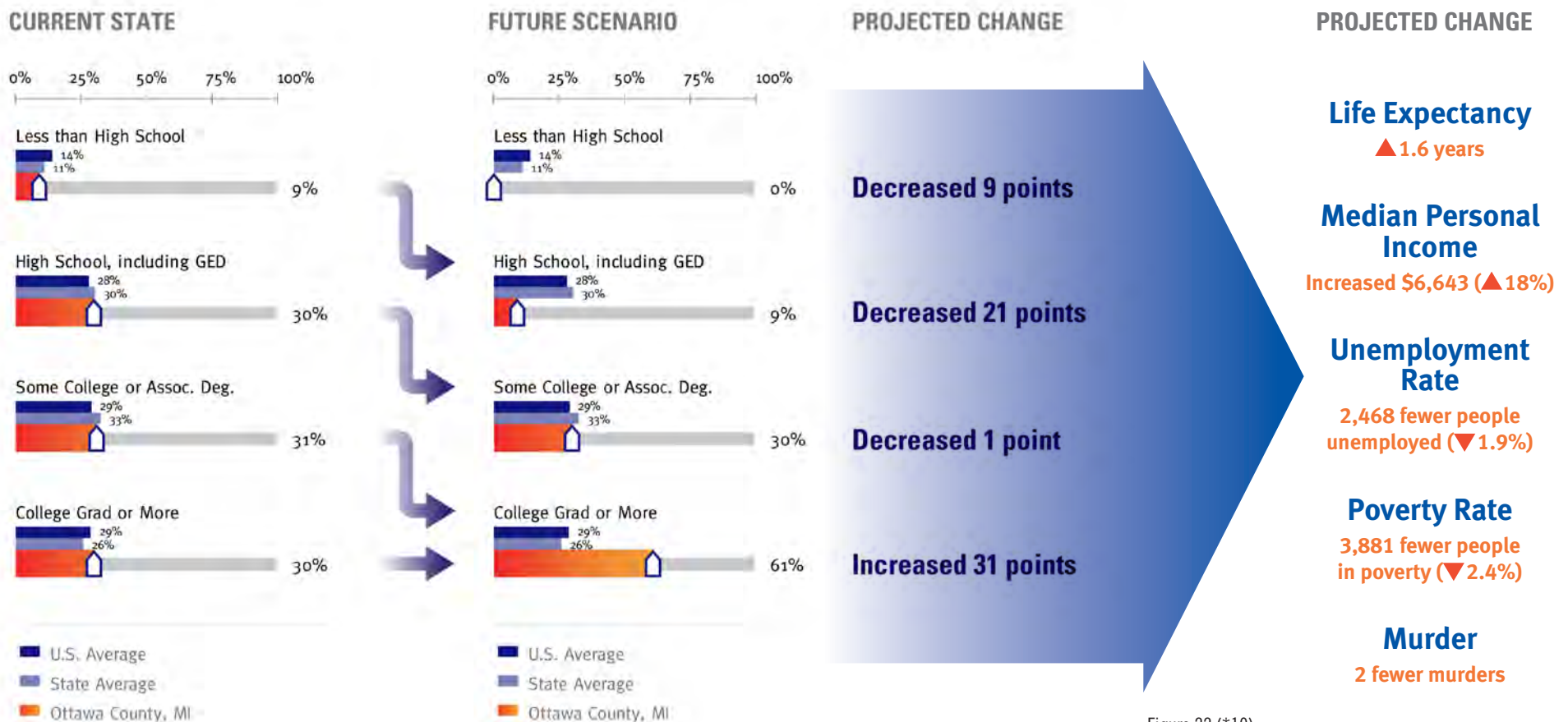


Figure 22 (*10)

FINANCIAL STABILITY

FINANCIAL STABILITY

Sources

*The following are the numbered sources for the Financial Stability section; they will be shown next to each figure in this format: (*1).*

1. Ottawa Housing Next Report, 2014
2. United Way ALICE Report - Michigan, September 2014
3. Erickcek, George. W.E. Upjohn Institute
4. Gini Coefficient, CivicDashboards.com
5. Ottawa County Behavioral Risk Factor Survey, 2014
6. Ottawa County Department of Health and Human Services, 2014 Annual Plan



FINANCIAL STABILITY

MEET ALICE

ALICE has many faces, and no one has been hit harder by the most recent recession than ALICE. ALICE is an acronym for Asset Limited, Income Constrained, Employed – those among us who are working, often at more than one job, yet still falling behind. No matter how hard these Michiganders try, they can't get ahead; we all ultimately pay a price for that.

While it is well recognized that Michigan has faced daunting economic times with the decline of the auto industry and the Great Recession, the official poverty level of 16% (9% in Ottawa County) obscures the true magnitude of the financial instability in the state. The official formula that calculates the United States poverty rate was developed in 1965, has not been updated since 1974, and is not adjusted to reflect the cost of living difference across the United States. A lack of accurate measurements and language to frame a discussion has made it difficult for states – including Michigan – to identify the extent of the economic challenges so many of their residents face. (Ottawa Housing Next Report, 2015)

ISSUE AREAS:

- › Meet ALICE
- › The Housing Affordability Index
- › The Job Opportunities Index
- › Employment Barriers
- › Financial Literacy
- › Financial Vulnerability

2015 HOUSEHOLD SURVEY QUESTIONS

How well are you and your family doing financially today compared to a year ago?		
	2012	2015
Much better	5.8%	9.1%
Somewhat better	20.7%	21.1%
About the same	56.3%	56.8%
Somewhat worse	13.4%	9.5%
Much worse	3%	3.6%

Overall, the community feels it is doing better than in 2012, especially for Hispanic families, but this is not true across all demographics.

› Respondents earning less than \$25,000 were almost three times more likely to report doing “somewhat worse” or “much worse” today than a year ago, compared to the other sections of Ottawa County.

› *“I’m currently not working and my wife has completed her education and is currently looking for a job as well.”*

› *“I’ve had health issues, a lot of bills.”*

› Respondents from the northeast section of the county were almost twice as likely to report doing “somewhat worse” or “much worse” today than a year ago, compared to the other sections of the county.

FINANCIAL STABILITY

INTRODUCING THE ALICE TABLES



Figure 1 (*1)

These tables represent what different family types can expect to spend monthly to live in Ottawa County.

Ottawa County, Michigan, 2012 For details about family type descriptions, see the gray box below the table

Household SURVIVAL Budget, Ottawa County, Michigan, 2012						
	Single Adult	Married Couple	Adult, One Child	Adult, One Child Care	Two Adults, 2 Children	Two Adults, 2 Child Care
Housing	\$581	\$591	\$591	\$591	\$709	\$709
Childcare	0	0	\$331	\$616	\$662	\$1,173
Food	\$196	\$407	\$395	\$335	\$678	\$592
Transportation	\$341	\$407	\$409	\$409	\$681	\$681
Healthcare	\$130	\$259	\$311	\$311	\$518	\$518
Miscellaneous	\$138	\$187	\$222	\$249	\$353	\$402
Tax	\$137	\$209	\$186	\$224	\$286	\$346
Monthly Total	\$1,522	\$2,062	\$2,472	\$2,735	\$3,888	\$4,422
Annual Total	\$18,269	\$24,748	\$29,667	\$32,820	\$46,654	\$53,062

Note: One childcare refers to an infant; two childcare refers to one infant and one 4 year old. For an additional infant add 17 percent; for an additional 4 year old add 6 percent; and for an additional child add 12 percent.
Sources: HUD, NACARRA, USDA, BLS, IRS and state treasury.

The **Household SURVIVAL Budget** calculates the actual costs of basic necessities; housing, childcare, food, healthcare, and transportation in Michigan, adjusted for different counties and household types.

The **ALICE Threshold** is the average level of income that a household needs to afford the basics defined in the Household Survival Budget for each county in Michigan.

Household STABILITY Budget, Ottawa County, Michigan, 2012						
	Single Adult	Married Couple	Adult, One Child	Adult, One Child Care	Two Adults, 2 Children	Two Adults, 2 Child Care
Housing	\$739	\$886	\$886	\$886	\$1,022	\$1,022
Childcare	0	0	\$371	\$914	\$742	\$1,636
Food	\$359	\$731	\$739	\$576	\$1,277	\$1,100
Transportation	\$330	\$660	\$660	\$660	\$1,100	\$1,100
Healthcare	\$218	\$488	\$752	\$752	\$959	\$959
Miscellaneous	\$165	\$276	\$341	\$379	\$510	\$582
Savings	\$165	\$276	\$341	\$379	\$510	\$582
Tax	\$157	\$237	\$417	\$490	\$837	\$1,052
Monthly Total	\$2,131	\$3,555	\$4,506	\$5,036	\$6,956	\$8,032
Annual Total	\$25,569	\$42,657	\$54,076	\$60,436	\$83,475	\$96,386

Note: One childcare refers to an infant; two childcare refers to one infant and one 4 year old. For an additional infant add 23 percent; for an additional 4 year old add 3 percent; and for an additional child add 4 percent.
Sources: HUD, NACARRA, USDA, BLS, IRS and state treasury.

School of Public Affairs and Administration, Rutgers: <https://spaa.newark.rutgers.edu/united-way-ALICE>
UNITED WAY ALICE REPORT – MICHIGAN: <http://www.unitedwayalice.org/index.php>

Figure 2 (*2)

The **Household STABILITY Budget** is greater than the basic Household Survival Budget and reflects the cost for household necessities at a modest but sustainable level. It adds a savings category, and is adjusted for different counties and household types.

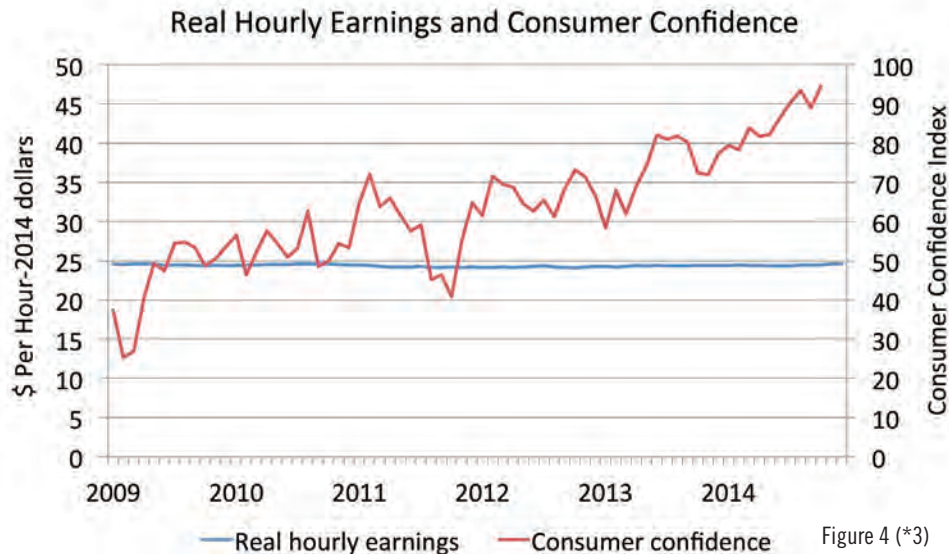
FINANCIAL STABILITY

ECONOMIC VIABILITY DASHBOARD

The Economic Viability Dashboard provides a window directly into the economic conditions that matter most to ALICE households. The Dashboard offers the means to better understand why so many households struggle to achieve basic economic stability. It reports on three dimensions: Housing Affordability, Job Opportunities, and Community Support. Each is an Index with scores presented on a scale from 1 (worst economic conditions for ALICE) to 100 (best economic conditions). (ALICE, September 2014) We will be reviewing the Housing Affordability Index and Job Opportunities Index within this section.



George Erickcek is a Regional Consultant with the W.E. Upjohn Institute for Employment Research focused on regional economic issues across the state of Michigan. His presentation of the 2015 and 2016 Employment Forecast for Ottawa County included the figure below. **This figure shows us that while consumer confidence has increased, the real hourly earnings has had little to no movement since 2009.**



- › In fact, the two lowest quintiles of income earners have seen virtually no growth in their income since 1967
- › The spending power of the dollars earned in these two income levels is significantly decreased, with the current minimum wage having less spending power today than in 1980



FINANCIAL STABILITY

THE HOUSING AFFORDABILITY INDEX

The three key indicators for the Housing Affordability Index are the housing stock that ALICE households can afford, the housing burden, and real estate taxes. The more affordable a county, the easier it is for a household to be financially stable. Yet, even throughout Michigan even the most affordable counties are well below the possible 100 points.

KEY INDICATORS: Affordable Housing Stock + Housing Burden + Real Estate Taxes

AFFORDABLE HOUSING STOCK INDICATOR

The first key indicator in the Housing Affordability Index is the amount of the local housing stock that is affordable for households with income below the ALICE Threshold.

To measure this, the Index includes the number of ALICE households minus the number of rental and owner units that ALICE can afford, controlled for size by the percent of the overall housing stock. The higher the percent, the harder it is for ALICE households to find affordable housing, and for this Index, the lower the score.

DO YOU KNOW ME?

- \$35,000 a year in Ottawa County
- 1 child
- Housing costs 42% of income
- Old boiler just broke, has no heat

I am ALICE.

I keep your business in order.
42,780 bookkeeping, accounting, and auditing clerks in Michigan.



DO YOU KNOW ME?

- \$25,000 a year in Ottawa County
- Recent college graduate in early childhood education
- \$50,000+ in student loans
- Cannot find affordable housing in area

I am ALICE.

I care for your child.
41,390 teacher assistance workers in Michigan.



Figure 5 (*2)

FINANCIAL STABILITY

SHELTER OVERBURDEN

Extreme housing burden, defined as housing costs exceeding 35 percent of income, is another vital gauge of financial stability. This is an even higher percentage than the threshold for housing burden defined by the Department of Housing and Urban Development (HUD) as 30 percent of income. For a single adult in Ottawa County a one bedroom apartment accounts for 38 percent of a Survival Budget. The renter would be considered housing burdened. (ALICE, 48)

Housing Data by County, Michigan, 2012

Rental and owner gaps—the number of **additional** rental and owner units needed that are affordable to households with income below the ALICE threshold so that all of these households would pay less than 35 percent of income on housing. (ALICE)

County	Owner Occupied Units			Renter Occupied Units			Source	
	Owner Occupied	Percent Owned by HHs Below ALICE Threshold	Extreme Housing Burden: Percent Owners Pay more than 35% of Income	Renter Occupied	Percent Rented by HHs Below ALICE Threshold	Extreme Housing Burden: Percent Renters Pay more than 35% of Income		Gap in Rental Stock Affordable for All HHs Below ALICE Threshold
Ottawa County	74,384	30%	15%	20,664	74%	41%	8,191	American Community Survey 1 year estimate



The Financial Stability Think Tank members commented on one of the unique factors within our community concerning rental stock. Tourism is something that is alive and vibrant in our communities especially along the lakeshore. However, this removes rental units from available stock during the summer for year-round residents. For example, a rental unit that costs \$600 a month during the winter might cost \$600 a week during the summer.

With 20,664 renter occupied units and a shortage of 8,191 affordable units for ALICE households, our community needs a 40% increase in the number of affordable rental units.

Figure 6 (*1)

According to the American Community Survey, income levels have remained relatively flat from 2000-2012, **while** housing costs continued to rise.



Figure 7 (*1)

Cost of Renting vs. Earnings in the Area

2013 HUD Fair Market Rent Amounts for Holland/Grand Haven MSA and the corresponding hourly wage needed to afford these rents

Unit Size	1 BR	2BR	3BR	4BR
Fair Market Rent	\$664	\$787	\$1,087	\$1,161
Wage Needed	\$12.78	\$15.15	\$20.92	\$22.34

Figure 8 (*1)

2015 HOUSEHOLD SURVEY QUESTIONS

Were there any times in the past 12 months when you or other adults in your household did not have enough money for the following items?

	Yes
Rent/mortgage/real estate taxes	9.2%
Utility bills	11.0%



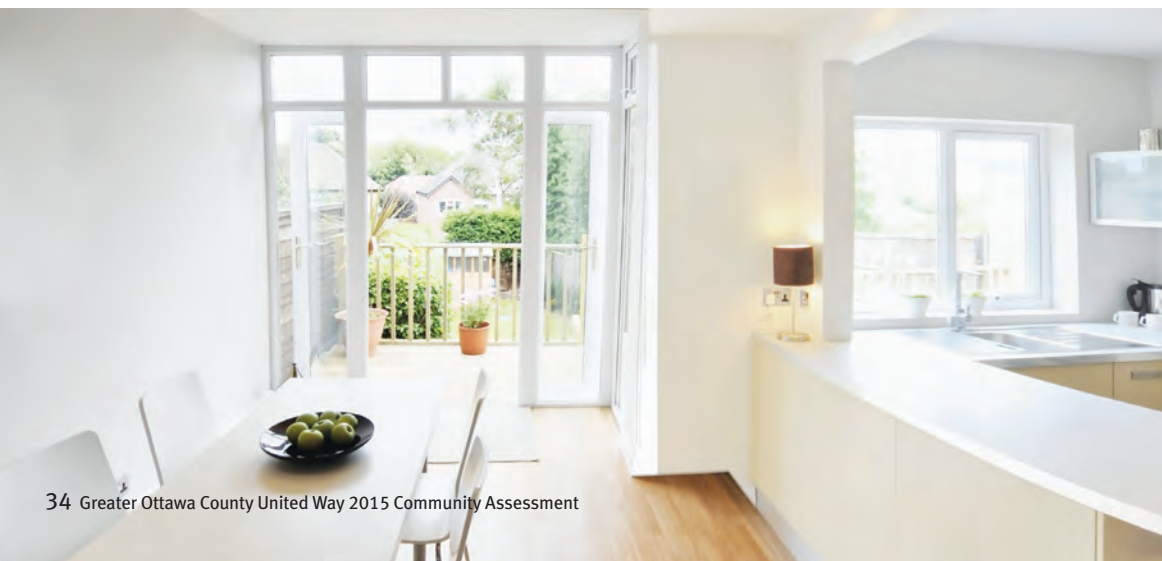
	Yes	No
Did you (they) get evicted for non-payment?	12.8%	87.2%
Was the gas, electric or oil disconnected?	23.9%	76.1%

Of the households saying yes to Rent/Mortgage/Real Estate Taxes:

- › Hispanics were twice as likely to say yes
- › Households with three or more children were more likely to say yes
- › Households in the southwest section of the county were more likely to say yes

Of those saying yes to Utility Issues:

- › Households with three or more children under the age of 10 were more likely to say yes
- › Households with some college or an associates degree were more likely to say yes
- › Households making less than \$25,000 per year were more likely to say yes
- › Households in the southwest section of the county were more likely to say yes



REAL ESTATE TAXES INDICATOR

The third key indicator in the Housing Affordability Index is real estate taxes. While related to housing cost, they also reflect a county's standard of living. The average annual real estate tax in Michigan is \$1,583, but there is huge variation across counties. For the Housing Affordability Index, property taxes are inversely related so that the higher the taxes, the harder it is to support a household and, therefore, the lower the Index score.

THE JOB OPPORTUNITIES INDEX

KEY INDICATORS: Income Distribution + Unemployment Rate + New Hire Wages

2015 HOUSEHOLD SURVEY QUESTIONS

Employment Status & Satisfaction	C		NE		NW		SE		SW		Total	
	2012	2015	2012	2015	2012	2015	2012	2015	2012	2015	2012	2015
Working and satisfied with your job	61.0%	42.0%	40.0%	41.9%	55.0%	36.6%	54.9%	52.2%	51.1%	50.8%	52.7%	46.5%
Working but want a better job	3.4%	5.3%	12.0%	7%	12.7%	11.3%	12.8%	8.4%	14.3%	10.5%	13.1%	9.4%
Not working but looking for a job	1.7%	2.7%	24.0%	2.3%	2.1%	2.8%	3.8%	0.4%	8.0%	3.6%	6.4%	2.6%

- › Hispanics are twice as likely to respond “working but want a better job” or “not working but looking for a job” than Whites.
- › Those who are renting are also twice as likely as those who are homeowners to state the above.

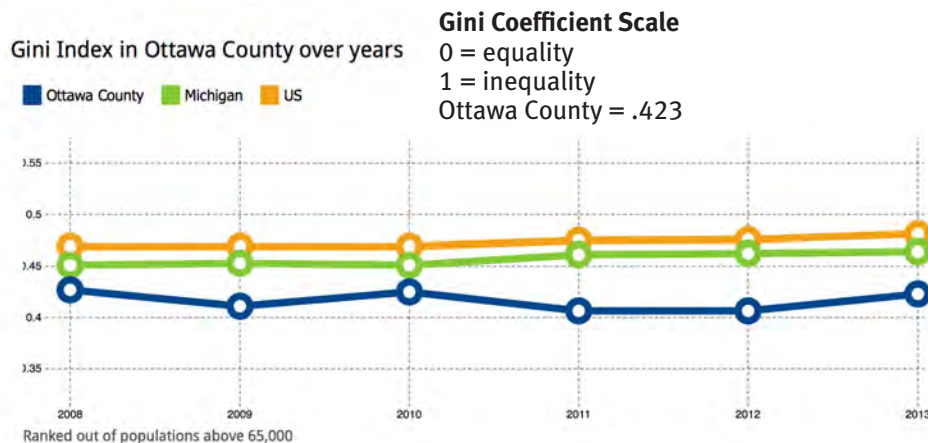
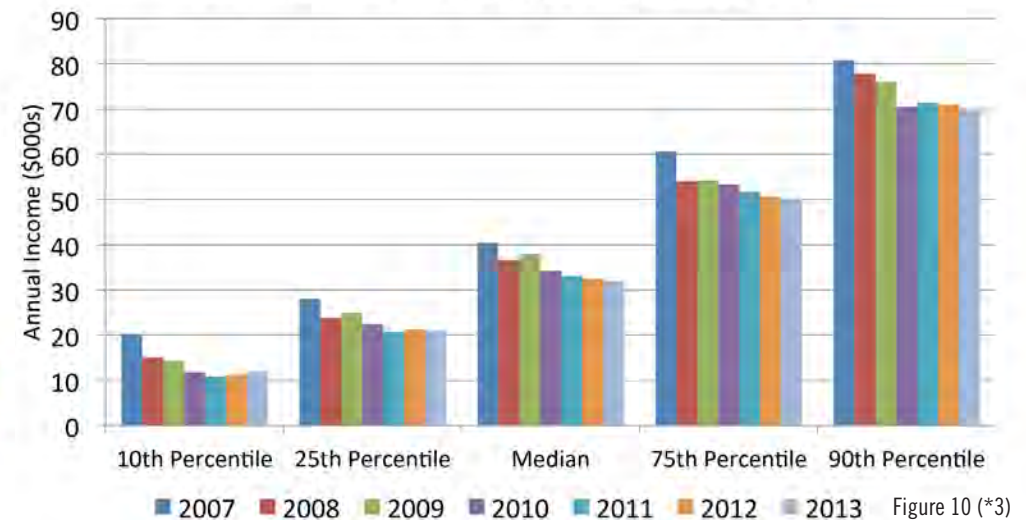


Figure 9 (*4)

Full-Time Production Wages in Ottawa County



Job Posting, 2013 to 2014, All Industries

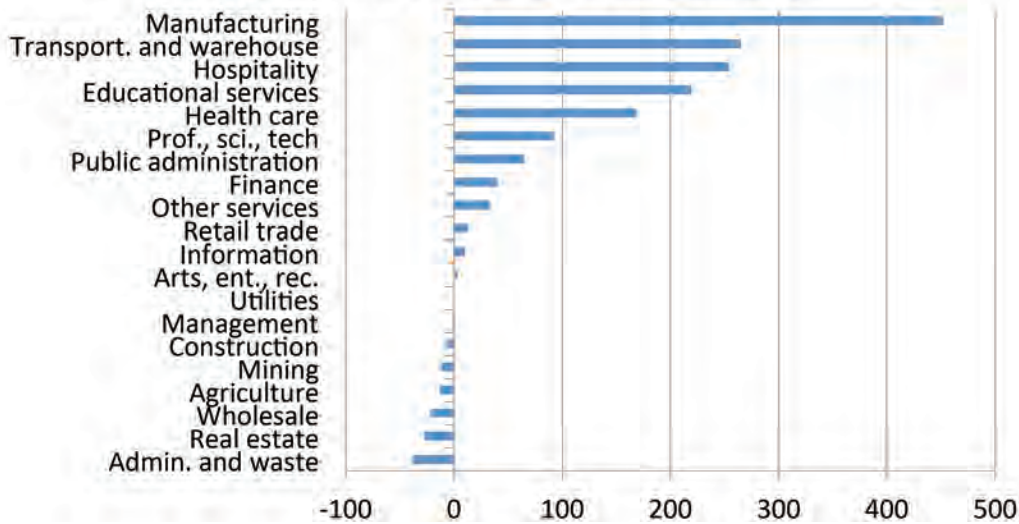


Figure 11 (*3)

Employment Increased by 3,800 during the Period

Employment Change, Q3 2013 to Q3 2014

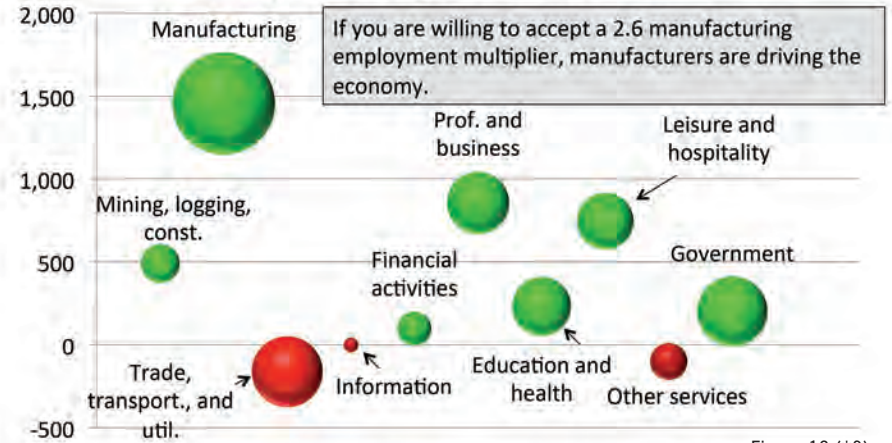


Figure 12 (*3)

A reality we face is that we have low income jobs in this community...and they are critical to the success of our local businesses and therefore our overall economy.

Number of MI Works Job Postings in past year (April 2014):

3,165

Estimated that 90% of these jobs offer wages between

\$7.50-\$14.00
(low income)

Figure 13 (*1)

The employment outlook for Ottawa County residents is good, but there is a need to ensure that the following mix of factors align to create a sustainable quality of life for all;

- ▶ The barriers to employment on page 37 of this report must be addressed including skill sets / education that match job opportunities.
- ▶ That lower income workers receive the income supports that bring them up to at least 'survivability level' and hopefully toward 'sustainability level.'
- ▶ That there is a match between available housing units and the wages being earned.



EMPLOYMENT BARRIERS

2015 HOUSEHOLD SURVEY QUESTIONS

How often is a lack of transportation a problem for you in getting to work or other places you need to go?		
	2012	2015
Sometimes	8.7%	11.3%
Often	3.3%	6.3%

Excluding taxi service, is public transportation service available in your community?	
Yes	62.5%
No	37.5%

Have you used local public transportation in the past year?		
	2012	2015
Yes	16.3%	19.8%
No	83.7%	80.2%

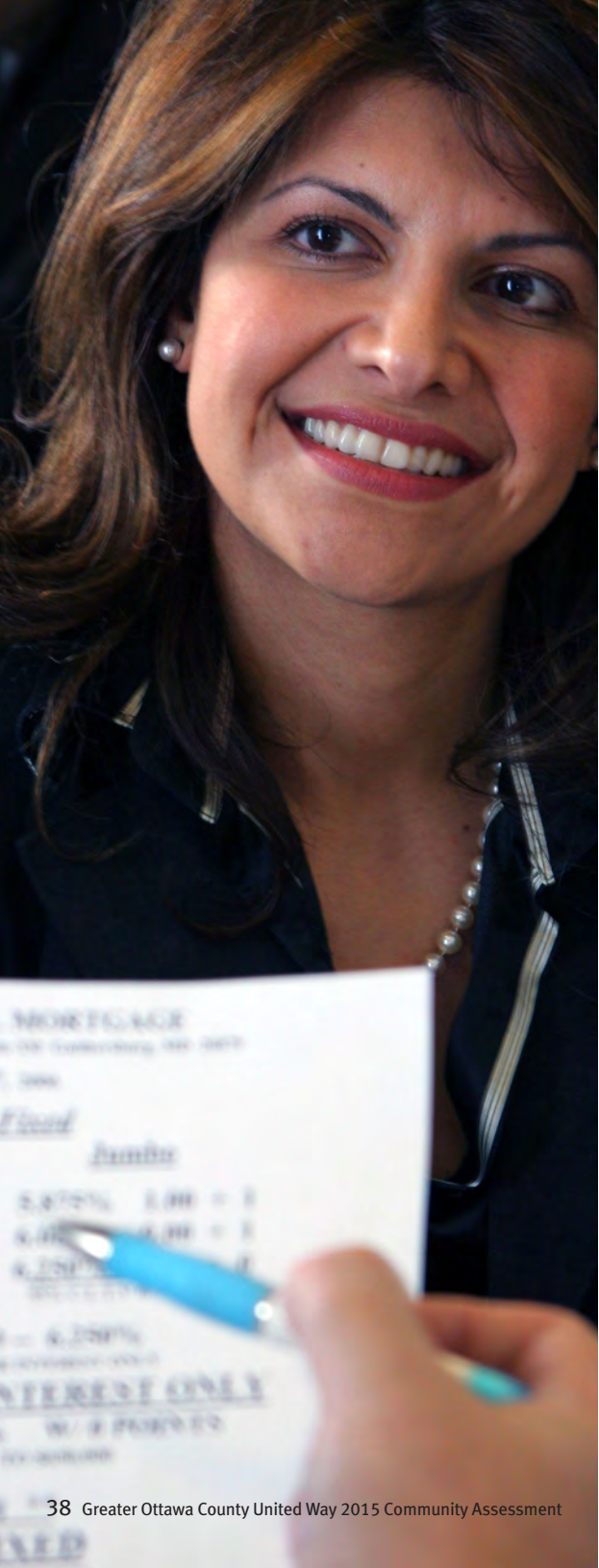
What is the main thing keeping you from getting the type of job you want?	
Need new skills or training	20.4%
Can't find a better job	17.8%
Can't take time off from work to look/interview	11.5%
Don't want to lose/jeopardize my benefits	9.5%

- › More than 1 in 3 people earning less than \$25,000 will experience transportation barriers in getting to work and other places they need to go. This is most pronounced in those who rent, are Hispanic, and live in the southwest section.
- › Hispanics are almost three times more likely to state “sometimes and often” compared to Whites.
- › Those who are renting are almost two times more likely vs. homeowners.
- › As well as those who have a high school education or less and those earning less than \$25,000.

One of the barriers to financial stability among lower wage-earners is a phenomenon known as the “Cliff Effect.” The Cliff Effect is what happens to the spending power of those earning a wage that is just under the limit for qualifying for various benefits. A small raise in hourly rate can cause the loss of hundreds of dollars per month in benefits reducing their financial stability.

For example, a single parent with two children earning less than \$9.40 per hour would lose approximately \$1,000 in spending power per month as her/his wage increases toward \$13 per hour. These losses would come as she/he loses their child care benefit at \$9.40/hr., SNAP benefits at \$12.22/hr., and housing benefits at \$13.64/hr.

Source: Good Samaritan Ministries Annual Report 2014



FINANCIAL STABILITY

FINANCIAL LITERACY

2015 HOUSEHOLD SURVEY QUESTIONS

In the past 12 months, have you done any of the following?

	Yes
Been over the limit on a credit card	5.2%
Used a cash advance service such as payday advance	2.6%
Used a rent-to-own store	2.1%

⇒ 12.9% of families earning \$25,000 or less had been over the limit on a credit card compared to 3.6% of families earning \$25,000-\$49,000

Do you currently have any of the following?

	Yes
Checking account	92.1%
A household budget	69.4%
Retirement savings	67.3%
An emergency savings account or fund	67.1%

⇒ 11.4% of families with 3 or more children had been over the limit on a credit card in the last 12 months compared to 1.8% of families with 1 or 2 children

How would you rate your credit, or level of credit?

Excellent	35.3%
Very good	21.8%
Good	23.6%
Fair	8.8%
Poor	10.4%

⇒ The following demographics are most likely to have a poor credit score:

- ▶ 18-24 year olds
- ▶ Hispanic
- ▶ High School education or less
- ▶ Earning less than \$25,000
- ▶ Live in the southwest section of the county

What is your current credit score?

Know their score	30.8%
Don't know their score	69.2%

⇒ > People across the board don't know their current credit score; no matter their age, race, gender, education, income or where they live.

FINANCIAL VULNERABILITY

	Income				
	< \$20,000	\$20,000 - \$34,999	\$35,000 - \$49,999	\$50,000 - \$74,999	>= \$75,000
Any Activity Limitation	37.2%	22.6%	26.1%	17.2%	11.2%
95% Confidence Intervals	(28.1-46.4)	(15.9-29.2)	(19.2-33.0)	(11.5-22.8)	(7.5-14.7)
Requires Special Equipment	13.4%	10.0%	3.6%	2.6%	1.3%
95% Confidence Intervals	(7.5-19.4)	(5.6-14.5)	(1.2-8.1)	(0.3-4.9)	(0.2-2.5)
Total Disability (Either of Above)	39.3%	25.6%	26.5%	17.7%	11.4%
95% Confidence Intervals	(30.1-48.4)	(18.7-32.4)	(19.7-33.4)	(12.0-23.4)	(7.8-15.0)



	Poverty		Education			
	Below	Above	<HS	HS	Some College	College Grad
Any Activity Limitation	38.9%	18.7%	28.1%	20.1%	24.4%	17.5%
95% Confidence Intervals	(26.7-51.0)	(16.1-21.4)	(16.4-39.8)	(15.8-24.5)	(19.3-29.5)	(13.6-21.3)
Requires Special Equipment	10.1%	4.6%	11.7%	6.2%	7.0%	3.9%
95% Confidence Intervals	(3.0-17.1)	(3.3-5.9)	(4.7-18.7)	(3.7-8.6)	(4.1-9.8)	(2.0-5.8)
Total Disability (Either of Above)	38.9%	19.7%	33.3%	20.9%	26.1%	17.8%
95% Confidence Intervals	(26.7-51.0)	(17.0-22.4)	(21.1-45.4)	(16.5-25.3)	(20.9-31.3)	(13.9-21.6)



› There is a correlation between lower income, and those reporting disability, with 11% of the population earning more than \$75,000 per year, compared to 39.3% earning less than \$20,000 per year.

› Along similar lines, college graduates report disability at half the rate of those with less than a high school diploma.

› There is no significant difference with race or section of the county

Figure 14 (*5)

The **State Disability Assistance Program (SDA)** is a cash assistance program for disabled individuals without dependent children. To be eligible for this program, the individual must be disabled and unable to work for at least 90 days due to a physical or mental disability, be enrolled in special education classes or be a caretaker for an individual who is disabled for at least 90 days and unable to care for themselves as verified by a medical provider.

Total funds spent on SDA in Ottawa County for 2014 was \$154,839.

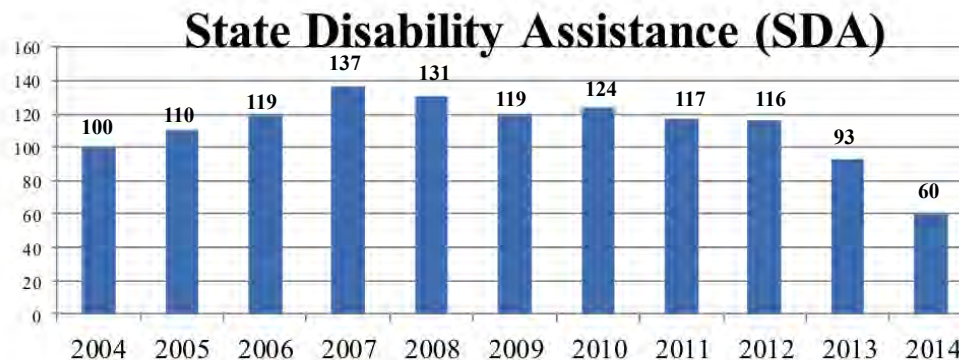


Figure 15 (*6)



GIVE. ADVOCATE. VOLUNTEER.

CHANGE BEGINS WITH

you

Would you like to be part of the change?
Contact Greater Ottawa County United Way:

CALL: 616.396.7811

WEB: www.OttawaUnitedWay.org

SOCIAL:



LIVE UNITED



Greater Ottawa County
United Way

HEALTH

HEALTH

Sources

*The following are the numbered sources for the Health section; they will be shown next to each figure in this format: (*1).*

1. 2015 Ottawa County Community Health Needs Assessment
2. Michigan Resident Death Files, Division for Vital Records & Health Statistics, MDCH; U.S. National Center for health Statistics, U.S. Census Populations
3. State of Michigan, Ottawa County Quarterly Immunization Report Card
4. Ottawa County Behavioral Risk Factor Survey, 2014
5. Ottawa County Department of Public Health
6. Ottawa County Community-Wide Health Needs Assessment, 2015
7. 2013 Ottawa County Youth Assessment Survey



HEALTH PROFILE

Ottawa County continues to be the healthiest county in Michigan according to the County Health Rankings. Ottawa County is considered a giving community with a wealth of excellent resources, programs and services. With three hospitals, a number of no or low cost health clinics, healthcare is accessible to most people. Residents also report good health, life satisfaction, and low levels of psychological distress.

Ottawa County residents enjoy longer life expectancy and lower mortality rates than people in Michigan or the U.S., and immunization rates for both children and adult population are high. The prevalence of risk behaviors such as smoking or inactivity are low; however, heavy drinking and binge drinking rates are higher than in the state or the nation. **The most pressing risk behavior is dietary in nature, as there is a general lack of fruit and vegetable consumption among adults. This coincides with an adult population where the majority are either overweight (35.3%) or obese (23.9%).** The prevalence of chronic conditions is low; however, diabetes continues to be a problem according to healthcare professionals because it is linked to obesity and many other health problems. Additionally, health outcomes rise with an increase in education and income levels.

Although healthcare is accessible to most residents, specific subpopulations experience barriers to healthcare programs and services. The populations considered underserved are low income, uninsured, underinsured, and Hispanic.

Pressing and prevalent issues according to the 2014 Behavioral Risk Factor Survey:

- › Overweight and obesity
- › Access to health services
- › Mental health and substance abuse
- › Alzheimer's disease
- › Need for more coordination and collaboration among health service providers
- › Need for more team based patient centered approach (treating the whole patient, focusing on social determinants of health)
- › Health behaviors
- › Health disparity



Figure 1 (*1)

ISSUE AREAS:

- › Health Profile
- › Life Expectancy
- › Access to Healthcare
- › Overweight and Obesity
- › Chronic Disease
- › Unhealthy Lifestyles



LIFE EXPECTANCY

All Ages Mortality

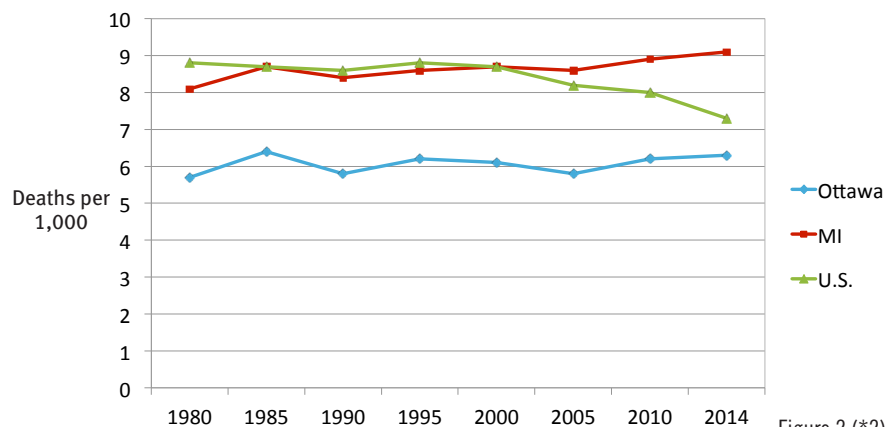


Figure 2 (*2)

› Ottawa County men and women have lower rates of death compared to men and women across Michigan or the U.S.

Infant Mortality

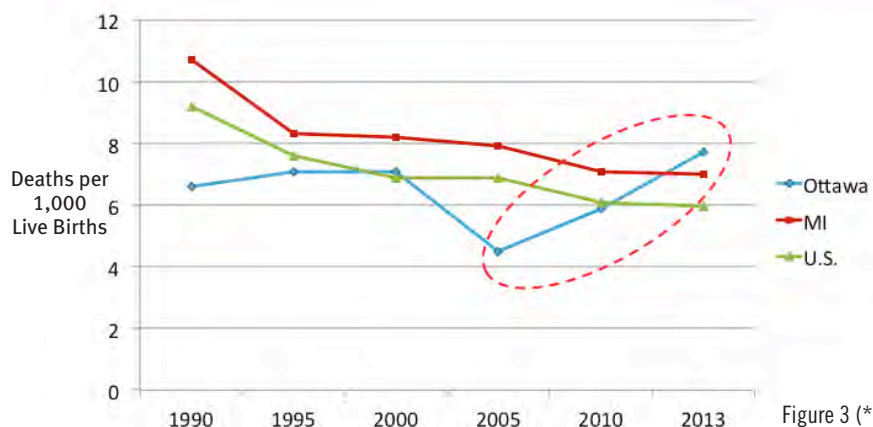


Figure 3 (*2)

› Infant deaths decreased between 2000-2005 but have been on the increase since 2005 and is currently at the highest level in more than 25 years; and for the first time since at least 1990 Ottawa County's infant mortality rate is higher than Michigan and the United States.

IMMUNIZATIONS

Immunizations are another indicator for our community health. Although we are above both state and national averages for child immunizations, there is a drop off in the number of youth receiving recommended immunizations by the age of seventeen. By the age of seventeen, Ottawa County drops from 1st to 14th in state rankings.

Percent of Children Age 19-35 Months Who Are Immunized†

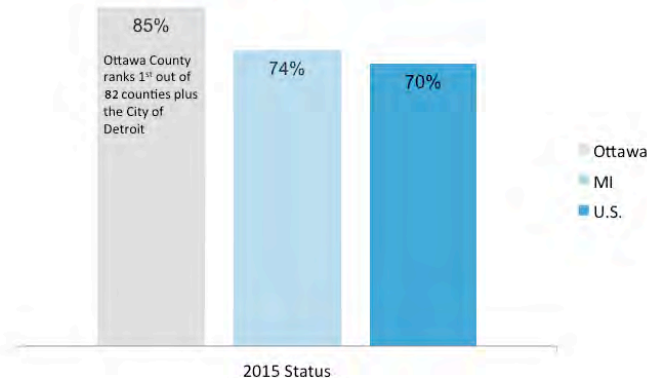


Figure 4 (*3)

Percent of Youth Age 13-17 Years Who Are Immunized†

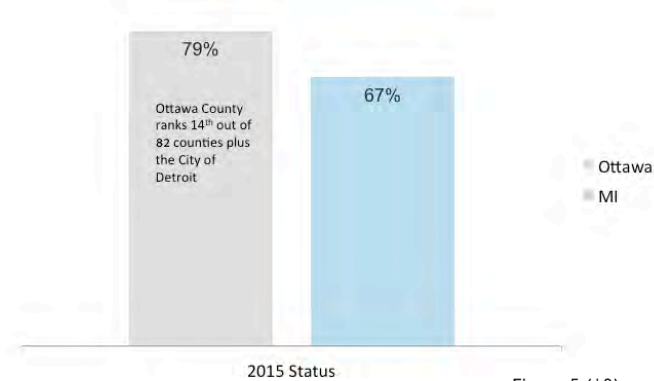


Figure 5 (*3)

Top 2 Non-Flu Vaccine Preventable Diseases in Ottawa County

Chickenpox (Varicella)



Pertussis



Figure 6 (*3)



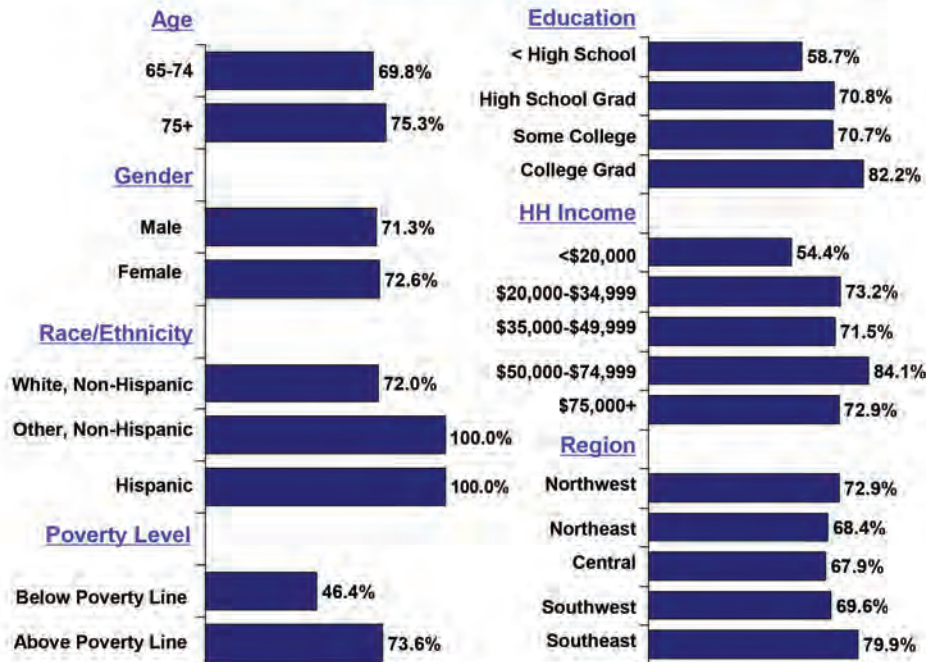


According to the Center for Disease Control people over 65 are at greater risk or serious complications from the flu. It is estimated that 90% of seasonal related deaths and over 50% of seasonal flu related hospitalizations in the U.S. occur in people 65 and over.

- › More than seven in ten (72.1%) adults aged 65 or older have received a flu vaccine in the past year.
- › Adults aged 75+ are more likely to have received one in the past year than those aged 65-74.
- › Senior non-Whites are far more likely than Whites to have received a flu vaccine in the past year.
- › Conversely, those with little education and incomes below \$20,000 are least likely to have received immunization from the flu.
- › Two-thirds (66.9%) of adults aged 65 or older received a pneumonia vaccine at some point. This rate is higher for those aged 75 or older.
- › The lowest rates are among adults who are non-Hispanic minorities and/or are living below the poverty line.

Immunizations Among Adults 65 Years and Older

Had Flu Vaccine by Demographics



Had Pneumonia Vaccine by Demographics

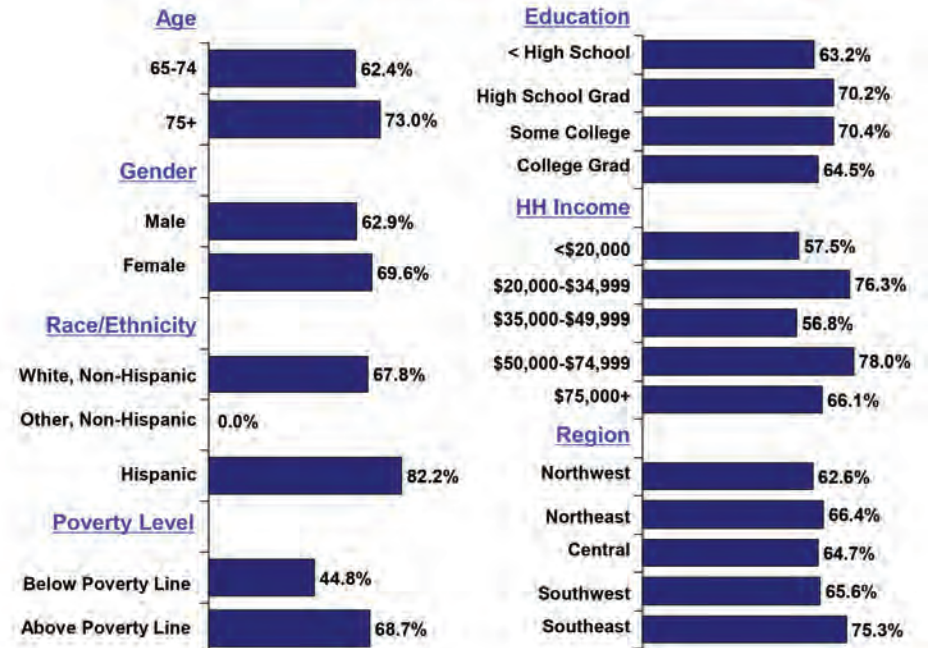


Figure 7 (*4)

BEHAVIORAL RISK FACTOR SURVEY MEASURES (BRFS)

2014 Health Status Indicators

	Ottawa County	Michigan	Ottawa County 2011
General Health Fair/Poor	10.5%	17.7%	9.9%
Poor Physical Health (14+ days)	6.1%	12.7%	8.1%
Poor Mental Health (14+ days)	8.6%	12.0%	8.6%
Activity Limitation (14+ days)	5.7%	8.8%	5.1%
Dissatisfied/Very Dissatisfied with Life	3.2%	6.1% (2010)	4.5%
Rarely/Never Receive Social and Emotional Support	5.5%	6.5% (2010)	4.4%
Obese	23.9%	31.5%	25.8%
Overweight	35.3%	34.7%	36.7%
Healthy Weight	37.7%	32.5%	36.3%
No Health Care Coverage (18-64)	9.3%	17.4.6%	12.6%
No Personal Health Care Provider	11.4%	17.0%	12.0%
No Health Care Access Due to Cost	9.8%	15.5%	--



› More people are reporting their health as fair or poor, yet fewer people reported they were dissatisfied with life per the Health Status Indicators.


 = best measure among the comparable groups

Figure 8 (*4)

2014 Risk Behavior Indicators

	Ottawa County	Michigan	Ottawa County 2011
No Leisure Time Physical Activity	20.5%	24.4%	12.7%
Inadequate Fruit and Vegetable Consumption	70.5%	84.7%	83.0%
Current Cigarette Smoking	18.6%	21.4%	17.2%
Former Cigarette Smoking	22.6%	27.0%	24.5%
Binge Drinking	19.3%	18.9%	20.3%
Heavy Drinking	6.5%	6.2%	7.5%
Ever Told High Blood Pressure	26.4%	34.6%	31.4%
Cholesterol Ever Checked	77.4%	83.2%	82.0%
Ever Told High Cholesterol	26.8%	40.6%	37.2%



› The Risk Behavior Indicators trend from 2011 to 2014 showed mixed results: No leisure time physical activities and current cigarettes smoking worsened while binge drinking and fruit and vegetable consumption improved.

 = best measure among the comparable groups

Figure 9 (*4)

ACCESS TO HEALTHCARE

On average, nine in 10 Ottawa County adults have health insurance and/or a medical home and both of these have improved since 2011, largely due to the Affordable Care Act and the Healthy Michigan Plan. However, certain demographics in Ottawa County are significantly less likely to have coverage.

**Currently Have Health Coverage
(Among Adults 18-64)**

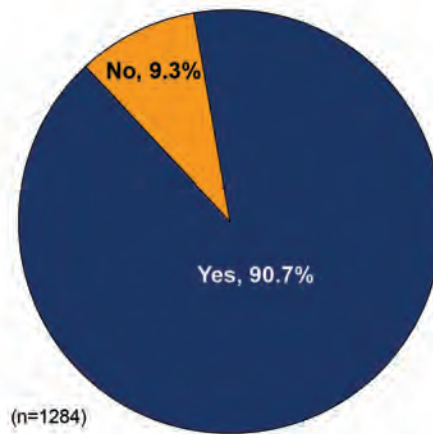


Figure 10 (*4)

Those less likely to have health care coverage:

- › Individuals under the age of 35;
- › Individuals with less than high school education and;
- › Those who are Hispanic

No Coverage by Demographics

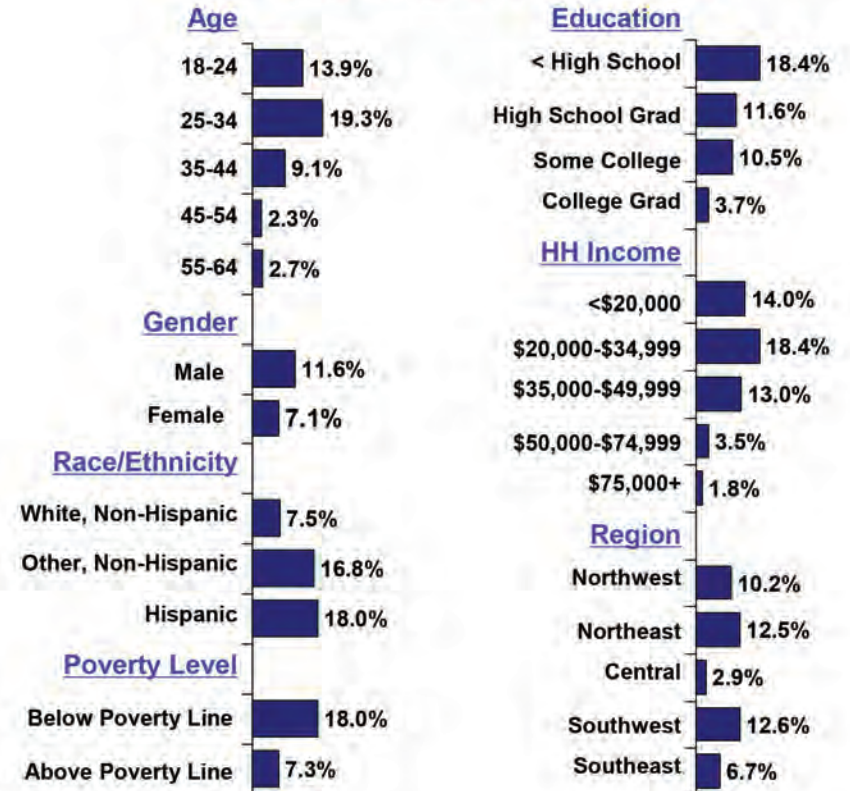
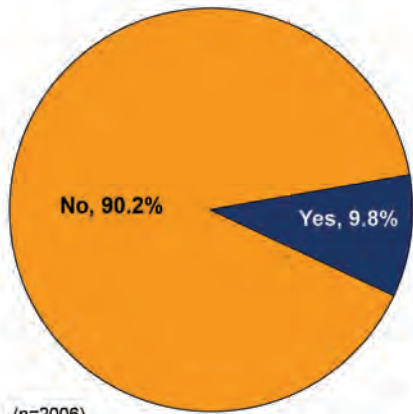


Figure 11 (*4)

However, many are not using their coverage when needed and especially not for preventive measures because they cannot afford out-of-pocket expenses such as deductibles and co-pays (or spend downs).

Could Not Receive Needed Medical Care in Past 12 Months Due to Cost



(n=2006)

Could Not Take Medication Due to Cost = 5.0%

(n=1872)

Figure 12 (*4)

No Health Care Access Due to Cost by Demographics

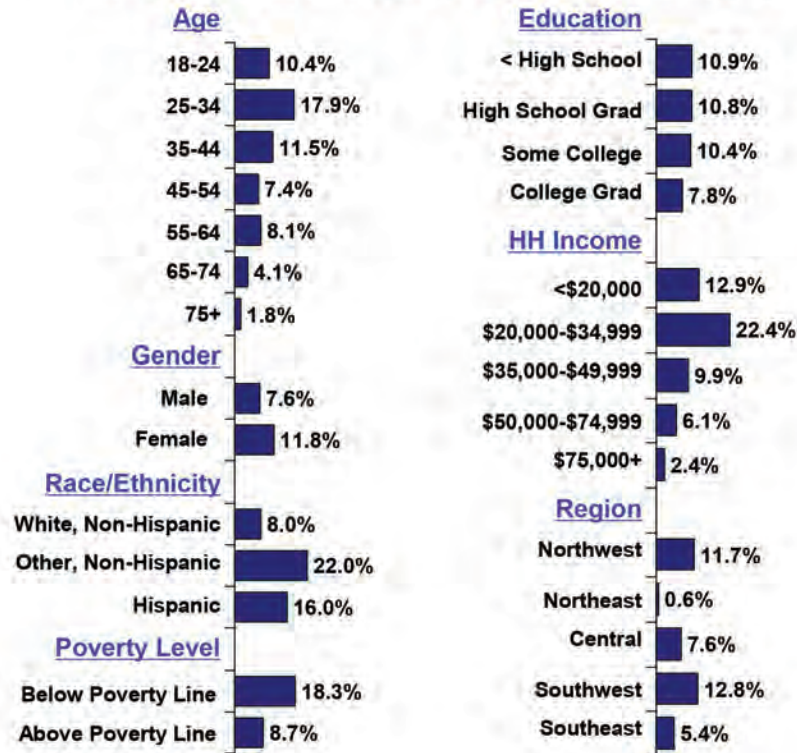


Figure 13 (*4)

Ottawa County is seriously under-served in the number of primary care physicians, dentists and mental health providers for our population size.

2015 COUNTY HEALTH RANKINGS

	Ottawa County	Michigan	Benchmark
Population per primary care physician	1,682:1	1,246:1	1,045:1
Population per dentist	1,868:1	1,485:1	1,377:1
Population per mental health provider	689:1	487:1	386:1

Figure 14 (*5)

2015 HOUSEHOLD SURVEY QUESTIONS

According to the 2015 Household Survey, approximately 5% of respondents stated that they always or almost always have difficulty make co-pays associated with their health insurance plan.

Those most likely to answer this way include:

- › 18-34 year olds at 7.2% vs. 35-54 at 3.6%
- › Hispanics at 11% vs. Whites at 4.4%
- › High School only at 8.3% vs. College Graduate at .6%

Q: How often would you say you have difficulty paying the deductibles/or spend down associated with your health insurance plan?

A: Overall, 7.6% said Always or Almost always, of those that answered this way:

- › 12.8% were Hispanic vs. 7.1% Whites
- › 10.1% had a high school education vs. 7.7% with some college
- › 15.5% with an income level of less than \$25,000 vs. 12.6% under \$50,000

2015 HOUSEHOLD SURVEY QUESTIONS

Q: What could be done locally to address barriers to accessing health care services?

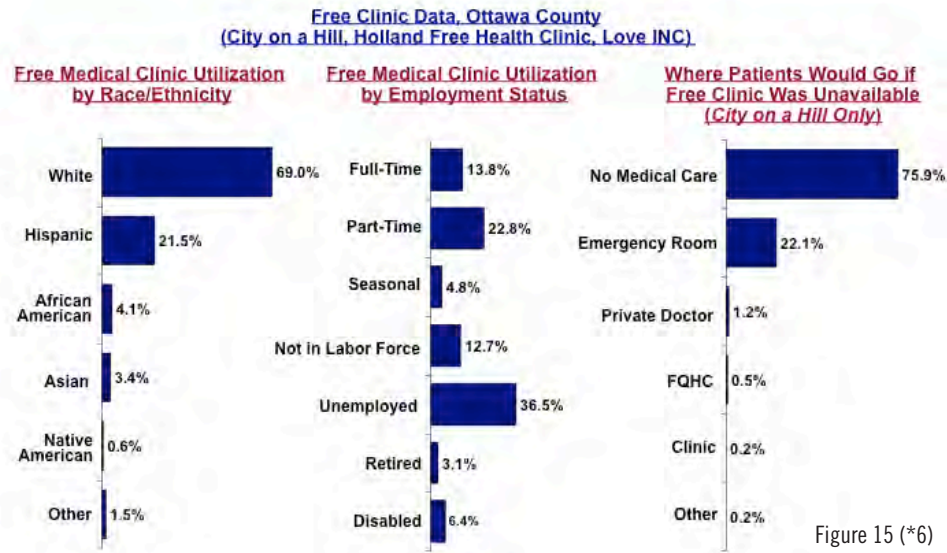
- A:**
- More free clinics
 - Increase awareness/education of existing programs/services
 - More clinics that have sliding scales for payment
 - More providers accepting a broader range of coverage/insurance plans

In the health system, there is chronic misuse of local Emergency Departments for medical reasons that would normally go through a physician's office. These individuals are often referred to as 'ER frequent flyers'. At North Ottawa Community Health Systems the average number of visits by a 'frequent flyer' is 7.5 visits per year.

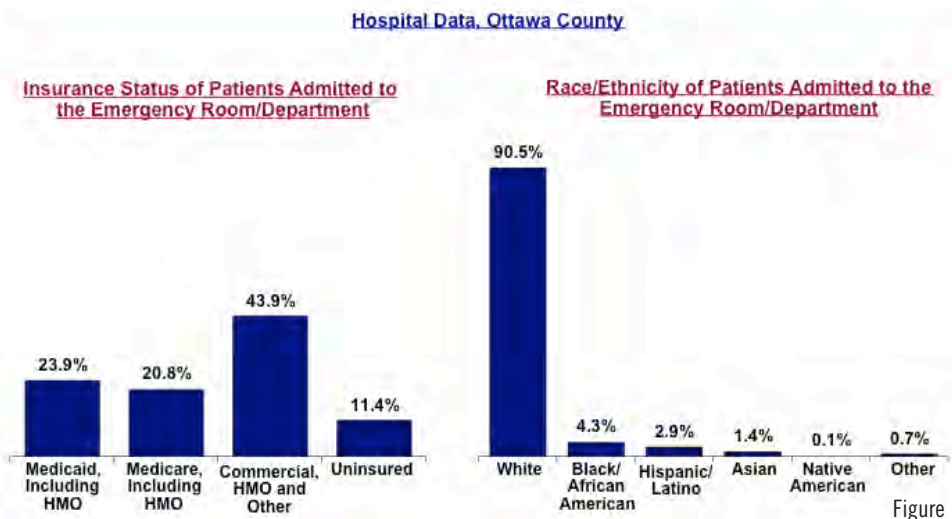
"Emergency Rooms have become the "every day and every reason" rooms. They are intended to be a place for immediate crisis care. But people go there - repeatedly - because they have nowhere else to go. Unfortunately, this is the most expensive and least effective place to deal with primary care issues, chronic disease management, not to mention mental health crises. The reasons driving this misuse are complicated and systemic."

Jen VanSkiver
Chief Communications Officer,
North Ottawa Community Health Systems

As part of the Community Health Needs Assessment, a survey targeting underserved clients, showed that two-thirds (66.4%, compared to 88.6% of the general population) of the respondents have a primary care physician (medical home) that they can visit with any questions or concerns about their health. Women are more likely than men to have a medical home. Having a medical home is directly related to household income. **Underserved residents would like to see more affordable health care or services, especially dental services and more affordable prescription medication. Further, they would like to see information on providers who accept new patients and/or providers who accept Medicaid.**



➤ The free medical clinics in Ottawa County are utilized disproportionately by minorities (non-Whites), especially Hispanics. Additionally, just over one-third (36.6%) of the patients who use them are employed part or full time. The value of the free clinics is supported by the fact that if these facilities were not an option for specific subpopulations, they would most likely go without care or to the Emergency Room (ER/ED).



➤ More than four in ten (44.7%) ER/ED admissions in Ottawa County are for patients with government sponsored health coverage, while 11.4% are uninsured. **Thus, over half (56.1%) of ER/ED admissions are for people without commercial (private, employer provided) health insurance.** ER/ED admissions are not represented disproportionately by minorities.

DENTAL HEALTH

According to the 2011 BRFSS, 22% of Ottawa County adults have not had a teeth cleaning in the past year, which has increased to 24.3% in the 2014 BRFSS.

As shown to the right, having a recent teeth cleaning is directly related to education and income. Least likely to have a timely cleaning are those who have less than a high school education and those living in a household with income less than \$20,000. The greatest discrepancy is seen between those living below the poverty line (45.4%) and those above the poverty line (22%).

No Teeth Cleaning in Past Year by Demographics

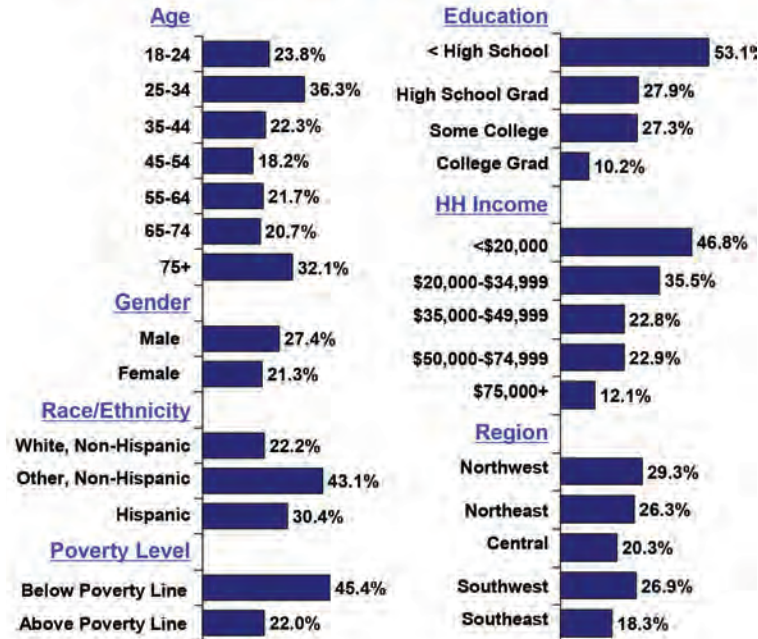
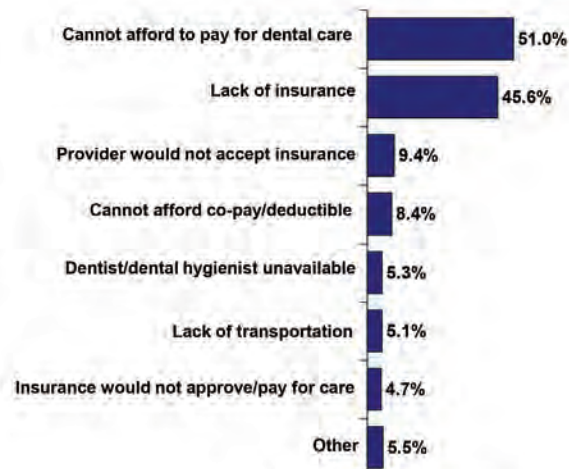


Figure 17 (*4)

BARRIERS TO DENTAL CARE

Less than one in 10 (8.6%) Ottawa County adults have experienced problems receiving needed dental care. Those who have had problems cite an inability to pay for services and lack of insurance as the top barriers to receiving dental care.

Reasons for Difficulty in Getting Dental Care



(n=120)
Base=had trouble getting needed dental care

Figure 18 (*4)



MENTAL HEALTH

Roughly one in six Ottawa County adults experience mild to severe psychological distress. Among those the groups most likely to be diagnosed with mild to severe psychological distress include those who: are younger (< age 35), are non-White, have less than a high school education, and have a household income less than \$35,000. To the last point, one significant difference is between those who live below the poverty line (31.9%) and those who live above it (14.8%).

Mild to Severe Psychological Distress by Demographics

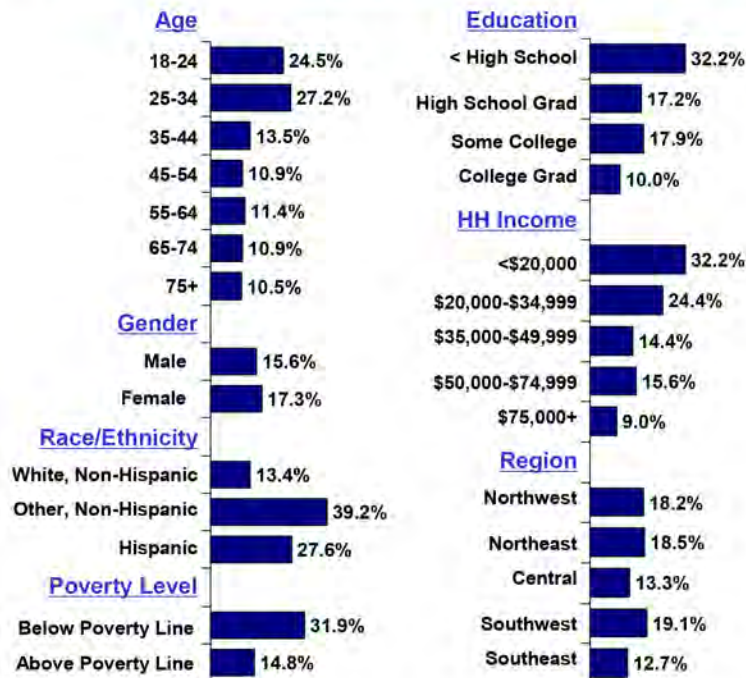


Figure 19 (*4)

› According to the 2015 Household Survey, **19.4% of Ottawa County adults said yes to “Has a doctor or other healthcare provider EVER told you that you have an anxiety disorder,”** this is an increase from 2012 which was at 14.8%.

› Also 19.2% said yes to “Has a doctor or other healthcare provider EVER told you that you have a depressive disorder,” again an increase from 2012 which was at 18.8%.

› Individuals with household income of less than \$20,000 and \$20,000-\$34,999 suffered from mild to severe psychological distress at rates significantly higher than that of their higher earning peers.

› Another area that increased was within our youth; according to the 2013 Ottawa County Youth Assessment Survey, **23.9% of youth surveyed said they had “stopped doing some usual activities during the past 12 months because they felt so sad or hopeless almost every day for two weeks or more in a row,”** up from 2011 at 21.8%.

› Females (32.9%) being twice as likely to say this compared to males (14.8%)

› Hispanics (37.7%) being almost twice as likely to say this compared to Whites (20.3%)

OVERWEIGHT AND OBESITY

Almost one in four adults are considered to be obese and more than one-third of adults are overweight per the Body Mass Index. In fact, only 37.7% of the population are at a health weight. Obesity is a condition that affects adults regardless of socioeconomic or sociodemographic characteristics, while it does tend to be a more serious health problem for adults between the ages of 45-74.

Obese by Demographics

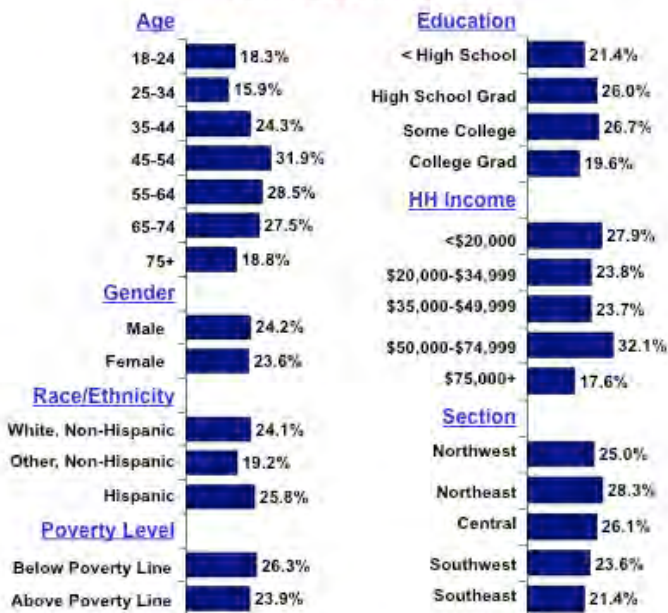


Figure 20 (*4)

Overweight by Demographics

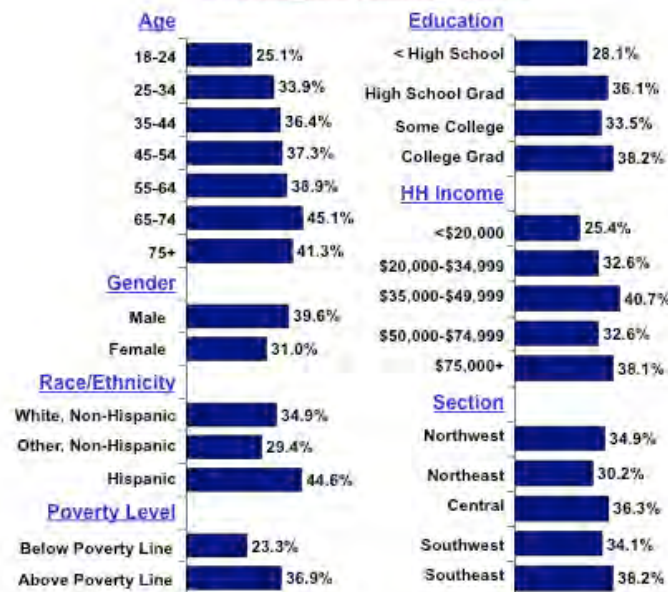


Figure 21 (*4)

› Men and Hispanics are far more likely to be considered overweight (but not obese) than women and non-Hispanics.

2015 HOUSEHOLD SURVEY QUESTIONS

Q: In the past, what has caused you or motivated you to make long-term changes for improved health?

A:

- › Want to live longer – 26.7%
- › Want to feel better – 24.7%
- › Health issues (high blood pressure, heart attack, emphysema, etc.) – 20.2%

BODY WEIGHT: YOUTH

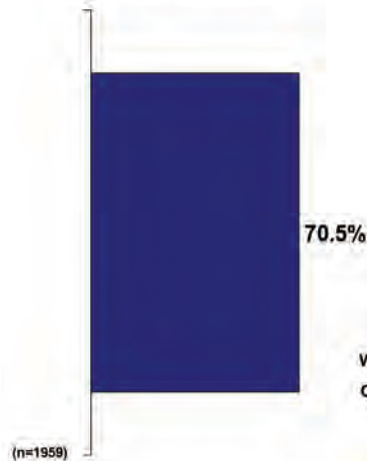
When looking at the trends in body weight in Ottawa County youth, **the overall percentage of youth at healthy weight hasn't changed from the 2011 report, although there was an increase in both the underweight and obese categories.** Also of importance is the youth perception of body weight. Although 74% of youth were at a healthy weight, only 58% described themselves as “about the right weight,” and **55% of female youth reported that they were trying to lose weight.**

	Total	Total Responses					2013 by Gender		2013 by Grade Level			2013 by Race/Ethnicity		
	N	2013	2011	2009	2007	2005	F	M	8th	10th	12th	White	Hispanic	Other
Underweight (less than 5th percentile)	4251	4.6% (4.4%) (189)	4.3% (4.2%) (130)	- (2.9%) (62)	- (2.9%) (35)	n/a	3.8% (3.7%) (77)	5.4% (5.2%) (112)	6.6% (5.8%) (103)	3.2% (3.1%) (41)	4% (3.9%) (44)	4.8% (4.6%) (145)	2.8% (2.9%) (14)	4.9% (4.5%) (28)
Healthy Weight (5th-84th percentile)	4251	74.3% (74.3%) (3160)	74.3% (75.2%) (2311)	- (74.8%) (1573)	- (74.2%) (889)	n/a	77.2% (77.4%) (1625)	71.5% (71.4%) (1535)	75.5% (74.7%) (1337)	73.8% (74.2%) (985)	73.6% (73.8%) (828)	77.5% (77.4%) (2424)	62.2% (62.1%) (301)	67.7% (69.1%) (427)
Overweight (85th-94th percentile)	4251	12.6% (12.7%) (538)	13.7% (13.3%) (409)	- (13.2%) (277)	- (13.4%) (160)	n/a	11.6% (11.7%) (245)	13.6% (13.6%) (293)	10.6% (11.5%) (206)	13.3% (13%) (172)	14% (14.2%) (159)	11.1% (11.2%) (350)	18.7% (19.2%) (93)	15.9% (15%) (93)
Obese (95th+ percentile)	4251	8.5% (8.6%) (364)	7.7% (7.3%) (224)	- (9.1%) (192)	- (9.5%) (114)	n/a	7.4% (7.3%) (153)	9.5% (9.8%) (211)	7.3% (8%) (144)	9.7% (9.7%) (129)	8.4% (8.1%) (91)	6.6% (6.8%) (212)	16.3% (15.9%) (77)	11.5% (11.3%) (70)
Overweight or Obese	4251	21% (21.2%) (902)	21.4% (20.6%) (633)	- (22.3%) (469)	- (22.9%) (274)	n/a	19% (19%) (398)	23.1% (23.4%) (504)	17.9% (19.6%) (350)	23% (22.7%) (301)	22.4% (22.3%) (250)	17.7% (17.9%) (562)	35% (35.1%) (170)	27.4% (26.4%) (163)
Describes self as slightly or very overweight	4760	24.3% (24%) (1142)	23.1% (23.3%) (822)	- (24.7%) (560)	- (29.2%) (446)	- (26.3%) (412)	29.4% (29%) (680)	19.2% (19.1%) (454)	21.7% (21.9%) (459)	26.7% (26.3%) (380)	24.8% (25%) (296)	21.9% (21.8%) (749)	33.1% (32.4%) (190)	29.4% (27.7%) (193)
Describes self as about the right weight	4760	58.4% (59.1%) (2814)	61.2% (61.1%) (2153)	- (59.3%) (1344)	- (54.8%) (837)	- (57.8%) (907)	57% (57.8%) (1356)	60% (60.5%) (1437)	56.4% (58.2%) (1222)	58.8% (58.9%) (851)	60.6% (60.8%) (719)	60.5% (61.1%) (2097)	52.2% (52.9%) (310)	53.5% (54.9%) (383)
Trying to lose weight	4755	41.2% (41%) (1948)	38.8% (38.1%) (1340)	- (36.7%) (832)	- (45%) (683)	- (42.5%) (667)	55.1% (54.2%) (1272)	27.1% (27.9%) (661)	38.5% (38.6%) (811)	43.9% (44.3%) (642)	41.5% (41.5%) (486)	38.1% (37.8%) (1292)	56.6% (56.9%) (338)	44.7% (43.8%) (306)

Figure 22 (*7)

FRUIT AND VEGETABLE CONSUMPTION

Inadequate Fruit and Vegetable Consumption* (Total Sample)



*Among all adults, the proportion whose total frequency of consumption of fruits (including juice) and vegetables was less than five times per day.

Inadequate Consumption by Demographics

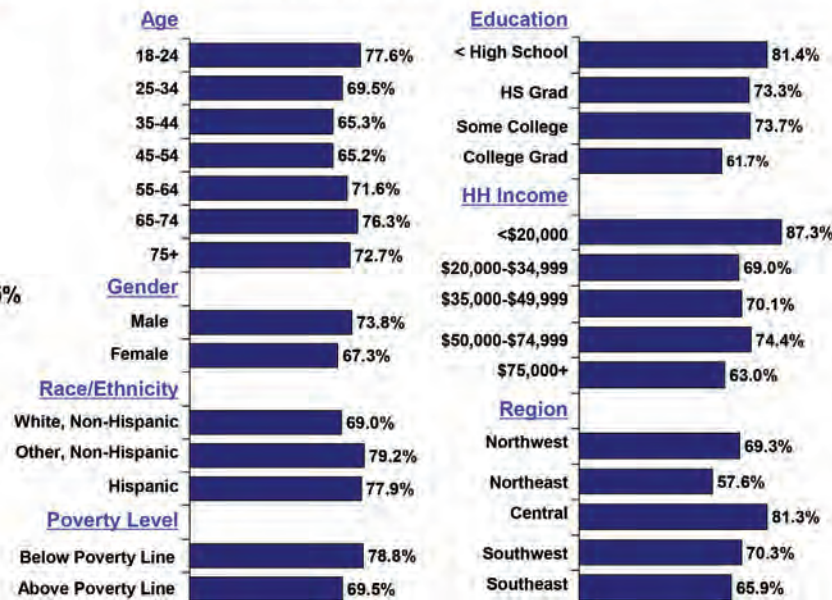


Figure 23 (*4)

NUTRITION: YOUTH

	Total N	Total Responses					2013 by Gender		2013 by Grade Level			2013 by Race/Ethnicity		
		2013	2011	2009	2007	2005	F	M	8th	10th	12th	White	Hispanic	Other
Eats five or more servings of fruits and vegetables on an average day	4759	32% (33.1%) (1574)	33.1% (34.6%) (1216)	- (34.1%) (775)	- (30.9%) (472)	- (34.2%) (536)	29.6% (30.8%) (722)	34.4% (35.3%) (837)	33% (34.8%) (735)	31.3% (31.6%) (454)	31.4% (31.9%) (375)	31.2% (32.5%) (1112)	30.1% (29.8%) (176)	37.6% (38.7%) (271)
Drank a can, bottle, or glass of soda or pop (not including diet) one or more times per day in the past 7 days	4773	36.6% (35.9%) (1715)	20.2% (19.8%) (697)	n/a	n/a	n/a	30.9% (29.9%) (705)	42.2% (41.7%) (991)	34.7% (34%) (720)	36.8% (36.9%) (533)	38.7% (37.8%) (446)	34.1% (33.1%) (1135)	47.9% (48.4%) (287)	40.5% (39.5%) (277)
Drank a can, bottle, or glass of soda or pop (not including diet) three or more times per day in the past 7 days	4773	8.3% (8.1%) (387)	7.5% (6.8%) (241)	n/a	n/a	n/a	6.1% (6.1%) (144)	10.4% (10%) (238)	6.6% (7%) (149)	9.4% (9%) (130)	9% (8.8%) (104)	7.1% (6.8%) (235)	12.5% (12%) (71)	10.7% (10.7%) (75)
Eat or drink one or more servings of dairy on an average day	4757	92.7% (93%) (4422)	92.7% (93.2%) (3258)	- (94.4%) (2149)	- (94.9%) (1441)	- (96.1%) (1493)	91.3% (91.7%) (2157)	94.1% (94.4%) (2229)	93.1% (93.4%) (1965)	92.9% (93.2%) (1337)	91.9% (92.1%) (1091)	93.7% (94.2%) (3227)	90.9% (90.8%) (533)	89.7% (89.7%) (624)
Eat or drink three or more servings of dairy on an average day	4757	48% (48.2%) (2295)	52.5% (52.6%) (1839)	- (53.8%) (1225)	n/a	n/a	41% (41.1%) (968)	55.3% (55.3%) (1306)	47.1% (47.3%) (995)	49% (49.3%) (708)	48% (48.8%) (578)	49.9% (50.5%) (1731)	40.4% (39.4%) (231)	44.9% (45.1%) (314)

Figure 24 (*7)

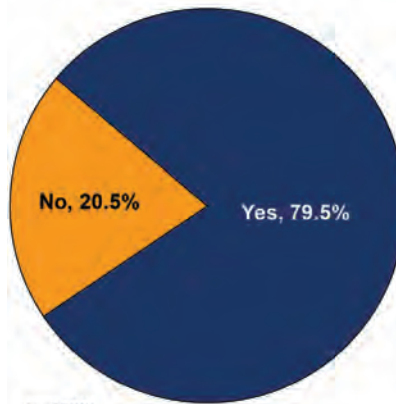
Inadequate fruit and vegetable consumption is common in Ottawa County, but much better than three years ago. Still, **70.5% of adults consume fruits or vegetables less than five times per day. Adequate fruit and vegetable consumption is directly related to education and income**, although the proportions of inadequate consumption are still high for all demographic subgroups. Fewer men and non-Whites consume adequate quantities of fruits and vegetables compared to women and Whites, respectively.



PHYSICAL ACTIVITY

Roughly four in ten adults with less than a high school diploma (41.4%) or living in households with incomes below \$20,000 (39.6%) do not participate in any leisure time physical activity.

Participation in Leisure Time Physical Activity/Exercise



(n=1993) Figure 25 (*4)

No Leisure Time Activity by Demographics

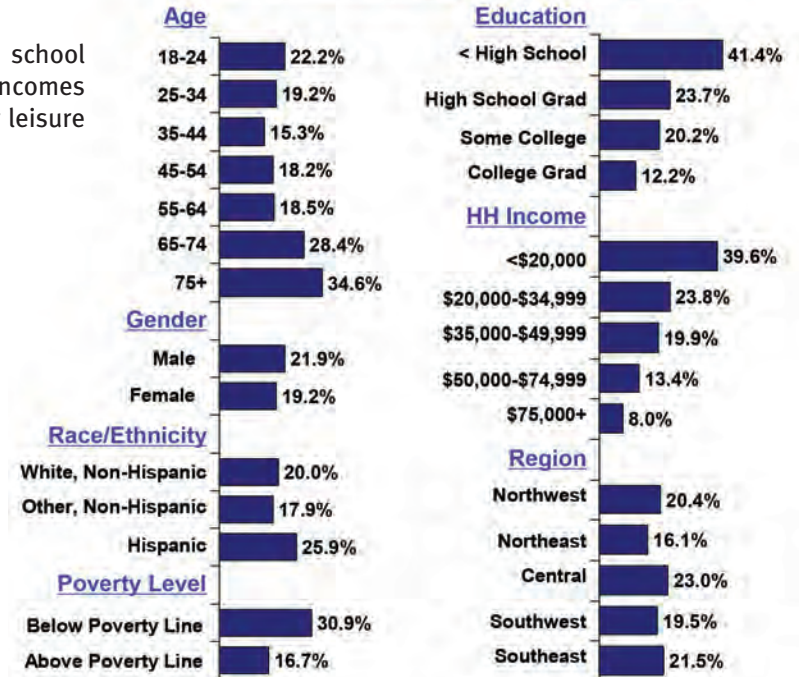


Figure 26 (*4)

PHYSICAL ACTIVITY: YOUTH

Although more than 50% of youth have 3+ hours of noneducational screen time per day, physical activity in the same group has increased over the past eight years.

	Total N	Total Responses					2013 by Gender		2013 by Grade Level			2013 by Race/Ethnicity		
		2013	2011	2009	2007	2005	F	M	8th	10th	12th	White	Hispanic	Other
Physically active for 60+ minutes per day on five or more of the past seven days	4785	54.3% (55.4%) (2649)	54.3% (55.4%) (1956)	- (50.8%) (1154)	- (39%) (598)	- (38.2%) (590)	47.4% (48.5%) (1146)	61.5% (62.5%) (1487)	61.9% (62.2%) (1319)	51.4% (51.4%) (746)	48% (48%) (568)	57.6% (59%) (2029)	40.3% (40.7%) (244)	49.7% (50.9%) (359)
Exercise to strengthen or tone your muscles on 3 days or more of the past 7 days	4782	57.1% (58%) (2775)	n/a	n/a	n/a	n/a	52.6% (53.8%) (1269)	61.9% (61.9%) (1484)	61.5% (61.9%) (1309)	58.7% (58.8%) (853)	49.7% (50.1%) (593)	58.7% (59.8%) (2054)	51.6% (51.2%) (306)	54.1% (55.7%) (392)
On an average day, spends 3 or more hours watching tv, playing video or computer games, or using a computer for something that is not school work	4774	50.8% (50.4%) (2405)	n/a	n/a	n/a	n/a	51.7% (51.2%) (1207)	49.7% (49.4%) (1174)	47% (46.3%) (978)	55.7% (55.9%) (810)	49.8% (50.7%) (599)	47.8% (47.1%) (1619)	57.3% (57.8%) (343)	60.6% (60.1%) (422)

Figure 27 (*7)

CHRONIC DISEASE

According to the 2015 Community Health Needs Assessment, key stakeholders, key informants and residents agreed that “help managing chronic diseases” was one of the top five suggested improvement strategies in overall health. Health Think Tank members believe given the number of people that don’t regularly access a Primary Care Provider, the number of those suffering from chronic diseases shown below is likely to be higher.

**Prevalence of Chronic Health Conditions
(% Have Been Told They Have)**

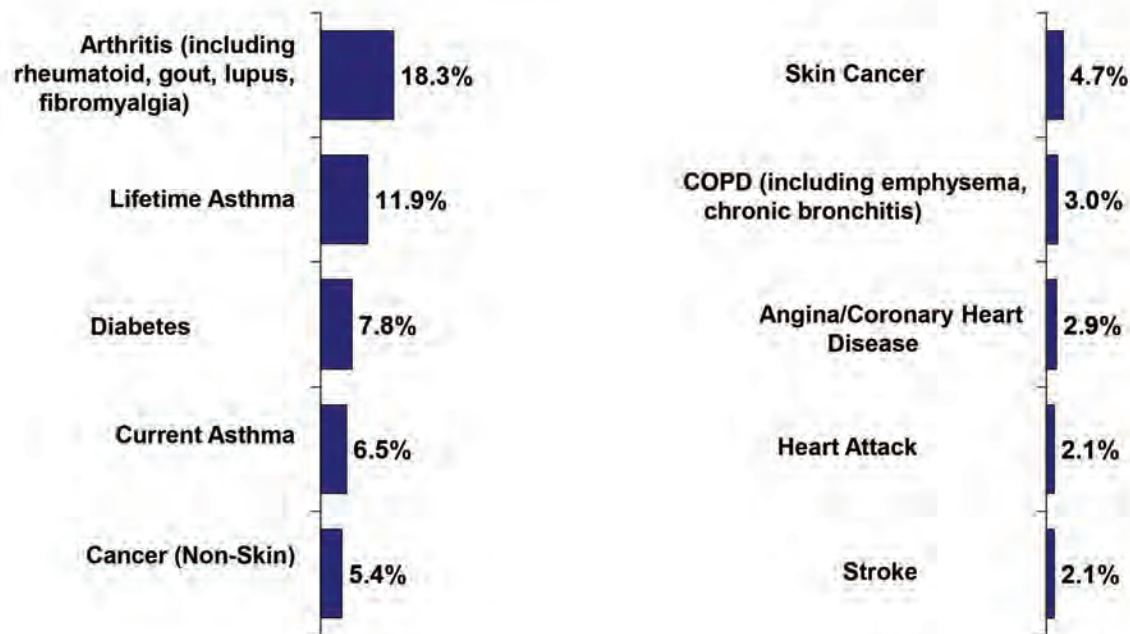


Figure 28 (*4)

Arthritis

› Although less than one in five Ottawa County adults have been told they have arthritis almost half of those above the age of 65 suffer from this condition.

Diabetes

- › Households with less \$35,000 income are 2 times more likely to report diabetes than households with \$50,000 income.
- › Diabetic prevalence increases as we age from less than 1% of the 25-34 population to over 17% of the 65+ population.
- › Four of the five geographic sections of the county range between 5.5% and 8.7% in diabetic prevalence, but the Northeast section of the county has 17.8% of the population reporting diabetes. This may be due to the Northeast section having a higher rate of 65+ population compared to other sections.

Current Asthma

- › Women are two times more likely to suffer from current asthma than men.
- › People from the Northeast section of the county are more likely than neighboring sections.
- › Individuals with less than a high school education are significantly more likely to suffer from current asthma.

UNHEALTHY LIFESTYLES

ALCOHOL CONSUMPTION: ADULTS

- › Among all Ottawa County adults almost one in five (19.3%) have engaged in binge drinking (5+ drinks for men and 4+ drinks for women on at least one occasion in the past 30 days). Among those who drink, this proportion rises to 38.9%.
- › Binge drinking is far more prevalent in males at 23.6% vs. females at 15.1% and Hispanics at 35.4% vs. Whites at 16.9%

ALCOHOL CONSUMPTION: YOUTH

- › Of those youth who have had a drink of alcohol, 30% did so before age 13, and increase since 2011.

Binge Drinking by Demographics

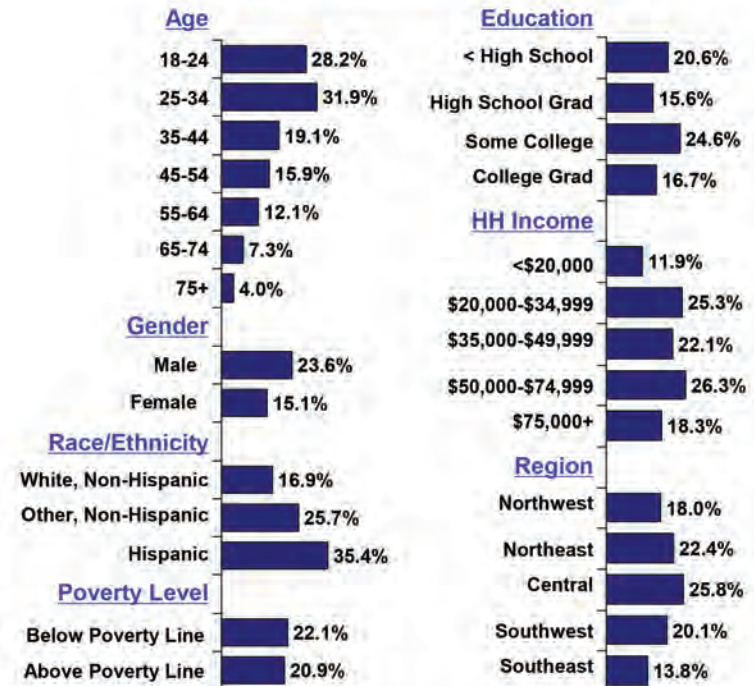


Figure 29 (*4)

	Total N	Total Responses					2013 by Gender		2013 by Grade Level			2013 by Race/Ethnicity		
		2013	2011	2009	2007	2005	F	M	8th	10th	12th	White	Hispanic	Other
Have had a drink of alcohol other than a few sips before age 13 (among those who have drunk alcohol other than a few sips)	1459	27.9% (30.4%) (444)	27.3% (28.6%) (376)	- (27.1%) (257)	- (28%) (206)	- (32.5%) (301)	24.7% (26.6%) (205)	31.5% (34.8%) (233)	64.8% (65%) (171)	30.5% (30.9%) (167)	16.1% (15.4%) (99)	24.5% (26.5%) (251)	35.4% (37.7%) (92)	34.7% (37.6%) (96)
Have had at least one drink of alcohol in the past 30 days	4779	18.9% (16.9%) (809)	22% (21.2%) (738)	- (25.2%) (583)	- (29.7%) (458)	- (27.3%) (528)	19.5% (17.8%) (419)	18.2% (16%) (382)	4.5% (5.1%) (108)	21% (20.6%) (298)	34.9% (33.5%) (397)	17.6% (15.8%) (542)	22.7% (21.1%) (126)	22.9% (19.2%) (135)
Have had five or more drinks of alcohol within a couple hours in the past 30 days	4793	10.8% (9.3%) (448)	13.9% (13.4%) (469)	- (14.4%) (332)	- (19.5%) (300)	- (16.6%) (322)	9.9% (8.7%) (205)	11.8% (10%) (239)	1.9% (2.1%) (45)	11% (10.5%) (153)	22% (20.6%) (245)	10.4% (8.9%) (305)	11.9% (10.9%) (65)	12.2% (10.5%) (74)
Perceived no or slight risk to having five or more alcoholic drinks once or twice a week	4781	28.6% (28.2%) (1347)	29% (29.7%) (1049)	- (22%) (503)	- (23.4%) (362)	- (17.4%) (338)	23.7% (23.6%) (558)	33.4% (32.5%) (773)	27.9% (28.5%) (602)	27.9% (26.9%) (390)	30.2% (28.9%) (342)	26.9% (26.1%) (897)	33.4% (33.4%) (200)	33.4% (33.6%) (237)
Think more than 60% of kids in my grade have drunk alcohol in the past 30 days	4766	25.8% (23.1%) (1101)	29.3% (26.6%) (867)	- (23.3%) (510)	- (30.3%) (435)	- (33.7%) (654)	30.7% (28.2%) (663)	20.9% (17.9%) (426)	5% (5.5%) (116)	30.5% (30.2%) (436)	46.9% (45.9%) (541)	24% (21.5%) (738)	33% (29.7%) (176)	29.7% (25.8%) (180)

Figure 30 (*7)

TOBACCO USE: YOUTH

	Total N	Total Responses					2013 by Gender		2013 by Grade Level			2013 by Race/Ethnicity		
		2013	2011	2009	2007	2005	F	M	8th	10th	12th	White	Hispanic	Other
Smoked a whole cigarette	4436	19.7% (18%) (799)	24.4% (22.5%) (770)	- (27.4%) (633)	- (28.6%) (436)	- (31.7%) (612)	19.9% (18.2%) (401)	19.4% (17.7%) (389)	7.2% (7.9%) (157)	22.2% (21.7%) (286)	32.9% (31.7%) (349)	16.7% (15.1%) (483)	28.1% (25.6%) (139)	27.9% (25.6%) (167)
Smoked a whole cigarette for the first time before age 13	4436	6.3% (6.3%) (280)	7.6% (6.9%) (235)	n/a	n/a	n/a	4.6% (4.8%) (107)	8% (7.7%) (169)	4.2% (4.9%) (98)	8.7% (8.4%) (111)	6.2% (6%) (66)	4.4% (4.4%) (142)	10.9% (10.8%) (59)	11.8% (11%) (72)
Smoked a whole cigarette for the first time before age 13 (among those who have ever smoked a whole cigarette)	799	31.9% (35%) (280)	31% (30.5%) (235)	- (31.3%) (198)	- (35.8%) (156)	- (40.4%) (247)	23.2% (26.7%) (107)	41.2% (43.4%) (169)	58.6% (62.4%) (98)	39% (38.8%) (111)	18.8% (18.9%) (66)	26.4% (29.4%) (142)	38.7% (42.4%) (59)	42.3% (43.1%) (72)
Smoked cigarettes on one or more of the past 30 days	4786	9.9% (8.7%) (416)	13.9% (12.8%) (449)	- (16.9%) (390)	- (18.3%) (283)	- (18.6%) (363)	9.8% (8.7%) (204)	9.9% (8.7%) (208)	3.4% (3.6%) (76)	11.5% (10.7%) (155)	16.3% (15.5%) (183)	9.1% (7.9%) (271)	12.3% (11.1%) (66)	11.8% (10.6%) (75)
Perceived no or slight risk to smoking one or more packs of cigarettes per day	4771	10.3% (10.9%) (519)	13.8% (13.8%) (486)	- (10.4%) (238)	- (8.6%) (132)	- (7.2%) (140)	8% (8.5%) (200)	12.5% (13.1%) (312)	11.2% (12.5%) (265)	10.7% (10.7%) (154)	8.5% (8%) (95)	8.3% (8.6%) (296)	16% (17.1%) (102)	15.8% (16.2%) (114)

Figure 31 (*7)

MARIJUANA USE: YOUTH

	Total N	Total Responses					2013 by Gender		2013 by Grade Level			2013 by Race/Ethnicity		
		2013	2011	2009	2007	2005	F	M	8th	10th	12th	White	Hispanic	Other
Have used marijuana	4802	20.9% (18.6%) (895)	23.8% (21.8%) (762)	- (22.2%) (513)	- (25%) (389)	- (23.1%) (448)	20.2% (18.2%) (430)	21.6% (18.9%) (454)	5.9% (6.4%) (136)	23.9% (23.4%) (342)	36.6% (34.5%) (408)	17.4% (15.1%) (522)	32.4% (29.8%) (180)	29.8% (26.3%) (186)
Have used marijuana for the first time before age 13 (out of those who have used marijuana)	895	22.9% (24.9%) (223)	22.5% (22.3%) (170)	- (23.4%) (120)	- (27.5%) (107)	- (24.8%) (111)	15% (16.7%) (72)	30.2% (32.2%) (146)	59.6% (58.1%) (79)	26% (25.1%) (86)	12.9% (13.2%) (54)	18.2% (19%) (99)	28.4% (32.8%) (59)	31.7% (32.8%) (61)
Have used marijuana on one or more of the past 30 days	4802	12.2% (10.7%) (515)	15.2% (13.8%) (484)	- (13.5%) (312)	- (14.4%) (224)	- (12.3%) (242)	11.4% (10.1%) (238)	13% (11.3%) (271)	3% (3.4%) (72)	14% (13.4%) (196)	22% (20.6%) (244)	10.3% (9%) (309)	19.6% (17.9%) (108)	16.1% (13.5%) (95)
Perceived no or slight risk to trying marijuana once or twice	4800	50.4% (47.9%) (2301)	58.9% (58.6%) (2062)	- (52.1%) (1192)	- (56.8%) (884)	- (46.3%) (897)	46.8% (44.8%) (1059)	54.1% (50.8%) (1217)	33.8% (34.3%) (728)	55.9% (54.7%) (798)	65.1% (63.7%) (757)	47.5% (44.7%) (1541)	58.8% (57.8%) (345)	58.8% (55.6%) (394)
Perceived no or slight risk to smoking marijuana once or twice a week	4779	40.3% (38%) (1814)	n/a	n/a	n/a	n/a	35.4% (33.4%) (789)	45.2% (42.2%) (1003)	25.8% (26.5%) (560)	43.4% (42.1%) (611)	55.2% (53.2%) (628)	36.5% (33.8%) (1162)	51.2% (49.9%) (298)	51.1% (47.9%) (336)
Perceived no or slight risk to smoking marijuana regularly	4773	26.6% (24.8%) (1184)	26.8% (25.5%) (897)	- (19.1%) (435)	- (16.6%) (258)	- (11.6%) (225)	21.2% (19.8%) (468)	31.8% (29.5%) (699)	14.6% (15.7%) (332)	29.8% (28.6%) (415)	38.1% (36.2%) (428)	22.8% (21%) (719)	36.1% (34.4%) (206)	38.2% (35.4%) (248)
Think more than 60% of kids in my grade have used marijuana in the past 30 days	4770	24.5% (22.4%) (1067)	22.5% (20.7%) (683)	- (15.5%) (339)	- (16.8%) (240)	- (14.8%) (288)	27.3% (25.6%) (602)	21.5% (19%) (452)	6.6% (7.2%) (151)	31.5% (32.1%) (465)	39.1% (37.5%) (444)	19.7% (17.5%) (602)	44.8% (41.8%) (250)	33.1% (30%) (209)

Figure 32 (*7)

- › Youth smoking is on an 8-year decline overall
- › Current smoking among youth rises from 3.6% in 8th grade to 16.3% in 12th grade
- › Hispanic/other students are twice as likely to perceive no risk to smoking a pack per day than White students



- › 1 in 5 12th graders have used marijuana in the past 30 days
- › More than half of 12th graders perceived little or no risk to smoking marijuana once or twice per week

› In all, for those youth who have used alcohol, tobacco, marijuana and other drugs, between 25% and 35% first used before age 13

› Over the counter drug use declined slightly since 2011

OVER THE COUNTER DRUGS: YOUTH

	Total N	Total Responses					2013 by Gender		2013 by Grade Level			2013 by Race/Ethnicity		
		2013	2011	2009	2007	2005	F	M	8th	10th	12th	White	Hispanic	Other
Have used over the counter drugs only for the experience or feeling that it caused	4773	8.3% (7.5%) (359)	9.8% (9.6%) (335)	- (11.8%) (272)	- (12.2%) (188)	n/a	8.9% (8%) (188)	7.8% (7.1%) (170)	3.6% (3.9%) (83)	9.1% (8.7%) (127)	13.4% (12.1%) (143)	7.2% (6.4%) (221)	11.4% (10.8%) (64)	11.4% (10.2%) (72)
Have used over the counter drugs only for the experience or feeling that it caused before age 13 (among those who have ever used over the counter drugs for the feeling)	359	24.7% (29.8%) (107)	31.1% (29.6%) (99)	- (26.1%) (71)	- (23.4%) (44)	n/a	21.8% (27.1%) (51)	28.1% (32.4%) (55)	61.1% (61.4%) (51)	25.7% (26.8%) (34)	11.5% (13.3%) (19)	21.3% (24.9%) (55)	33.5% (39.1%) (25)	29.1% (36.1%) (26)
Perceived no or slight risk to using over the counter drugs only for the experience or feeling they cause	4797	17.6% (17.8%) (854)	20.2% (20.3%) (713)	- (12.9%) (292)	- (26.3%) (408)	n/a	14.5% (14.8%) (349)	20.8% (20.6%) (494)	17.3% (18.3%) (388)	18.6% (18.4%) (268)	17% (16.1%) (191)	15.5% (15.2%) (524)	24.5% (26.3%) (158)	22.8% (22.8%) (161)

Figure 33 (*7)

PRESCRIPTION DRUGS: YOUTH

› Misuse of prescription drugs saw a slight increase since 2011

	Total N	Total Responses					2013 by Gender		2013 by Grade Level			2013 by Race/Ethnicity		
		2013	2011	2009	2007	2005	F	M	8th	10th	12th	White	Hispanic	Other
Have used a prescription drug without a doctor's prescription	4704	10.5% (9.9%) (465)	10.6% (10.3%) (357)	- (10.9%) (251)	- (13.5%) (209)	n/a	10.7% (10.1%) (234)	10.4% (9.6%) (225)	4.8% (5.1%) (107)	10.8% (11.1%) (158)	17.7% (16.8%) (194)	9.4% (8.7%) (295)	12.9% (12.4%) (73)	14.6% (13.4%) (93)
Have used a prescription drug without a doctor's prescription before age 13 (among those who have used a prescription drug without prescription)	465	25.1% (29%) (135)	20.8% (21.8%) (78)	- (25.1%) (63)	- (19.6%) (41)	n/a	21.3% (25.6%) (60)	29% (32%) (72)	55% (57.9%) (62)	29.5% (30.4%) (48)	11.5% (11.9%) (23)	22.1% (25.4%) (75)	28% (31.5%) (23)	32.2% (36.6%) (34)
Used a prescription drug without a doctor's permission in the past 30 days	4616	7.3% (6.7%) (307)	6.9% (6.5%) (224)	- (8.6%) (199)	- (7.6%) (118)	n/a	7.7% (7%) (160)	6.8% (6.2%) (143)	3.1% (3.2%) (66)	7.6% (7.7%) (108)	12.3% (11.5%) (130)	6.6% (6%) (199)	10% (9.5%) (54)	8.4% (7.6%) (51)

Figure 34 (*7)

OTHER DRUGS: YOUTH

	Total N	Total Responses					2013 by Gender		2013 by Grade Level			2013 by Race/Ethnicity		
		2013	2011	2009	2007	2005	F	M	8th	10th	12th	White	Hispanic	Other
Used an inhalant (sniffed glue, breathed the contents of aerosol spray cans, or inhaled any other gases or sprays) to get high for the first time before age 13 (among those who used inhalants)	270	50.7% (53.3%) (144)	50.1% (49.8%) (139)	n/a	n/a	n/a	48.8% (50%) (68)	52.3% (56.1%) (74)	69.8% (68.5%) (76)	45.3% (45.4%) (44)	36.6% (37.7%) (23)	45.9% (47.7%) (73)	49.3% (53.3%) (32)	65.3% (67.3%) (37)
Used an inhalant (sniffed glue, breathed the contents of aerosol spray cans, or inhaled any other gases or sprays) to get high in the past 30 days	4796	2.7% (2.8%) (132)	3.3% (3.4%) (118)	- (4.7%) (108)	- (4.4%) (68)	- (7.3%) (141)	2.8% (2.9%) (69)	2.7% (2.6%) (63)	3% (3.1%) (66)	3.3% (3.2%) (46)	1.8% (1.7%) (20)	2.3% (2.2%) (77)	5.3% (5.7%) (34)	2.9% (3%) (21)
Ever used heroin (also called smack, junk, or China White)	4801	2.4% (2.4%) (116)	1.5% (1.5%) (52)	- (2%) (47)	- (1.6%) (24)	- (2.3%) (45)	2% (2%) (48)	2.8% (2.7%) (65)	1.5% (1.8%) (38)	3.5% (3.4%) (50)	2.3% (2.1%) (25)	1.9% (1.9%) (67)	4.6% (4%) (24)	3.3% (3.2%) (23)

Figure 35 (*7)

BASIC NEEDS

BASIC NEEDS

Sources

*The following are the numbered sources for the Basic Needs section; they will be shown next to each figure in this format: (*1).*

1. United Way ALICE Report - Michigan, September 2014
2. Ottawa County Point in Time Count, 2012-2015
3. Ottawa County Annual Homeless Assessment Report, 2012-2014
4. 2013 Ottawa County Youth Assessment Survey
5. Ottawa Area Intermediate School District
6. Great Start to Quality Western Resource Center
7. Ottawa County Department of Health and Human Services, 2014 Annual Plan
8. 2015 Ottawa County Food Policy Council Food Resource User Survey
9. Ottawa County Behavioral Risk Factor Survey, 2014
10. C.A.L.L. 2-1-1 Statistical Report: Ottawa County Community Assessment Data, 2010-2014
11. Michigan Incident Crime Reporting
12. The Annie E. Casey Foundation KIDS COUNT Data



BASIC NEEDS

WHAT ARE THE BASIC NEEDS?

“Even though the unemployment rate in Ottawa County is 3.3% in 2015, there are many heads of households who work in lower paying jobs. ALICE (Asset Limited, Income Constrained, Employed) households are those with income above the federal poverty level (FPL) but below a basic survival threshold that includes being able to pay for housing, childcare, food, healthcare and transportation. These jobs are projected to grow faster than the higher paying jobs. ALICE households are above poverty level, therefore many of them are not eligible for state or federal benefits, causing a major gap between survival and stability.”

Mark Tucker, Executive Director, Community Action House

ISSUE AREAS:

- › Homelessness
- › Housing
- › Child Care Needs
- › Food Security
- › Access & Referral
- › Safety

Ottawa County, Michigan, 2012 For details about family type descriptions, see the gray box below the table

Household SURVIVAL Budget, Ottawa County, Michigan, 2012						
	Single Adult	Married Couple	Adult, One Child	Adult, One Child Care	Two Adults, 2 Children	Two Adults, 2 Child Care
Housing	\$581	\$591	\$591	\$591	\$709	\$709
Childcare	0	0	\$331	\$616	\$662	\$1,173
Food	\$196	\$407	\$395	\$335	\$678	\$592
Transportation	\$341	\$407	\$409	\$409	\$681	\$681
Healthcare	\$130	\$259	\$311	\$311	\$518	\$518
Miscellaneous	\$138	\$187	\$222	\$249	\$353	\$402
Tax	\$137	\$209	\$186	\$224	\$286	\$346
Monthly Total	\$1,522	\$2,062	\$2,472	\$2,735	\$3,888	\$4,422
Annual Total	\$18,269	\$24,748	\$29,667	\$32,820	\$46,654	\$53,062

Note: One childcare refers to an infant; two childcare refers to one infant and one 4 year old. For an additional infant add 17 percent; for an additional 4 year old add 6 percent; and for an additional child add 12 percent.
Sources: HUD, NACARRA, USDA, BLS, IRS and state treasury.

The **Household SURVIVAL Budget** calculates the actual costs of basic necessities; housing, childcare, food, healthcare, and transportation in Michigan, adjusted for different counties and household types.

The **ALICE Threshold** is the average level of income that a household needs to afford the basics defined in the Household Survival Budget for each county in Michigan.

Household STABILITY Budget, Ottawa County, Michigan, 2012						
	Single Adult	Married Couple	Adult, One Child	Adult, One Child Care	Two Adults, 2 Children	Two Adults, 2 Child Care
Housing	\$739	\$886	\$886	\$886	\$1,022	\$1,022
Childcare	0	0	\$371	\$914	\$742	\$1,636
Food	\$359	\$731	\$739	\$576	\$1,277	\$1,100
Transportation	\$330	\$660	\$660	\$660	\$1,100	\$1,100
Healthcare	\$218	\$488	\$752	\$752	\$959	\$959
Miscellaneous	\$165	\$276	\$341	\$379	\$510	\$582
Savings	\$165	\$276	\$341	\$379	\$510	\$582
Tax	\$157	\$237	\$417	\$490	\$837	\$1,052
Monthly Total	\$2,131	\$3,555	\$4,506	\$5,036	\$6,956	\$8,032
Annual Total	\$25,569	\$42,657	\$54,076	\$60,436	\$83,475	\$96,386

Note: One childcare refers to an infant; two childcare refers to one infant and one 4 year old. For an additional infant add 23 percent; for an additional 4 year old add 3 percent; and for an additional child add 4 percent.
Sources: HUD, NACARRA, USDA, BLS, IRS and state treasury.

School of Public Affairs and Administration, Rutgers: <https://spaa.newark.rutgers.edu/united-way-ALICE>
UNITED WAY ALICE REPORT – MICHIGAN: <http://www.unitedwayalice.org/index.php>

Figure 1 (*1)

The **Household STABILITY Budget** is greater than the basic Household Survival Budget and reflects the cost for household necessities at a modest but sustainable level. It adds a savings category, and is adjusted for different counties and household types.

HOMELESSNESS

While the **Lakeshore Housing Alliance** recognizes that many people experience housing crisis, the data provided below are based on the definition of homelessness established by Congress in the 2009 update to the HEARTH ACT and include, but are not limited to:

- › Individuals and families who lack a fixed, regular, and adequate nighttime residence;
- › Individuals and families who will imminently lose their primary nighttime residence;
- › Unaccompanied youth;
- › Individuals and families who are fleeing, or are attempting to flee, domestic violence, dating violence, sexual assault, stalking or other dangerous or life-threatening conditions.

The **Point in Time Count** is conducted annually on one day during the last 10 days of January. Data are gathered through the shared database, agency reporting and a bi-annual street count of persons living unsheltered. The **Annual Homeless Assessment Report** is conducted to determine the unduplicated count of persons who were homeless during the previous 12 months. Data are gathered exclusively from the shared database for persons who utilized Emergency Shelter and Transitional Housing as well as Permanent Supportive housing and include a separate count of homeless veterans in each housing category. **In the Annual Homelessness Count, 1,371 individuals were homeless during the year in Ottawa County, while the Point in Time Count showed 286 homeless on the day of the count.**

POINT IN TIME COUNT

Year	Persons in Emergency Shelter	Persons in Transitional Housing	Unsheltered	Unduplicated Total
2012	158	161	0*	319
2013	123	174	21	318
2014	177	202	8	387
2015	136	126	6	268

* Unsheltered count was not conducted.

Figure 2 (*2)

ANNUAL HOMELESS ASSESSMENT REPORT

Year	Single Adults	Unaccompanied Children	Adults in Families	Children in Families	Unduplicated Total
2012	828	11	198	358	1398
2013	832	11	218	403	1453
2014	811	9	199	352	1371

Figure 3 (*3)

YOUTH HOMELESSNESS

	Total**	Total Responses***			2013 by Gender		2013 by Grade Level			2013 by Race/Ethnicity		
	N	2013	2011	2009	F	M	8th	10th	12th	White	Hispanic	Other
Without a place to stay in the past 12 months	4807	5.1% (4.8%) (230)	5.3% (5.1%) (179)	- (5%) (115)	5.6% (5.3%) (126)	4.6% (4.2%) (102)	3.5% (3.7%) (79)	6.4% (5.8%) (84)	5.6% (5.5%) (65)	4.3% (3.9%) (136)	7.2% (7.2%) (43)	7.8% (7.1%) (50)
If yes, ran away or was "kicked out" of home in past 12 months	230	48.1% (47.8%) (110)	56.2% (54.4%) (105)	- (54.8%) (63)	51.2% (49.2%) (62)	43.9% (46.1%) (47)	44.1% (46.8%) (37)	50.6% (50%) (42)	47.9% (46.2%) (30)	47.8% (48.5%) (66)	46.6% (46.5%) (20)	49.9% (48%) (24)
If yes, family was without a place to stay in the past 12 months	230	9.5% (9.6%) (22)	6.7% (6.2%) (12)	- (8.7%) (10)	10.3% (9.5%) (12)	8.5% (9.8%) (10)	n/a*	n/a*	n/a*	8.8% (8.1%) (11)	14% (14%) (6)	7.9% (10%) (5)
If yes, without a place to stay for some other reason in the past 12 months	230	42.5% (42.6%) (98)	n/a	n/a	38.5% (41.3%) (52)	47.5% (44.1%) (45)	49.8% (45.6%) (36)	35.4% (35.7%) (30)	45.9% (47.7%) (31)	43.4% (43.4%) (59)	39.4% (39.5%) (17)	42.2% (42%) (21)

* Results are suppressed when there are fewer than 5 respondents ** Total number of respondents *** Total that responded "yes"

Figure 4 (*4)

➤ As you can see from the table above, the total number of youth experiencing homelessness has risen steadily since at least 2009.

Federal law requires school districts to appoint a homeless liaison who is responsible for meeting the special needs of children experiencing homelessness. The school liaisons track six categories of homelessness.

The table to the right details the numbers of homeless youth counted in each category (except emergency shelter and transitional housing) during an academic year. Please note that homeless youth are typically a very difficult population to track and serve. The liaisons use a variety of sources within the school system to identify homeless youth including counselors, bus drivers, teachers and administrative staff.

OAISD HOMELESS CONSORTIUM - ACADEMIC YEAR 2013-2014

Section of County	Awaiting foster care	Doubled up	Hotel/Motel	Unsheltered
Northwest	5	162	8	0
Southwest	31	210	26	2
Southeast	12	113	4	5
Central	8	53	0	1
Northeast	0	3	0	0
Total	56	541	38	8

Figure 5 (*5)

2015 OTTAWA HOUSING NEXT CLIENT SURVEY

(Given to clients of non-profit agencies)

Q: How often have you moved in the last 12 months?

› 53% of respondents moved at least once. 25% of those have moved more than two or more times.

“I lived with family in the shelter then with a friend. Now I’m in my own apartment but I am a single mother so it is very difficult.”

“I haven’t been able to afford shelter since eviction in the summer.”

“I moved because I was evicted from my apartment last year; now I’m living with family.”

Q: What obstacles have you faced in finding housing?

› Two-thirds of respondents indicated they faced at least one obstacle in finding housing.

› Nearly 75% of those cited – “lack of affordable housing” – as the most common obstacle.

“I have no understanding of how to find safe and affordable housing for myself and my children.”

“I don’t look at all any more.”

BASIC NEEDS

HOUSING

DEFINITION OF HOUSING

A key indicator of financial health of households is the amount of affordable local housing stock for households with income below the ALICE threshold. Extreme housing burden, defined as housing costs exceeding 35% of income, is another vital gauge of financial stability.

The Department of Housing and Urban Development (HUD) as 30 percent of income. For a single adult in Ottawa County a one bedroom apartment accounts for 38 percent of a Survival Budget. The renter would be considered housing burdened.

› The Survival Budget table below represents the minimum monthly cost of housing in Ottawa County for specific family types

Household SURVIVAL Budget, Ottawa County, Michigan, 2012						
	Single Adult	Married Couple	Adult, One Child	Adult, One Child Care	Two Adults, 2 Children	Two Adults, 2 Child Care
Housing	\$581	\$591	\$591	\$591	\$709	\$709

Household STABILITY Budget, Ottawa County, Michigan, 2012						
	Single Adult	Married Couple	Adult, One Child	Adult, One Child Care	Two Adults, 2 Children	Two Adults, 2 Child Care
Housing	\$739	\$886	\$886	\$886	\$1,022	\$1,022

For details about family type descriptions, see the gray box below the table on page 59.

Figure 6 (*1)

2015 HOUSEHOLD SURVEY QUESTIONS

Of those that responded “Yes” in the table to the left:

In the last 12 months, did you live with other family or friends?	
Yes	No
17%	83%

What are some of the reasons you lived with other family members or friends?	
Money issues/lack of money	44.3%
They lived with me/moved in with me	28.1%
Got evicted/lost home	9.4%
Personal safety	4.4%



Were there any times in the past 12 months when you or other adults in your household did not have enough money for the following items?	
	Yes
Rent/mortgage/real estate taxes	9.2%
Utility bills	11.0%



	Yes	No
Did you (they) get evicted for non-payment?	12.8%	87.2%
Was the gas, electric or oil disconnected?	23.9%	76.1%

Of the households saying yes to Rent/Mortgage/Real Estate Taxes:

- › Hispanics were twice as likely to say yes
- › Households with three or more children were more likely to say yes
- › Households in the southwest section of the county were more likely to say yes

Of those saying yes to Utility Issues:

- › Households with three or more children under the age of 10 were more likely to say yes
- › Households with some college or an associates degree were more likely to say yes
- › Households making less than \$25,000 per year were more likely to say yes
- › Households in the southwest section of the county were more likely to say yes



BASIC NEEDS

CHILDCARE NEEDS

- › The Survival Budget table below represents the minimum cost of childcare in Ottawa County for specific family types
- › The Basic Needs Think Tank Members comment on the fact that childcare continues to be the number one expense for families with two adults and two children in childcare, according to both the ALICE Survival (27%) and Stability (20%) budgets, which are circled below.

Household SURVIVAL Budget, Ottawa County, Michigan, 2012						
	Single Adult	Married Couple	Adult, One Child	Adult, One Child Care	Two Adults, 2 Children	Two Adults, 2 Child Care
Childcare	0	0	\$331	\$616	\$662	\$1,173

Household STABILITY Budget, Ottawa County, Michigan, 2012						
	Single Adult	Married Couple	Adult, One Child	Adult, One Child Care	Two Adults, 2 Children	Two Adults, 2 Child Care
Childcare	0	0	\$371	\$914	\$742	\$1,636

For details about family type descriptions, see the gray box below the table on page 59.

Figure 7 (*1)

According to the 2009-2013 American Community Survey 5-Year estimates, Ottawa County has 17,615 children ages 0-5. The number of licensed spaces registered in Ottawa County in the three types of care listed below is 10,256, approximately 60% of the children in this age group.

OTTAWA COUNTY PROVIDERS BREAKDOWN								
Type of Care	Regular		Evening		Overnight		Weekend	
	Facilities	Capacity	Facilities	Capacity	Facilities	Capacity	Facilities	Capacity
Family homes	261	1566	42	252	21	126	1	6
Group homes	30	360	4	48	3	36	3	36
Centers	111	8330	2	210	0	0	0	0
Total	402	10,256	48	510	24	162	4	42

Figure 8 (*6)

OTTAWA COUNTY DEPARTMENT OF HEALTH & HUMAN SERVICES REIMBURSEMENT

	Child Care Centers		Family and Group Child Care Homes	
	Birth to age 2 1/2	Over age 2 1/2	Birth to age 2 1/2	Over age 2 1/2
Base Rate (<i>Blank Star, 1-Star and 2-Star</i>)	\$3.75	\$2.50	\$2.90	\$2.40
3 Star Rate	\$4.00	\$2.75	\$3.15	\$2.65
4 Star Rate	\$4.25	\$3.00	\$3.40	\$2.90
5 Star Rate	\$4.50	\$3.25	\$3.65	\$3.15

Figure 9 (*7)

Ottawa County

- › CDC payments to an average of 274 families per month during 2014.
- › Average monthly childcare payment per family was \$465 per month.
- › Total Child daycare payments for FY 2014 was \$1,782,310.



CHILD DEVELOPMENT AND CARE (CDC)

The Child Development and Care program provides funding for all or a portion of child daycare expenses when the parent, legal guardian, or other caretaker is unavailable to provide childcare due to employment, attending high school, GED, or training classes; and/or a health/social condition for which treatment is being received. This program provides payments for children up to age 13. (*Note: Children ages 13-18 may receive childcare under certain circumstances.*)





BASIC NEEDS

FOOD SECURITY

The USDA defines food security as access by all people at all times to enough food for an active, healthy life. Food security includes at a minimum:

- › The ready availability of nutritionally adequate and safe foods.
- › An assured ability to acquire acceptable foods in socially acceptable ways.

According to the ALICE tables shown below, food for families with two working adults and two children in childcare equals **13%** of their budget within the **Survival Budget** and **14%** of their budget within the **Stability Budget**.

Household SURVIVAL Budget, Ottawa County, Michigan, 2012						
	Single Adult	Married Couple	Adult, One Child	Adult, One Child Care	Two Adults, 2 Children	Two Adults, 2 Child Care
Food	\$196	\$407	\$395	\$335	\$678	\$592

Household STABILITY Budget, Ottawa County, Michigan, 2012						
	Single Adult	Married Couple	Adult, One Child	Adult, One Child Care	Two Adults, 2 Children	Two Adults, 2 Child Care
Food	\$359	\$731	\$739	\$576	\$1,277	\$1,100

For details about family type descriptions, see the gray box below the table on page 59.

Figure 10 (*1)

2015 OTTAWA COUNTY FOOD POLICY COUNCIL FOOD RESOURCE USER SURVEY

The **Ottawa County Food Policy Council (OCFPC)** is a collaborative body that exists to reduce food insecurity in Ottawa County. In 2015, with the help of many local agencies, the OCFPC collected data from 192 food resource users in Ottawa County to determine existing food-related needs.

How often do you run out of money for food?

Response	Frequency	Percent	
Every week	41	22.0%	
At least once a week	22	11.8%	
Occasionally	73	39.2%	
Never	50	26.9%	

Figure 11 (*8)

2015 HOUSEHOLD SURVEY QUESTIONS

In the last 12 months, did you or others in your household ever cut the size of your meals or skip meals because there wasn't enough money for food?	
Yes	No
12.2%	87.8%

Of those who answered yes to cutting the size of or skipping meals:

- › 16.9% had a high school or lower education, vs. 5.7% that attended college
- › 32.1% earn less than \$25,000 per year, vs. 15.3% who earn \$25,000-\$50,000
- › They are more likely to live in the northeast section of the county

Of those who answered yes to cutting the size of or skipping meals:

- › 52.4% stated that it happened almost every month
- › 57.1% said that they used a food pantry in the last 12 months

Of those who said they didn't use a food pantry, they didn't go for the following reasons:

- › 39.7% cited lack of knowledge/awareness of food pantries
- › 22.7% cited embarrassment/stigma
- › 15.3% didn't want to

General Population:

- › 21% worry about running out of money for food at some point in the year
- › 12% have actually cut the size of, or skipped, meals due to lack of food
- › Of those that eat less than the recommended amount of fruits and vegetables daily, 50% said it was because healthy food was "too expensive."

Population that uses a food resource such as a food pantry:

- › According to the 2015 Ottawa County Food Policy Council Food Resource Users Survey, 40% of food pantry users eat less than they think they should, or skip meals due to lack of food
- › According to the Food Resource Users Survey, 95.8% of food pantry users eat less than the recommended amount of fruits and vegetables daily, with more than half of these respondents stating that fruits and vegetables were "too expensive."



BASIC NEEDS

HEALTHY FOOD OPTIONS

According to the **Ottawa County Food Policy Council Food Resource User Survey** (given to individuals using support services in Ottawa County, April 2015), of those surveyed **39.2% said that some days and not everyday, their households have the resources to eat balanced meals.** These meals would include meat or protein, fruit and vegetables, grains and dairy products. The survey also asked, **“Where do you get fresh fruits and vegetables?” 86.4% stated the supermarket followed by 29.3% stating the Farmers Market.** When asked about the barriers to eating fruits and vegetables on a regular basis; **55.5% said they are too expensive and 19.8% stated they are not always available at food pantries.**

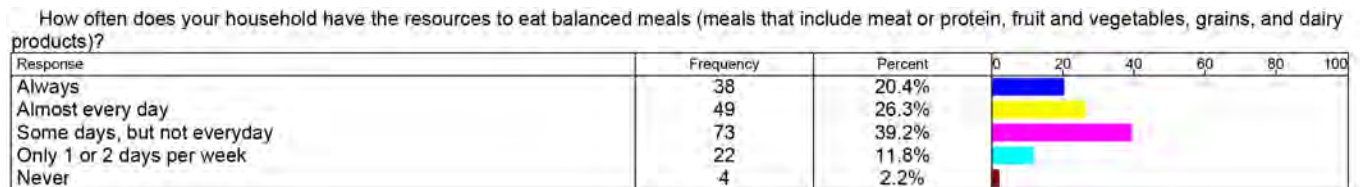


Figure 12 (*8)

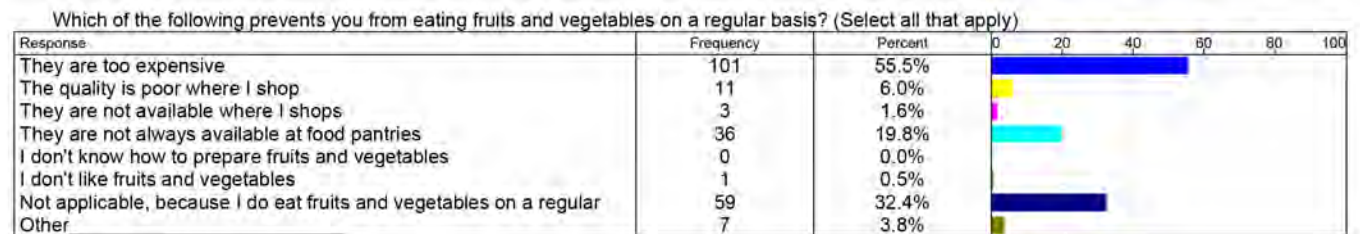


Figure 13 (*8)

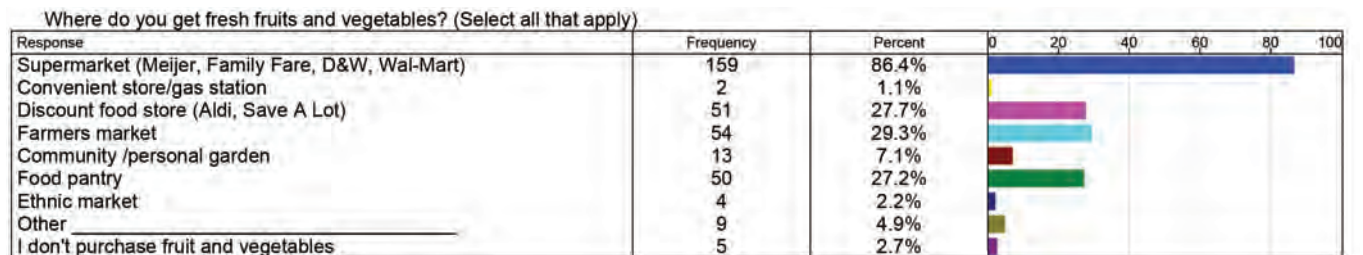


Figure 14 (*8)

› According to the 2015 Ottawa County Food Policy Council Food Resource User Survey (55.5%), and United Way’s Household Survey (49.7%), **the number one reason people don’t eat healthy foods is that they are too expensive or they can’t afford them.**

ADULT: INADEQUATE FRUIT AND VEGETABLE CONSUMPTION

› Inadequate fruit and vegetable consumption is common in Ottawa County, but much better than three years ago. **Still, 70.5% of adults consume fruits or vegetables less than five times per day.**

› As you can see from the household income table, families earning less than \$20,000 per year eat the least amount of fruits and vegetables.

› Adequate fruit and vegetable consumption is directly related to education and income, although the proportions of inadequate consumption are still high for all demographic subgroups. Fewer men and non-Whites consume adequate quantities of fruits and vegetables compared to women and Whites, respectively.

› For youth, fruit and vegetable consumption and soda consumption have worsened since 2011.

YOUTH: NUTRITION

	Total N	Total Responses					2013 by Gender		2013 by Grade Level			2013 by Race/Ethnicity		
		2015 (N)	2011 (N)	2009 (N)	2007 (N)	2005 (N)	F	M	8th	10th	12th	White	Hispanic	Other
Eats five or more servings of fruits and vegetables on an average day	4759	32% (33.1%) (1574)	33.1% (1216)	- (775)	- (472)	- (536)	29.6% (722)	34.4% (837)	33% (735)	31.3% (454)	31.4% (375)	31.2% (1112)	30.1% (176)	37.6% (271)
Drank a can, bottle, or glass of soda or pop (not including diet) one or more times per day in the past 7 days	4773	36.6% (35.9%) (1715)	20.2% (697)	n/a	n/a	n/a	30.9% (705)	42.2% (991)	34.7% (720)	36.8% (533)	38.7% (446)	34.1% (1135)	47.9% (287)	40.5% (277)
Drank a can, bottle, or glass of soda or pop (not including diet) three or more times per day in the past 7 days	4773	8.3% (8.1%) (387)	7.5% (241)	n/a	n/a	n/a	6.1% (144)	10.4% (238)	6.6% (149)	9.4% (130)	9% (104)	7.1% (235)	12.5% (71)	10.7% (75)
Eat or drink one or more servings of dairy on an average day	4757	92.7% (93%) (4422)	92.7% (3258)	- (2149)	- (1441)	- (1493)	91.3% (2157)	94.1% (2229)	93.1% (1965)	92.9% (1337)	91.9% (1091)	93.7% (3227)	90.9% (533)	89.7% (624)
Eat or drink three or more servings of dairy on an average day	4757	48% (48.2%) (2295)	52.5% (1839)	- (1225)	n/a	n/a	41% (968)	55.3% (1306)	47.1% (995)	49% (708)	48% (578)	49.9% (1731)	40.4% (231)	44.9% (314)

Figure 16 (*4)

Fruit and Vegetable Consumption

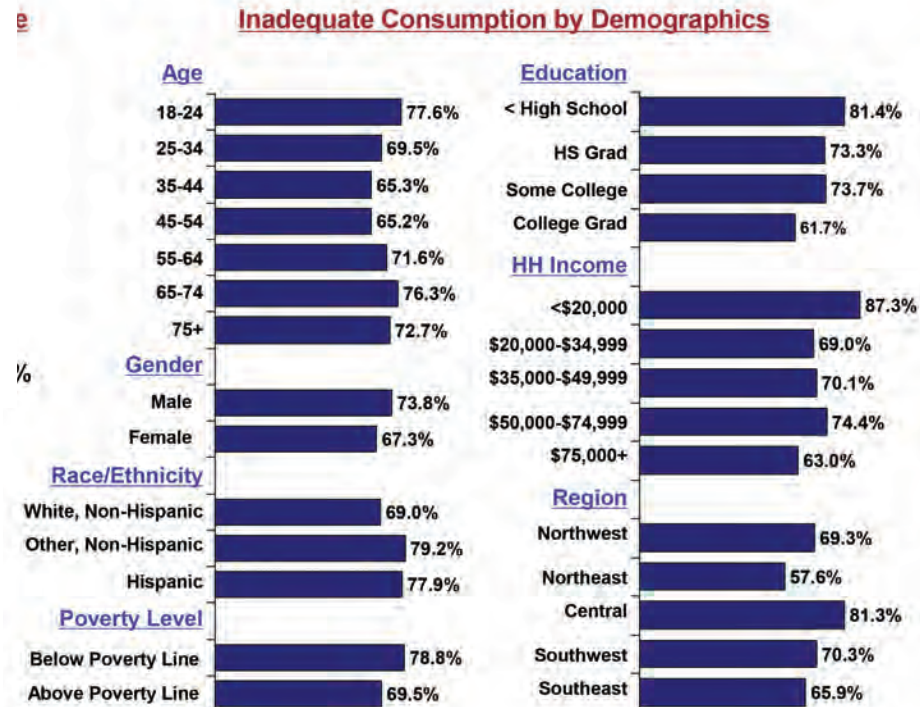


Figure 15 (*9)



BASIC NEEDS

FOOD ASSISTANCE

According to the Ottawa County Department of Health and Human Services 2014 Annual Plan, the following was stated:

- › The **Food Assistance Program (FAP)** provides financial assistance to increase the food purchasing power of eligible low-income households. Families obtain their benefits through the Bridge Card.
- › FAP is a federal safety net program and benefits are 100% federally funded with administrative costs shared equally between the state and the federal government.
- › Households are eligible for FAP benefits based on criteria such as, but not limited to: assets, net income, household size, and certain expenses.

In 2014, monthly FAP benefits averaged \$111 per person in Ottawa County. Ottawa County residents received \$27,450,316 in FAP benefits during 2014. With the survival budget for food ranging between \$196-\$592, and the stability budget for food ranging from \$359-\$1,100 the Food Assistance Program, for those that qualify, it covers very little of the need.

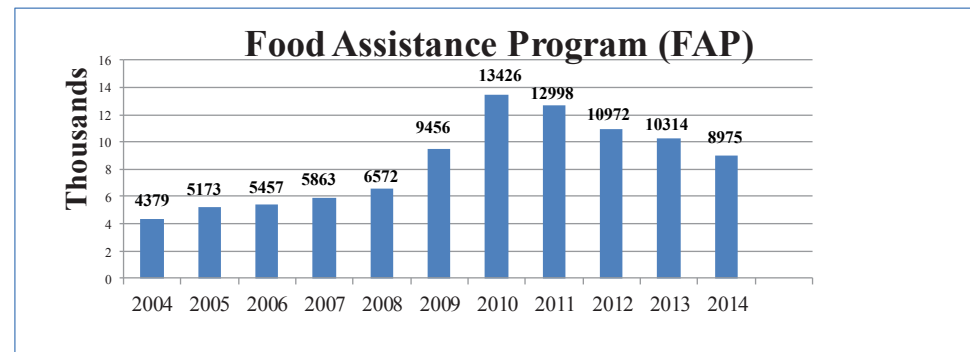


Figure 17 (*7)

OTTAWA COUNTY FOOD POLICY COUNCIL FOOD RESOURCE USER SURVEY

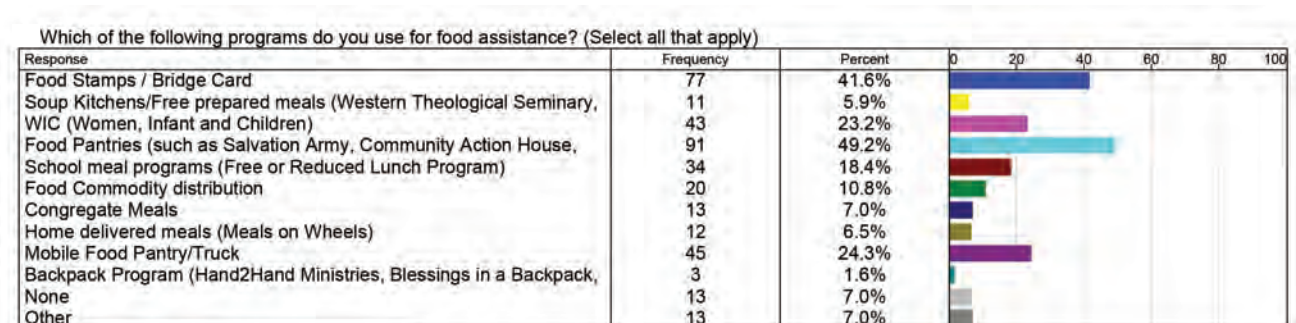


Figure 18 (*8)

BASIC NEEDS

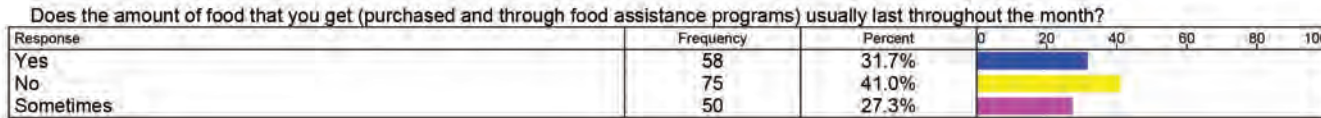


Figure 19 (*8)

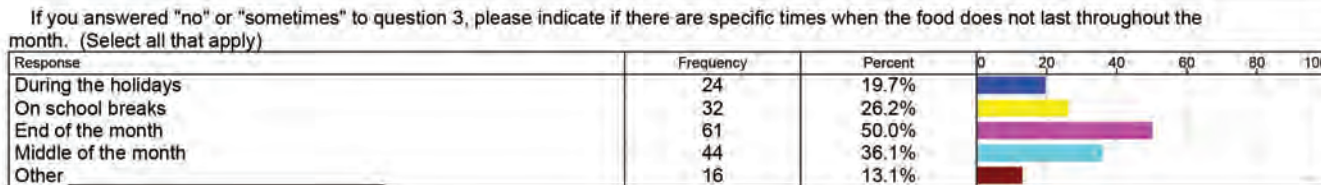


Figure 20 (*8)

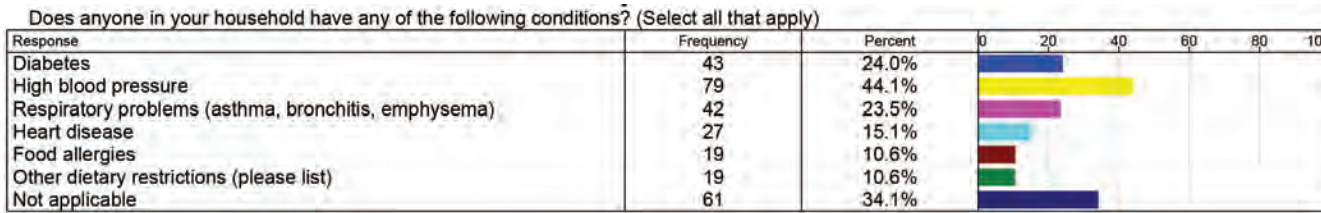


Figure 21 (*8)

OTTAWA COUNTY DEPARTMENT OF HUMAN SERVICES ANNUAL REPORT 2014

› The goal of the **Family Independence Program (FIP)** is to help families reduce dependence on public assistance and increase self-sufficiency. FIP provides a monthly cash assistance grant to assist in covering personal needs costs (clothing, household items, etc) housing, heat, utilities and food. Families with children and pregnant women must meet income and asset requirements as well and other eligibility standards including (but not limited to): time on assistance, work participation requirements, school attendance and child support requirements.

› Applicants for cash assistance are required to take part in a work participation program in conjunction with Michigan Works called PATH (Partnership, Accountability, Training & Hope). The program features a 21-day assessment period during which barriers to employment are identified and caseworkers work individually with clients to connect them with resources to address these barriers.

› The average FIP payment per family in Ottawa County in FY 2014 was \$327.66 per month.

› Ottawa County families received \$784,581 in total FIP payments during 2014.

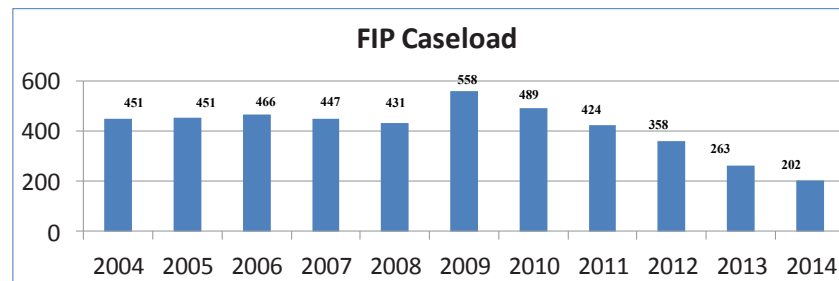


Figure 22 (*7)

The Basic Needs Think Tank commented that food resource providers continue to be concerned about their ability to serve a growing need for food for specific medical conditions.

BASIC NEEDS



Free and Reduced-Price Lunch Counts

Fall 2014 District-Level Data: K-12 - Includes Grades K through 12 plus Ungraded

District Name	Free Lunch Eligible	Reduced-price Lunch Eligible	Total Free and Reduced Lunch	Total Student Count	Section of Ottawa County
Ottawa Area ISD	210	23	233	379	NW
Grand Haven Area Public Schools	1,629	574	2,203	6,205	
Spring Lake Public Schools	307	92	399	2,460	
West MI Academy of Arts and Academics	69	25	94	445	
Walden Green Montessori	43	17	60	167	
Total	2,258	731	2,989	9,656	
Holland City School District	1,920	327	2,247	3,855	SW
West Ottawa Public School District	2,968	916	3,884	7,063	
Zeeland Public Schools	901	422	1,323	5,835	
Black River Public School	118	39	157	855	
Vanderbilt Charter Academy	251	66	317	469	
Eagle Crest Charter Academy	249	85	334	711	
Innocademy	30	26	56	259	
ICademy Global	63	14	77	320	
Total	6,500	1,895	8,395	19,367	
Hudsonville Public School District	803	387	1,190	6,333	SE
Jenison Public Schools	798	361	1,159	4,760	
Total	1,601	748	2,349	11,093	
Allendale Public Schools	594	212	1,816	2,622	C
Coopersville Area Public School District	721	165	1,679	2,565	NE

Total number of students eligible for free and reduced lunch: 17,228

Figure 23 (*5)

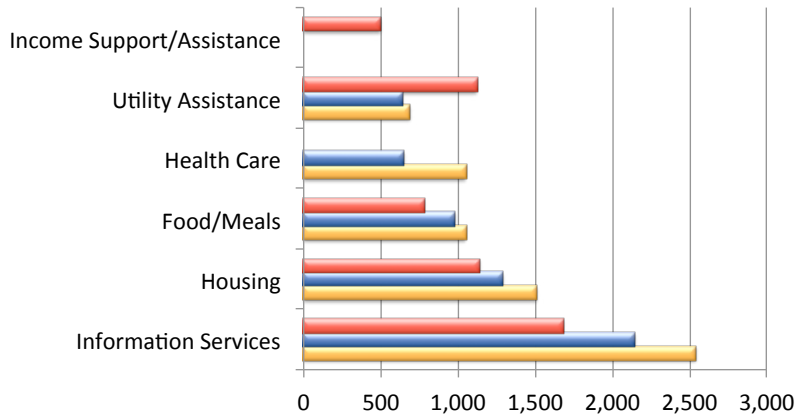
ACCESS AND REFERRAL

C.A.L.L. 2-1-1 STATISTICAL REPORT

Total Number of Calls by Ottawa County Sections, 2010-2014:

Northwest: 7,653 (15%*) Northeast: 1,421 (12%*) Central: 2,421 (6.6%*)
 Southwest: 15,444 (15%*) Southeast: 3,536 (5%*) *As a % of population

Top 5 Categories for All Service Requests



› Utility assistance has risen significantly in both need and unmet need since 2012
 › Housing related issues remain the #1 unmet need in 2-1-1's call data

■ 2014
 ■ 2013
 ■ 2012

› These numbers are calls only; does not include web searches

Figure 24 (*10)

Top 5 Categories for Unmet Requests

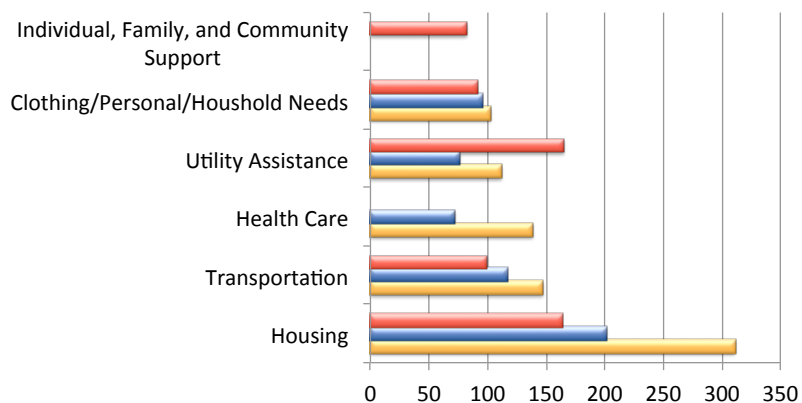


Figure 25 (*10)

Top 5 Category Searches via ReferWEB (online database)

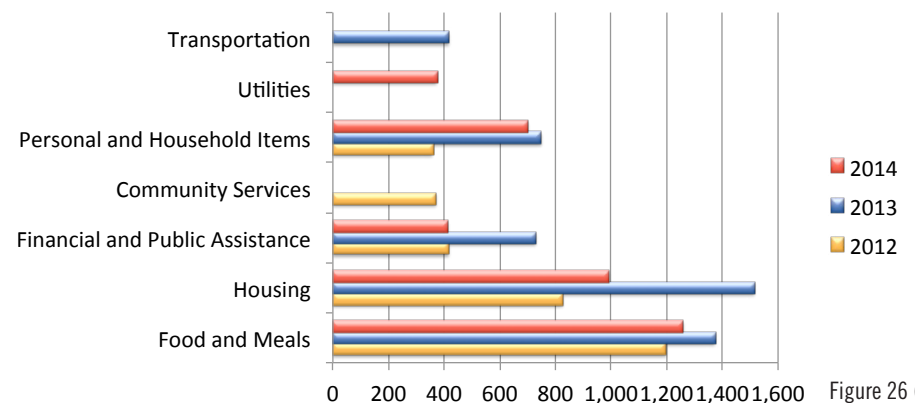


Figure 26 (*10)

2015 HOUSEHOLD SURVEY QUESTIONS

If you needed some extra help meeting your basic needs, would you know where to go to get help?

Yes	No
74.2%	25.8%

› 1 in 4 households in Ottawa County don't know where to turn for help

Where or to whom would you turn for help?

Family members (spouse, children, parents, other relatives)	60.8%
Church, synagogue or other religious congregation	25.4%
City/county or other government agency	17.4%
Friends or neighbors	14.7%
Other nonprofit or human services agency	14.1%
A phone hotline, such as the 211 Service	9.5%
Faith based non-profit (not including a congregation or church)	6.0%

SAFETY

DOMESTIC VIOLENCE: ADULTS

Ottawa County Domestic Violence Information from Michigan Incident Crime Reporting

Year	Total Victims
2010	2,735
2013	2,529
2014	2,672

Figure 27 (*11)

2014 Statistics from the Center for Women in Transition:

- › Assisted 2,065 callers on their 24 hour crisis line
- › Provided 54 sexual assault victims with forensic exams
- › 151 individuals were assisted with a Personal Protection Order
- › 55 adults and their 80 children who were fleeing domestic violence situation found safety in Center for Women in Transition's emergency shelter

2013 OTTAWA COUNTY YOUTH ASSESSMENT SURVEY

This survey is conducted every two years at grades 8, 10, and 12 in participating Ottawa County schools. It is a survey that is representative of all 8th, 10th, and 12th graders in Ottawa County, and the numbers can translate into two to three times stated to account for all Ottawa County students.

DATING VIOLENCE

According to the 2013 Ottawa County Youth Assessment Survey, **2,251 students answered that they had a boyfriend or girlfriend in the past 12 months.**

Of those students:

- › 149 said they were hit, slapped, or physically hurt
- › 118 said they were threatened
- › 284 were called degrading names
- › 189 were isolated from family or friends

The last three bullet points around being threatened, called degrading names and being isolated have increased since 2008.

BASIC NEEDS

According to the 2013 Ottawa County Youth Assessment Survey, **151 students** said they had **sexual intercourse in the past 12 month** when they did not want to:

Of those students:

- › 41 were physically forced
- › 25 were threatened
- › 87 were made to feel guilty
- › 59 were under the influence of alcohol or drugs



BULLYING

According to the 2013 Ottawa County Youth Assessment Survey, **1082 students** said that they have been **bullied or harassed in the past 12 months**. *(This is an increase from 774 students in 2011)*

Of those students:

- › 530 were bullied or harassed electronically through e-mail, chat rooms, instant messaging, websites, texting, Facebook, Twitter, etc... during the past 12 months
- › 554 were bullied or harassed in some other way in the past 12 months

SEXTING

According to the 2013 Ottawa County Youth Assessment Survey, **910 students** said that they engaged in any “sexting” activity in the past 12 months.

Of those students:

- › 770 sent a sexually suggestive message by text, e-mail, instant message, social network, etc... during the past 12 months
- › And, of those, 325 shared a sexually suggestive message that was sent by someone else. This is an increase from 2011
- › Another increase from 2011 was 366 students stating that they sent or posted a naked or semi-naked photo or video of themselves by text, e-mail, social profile, website blog, etc... during the past 12 months





BASIC NEEDS

CHILD ABUSE AND NEGLECT

Child abuse is a pervasive and deadly problem. Its impact extends beyond individual victims and the damage is greater than physical injuries.

“As in prior years, neglect was the most common form of child maltreatment, but victims also suffered from physical abuse, sexual abuse and psychological maltreatment. **Recent statistics show that in 2009, an estimated 763,000 children were determined to be victims of abuse or neglect, and an estimated 1,770 children died.**”

The numbers tell the bittersweet story of child abuse in America: although the numbers represent a steady decline over the last three years of abused and neglected children, **even one abused child is one too many.** The decline is good news and child advocacy centers (“CACs”) across the nation are an important part of this success. CACs intervened in some 267,000 child abuse cases last year, and provide over 519,000 individuals with child abuse prevention training – clearly, the dual approach of intervention and prevention is working.

Nonetheless, crimes involving children as victims and/or witnesses are among the most commonly under-reported. And so, **we must continue to focus on education as the key to reaching a far greater number of victims and potential victims.** Every adult needs to know the signs of abuse, how to report child abuse, and how to prevent maltreatment. National Children’s Alliance stands for the proposition that communities working together on behalf of child victims of abuse can make all the difference in terms of response and intervention and in the lives of child victims themselves.”

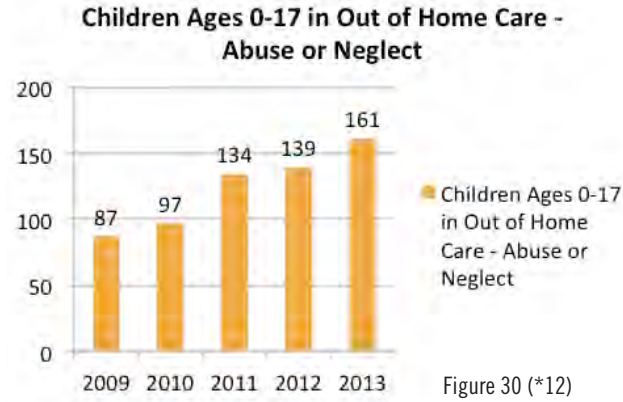
Teresa Huizar, Executive Director
National Children’s Alliance

2014 Statistics from the Children’s Advocacy Center of Ottawa County:

- › Performed **326 Forensic Interviews** of children in Ottawa County who had made allegations of abuse
- › **106 Medical Exams** conducted
- › **94 Forensic Medical Interviews** conducted
- › **1,805 crisis counseling sessions** to families
- › **1,659 follow-up support calls**
- › Assisted **195 victims of child abuse and their families** navigate the legal system through court preparation and advocacy
- › **8,306 individuals attended various child sexual abuse prevention programs in Ottawa County.** This includes 250 adults who attended Darkness to Light* trainings and 843 teachers who attended prevention programs. In addition, the CAC educated 3,612 individuals through community awareness trainings. In terms of outreach in school settings, 3,671 3rd grade children and 3,542 pre-school to 2nd grade children were provided with age appropriate body safety and prevention information.

* *Darkness to Light* is a program designed to raise awareness of the prevalence and consequences of child sexual abuse by educating adults about the steps they can take to prevent, recognize and react responsibly to the reality of child sexual abuse.

› In all three categories of abuse and/or neglect, there has been a steady increase of cases since 2009; with confirmed cases almost being triple.



ELDER CONCERNS

Adult Independent Living Services provides case management, home-help services, and supported services to enable individuals to remain in their own homes as an alternative to nursing home or institutional placement.

Adult Protective Services Specialists investigate allegations of abuse, neglect or exploitation and provide protection to vulnerable adults (persons 18 years or older). Investigators coordinate with mental health, public health, law enforcement, the probate courts, the aging network, community groups and the general public to take the necessary steps to correct their abuse/neglect situation.

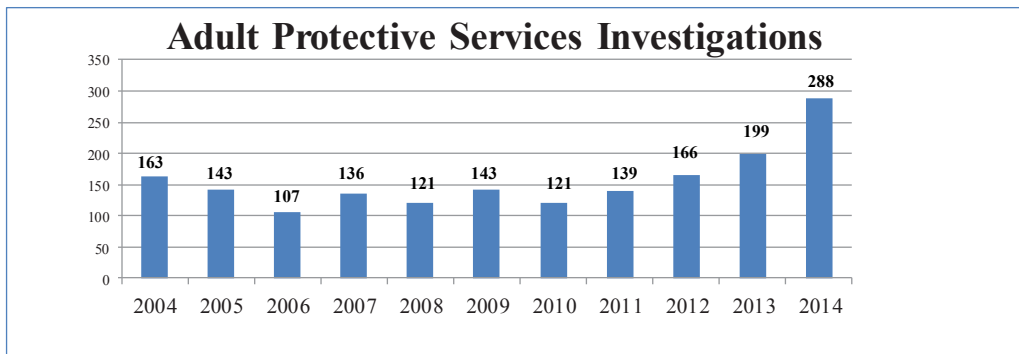


Figure 31 (*7)

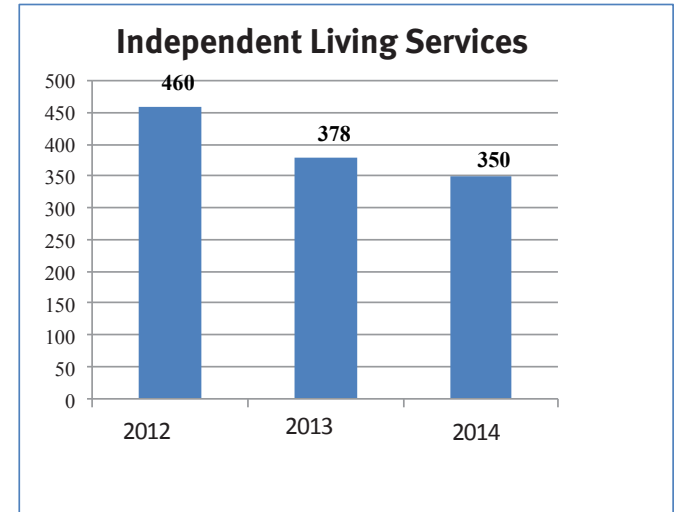


Figure 32 (*7)

› **Adult Protective Services investigations are on the rise since 2010, and have more than doubled during that time**

AGING IN OTTAWA COUNTY

Many Americans fear aging. As a culture, we glamorize and idealize youth, and we do everything we can to avoid getting old. We certainly don't want to plan for it! Information provided by the Pew Research center indicates that 10,000 Baby Boomers will turn 65 years old every day until the year 2029. This means that the 79 million baby boomers, about 26% of this country's population, will be redefining what it means to be older, and placing greater demands on the social safety net.

- › There are 2 million older adults 60+ in Michigan (1/5 the population)
- › Age 85+ is the fastest growing group; a 102% increase is projected by 2030.

Ottawa County agencies supporting our aging population and the Area Agencies on Aging Association of Michigan advocate for:

- › **Elder abuse prevention**
 - › Nearly 100,000 cases of elder abuse were reported in 2012
 - › 66% of perpetrators are family members
- › **Community-based option of care**
 - › PACE, Adult daycare, In-home services

BASIC NEEDS

› Improve Accessibility for Seniors in the Community

- › Home Accessibility (home improvements that increase safety and accessibility, help prevent falls, and make care giving tasks more manageable.)
- › Transportation
- › Support transportation options that are affordable, accessible and flexible so seniors can maintain a quality of life in their communities.

› Support Family Caregivers

- › Unpaid caregivers provide 90% of the care enabling older adults and people with disabilities to avoid premature placement or institutionalization
- › At any given time, there are more than 2 million family caregivers in Michigan. They provide 1.4 billion hours of unpaid care a year.

› Dementia Care and Support

- › Nearly 12% of adults age 60+ and 45% of adults age 85+ have dementia

› Affordable Housing

Ottawa County is not immune to these issues. Consider these facts:

- › We have a rapidly-expanding aging adult population--94% of whom do not live in a nursing home or care facility.
- › There are many, many adults who are trying to care for both children and parents while maintaining a career and a household.
- › We are seeing sharp increases in diseases, such as dementia and Alzheimer's Disease, that require some form of self-care assistance, which often comes from family members

A recent survey conducted and coordinated by the community planning for prevention services in Ottawa County (funded by the Michigan Department of Mental Health through a grant to the Ottawa County Community Mental Health Board) indicated that the **top issues in the home** were:

- › Not having anyone to talk to about problems
- › Not having money to pay doctor or pay for medications
- › Having a lot of anxiety, stress or depression
- › Not being able to afford legal help
- › Not having money to pay for or get medical insurance
- › Finding it difficult to budget
- › Often feeling lonely
- › Not being able to afford recreational activities
- › Home health care for people with disability/illness
- › Not having support system of family or friends
- › Home accessibility and improvements that increase safety
- › Lack of adequate, flexible transportation

As members of the baby boom generation reach and pass the retirement age, the United States will witness a dramatic shift. According to U.S. statistics, adults over age 85 will continue to become the fastest growing population segment and the nation has yet to adapt to their needs. Issues need to be addressed so this population can age with dignity and respect.



DISASTER RELIEF

In 2014, fire departments in Ottawa County had the following responses:

- › 14,493 calls
- › 9,128 medical calls
- › 1,327 alarms
- › 464 motor vehicle accidents
- › 3,574 total other fire responses
- › Of the remaining 3,574 fire responses, 397 were categorized as residential fires

2015 HOUSEHOLD SURVEY QUESTIONS

Do you have a family plan to deal with the following?	Yes	
	2015	2012
A house fire	71.4%	68.9%
A community tornado	61.3%	-
A community flood	28.2%	-
A larger event (e.g., disaster, terror event, nuclear plant event, epidemic)	20.3%	47.6%

	Where would you go for recovery assistance after the following?							
	Family/Friends		Insurance Agent		Red Cross		Churches	
	2015	2012	2015	2012	2015	2012	2015	2012
A house fire	66.3%	50.9%	28.7%	24.0%	20.7%	14.5%	14.1%	10.2%
A community flood	69.2%	38.9%	28.4%	15.8%	21.1%	12.3%	14.5%	-
A community tornado	67.0%	40.5%	29.6%	17.4%	22.4%	12.4%	15.4%	10.2%
A larger event (e.g., disaster, terror event, nuclear plant event, epidemic)	68.4%	24.7%	18.6%	-	19.9%	8.3%	15.2%	6.7%

Do you have homeowner's or renter's insurance that would cover any losses from events such as fires or other disasters?

Yes	No
87.4%	12.6%



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