

**LIVE UNITED**

**United  
Way**



**Greater Ottawa County  
United Way**

# 2012 COMMUNITY ASSESSMENT FOR OTTAWA COUNTY

[www.ottawaunitedway.org](http://www.ottawaunitedway.org)

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



**THAT'S  
HOW WE LIVE UNITED**

To give, advocate or volunteer in your community, visit [www.ottawaunitedway.org](http://www.ottawaunitedway.org)





**Patrick Moran**, President,  
Greater Ottawa County United Way



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

# FOREWORD

Greater Ottawa County United Way has moved from publishing a Community Assessment every five years to every three years as a way of identifying pressing and prevalent health and human service needs in Ottawa County. The Community Assessment is intended to be useful to a broad spectrum of leaders and organizations in addressing the health and human service needs in Ottawa County.

Greater Ottawa County United Way creates this Community Assessment as a snapshot of the community needs; to begin this process, the Carl Frost Center for Social Science Research at Hope College (Frost Center) was contracted as the research arm and facilitator of the Key Informant and household surveys. A Community Assessment Steering Committee (CASC) was recruited from leaders and experts in many areas of health & human services in Ottawa County. Next, approximately 100 local community leaders were surveyed, and through their responses the CASC created four focus areas, along with corresponding think tanks. Think tank leaders were chosen from the CASC, who in turn recruited think tank members who would then, all together, delve deeper into the focus areas. All think tanks compiled and analyzed new and current data, researched issue areas and found places where more data were needed, thus helping to create questions for the 2012 Ottawa County Household survey conducted by the Frost Center. The think tanks and CASC then finalized data-driven reports in each area, resulting in the assessment you see before you today.

Greater Ottawa County United Way's Community Assessment serves as a report to the community in general on the state of health and human service needs, and provides benchmarks from which to gauge progress. It is intended that this report, and the ongoing work of United Way, will facilitate increased community engagement around meeting the community's needs.

Greater Ottawa County United Way is committed to creating the **building blocks of a better life for all**. Our goal is to provide the necessary information to those who work to improve the quality of life for all residents of Ottawa County. We believe that **when you reach out a hand to one you influence the condition of all**. Through funding, collaborative partnerships, advocacy and mobilizing collective resources, **together we can make a difference in the lives of thousands in our communities**. Join us as we strive to LIVE UNITED.

Sincerely,

A handwritten signature in black ink, reading "Patrick Moran".

**Patrick Moran**  
President

A handwritten signature in black ink, reading "Liz DeLaLuz".

**Liz DeLaLuz**  
Director of Community Impact



### ***Steering Committee***

Patrick Moran, Greater Ottawa County  
United Way

Liz DeLaLuz, Greater Ottawa County United Way

Donna Cornwell, formerly of Ottawa County  
Human Services Coordinating Council

Lynne Doyle, Community Mental Health of  
Ottawa County

Susan Howell-Stuk, Lakeshore CALL 211

Michelle Martin, Department of Human  
Services of Ottawa County

Karen McPhee, Ottawa Area Intermediate  
School District

Sandi Metcalf, Ottawa County Juvenile Services

Mike Mitchell, American Red Cross

Bill Raymond, Ottawa County MI Works/  
Community Action Agency

Jan Shangle, formerly of Great Start  
Collaborative—Ottawa County

Lisa Stefanovsky, Ottawa County Health  
Department

Paul Thurman, United Way's Impact Cabinet

Keith VanBeek, County of Ottawa

Kori White-Bissot, Lakeshore Coordinating  
Council

### ***Production team:***

Sheila B. Warners Design

Flo Predko, Concepts...Graphic Design

## **THINK TANKS**



### **EDUCATION**

Karen McPhee, Ottawa Area Intermediate School  
District, Co-Chair

Jan Shangle, formerly of Great Start Collaborative—  
Ottawa County, Co-Chair

Dan Clark, Grand Rapids Community College

Kyle Dannenburg, Ottawa Area Intermediate School  
District

Deanna DePree, Life Services Parent Center

Deb Feenstra, VR Tech

Kathy Gomez, Coopersville Area Public Schools

Gail Harrison, Lakeshore Ethnic Diversity Alliance

Roberto Jara, Latin Americans United for Progress

Greg LaMore, Ottawa Area Intermediate School District

Susan Ledy, Literacy Center of Western Michigan

Paul Lindemuth, Ottawa County Juvenile Services

Sandi Metcalf, Ottawa County Juvenile Services

Monique Powell, Destination Education

Val Putnam, Ottawa Area Intermediate School District

Jim Schoettle, Michigan West Coast Chamber—Zeeland  
Office

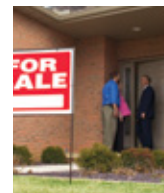
Bev Schroeder, Ottawa Area Intermediate School  
District

David Staal, Kids Hope USA

Amy Taylor, Ottawa Area Intermediate School District

Vonnie VanderZwaag, Ottawa Area Intermediate  
School District

Pat VerDuin, Ready for School



### **FINANCIAL STABILITY**

Bill Raymond, Ottawa County MI Works/Community  
Action Agency, Co-Chair

Randy Thelen, Lakeshore Advantage, Co-Chair

Donna Cornwell, formerly of Ottawa County Human  
Services Coordinating Council

Linda Jacobs, Good Samaritan Ministries

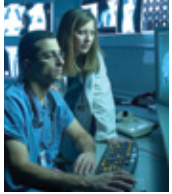
Michelle Martin, Department of Human Services of Ottawa  
County

Eric Morgan, Tri-Cities Love INC

John Strazanac, St. Patrick's Church in Grand Haven

Mark Tucker, Community Action House





## HEALTH

Lynne Doyle, Community Mental Health of Ottawa County,  
Co-Chair

Lisa Stefanovsky, Ottawa County Health Department,  
Co-Chair

Jodi Gogolin, Holland Hospital

Melissa Kamara-Liggins, Spectrum Health Zeeland  
Community Hospital

Marcia Knol, Ottawa County Health Department

Donald Longpre, North Ottawa Community Health System

Andre Pierre, Spectrum Health System

Jennifer VanSkiver, North Ottawa Community Health System



## BASIC NEEDS

Charisse Mitchell, Center for Women in Transition,  
Co-Chair

Mike Mitchell, American Red Cross, Co-Chair

Bill Adams, World Renew

Ortencia Bos, Men's Resource Center

Rich Campbell, Ottagan Addiction Recovery

Lt. Lee Hoeksma, Ottawa County Sheriff's Office

Jeanette Hoyer, Pathways, MI

Michelle Martin, Department of Human Services of  
Ottawa County

Eric Morgan, Tri-Cities Love INC

Beth Thomas, Ottawa County Emergency  
Management

## Acknowledgments

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



*Funding for the 2012 Community Assessment was provided by an anonymous corporate donor and the Greater Ottawa County United Way.*

### ***Technical Assistance***

Carl Frost Center for Social Science Research  
at Hope College

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:***

Liz DeLaLuz, Director of Community Impact  
or  
Patrick Moran, President  
616-396-7811

### ***Assessment Format***

The 2012 Community Assessment is reported in **four focus areas:**

**EDUCATION**

**FINANCIAL STABILITY**

**HEALTH**

**BASIC NEEDS**







# EXECUTIVE SUMMARY



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The Steering Committee for the 2012 United Way Community Assessment started the process off with a Key Stakeholder Survey of over 100 leaders from the Health & Human Services realm in Ottawa County. This initial dataset led them to create four areas for research; 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.

### EDUCATION

#### Early Learning:

*“For kids, high quality early learning programs mean they will enter school better prepared with a greater chance of finishing high school and college. Research has shown the interactions between caregivers & teachers and the children are a vital part of high quality programs.”*

Jan Shangle, formerly of Great Start  
Collaborative Ottawa County

- According to 2010 US census data, Ottawa County's population under five years of age is 17,674 individuals, or 6.7%, compared to 6% statewide. Research shows that this is about twice the amount of licensed, regulated childcare and preschool spaces available.
- Just in the CDS Lakeshore Head Start programs for low-income families, there were over 230 children on the waiting list during fiscal year 2011, with the majority in the Holland/Zeeland area.
- According to Kids Count, births to women under the age of 20 in Ottawa County is rising, up from 6.7% of births in 2005 to 7.3% of births for the year 2009 and 7% for 2010. Data suggest that this population, larger than the one currently in the 0–5 age group, is extremely likely to fall into the categories that qualify them for these bloated waiting lists.
- The Basic Economic Security tables for Ottawa County show that for families with children under five, childcare is the number one monthly expense, at more than double the nearest item.
- Despite the need for quantifiable quality, 65% of childcare providers in Ottawa County report they are not using any tools to measure child development. (WGSQRC)
- Programs that do measure development show marked increases in development in the seven standards used to measure readiness in Preschool.



A background image of a two-story house with a 'FOR SALE' sign in the foreground. The image is overlaid with a semi-transparent orange filter.

## K-12 Education:

*“There is a significant correlation between the educational attainment of citizens and their economic and social well-being in the community. Personal income, employment, property values, and quality of life all improve as educational levels rise. Low educational attainment is correlated to poverty, crime, and high rates of incarceration.”*

Karen McPhee, Superintendent, OAISD

- Ottawa County students average higher than the state on all ACT scores and match or exceed national scores on all but reading.
- Truancy rates have been on the rise in Ottawa County since the 2008/2009 school year, tripling over the past decade.
- Ottawa County's high school dropout rate is on the decline, from 8% in 2009 to 6.7% in 2010. Statewide, the dropout rate is 11% .

## Post-secondary Experiences:

- Despite a lot of national rhetoric on the value of post-secondary experience, the data show significant improvements on employment data and income data as the level of educational attainment increases.
- Ottawa County has high levels of students participating in post-secondary experience of some kind. 89% of the class of 2007 OAISD grads participated in some type of formal schooling after high school. There is concern that a large number of students do not complete their programs, and others leave the county after completion.

**Bottom Line:** Quality childcare and pre-school work to prepare children for school and lifelong success, but there are not enough regulated spaces available, and those that are available are unaffordable to a large population. We beat the state and nation on most comparisons of post secondary experiences, but still a holistically low percentage of people have the education level they need for the lifestyle they desire.

## FINANCIAL STABILITY

*“The key to having strong, economically stable households in Ottawa County is to help households maintain or gain access to basic needs, community abundance, opportunity, positive development and hope.”*

Mark Tucker, Executive Director of Community Action House

### Financial Picture of Households in Ottawa County:

- Poverty continues to be a significantly growing problem in Ottawa County:
  - More than an 80% increase in total poverty since 2006, with a total poverty rate of 8.7%
  - 76% increase in child poverty in Ottawa County since 2006, with total child poverty rate of 13% . Ottawa County is one of only five of Michigan's more than 80 counties that had an increase above 50%
  - Poverty in families with children under five years = 11%
  - Poverty for a single parent family with female head of household with children under five is down from 48% in 2008 to 41%
- The range for an economically secure wage in Ottawa County ranges from \$25,848 (single person working with employment-based benefits) to \$69,528 (two workers without employment-based benefits with a pre-schooler and a school aged child) with an average of \$48,378.
- 26.5% of households feel that they are doing better financially than a year ago, 16.4% feel they are doing worse and 56.3% feel they are doing about the same.



### Housing:

- 56% of renters are in shelter overburden (paying more than 30% of income to housing).
- Over the past three years alone, more than 2,600 families in Ottawa County have lost their homes to foreclosure.

### Employment, Unemployment and Underemployment:

- Of the people who responded “working but want a better job” (13.2%) and “not working but looking for a better job” (6.6%), the top three reasons were:
  - couldn’t find a better job (20.4%)
  - need new skills or training at (30.4%)
  - lack of child care (6.6%)

**Bottom Line:** a large population of Ottawa county residents do not have enough money to cover the basic cost of living. Income supports are a requirement for many to “make it” in our community.

## HEALTH

*“Although Ottawa County continues to rate at or near the top in Michigan County Health Profiles, the research shows that we have improvements to make in most health issues.”*

Lisa Stefanovsky, Health Officer, Ottawa County Health Department

### Access to Healthcare:

- Ottawa County has 51 primary care physicians per 100,000 residents compared to a statewide 114 per 100,000.
- In Ottawa County one in ten adults and one in four children have Medicaid as their health care coverage, adding to the access issue as many physicians continue to restrict the number of Medicaid patients they can treat.
- More than one in five (22%) Ottawa County adults have not visited a dentist in the past year.

### Overweight/Obesity:

- 63% of adults in Ottawa County are overweight or obese.
- 83% of Ottawa County adults consume less than five servings of fruits or vegetables per day.

### Chronic Disease:

- Alzheimer’s Disease is the fourth highest cause of death in Ottawa County. This is much higher than for the state and the nation, where it is the seventh highest cause of death.
- Although the key professionals in chronic disease management felt that more management was needed, over 90% of those with chronic disease felt they were managing it well.

### Mental Health / Substance Abuse:

- One in five (20%) Ottawa County residents engaged in binge drinking (five or more drinks for men and four or more drinks for women on at least one occasion in past 30 days). Ottawa County is above state averages for binge drinking.
- Almost one in 10 Ottawa County adults have poor mental health (higher among women, Hispanics and low-income—(Figure 24 p 51), and more than one in five youth interrupted activities of daily living due to feeling sad or hopeless. (highest amongst females, 10th graders and Hispanics—2011 Youth Assessment Survey)

**Bottom Line:** Being among the healthiest counties in the state does not alleviate the facts around the lack of access to health care for all, our weight issues, and mental health issues.





## BASIC NEEDS

*“The basics of life continue to be a struggle for many in our communities. Access to quality and affordable child care, healthy food, stable housing and daily use items continues to be a pressing and prevalent problem for many Ottawa County Residents.”*

Liz DeLaLuz, Greater Ottawa County United Way

### Childcare:

- According to the 2010 Census, Ottawa County has 17,762 children ages 0–5. The number of licensed spaces registered in Ottawa County is 9,164, approximately half the number of children in the age group.
- According to the Basic Economic Security tables created by the Michigan League for Human Services, child care is the number one expense, far outweighing everything except transportation.

### Food:

- One out of 10 residents in Ottawa County (12,998 households) qualified for federal food assistance in December 2011, almost a 60% increase since 2009.
- The 2011 Community Health Needs Assessment states, “Inadequate fruit and vegetable consumption is common in Ottawa County, where 83% consume less than five servings of fruits or vegetables per day.”
- Non-whites worry about running out of money for food or clothing at least one time a month or more at a rate of 24% compared to 9.7% in whites.

### Housing:

- Ottawa County 2-1-1 Call center’s number 2 service request in 2011 was rent payment assistance, but when you combine utility assistance requests with rent assistance requests, the total is almost three times the total of the next highest category.
- The 2011 OAISD School Homeless Liaison reports that in 2011/2012 school year, 886 youth were either homeless or precariously housed.
- The Ottawa County point in time homeless study found 313 homeless individuals in Ottawa County.

### Daily Use items:

- Non-whites are over two times more likely to run short of money for daily use items (28% vs. 11.5% ) than whites.
- Among Hispanics who run short of money for daily use items, the top shortages are socks/underwear at 58% (vs. 35% of non-Hispanics), and season specific clothing (79% vs. 48% of non-Hispanics)

**Bottom Line:** Although many services exist to support people in their basic needs, accessibility still seems to be an issue. There are significant differences in the level of need among different demographics.



# COUNTY DEMOGRAPHICS



# COUNTY DEMOGRAPHICS

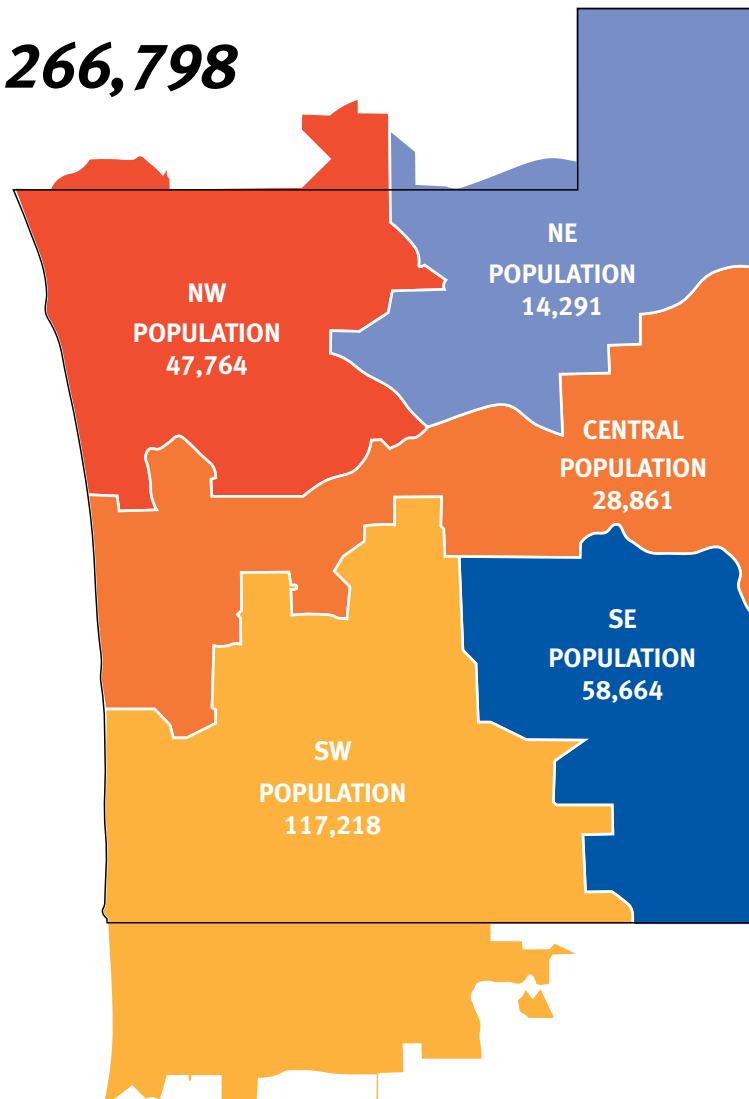
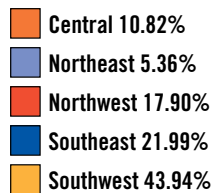
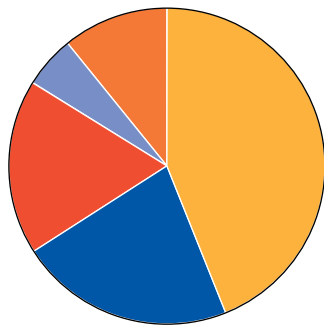


# COUNTY DEMOGRAPHICS

## Demographics & Overviews

Provided by Carl Frost Center for Social Science Research at Hope College

***Total Population = 266,798***

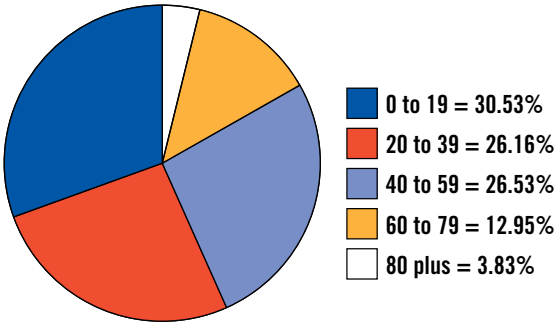


Section Name	Cities, Villages, and Townships
Northwest Section	Ferrysburg
	Grand Haven
	Spring Lake Village
	Crockery Township
	Grand Haven Charter Township
	Robinson Township
	Spring Lake Township
Northeast Section	Coopersville
	Chester Township
	Polkton Township
	Wright Township
Central Section	Allendale 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

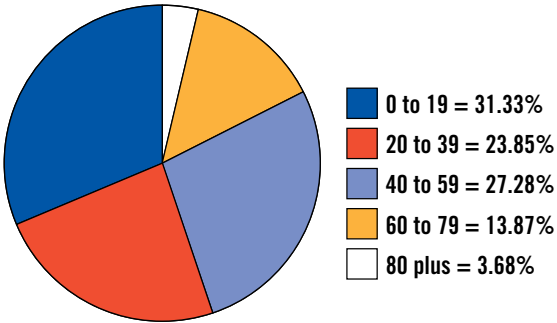
# Population by Age

	Section									
	C		NE		NW		SE		SW	
	Male	Female	Male	Female	Male	Female	Male	Female	Male	Female
<b>Population by Age Group (Percentage)</b>										
Under 5	2.76%	2.53%	3.27%	3.04%	2.97%	2.80%	3.80%	3.57%	3.80%	3.52%
5 to 9	2.68%	2.52%	3.78%	3.68%	3.44%	3.55%	4.06%	3.91%	3.83%	3.66%
10 to 14	2.59%	2.62%	3.89%	3.61%	3.71%	3.60%	4.17%	4.13%	3.99%	3.75%
15 to 19	8.03%	11.87%	4.32%	3.75%	3.48%	3.12%	3.94%	3.74%	3.94%	4.05%
20 to 24	11.12%	13.71%	3.15%	3.21%	2.40%	2.34%	2.85%	2.72%	3.52%	3.63%
25 to 29	2.57%	2.19%	2.66%	2.58%	2.40%	2.43%	2.90%	3.06%	3.14%	3.26%
30 to 34	2.18%	2.01%	2.63%	2.70%	2.65%	2.65%	3.07%	3.11%	3.12%	3.14%
35 to 39	2.26%	2.10%	3.04%	3.16%	3.04%	3.15%	3.02%	3.11%	3.18%	3.17%
40 to 44	2.40%	2.30%	3.49%	3.69%	3.38%	3.69%	3.27%	3.36%	3.30%	3.32%
45 to 49	2.59%	2.38%	4.07%	4.16%	4.03%	4.09%	3.56%	3.91%	3.56%	3.62%
50 to 54	2.22%	2.26%	4.07%	3.94%	3.86%	3.99%	3.55%	3.64%	3.32%	3.46%
55 to 59	1.97%	1.79%	3.60%	3.27%	3.67%	3.99%	2.90%	3.07%	2.93%	3.01%
60 to 64	1.34%	1.43%	2.55%	2.60%	3.13%	3.37%	2.42%	2.52%	2.24%	2.45%
65 to 69	0.99%	0.88%	1.92%	2.12%	2.27%	2.42%	1.85%	2.00%	1.68%	1.94%
70 to 74	0.70%	0.73%	1.23%	1.48%	1.50%	1.84%	1.31%	1.46%	1.20%	1.39%
75 to 79	0.51%	0.52%	0.86%	1.15%	1.12%	1.45%	1.09%	1.23%	0.89%	1.16%
80 to 85	0.30%	0.37%	0.66%	1.01%	0.89%	1.28%	0.71%	1.17%	0.76%	1.08%
85 Plus	0.18%	0.37%	0.62%	1.01%	0.74%	1.56%	0.57%	1.22%	0.63%	1.35%

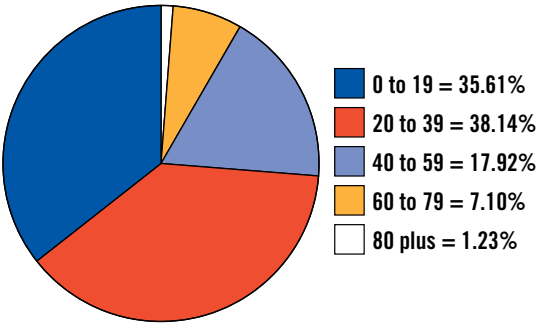
Population by Age Southwest Section



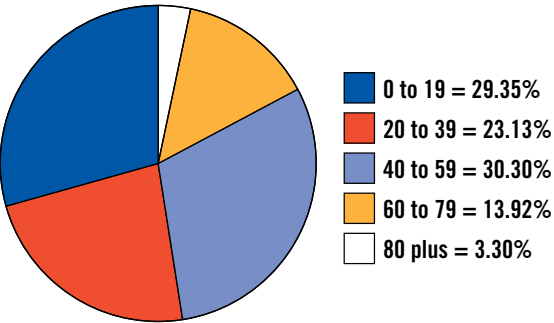
Population by Age Southeast Section



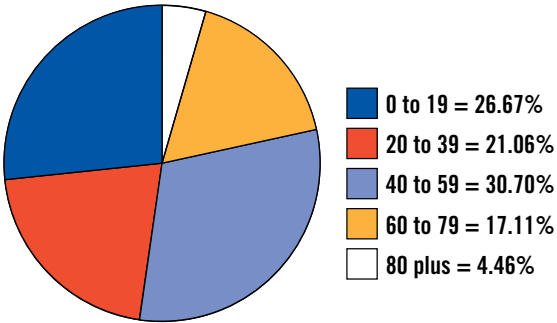
Population by Age Central Section



Population by Age Northeast Section



Population by Age Northwest Section

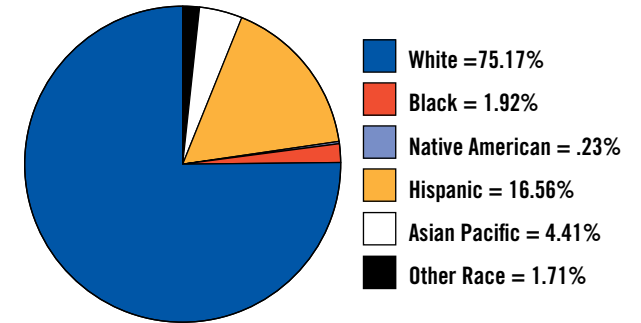




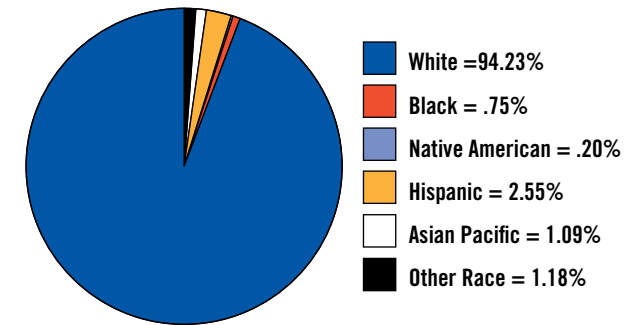
## Population by Race

Demographic Data for Ottawa County by Section	Quadrant					Ottawa County Total
	C	NE	NW	SE	SW	
<b>Total Population</b>	28861	14291	47764	58664	117218	266798
<b>Population by Race (Percentage)</b>						
White	88.22%	94.88%	94.16%	94.23%	75.17%	
Black	2.70%	0.37%	0.42%	0.75%	1.92%	
Native American	0.32%	0.47%	0.55%	0.20%	0.23%	
Hispanic	5.65%	3.14%	2.55%	2.55%	16.56%	
Asian Pacific	1.44%	0.36%	0.89%	1.09%	4.41%	
Other & Non-Hispanic Multi-racial	1.67%	0.78%	1.44%	1.18%	1.71%	
<b>Population by Gender (Percentage)</b>						
Male	47.43%	49.80%	48.69%	49.05%	49.04%	
Female	52.57%	50.20%	51.31%	50.95%	50.96%	

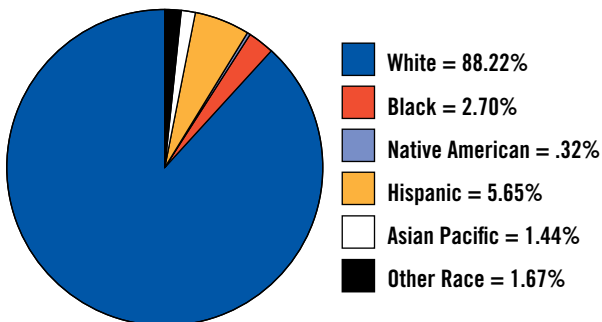
**Population by Race  
Southwest Section**



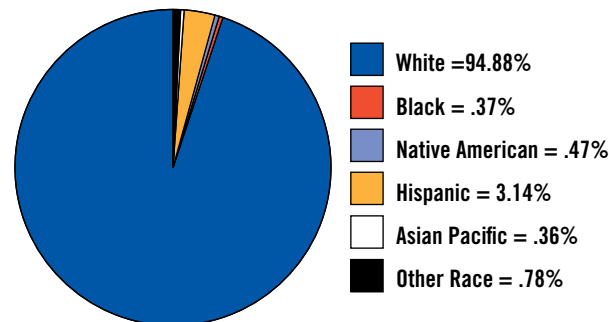
**Population by Race  
Southeast Section**



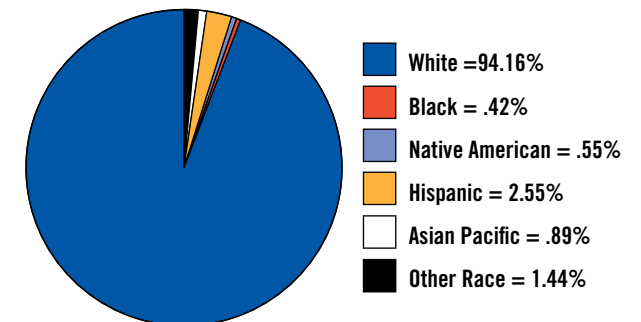
**Population by Race  
Central Section**



**Population by Race  
Northeast Section**



**Population by Race  
Northwest Section**



# The top **3** things that the **assessment** can be used for:

**Staff from Nonprofit and Human Service agencies use it to help guide their programs, and leverage grant funding.**

**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.**

**Printed and online versions of this document will help any citizen to learn about the needs in our community.**





# 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. Michigan Department of Education  
Child Development and Care  
Handbook, Rev. 7-12
2. Western Great Start to Quality  
Resource Center
3. Michigan League of Human Services,  
Basic Economic Security Tables, 2010
4. CDS—Lakeshore Head Start  
Community Needs Assessment  
2011-2012
5. Department of Education/OAISD
6. MI Works/OAISD
7. US Census Bureau, 2011 American  
Community Survey
8. US Census Bureau, 2000 American  
Community Survey
9. Ottawa County Youth Assessment  
Survey—2011
10. Ottawa Area Intermediate School  
District
11. Annual Report 2011 20th Judicial  
Circuit and Ottawa County Probate  
Courts
12. Erickcek, George. "The Economic  
Outlook for the Holland-Grand  
Haven MSA," W.E. Upjohn Institute  
presentation to Michigan West Coast  
Chamber of Commerce, January 10,  
2012
13. Michigan Department of Education,  
Center for Educational performance  
and Information (CEPI), Headcount  
data





## ISSUE AREAS:

- Early Learning
- K-12 Education
- Post-secondary Experiences
- Workforce Development



Parents with a Baccalaureate degree or higher were almost twice as likely to read with their children every day than parents with High School or less.

# EDUCATION

## EARLY LEARNING

### Quality Child Care

“Research shows that students who are loved, nurtured, positively stimulated, and exposed to quality day care and preschool arrive at kindergarten ready to learn. Parent education and high quality, affordable early education options provide an important framework for early childhood success.

“For kids, high quality early-learning programs mean they will enter school better prepared with a greater chance of finishing high school and college. Research has shown the interactions between caregivers & teachers and the children are a vital part of high quality programs.”

*Jan Shangle, formerly of Great Start Collaborative Ottawa County*

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.

### 2012 Education Household Survey Questions

In the last month, how often did you or another adult in your household...	Everyday	Some days	Not at all/other
sing songs and/or play music with your child(ren)?	45.8%	47.7%	6.5%
read books with your child(ren)?	50.4%	45.1%	4.5%
play games with your child(ren)?	44%	52.6%	3.4%

How strongly do you agree or disagree with the following statement?	Strongly agree	Somewhat agree	Somewhat disagree	Strongly disagree/other
We have books in our home that our children can read or play with any time they want.	92.2%	7.2%	.3%	.3%





The CDS Lakeshore Head Start Community Needs Assessment 2011-2012 stated – “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 money stressed environments. When utilizing the 2010 Census number of **2,024 children living in poverty** in Ottawa County; the number of slots currently available in the county served by Head Start and GSRP, results in **1,058 income-eligible preschool children without a place** to receive quality, free early childhood services. About half of these may be attending a play group once a month, but that is not a substitute for daily classroom experiences.” [p. 7]



## EDUCATION

The Western Great Start to Quality Resource Center (WGSQRC) has tiered quality program standards, with three levels for subsidized unlicensed providers, and five levels for licensed providers. All programs begin at level one (meeting license level requirements) and then may progress through to the next level. Online and consultative resources are available to improve program rating at [westernrrc.org](http://westernrrc.org).

Despite the need for quantifiable quality, **65 percent of childcare providers in Ottawa County report they are not using any tools to measure child development.** (WGSQRC), while the Federally funded CDS-Lakeshore Head Start in Ottawa County tracks developmental and educational outcomes (Figures 7 & 8).

### Child Care Options for the 0–5 Population

There are many styles of care:

- Child Care Center — A facility, other than a private home, **licensed** to care for one or more children.
- Group Child Care Home — A private home **licensed** to care for up to 12 children at a time.
- Family Child Care Home — A private home **registered** to care for up to six children at a time.
- Family/Friend/Neighbor Care — The use of your own social network to care for your child.

### Child Care Accessibility

According to 2010 US Census data Ottawa County’s population under five years old is 17,674 individuals or 6.7%, compared to 6% statewide.

- Data from *Annie E. Casey Foundation, Michigan (Kids Count)* estimate 66% of kids under six years old have all parents in the workforce and therefore require day care.

Number of Providers and Slots		
Effective October 9, 2011		
Provider Type	# of Providers	# of slots
Child Care Center	111	na
Family Homes	298	1788
Group Homes	36	432

Figure 1 (\*2)

DHS Child Development & Care Limits on Total Hours of Care	
Effective October 9, 2011	
Provider Type	Total number of hours of care for a pay period for some providers for all children in care.
Unlicensed Child Care Providers	560
Family Child Care Homes	720
Group Child Care Homes	1440
Child Care Centers	no limit

Figure 2 (\*1)

2nd Shift/Weekend/Sick Care	
Effective October 9, 2011	
Type of Care	Total number of providers providing 2nd Shift/Weekend/Sick Care
2nd and 3rd Shift	106
Weekends	115
Licensed Provider Care	2,136
Unlicensed Provider Care	1,760

Figure 3 (\*2)

The data show a vast gap between the number of 0–6 year olds who live in Ottawa County and those enrolled in licensed/regulated care.

## Child Care Affordability

In Figure 4 these average center-based rates have increased approximately \$30 per week (30% increase) since 2008

Average Weekly Rates for Ottawa County Based Care	
Effective October 9, 2011	
Child's Age	Average Weekly Rate
0–30 Months	\$183.30
30–35 Months	\$160.00
3–4 Years	\$136.60
5 Years Part-Time	\$131.00
Home-Based Care	varied

Figure 4 (\*2)

DHS Hourly Child Development & Care Subsidy Rates		
Effective October 9, 2011		
Provider Type	Child's Age	
	0-2 ½ YR	2 ½ YR +
Child Care Center	\$3.75	\$2.50
Family & Group Homes	\$2.90	\$2.40
Aides/Relatives–Tier 1	\$2.20	\$1.85
Aides/Relatives–Tier 2	\$1.35	\$1.35

Figure 5 (\*1)

- As you can see from the Basic Economic Security tables, **child care is the #1 expense**, far outweighing everything except transportation.
- According to the 2012 Household Survey, those who answered that their employment status was “working but want a better job” (12.9%) and “not working but looking for a job” (6.6%); a total of 6.6% of them **stated that the “lack of child care” was the main reason keeping them from getting the type of job they wanted.**
- 21% of employed Hispanics stated the main thing keeping them from getting a better job was **“lack of child care”**, compared to 3% of non-Hispanics.

Basic Economic Security	
<i>Workers with Employment-Based Benefits</i>	
<b>Monthly Expenses for: 1 Worker, 1 Preschooler, 1 Schoolchild</b>	
Housing	\$567
Utilities	\$170
Food	\$505
Transportation	\$641
<b>Child Care</b>	<b>\$1,119</b>
Personal & Household Items	\$335
Health Care	\$348
Emergency Savings	\$132
Retirement Savings	\$38
Taxes	\$757
Tax Credits	–\$301
<b>Monthly Total</b>	<b>\$4,311</b>
<b>Annual Total</b>	<b>\$51,732</b>
<b>Hourly Wage</b>	<b>\$24.49</b>
Additional Asset Building Savings	
Children's Higher Education	\$162
Homeownership	\$120

Basic Economic Security	
<i>Workers with Employment-Based Benefits</i>	
<b>Monthly Expenses for: 2 Workers, 1 Preschooler, 1 Schoolchild</b>	
Housing	\$567
Utilities	\$170
Food	\$676
Transportation	\$1,110
<b>Child Care</b>	<b>\$1,119</b>
Personal & Household Items	\$381
Health Care	\$408
Emergency Savings	\$145
Retirement Savings	\$82
Taxes	\$824
Tax Credits	–\$334
<b>Monthly Total</b>	<b>\$2,574</b>
<b>Annual Total</b>	<b>\$61,776</b>
<b>Hourly Wage</b>	<b>\$14.63</b>
Additional Asset Building Savings	
Children's Higher Education	\$243
Homeownership	\$120

Basic Economic Security	
<i>Workers without Employment-Based Benefits</i>	
<b>Monthly Expenses for: 1 Worker, 1 Preschooler, 1 Schoolchild</b>	
Housing	\$567
Utilities	\$170
Food	\$505
Transportation	\$641
<b>Child Care</b>	<b>\$1,119</b>
Personal & Household Items	\$335
Health Care	\$499
Emergency Savings	\$202
Retirement Savings	\$63
Taxes	\$835
Tax Credits	–\$301
<b>Monthly Total</b>	<b>\$4,635</b>
<b>Annual Total</b>	<b>\$55,620</b>
<b>Hourly Wage</b>	<b>\$26.34</b>
Additional Asset Building Savings	
Children's Higher Education	\$162
Homeownership	\$120

Basic Economic Security	
<i>Workers without Employment-Based Benefits</i>	
<b>Monthly Expenses for: 2 Workers, 1 Preschooler, 1 Schoolchild</b>	
Housing	\$567
Utilities	\$170
Food	\$676
Transportation	\$1,110
<b>Child Care</b>	<b>\$1,119</b>
Personal & Household Items	\$381
Health Care	\$743
Emergency Savings	\$253
Retirement Savings	\$137
Taxes	\$973
Tax Credits	–\$334
<b>Monthly Total</b>	<b>\$2,897</b>
<b>Annual Total</b>	<b>\$69,528</b>
<b>Hourly Wage</b>	<b>\$16.46</b>
Additional Asset Building Savings	
Children's Higher Education	\$162
Homeownership	\$120

Figure 6 (\*3)

There are many preschools in operation in Ottawa County. They can be broken up into four main categories;

- **Head Start & Early Head Start** – Federally funded preschools for low-income families in Ottawa County.
- **Great Start Readiness Program** – State funded preschools for four-year-olds in low-income families in Ottawa County.
- **Church/agency-based preschools** – operated in non-profit entities, often with sliding fee scales available.
- **Private preschools** – Private entities offering preschool.

The largest preschool program in Ottawa County (CDS-Lakeshore Head Start) operates seven locations; two in the north county and five in the south county. CDS provides half-day preschool programs for 366 three- and four-year-olds. The Early Head Start programs serve 60 infants and toddlers in center-and home-based programs. **In the CDS programs alone, there were more than 230 children on the waiting list during fiscal year 2011,** with the majority in the Holland/Zeeland area, and the vast majority of these centered in two preschool Centers in Holland: Washington Center and Rose Park Center.

The value of quality preschools shows in the Headstart data found in Figures 7 & 8.

- One in four parents of a child in the Early Head Start program in Ottawa County has less than a high school diploma. (CDS Lakeshore Head Start Community Needs Assessment 2011-2012)

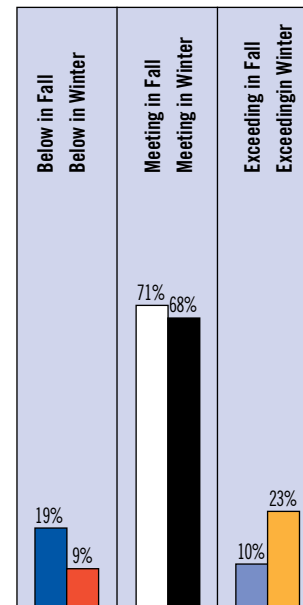
# EDUCATION

## Pre-School

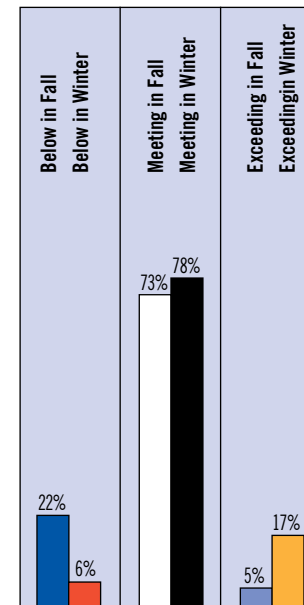
### Approximate percentage of three-year-olds meeting standards in the Head Start program fall/winter 2011-2012 school year

Figures 7 & 8 show the seven standards used to measure Readiness in Preschool

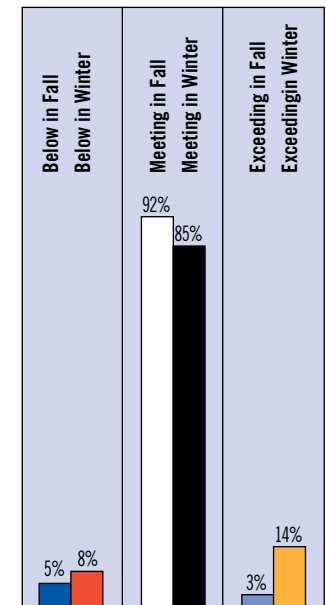
Figure 7 (\*4)



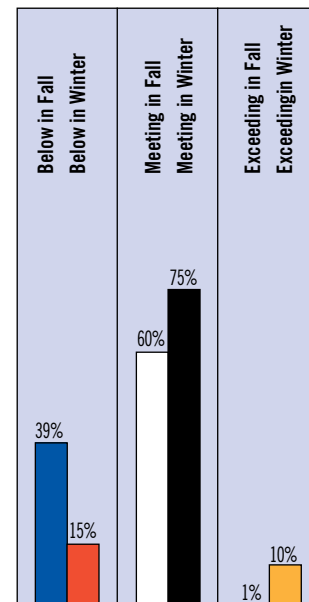
Social and Emotional Skills



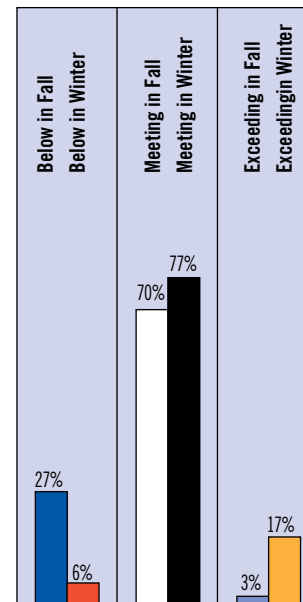
Gross Motor Skills



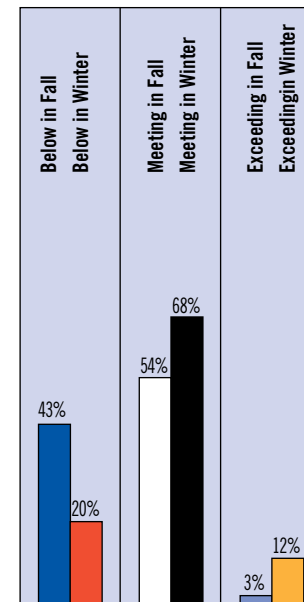
Fine Motor Skills



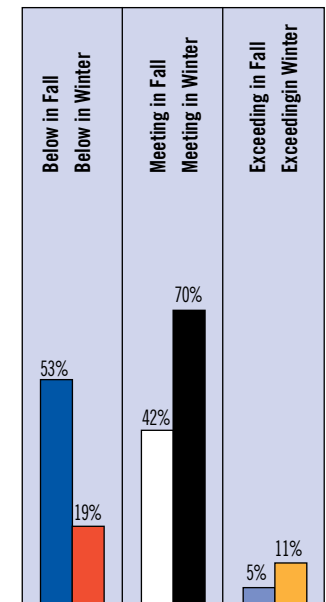
Language Motor Skills



Cognitive Skills



Literacy Skills



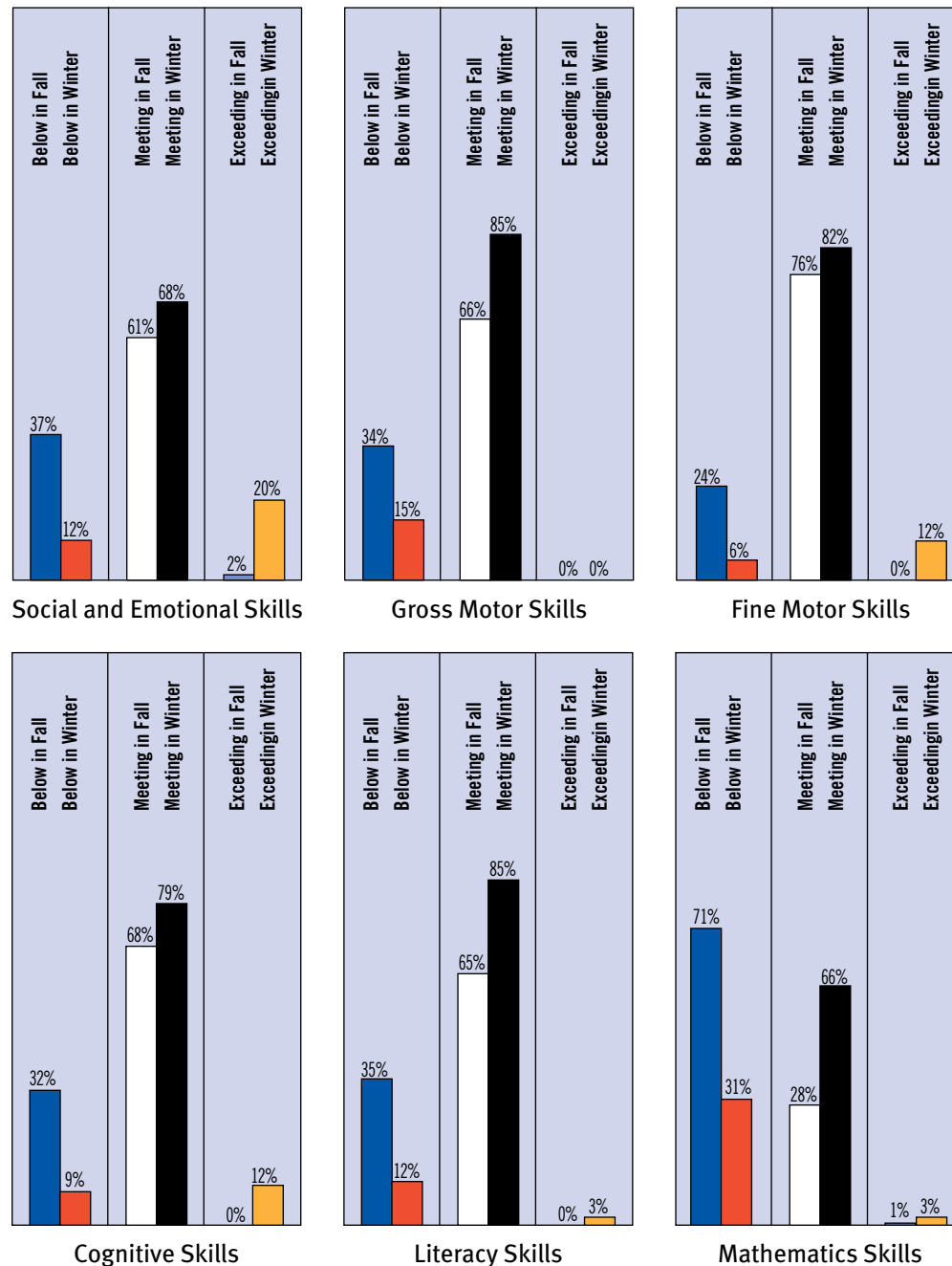
Mathematics Skills





Approximate percentage of four-year-olds meeting standards in the Head Start program fall/winter 2011-2012 school year

Figure 8 (\*4)



This issue is going to be further stressed by population levels. According to *Kids Count*, **births to women under the age of twenty in Ottawa County are rising**, up from 6.7% of births in 2005 to 7.3% of births for the year 2009 and 7% for 2010. Data suggest that this population, larger than the one currently in the 0-5 age group, is extremely likely to fall into the categories that qualify them for these programs that currently have long waiting lists.

*At the fall checkpoint in 2011, more than one-third of enrolled children, were demonstrating Below Expectation skills while almost two-thirds were demonstrating Meeting Expectation skills. By the winter checkpoint in 2012, only about 12% of children were still performing Below Expectation overall, while two-thirds were Meeting Expectations. Another 12% of children had progressed to Exceeding Expectations by the Winter Checkpoint. (Figures 7 & 8)*

Ready for School data show the percentage of kids being “ready for school” in the Holland/Zeeland areas:

**2012 = 55% ready**

**2011 = 67% ready**





## Special Education

### State of Special Needs in Ottawa County

The number of students receiving special education services in Ottawa county schools remains steady;

- Total ages 0–26 shows a five-year trend that hovers around 6,000 students, or 13.3% of the total student population.
- In ages 0–5, the five-year trend hovers around 850 students, or 4%.
- However, in the three-year-old age group, the number of children eligible for special education rose 31% from 2009–2010. (OAISD)

“Ottawa Area Intermediate School District has taken a regional approach to providing supports and services to students who have diverse learning needs. Within three geographic regions a continuum of services and supports is provided with the goal of serving individual students in the least restrictive setting possible.

“Working in collaboration with our local districts and charter schools, systems have been developed to provide support for learners within the general education environment. The goal of these systems is to assist learners in such a way that their need for special education support may not be needed. This approach has resulted in a decreased number of students who need for special education in certain eligibility areas.

“While some eligibility areas of special education have decreased, others have seen an increase. The trend we are currently experiencing is increasing numbers of students with Autism Spectrum Disorder. This is being seen across our state and nation. In Ottawa County we have been proactive in planning for the needs of these students and anticipating their educational needs. Other areas of growth include students with significant behavioral needs and students with multiple impairments.

“Proactive planning and evidence-based instruction are hallmarks of special education in our school systems.”

*Greg LaMore, Assistant Superintendent for Special Education, Ottawa Area Intermediate School District  
Vonnie Vander Zwaag, Director of Early Childhood Services, Ottawa Area Intermediate School District*

“Approximately nine hundred and eighteen (918) children per year are served by Early On in Ottawa County and two hundred ninety one (291) children have an actual IEP [Individual Education Plan]. For the past few program years, 12 percent of children enrolled in CDS Lakeshore Head Start program have also qualified for special education services. Children with speech and language delays made up 90 percent of this total, with 10 percent having generalized developmental delays. Approximately 17 percent of Head Start children are identified by the Mental Health Professional employed by CDS Lakeshore Head Start as having social, emotional, or mental health concerns. These children do not qualify for special education services and do not typically meet Community Mental Health’s criteria of being severely and chronically mentally ill. They do present a challenge to the classroom teachers and agency resources in terms of training and support. This presents a significant increase from six percent of the Head Start children enrolled in the program and requiring services during the previous program year.”

*CDS Lakeshore Head Start Community Needs Assessment 2011-2012.*



## K-12 EDUCATION

### Educational Attainment

“There is a significant correlation between the educational attainment of citizens and their economic and social well-being in the community. Personal income, employment, property values, and quality of life all improve as educational levels rise. Low educational attainment is correlated to poverty, crime, and high rates of incarceration.”

*Karen McPhee, Superintendent, OAISD*

- The ACT portion of the MME provides results that can be used for college entrance.
- Ottawa County students average higher than the state on all scores and match or exceed national scores on all but reading.
- However, Ottawa County students are below the science and mathematics benchmarks in every section of the county.

District	Test Cycle	Average English Score	Average Mathematics Score	Average Reading Score	Average Science Score
ACT Benchmark Score**		18	22	21	24
Northwest Section	Spring 2010	21	21	22	21.5
	Spring 2011	21	21.5	21.5	22
Northeast Section	Spring 2010	19	20	19	20
	Spring 2011	19	20	20	20
Central Section	Spring 2010	18	20	20	20
	Spring 2011	18	19	20	20
Southwest Section	Spring 2010	18.2	19.8	19.4	19.4
	Spring 2011	18.2	19.5	19.2	19.5
Southeast Section	Spring 2010	20.5	21.5	21	21
	Spring 2011	20	21	20	21.5
ISD Average	Spring 2010	20	21	20	21
	Spring 2011	20	21	20	21
State Average	Spring 2010	18	19	19	20
	Spring 2011	18	19	19	19
National Average	Spring 2010	20	21	21	21
	Spring 2011	20	21	21	20

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
Southwest Section	Allendale Christian School
	Holland Public Schools
	West Ottawa Public Schools
	Zeeland Public Schools
	Black River Public School
	Eagle Crest Charter Academy
	Innocademy
	Vanderbilt Charter Academy
	Westcrest Career Academy
	Borculo Christian School
	Calvary Schools of Holland
	Corpus Christi Catholic School
	Holland Christian Schools
	Holland Seventh Day Adventist School
	Lakeside Montessori
	South Olive Christian School
	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

Figure 10 (\*5)





# EDUCATION

## National Career Readiness Certificates in Ottawa County

Ottawa County	Platinum	Gold	Silver	Bronze	No NCRC
Northwest Section	3%	42%	47%	8%	2%
Northeast Section	1%	29%	53%	14%	5%
Central Section	1%	35%	40%	19%	6%
Southwest Section	1%	30%	46%	17%	7%
Southeast Section	2%	41%	48%	9%	3%

Figure 9 (\*6)

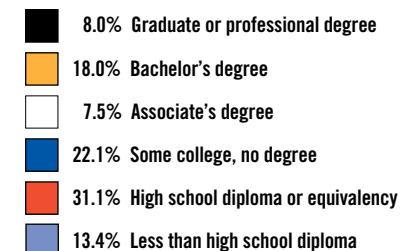
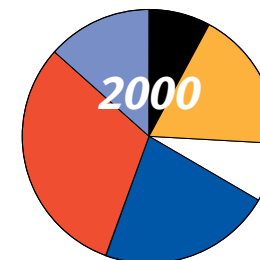
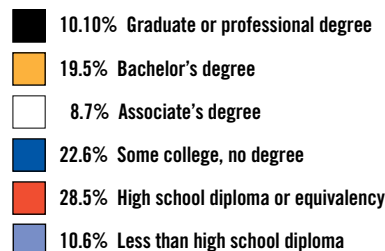
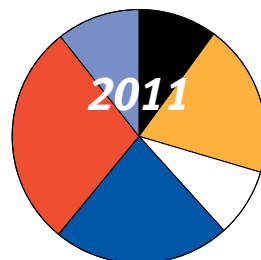
District	Platinum	Gold	Silver	Bronze	No NCRC
Allendale	1%	35%	40%	19%	6%
Black River	3%	34%	43%	21%	3%
Coopersville	1%	29%	53%	14%	5%
Grand Haven	2%	42%	46%	10%	2%
Hamilton	2%	40%	50%	7%	3%
Holland	1%	23%	46%	20%	11%
Holland Christian	2%	40%	50%	7%	3%
Hudsonville	1%	39%	47%	11%	3%
Jenison	2%	43%	48%	7%	2%
Saugatuck	0%	34%	51%	10%	5%
Spring Lake	4%	43%	48%	7%	2%
Wavecrest	0%	21%	38%	26%	15%
West Ottawa	0%	30%	50%	16%	4%
Zeeland	0%	35%	46%	12%	7%

Figure 10 (\*6)

- To earn a Platinum certificate students must score six or higher on all three WorkKeys assessments: Applied Math, Locating Information, and Reading for Information.
- Gold certificates require a student to score five or higher on all three WorkKeys assessments.
- Silver certificates require students to score four or higher.
- Bronze certificates require a student to score a three or higher on all three assessments.
- Moving students up the scale will provide a more “job ready” workforce. The NW and SE section students lead the way with 45% and 43% with Gold or higher compared to 31% and 30% in SW and NE sections. (Figure 9)

### The Educational Attainment of People in Ottawa County, Michigan in 2011 and 2000

Figure 11 (\*7 & \*8)





## Truancy

“Students can only progress academically when they attend school regularly. Truancy hinders this progress. Truancy at the elementary level is particularly damaging as students miss important fundamental skills that are hard to remediate. Area truancy efforts are aimed at reducing the economic and circumstantial barriers that contribute to truancy.”

Amy Taylor, OAISD Truancy Officer

	Total Responses				2011 by Gender		2011 by Grade Level			2011 by Race/Ethnicity		
	2011	2009	2007	2005	F	M	8th	10th	12th	Hispanic	White	Other
Missed one or more whole days of school due to illness in the last four weeks	41.3% (1486)	46.6% (1060)	n/a	n/a	43.7% (772)	38.5% (693)	40.9% (522)	39.0% (422)	43.4% (520)	49.6% (184)	39.8% (1074)	42.8% (220)
Skipped or cut one or more days of school in the last four weeks	17.0% (609)	16.3% (372)	19.0% (287)	16.0% (301)	17.0% (299)	16.6% (297)	11.4% (145)	16.5% (178)	22.9% (274)	30.4% (112)	14.4% (388)	21.0% (107)
Missed one or more whole days of school for other reasons in the last four weeks	38.0% (1365)	35.5% (805)	n/a	n/a	39.9% (703)	36.0% (345)	33.6% (425)	33.9% (367)	46.0% (552)	43.4% (160)	37.0% (995)	40.2% (206)

Figure 12 (\*9)

Truancy is correlated to poverty rates with a growing numbers of students in transient living situations that interrupt school progression.

	Total Responses		2011 by Gender		2011 by Grade Level			2011 by Race/Ethnicity		
	2011	2009	F	M	8th	10th	12th	Hispanic	White	Other
During the last 12 months, did you ever find yourself without a place to stay?	5.2% (191)	5.0% (115)	5.5% (98)	4.8% (88)	3.9% (51)	4.7% (52)	6.7% (81)	7.7% (29)	3.8% (105)	10.7% (56)
If yes, because you ran away, or because you were “kicked out” of home?	59.2% (113)	54.8% (63)	58.2% (57)	59.1% (52)	51.0% (26)	57.7% (30)	64.2% (52)	65.5% (19)	61.9% (65)	50.0% (28)
If yes, because your family was without a place to stay?	6.3% (12)	8.7% (10)	5.1% (5)	6.8% (6)	5.9% (3)	3.9% (2)	7.4% (6)	6.9% (2)	5.7% (6)	7.1% (4)

Figure 13 (\*9)

*Truancy rates have been on the rise in Ottawa County since the 2008/2009 school year, and have tripled over the past decade.*



# EDUCATION

## *Students Truant by Grade by School Year*

Grade	2001-02	2002-03	2003-04	2004-05	2005-06	2006-07	2007-08	2008-09	2009-10	2010-11	2011-12	TOTALS
KG	1	2	4	6	7	3	9	8	13	15	14	82
1st	4	3	5	4	4	11	24	19	10	18	24	126
2nd	2	4	5	3	6	4	17	12	15	8	13	89
3rd	4	1	8	9	4	6	14	8	13	21	15	103
4th	3	4	7	2	4	4	9	15	15	15	17	95
5th	6	3	7	4	4	13	14	7	20	17	17	112
6th	5	6	5	5	4	11	28	24	17	28	16	149
7th	13	4	11	6	13	21	39	32	24	29	38	230
8th	27	9	15	17	18	23	33	33	38	39	52	304
9th	9	14	16	14	24	37	69	38	37	35	55	348
10th	2	1	4	1	5	5	9	5	2	3	16	53
11th	0	0	0	0	1	0	0	0	0	0	1	2
TOTALS	76	51	87	71	94	138	265	201	204	228	278	1693

Figure 14 (\*10)

- Where transition years occur, (Kindergarten to 1st grade; 5th grade to 6th grade; 8th grade to 9th grade) spikes in truancy can be seen. It is notable that all middle-school years show significant increases.
  - 227 truancy referrals in 2010/2011 school year, resulting in 21 parent or juvenile charges.
  - In traditional public schools in Ottawa County, truancy is highest in the Holland Public School district and lowest in Allendale Public Schools.





## Academic Achievement Supports

The Education Think Tank acknowledges that there is a high need for tutoring and mentoring. Caring adult relationships are vital. An increase in encouragement and affirmation of academic success can be accomplished through cross-age support and affirmation on-line tutoring, which is under-utilized. The following shows local data on successful mentoring programs:

- **Kids Hope** mentoring program has a 96.4% grade promotion rate.
- **Journey 4-H** mentoring: 84% of mentored youth decreased the frequency of offenses during their mentorship.
- According to the United Way-funded program **Children's After School Achievement (CASA)**:
  - 80% of their students' *reading tests* improve annually.
    - 98% of their students move up to their next grade in school
    - 94% of school teachers indicate that CASA benefits their students
- Another United Way funded program is Community CHILL (Completing Homework in a Learning Lab)
  - Parent/student surveys showed that 100% of their students increased homework completion
  - Based on report cards, 67% of their students maintained a B- or better
  - Based on school records, 100% of the 8th graders successfully progressed to high school.
- Ottawa County's high school dropout rate is on the decline, from 8% in 2009 to 6.7% in 2010. Statewide, the dropout rate is 11%. Area school districts are, however, preparing for a new state law that will soon require mandatory attendance until a student graduates or reaches the age of 18. (OAISD)

	Total Responses				2011 by Gender		2011 by Grade Level			2011 by Race/Ethnicity		
	2011	2009	2007	2005	F	M	8th	10th	12th	Hispanic	White	Other
My parents ask if I have gotten my homework done	82.6% (2944)	77.8% (1805)	83.0% (1231)	83.1% (1548)	80.6% (1409)	84.6% (1504)	91.3% (1147)	82.3% (883)	73.9% (881)	82.6% (303)	83.6% (2239)	77.3% (389)

Figure 15 (\*9)



"For nearly 25 years, research has continued to show the importance the 40 Developmental Assets identified by the Search Institute have on youth development. By providing children with the resources needed to develop personal resiliency and promoting positive attitudes and behaviors, these assets have been proven to have a positive impact on social competency and academic performance. Children who are exposed to more than 30 of these assets are 45 percent more likely to succeed in school, and are 37 percent less likely to use illicit drugs."

Gloria Lara, Chief Executive Officer  
Girl Scouts of Michigan Shore to Shore

“New state legislation significantly enhances school districts’ authority and responsibility to identify, report, and stop student bullying in all forms, face-to-face and digital. Student and staff awareness and training are key to mitigating the social and emotional ramifications of bullying behavior.”

*Karen McPhee Superintendent, OAISD*

According to the *20th Judicial Circuit and Probate Courts, Ottawa County—Annual Report 2011*, “Although the overall number of delinquency...cases decreased from 2010 to 2011 (–6.3 percent...), **the complexity of many cases seemed to dramatically increase**, thus requiring a customized approach to the provision of services. This slight downward trend in new delinquency filings is being experienced throughout Michigan and may be due in part to the success of existing court programs, as well as the national recession/unemployment situation which may have caused many families to leave the state in search of work. The relative proportions of the **juvenile caseload, however, remained stable with drugs and alcohol continuing to be the largest segment of new juvenile petitions (390 cases)**. ...The next highest number of new petitions was in larceny cases and this category also decreased from 2010 to 2011. ...The gender breakdown of the juveniles petitioned to court is **73 percent males and 27 percent female**, representing a decrease in delinquent activity by females (–5 percent).” [page 24]



# EDUCATION

## Safe & Nurturing School Environments

School Experiences	Total Responses				2011 by Gender		2011 by Grade Level			2011 by Race/Ethnicity		
	2011	2009	2007	2005	F	M	8th	10th	12th	Hispanic	White	Other
Did not go to school because of concerns about safety at school or on the way to/from school in past 30 days	3.8% (140)	3.2% (74)	3.7% (58)	5.7% (111)	4.3% (77)	3.3% (61)	5.0% (65)	3.2% (36)	2.7% (33)	5.6% (21)	2.8% (78)	7.6% (40)
During the past 12 months, have been bullied	24.6% (910)	n/a	n/a	n/a	29.2% (524)	19.4% (361)	31.0% (405)	22.8% (256)	18.4% (225)	21.6% (82)	24.1% (667)	27.9% (148)
If bullied during the past 12 months, bullied on school property	15.6% (575)	n/a	n/a	n/a	17.8% (318)	13.3% (246)	21.4% (278)	14.2% (159)	10.4% (127)	12.1% (46)	15.9% (438)	16.7% (88)
If bullied during the past 12 months, bullied on the way to or from school	3.5% (130)	n/a	n/a	n/a	4.1% (74)	2.8% (52)	4.6% (60)	3.3% (37)	2.5% (30)	3.4% (13)	3.2% (88)	5.3% (28)
Seldom or never enjoy being in school	20.7% (746)	20.1% (458)	21.9% (332)	20.2% (379)	18.1% (320)	23.2% (417)	15.6% (199)	22.4% (243)	24.5% (295)	17.6% (65)	20.9% (566)	21.9% (113)
Almost always or often hate being in school	32.5% (1169)	30.7% (697)	34.5% (522)	30.2% (568)	30.8% (544)	34.0% (609)	28.0% (357)	34.5% (373)	35.2% (423)	34.9% (130)	3.01% (837)	39.0% (197)
Seldom or never try to do my best in school	5.4% (192)	5.9% (133)	5.5% (83)	6.2% (116)	2.6% (45)	8.1% (145)	2.8% (35)	5.1% (55)	8.3% (99)	6.5% (24)	4.9% (133)	6.9% (35)

Figure 16 (\*9)

Court Services used to assess juveniles' responses to supervision	2007	2008	2009	2010	2011	% Change (2010–11)
Number of cases closed ( <i>some cases moved to diversion in 2011</i> )	n/a	n/a	753	793	593	n/a
Percentage of juveniles discharged from supervision as successful	n/a	n/a	94.0%	95.2%	95.6%	n/a
Number of juveniles placed in diversion program	n/a	n/a	n/a	177	n/a	n/a
Percentage of juveniles in diversion who successfully complied with the program	n/a	n/a	n/a	94.4%	n/a	n/a
Delinquency (per SCAO 2008–2011; does not include probation violations)	2285	1500	1674	1421	1332	–6.3

Figure 17 (\*11)

## POST-SECONDARY EXPERIENCES

“The data comparing educational attainment and income levels, and data comparing income levels with social service needs, portray a clear picture that educational attainment, at all ages, is key to reducing the need for assistance.”

*Patrick Moran, Greater Ottawa County United Way President*

**2010 Unemployment Rate by Educational Attainment in Ottawa County 25- to 65-year-olds**  
(approximate)

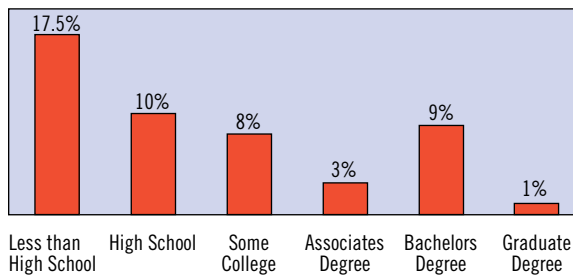


Figure 18 (\*12)

**Mean Earnings by Education**  
(approximate)

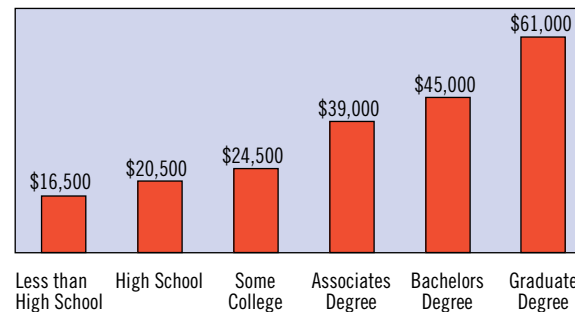
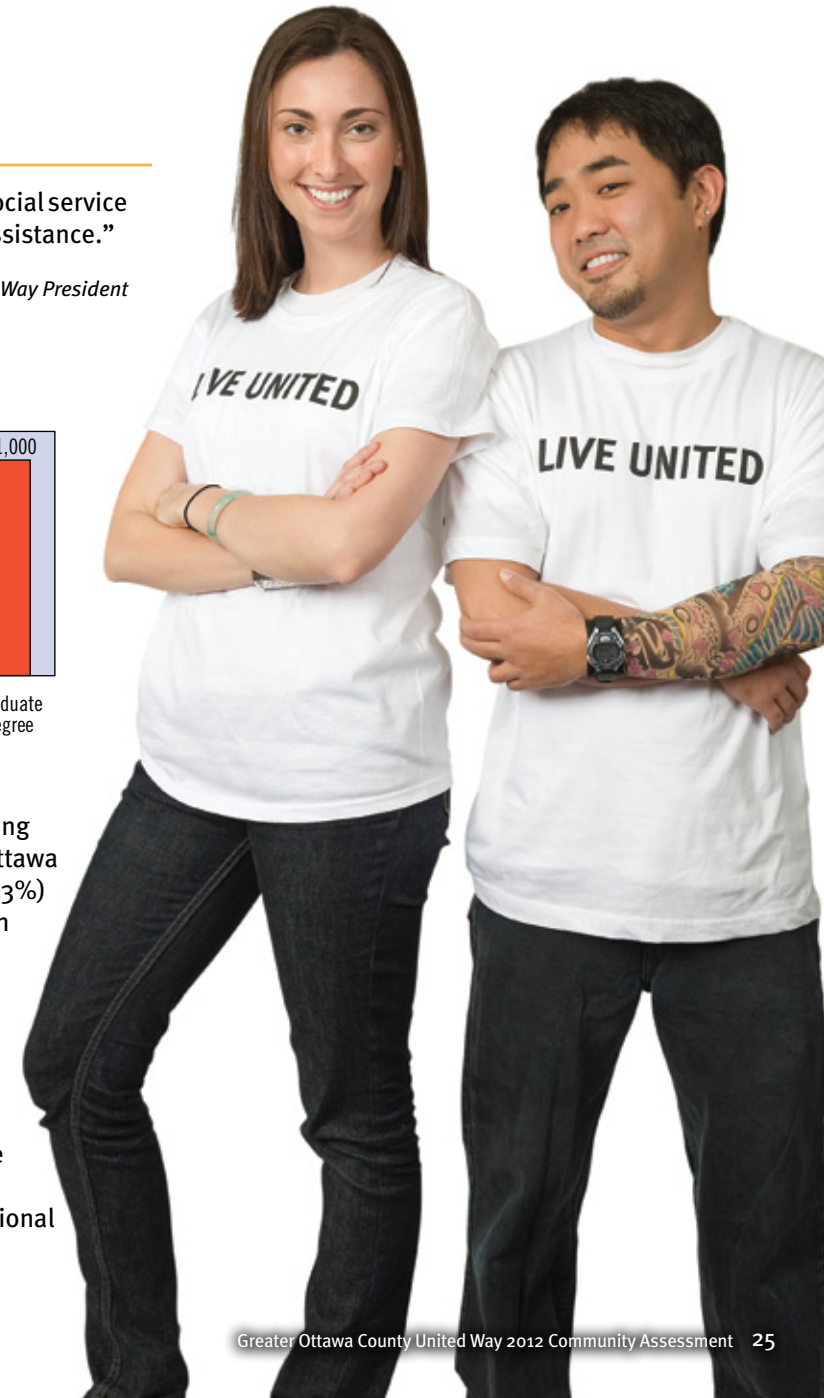


Figure 19 (\*12)

Adult Education Levels, Ottawa County Residents 25+ Years of Age Percent of Population by Year		Ottawa County			Michigan
		2000	2006	2011	2011
Education Level	No schooling completed	0.9%	0.4%	1.5%	1.0%
	9th grade or less	6.1%	4.2%	4.6%	3.7%
	Some high school, no diploma	6.4%	5.1%	4.5%	6.4%
	High school graduate, GED or alternative	31.1%	33.6%	28.5%	30.8%
	Some college, less than one year	7.5%	7.3%	7.7%	7.9%
	Some college, one or more years, no degree	14.6%	13.6%	14.9%	16.1%
	Associate's degree	7.5%	8.2%	8.7%	8.4%
	Bachelor's degree	18.0%	19.6%	19.5%	15.7%
	Master's degree	5.9%	6.0%	8.4%	7.2%
	Doctorate degree	0.7%	0.8%	0.8%	1.0%
	Professional school degree	1.4%	1.1%	0.9%	1.7%

Figure 20 (\*7)

- It is a very promising trend that more Ottawa County adults (38.3%) have completed an associate degree or higher than in 2000 (33.5%).
- It should also be noted that an additional 22.6% of adults 25+ have started but not finished a professional school degree.







**The Ottawa Area Intermediate School District conducted a study of the 2007 graduating class across the county.**

*Below, the data showed that three years after graduation 89.0% of the class of 2007 OAISD grads participated in some type of formal schooling after high school.*

- 1.9% completed non-teaching certificate
- 1.8% completed technical/vocational training
- 7.8% completed Associate's degree
- 1.2% completed Bachelor's degree
- 1.9% completed apprenticeship
- 1.0% pursuing non-teaching certificate
- 0.6% pursuing technical/vocational training
- 7.5% pursuing Associate's degree
- 65.9% pursuing Bachelor's degree
- 2.0% pursuing Master's/Doctorate



# EDUCATION

- OAISD 2007 graduates: 63.4% participated in one or more career exploration opportunities during high school, up from 58.4% of 2006 graduates.

- Of those above, 53.7% participated in job shadowing, 9.2% in an internship, 11.7% in co-operative education, and 11.4% in tech preparation.

- Three years after graduation:

- 41.9% of 2007 OAISD graduates completed an apprenticeship program

- Almost four in 10 were employed either full-time or part-time in a job related to their post-high school experience, and among the employed graduates 84.1% said their current job was somewhat (25%) or very (59%) related to training since high school.

2008-2011 Four-Year Graduation Rates				
District / Building Name	2008	2009	2010	2011
	Graduation Rate	Graduation Rate	Graduation Rate	Graduation Rate
State	75.50%	75.23%	75.95%	74.33%
Allendale Public School District	83.64%	93.10%	92.98%	93.63%
New Options Alternative High School	56.25%	69.23%	62.50%	45.45%
Allendale High School	90.58%	97.37%	98.01%	97.90%
Coopersville Area Public School District	90.73%	90.91%	88.11%	91.63%
Coopersville High School	96.34%	93.88%	93.27%	96.79%
Grand Haven Area Public Schools	85.26%	84.33%	83.41%	83.66%
Central High School	22.92%	29.55%	20.59%	28.57%
Grand Haven High School	94.64%	94.24%	91.22%	94.03%
Holland City School District	65.03%	63.02%	70.55%	68.55%
VanRaalte	N/A	N/A	0.00%	85.71%
Holland High School	69.66%	66.30%	78.62%	25.93%
Hudsonville Public School District	94.15%	90.07%	95.62%	94.44%
Jenison Public Schools	92.86%	92.63%	95.02%	91.76%
Saugatuck Public Schools	95.52%	97.73%	82.86%	91.67%
Spring Lake Public Schools	97.13%	91.58%	95.13%	96.41%
Spring Lake Alternative Education	82.61%	63.64%	66.67%	62.50%
Spring Lake High School	98.90%	97.18%	95.87%	99.50%
West Ottawa Public School District	76.94%	76.52%	81.33%	80.86%
West Ottawa High School Campus	79.07%	77.70%	81.69%	81.27%
Zeeland Public Schools	86.35%	86.15%	86.27%	82.72%
Zeeland East High School	88.95%	89.43%	87.80%	89.20%
Zeeland West High School	93.51%	89.18%	92.77%	93.33%
Black River Public School	86.89%	88.00%	93.55%	91.80%
Wavecrest Career Academy	17.14%	38.57%	41.67%	39.06%

Figure 21 (\*10)



## DIVERSITY EQUALITY AND CULTURAL COMPETENCY

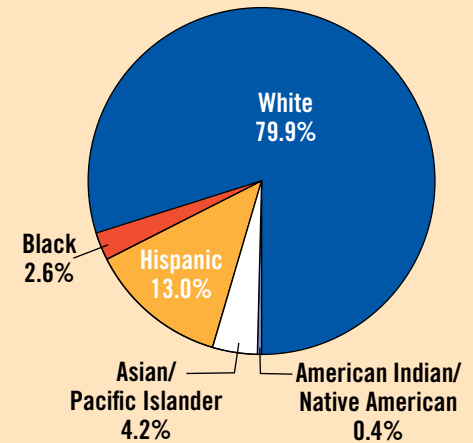
### • School Demographics:

- The county's percentage of white students varies considerably from a low of 24% to a high of 96%. Also, according to Michigan Department of Education Headcount data, there are seven buildings where the Hispanic student population is 51% or more, while 27 buildings have a white student population of 90% or more.
- The percentage of Hispanic students has doubled in nine of the 15 districts and has increased in all but one.

### Hispanic Student Population as a Percentage of Total Enrollment

School District:	YEAR		
	2000/2001	2006/2007	2011/2012
Allendale Public School District	4%	7%	9%
Black River Public School	19%	9%	12%
Coopersville Public School District	2%	5%	5%
Eagle Crest Charter Academy	13%	14%	19%
Grand Haven Area Public Schools	3%	4%	5%
Holland City School District	33%	40%	44%
Hudsonville Public School District	2%	2%	4%
Jenison Public Schools	3%	2%	6%
Ottawa Area ISD**	5%	12%	19%
Spring Lake Public Schools	1%	1%	2%
Vanderbilt Charter Academy	25%	46%	51%
Walden Green Day School/Montessori	0%	1%	5%
West MI Academy of Arts and Academics	2%	1%	4%
West Ottawa Public School District	14%	25%	35%
Zeeland Public Schools	7%	8%	12%

Figure 22 (\*13) (\*\*Sheldon Pines School and Juvenile Services Center)



- Think Tank members discussed the importance of and barriers to embracing the county's growing diversity. While there are some promising practices and programs underway, members acknowledged the need for more vibrant community dialog about how we welcome diverse cultures. Improving our cultural competency can only enhance the region's ability to thrive in an increasingly global society and economy.

# EDUCATION

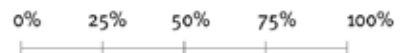


United Way, in collaboration with the American Human Development project, created a “Common Good Forecaster” to forecast how things would change in our communities if certain variables in educational attainment improved. This research has received national acclaim and is based on integrating multiple statistical relationships from industry-approved reputable and reliable sources.

*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.*

## United Way Common Good Forecaster of People in Ottawa County, Michigan

### CURRENT STATE



#### Less than High School



#### High School, including GED



#### Some College or Assoc. Deg.

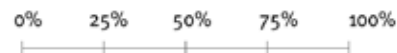


#### College Grad or More



■ U.S. Average  
■ State Average  
■ Ottawa County, MI

### FUTURE SCENARIO



#### Less than High School



#### High School, including GED



#### Some College or Assoc. Deg.



#### College Grad or More



■ U.S. Average  
■ State Average  
■ Ottawa County, MI

### PROJECTED CHANGE

Decreased 10 points

Decreased 22 points

Increased 2 points

Increased 30 points

### PROJECTED CHANGE

#### Life Expectancy

▲ 1.7 years

#### Median Personal Income

Increased \$5,600 (▲ 16%)

#### Unemployment Rate

2,139 fewer people unemployed (▼ 1.6%)

#### Poverty Rate

3,328 fewer people in poverty (▼ 2.1%)

#### Murder

1 fewer murders





# 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. Michigan League of Human Services, Basic Economic Security Tables, 2010
2. US Census Bureau 2010 American Community Survey
3. US Department of Housing & Urban Development
4. RealtyTrac—Trend Center—Ottawa County
5. Michigan League of Human Services
6. 211 Community Access Line of the Lakeshore
7. US Census Bureau 2010 Fact Finder
8. 2011 Ottawa County Behavioral Risk Factor Survey
9. Erickcek, George. "The Economic Outlook for the Holland-Grand Haven MSA," W.E. Upjohn Institute presentation to Michigan West Coast Chamber of Commerce, January 10, 2012
10. US Census Bureau 2011 American Community Survey



## ISSUE AREAS:

- Financial Picture of Households in Ottawa County
- Income Security and Financial Literacy
- Employment, Unemployment and Underemployment
- Social Capital



# FINANCIAL STABILITY

## THE FINANCIAL PICTURE OF HOUSEHOLDS IN OTTAWA COUNTY

“The difference between poverty and basic economic security is that **households living in poverty lack a steady income and therefore cannot obtain basic resources** (i.e., food, clothing and shelter). On the other hand, basic economically secure households have a steady income and can obtain basic resources. These households also have the ability to plan for the future. Both groups experience stress.

**Basic economically secure families are often living from paycheck to paycheck and are worried about being at risk of falling out of the middle class and becoming poor.**

For these households, falling into poverty is often caused by unplanned events such as job loss, medical emergencies, divorce, or loss of transportation. This type of poverty is situational and can last a few weeks to several years. Impoverished households are concerned about their basic survival and becoming chronically poor.

Chronic poverty is long term and can last as long as an individual's life or extend from one generation to the next. The causes are persistent or lifelong and can consist of physical and mental impairments, long-term drug and alcohol addiction, lack of skills or education or living on an inadequate fixed income. Eighty percent of people living in poverty at any given time are experiencing situational poverty while the other 20 percent are living in chronic poverty. **The key to having strong economically stable households in Ottawa County is to help households maintain or gain access to basic needs, community abundance, opportunity, positive development and hope.”**

*Mark Tucker, Executive Director of Community Action House*

### General Poverty Data

There has been a 76 % increase in child poverty in Ottawa County since 2006. Ottawa County is one of only 5 of Michigan's 83 counties that had an increase above 50%. There has been more than an 80% increase in total poverty since 2006. (US Census 2010 – 2010 small area income & poverty estimates.)

- Total people poverty rate in Ottawa County = 8.7%
- Poverty in families with children under 5 years = 11%
- Total child poverty rate = 13%
- Total Single Parent Family with Female Head of Household in poverty = 21%
- Total Single Parent Family with Female Head of Household with children in poverty = 31%
- Total Single Parent Family with Female Head of Household with children under 5 in poverty = 41%



The 2012 Household Survey asked “How well are you and your family doing financially today compared to a year ago?”

- Much better – 5.8%
- Somewhat better – 20.7%
- About the same – 56.3%
- Somewhat worse – 13.4%
- Much worse – 3%
- Hispanic female, under \$25,000 annual income, were highest in the “somewhat worse” category.



# FINANCIAL STABILITY

## The Livable Wage Gap

A large portion of Ottawa County families and individuals fall into the gap between the federal poverty level, and the actual cost of living in a community. Figures 1 - 8 (Basic Economic Security Tables—B.E.S.T.) show the true cost of living in Ottawa County. (More tables are available online.) **For example, the federal poverty level for a family of four is \$23,050, but that family needs to earn \$61,776 with benefits and \$69, 528 without benefits to be economically secure in Ottawa County.**

Basic Economic Security		Basic Economic Security		Basic Economic Security		Basic Economic Security	
<i>Workers with Employment-Based Benefits</i>		<i>Workers without Employment-Based Benefits</i>		<i>Workers with Employment-Based Benefits</i>		<i>Workers without Employment-Based Benefits</i>	
<b>Monthly Expenses for: 1 Worker</b>		<b>Monthly Expenses for: 1 Worker</b>		<b>Monthly Expenses for: 1 Worker, 1 Preschooler, 1 Schoolchild</b>		<b>Monthly Expenses for: 1 Worker, 1 Preschooler, 1 Schoolchild</b>	
Housing	\$470	Housing	\$470	Housing	\$567	Housing	\$567
Utilities	\$140	Utilities	\$140	Utilities	\$170	Utilities	\$170
Food	\$233	Food	\$233	Food	\$505	Food	\$505
Transportation	\$562	Transportation	\$562	Transportation	\$641	Transportation	\$641
Child Care	\$0	Child Care	\$0	Child Care	\$1,119	Child Care	\$1,119
Personal & Household Items	\$227	Personal & Household Items	\$227	Personal & Household Items	\$335	Personal & Household Items	\$335
Health Care	\$140	Health Care	\$267	Health Care	\$348	Health Care	\$499
Emergency Savings	\$60	Emergency Savings	\$105	Emergency Savings	\$132	Emergency Savings	\$202
Retirement Savings	\$38	Retirement Savings	\$63	Retirement Savings	\$38	Retirement Savings	\$63
Taxes	\$346	Taxes	\$402	Taxes	\$757	Taxes	\$835
Tax Credits	-\$62	Tax Credits	-\$55	Tax Credits	-\$301	Tax Credits	-\$301
<b>Monthly Total</b>	<b>\$2,154</b>	<b>Monthly Total</b>	<b>\$2,414</b>	<b>Monthly Total</b>	<b>\$4,311</b>	<b>Monthly Total</b>	<b>\$4,635</b>
<b>Annual Total</b>	<b>\$25,848</b>	<b>Annual Total</b>	<b>\$28,968</b>	<b>Annual Total</b>	<b>\$51,732</b>	<b>Annual Total</b>	<b>\$55,620</b>
<b>Hourly Wage</b>	<b>\$12.24</b>	<b>Hourly Wage</b>	<b>\$13.72</b>	<b>Hourly Wage</b>	<b>\$24.49</b>	<b>Hourly Wage</b>	<b>\$26.34</b>
Additional Asset Building Savings		Additional Asset Building Savings		Additional Asset Building Savings		Additional Asset Building Savings	
Children's Higher Education	\$0	Children's Higher Education	\$0	Children's Higher Education	\$162	Children's Higher Education	\$162
Homeownership	\$99	Homeownership	\$99	Homeownership	\$120	Homeownership	\$120
<b>Federal Poverty Level</b>	<b>\$11,170</b>	<b>Federal Poverty Level</b>	<b>\$11,170</b>	<b>Federal Poverty Level</b>	<b>\$19,090</b>	<b>Federal Poverty Level</b>	<b>\$19,090</b>

Figure 1 (\*1)

Figure 2 (\*1)

Figure 3 (\*1)

Figure 4 (\*1)

# FINANCIAL STABILITY



According to the 2011 American Community Survey estimates from the 2010 census:

- 21.6% of Ottawa County Households earn below the lowest B.E.S.T. level (family of four)
- 46.3% of Ottawa County Households earn below the median B.E.S.T. level (family of four)
- Approximately 30% of Ottawa County Households earn above the highest B.E.S.T. level (family of four)

The range for an *economically secure* wage in Ottawa County ranges from \$25,848 (single person working with employment-based benefits) to \$69,528 (two workers without employment-based benefits with a pre-schooler and a school aged child) with an average of \$48,378. (See online version for all B.E.S.T. tables.)

Basic Economic Security		Basic Economic Security		Basic Economic Security		Basic Economic Security	
<i>Workers with Employment-Based Benefits</i>		<i>Workers without Employment-Based Benefits</i>		<i>Workers with Employment-Based Benefits</i>		<i>Workers without Employment-Based Benefits</i>	
<b>Monthly Expenses for: 2 Workers, 1 Infant</b>		<b>Monthly Expenses for: 2 Workers, 1 Infant</b>		<b>Monthly Expenses for: 2 Workers, 1 Preschooler, 1 Schoolchild</b>		<b>Monthly Expenses for: 2 Workers, 1 Preschooler, 1 Schoolchild</b>	
Housing	\$567	Housing	\$567	Housing	\$567	Housing	\$567
Utilities	\$170	Utilities	\$170	Utilities	\$170	Utilities	\$170
Food	\$524	Food	\$524	Food	\$676	Food	\$676
Transportation	\$1,110	Transportation	\$1,110	Transportation	\$1,110	Transportation	\$1,110
Child Care	\$599	Child Care	\$599	Child Care	\$1,119	Child Care	\$1,119
Personal & Household Items	\$340	Personal & Household Items	\$340	Personal & Household Items	\$381	Personal & Household Items	\$381
Health Care	\$386	Health Care	\$701	Health Care	\$408	Health Care	\$743
Emergency Savings	\$122	Emergency Savings	\$217	Emergency Savings	\$145	Emergency Savings	\$253
Retirement Savings	\$82	Retirement Savings	\$137	Retirement Savings	\$82	Retirement Savings	\$137
Taxes	\$664	Taxes	\$804	Taxes	\$824	Taxes	\$973
Tax Credits	-\$214	Tax Credits	-\$201	Tax Credits	-\$334	Tax Credits	-\$334
<b>Monthly Total</b>	<b>\$2,175</b>	<b>Monthly Total</b>	<b>\$2,484</b>	<b>Monthly Total</b>	<b>\$2,574</b>	<b>Monthly Total</b>	<b>\$2,897</b>
<b>Annual Total</b>	<b>\$52,200</b>	<b>Annual Total</b>	<b>\$59,616</b>	<b>Annual Total</b>	<b>\$61,776</b>	<b>Annual Total</b>	<b>\$69,528</b>
<b>Hourly Wage</b>	<b>\$12.36</b>	<b>Hourly Wage</b>	<b>\$14.11</b>	<b>Hourly Wage</b>	<b>\$14.63</b>	<b>Hourly Wage</b>	<b>\$16.46</b>
<b>Additional Asset Building Savings</b>		<b>Additional Asset Building Savings</b>		<b>Additional Asset Building Savings</b>		<b>Additional Asset Building Savings</b>	
Children's Higher Education	\$81	Children's Higher Education	\$81	Children's Higher Education	\$243	Children's Higher Education	\$162
Homeownership	\$120	Homeownership	\$120	Homeownership	\$120	Homeownership	\$120
<b>Federal Poverty Level</b>	<b>\$19,090</b>	<b>Federal Poverty Level</b>	<b>\$19,090</b>	<b>Federal Poverty Level</b>	<b>\$23,050</b>	<b>Federal Poverty Level</b>	<b>\$23,050</b>

Figure 5 (\*1)

Figure 6 (\*1)

Figure 7 (\*1)

Figure 8 (\*1)







# FINANCIAL STABILITY

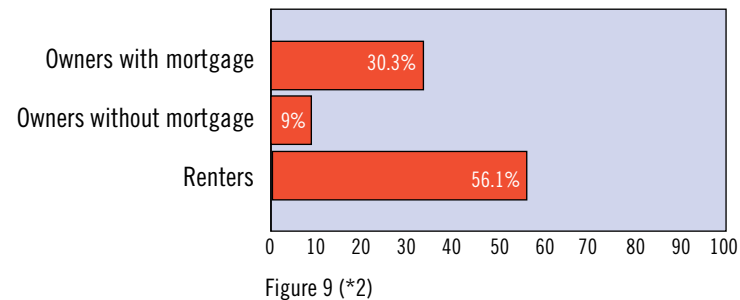
## Housing

Both the number of households in Ottawa County receiving government assistance and unemployment levels have dropped significantly over the past two years. Unemployment is down from almost 13% in 2009 to about 7% as of the end of 2011. The table represents the drops in assistance; however, the Michigan League for Human Services reports that most of the drops to assistance are policy based, and not a reflection on improving job markets. The drop in assistance places a heavier burden on the families that no longer qualify to receive assistance.

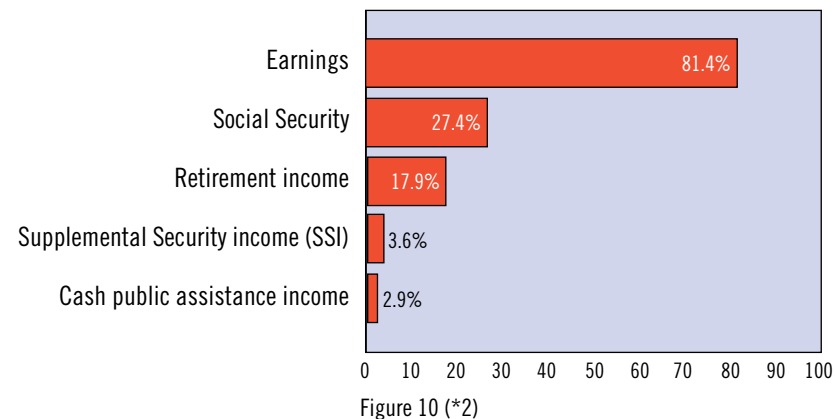
Shelter Overburden is defined as spending 30% or more of income on housing costs.

- In Ottawa County in households earning \$20,000 or less, only 5% of homeowners are in shelter overburden whereas 35.4% of renters are.
- 1 in every 902 housing units received a foreclosure filing in April 2012 (RealtyTrac)

### Occupants with a Shelter Overburden in Ottawa County, Michigan in 2010



### Proportion of Households with Various Income Sources in Ottawa County, Michigan in 2010





# FINANCIAL STABILITY



Over the past three years alone, more than **2,600 families in Ottawa County have lost their homes to foreclosure.** Bank legislation is likely the reason for the slight downturn from 2010 – 2011. When the legislation lightens to allow faster foreclosures, **this number will likely rise again for several years.**

Foreclosures by County segment	2004	2009	2010	2011
Northwest	75	176	205	189
Northeast	10	38	40	32
Central	12	49	54	59
Southwest	137	492	449	367
Southeast	40	141	162	148
<b>Total</b>	<b>274</b>	<b>896</b>	<b>910</b>	<b>795</b>

Figure 12 (\*3)

Foreclosures by Cities	2004	2005	2006	2007	2008	2009	2010	2011
Coopersville	2	3	13	20	21	14	16	13
Ferrysburg	9	4	10	18	15	12	18	12
Grand Haven	18	19	21	41	56	46	59	45
Holland	57	81	102	128	163	150	154	149
Hudsonville	4	5	7	22	17	20	28	14
Zeeland	6	8	21	18	28	27	19	18
<b>Total Annual</b>	<b>96</b>	<b>120</b>	<b>174</b>	<b>247</b>	<b>300</b>	<b>269</b>	<b>294</b>	<b>251</b>

Figure 13 (\*3)

## Fair market rent in Ottawa County

- 1 bedroom = \$623 per month
- 2 bedroom = \$743 per month
- 3 bedroom = \$1035 per month
- 4 bedroom = \$1118 per month

For 3 & 4 bedroom rentals Ottawa County is 4th highest Fair Market Rent in State. (US Department of Housing & Urban Development)

## Foreclosure Actions to Housing Units

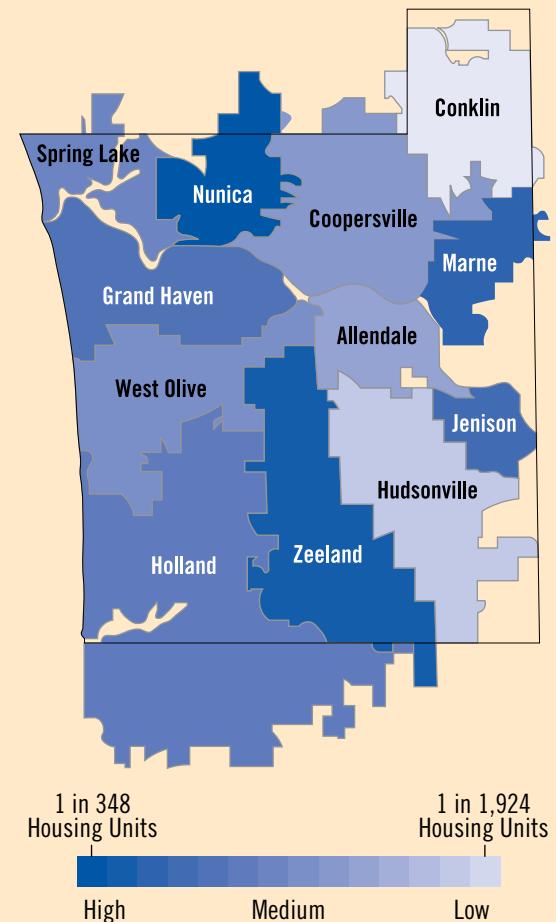


Figure 11 (\*4)



# FINANCIAL STABILITY

One out of 10 residents in Ottawa County qualifies for federal food assistance, a 56 percent increase for the first quarter of 2010 over the first quarter of 2009. The Ottawa numbers include 12,614 Ottawa households, according to an analysis by the Michigan League for Human Services, a statewide non-profit that advocates for low-income people.

## Food Costs

In the 2-1-1 annual report, food pantries were the highest service request in Ottawa County with 576 total calls; with the addition of the online mobile food pantry schedule to 2-1-1's website, it is possible that the number of people accessing food pantries through 2-1-1 is even higher. 2-1-1's website had 1,158 Ottawa County hits to its website, not included in Ottawa County call numbers.

- The food pantry calls have decreased, but this could be in response to 2-1-1's management of an on-line mobile food pantry schedule.

Type of assistance	Year	# Households	% Population
Federal Food Assistance Program	Q3 2010	13,530	11%
	Q3 2011	12,378	10.4%
	Q1 2012	11,242	9.3%
Federal Cash Assistance Program	Q3 2010	515	.5%
	Q3 2011	479	.4%
	Q1 2012	409	.3%
Federal Child Daycare Assistance	Q3 2010	860 children*	n/a
	Q3 2011	820 children*	n/a
	Q1 2012	732 children*	n/a
Medicaid Eligible	Q3 2010	28.809	12.3%
	Q3 2011	29.165	12.5%
	Q1 2012	28.908	12.3%

\*Figures reflect number of children, not households.

Figure 14 (\*5)

## 211 Total Ottawa County Calls

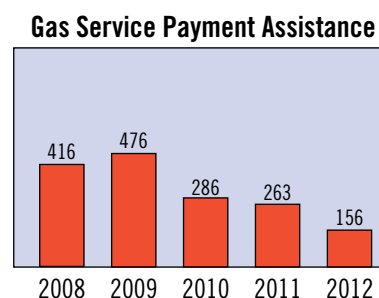
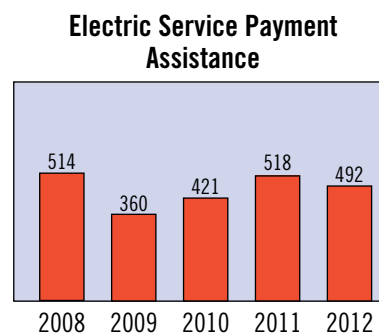
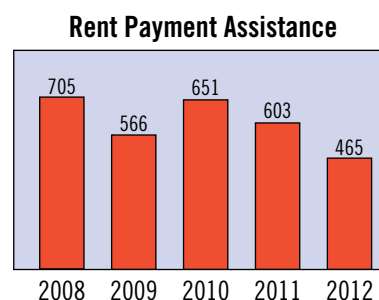
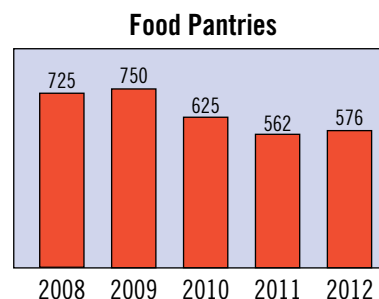
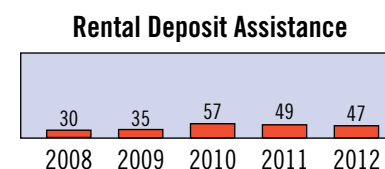
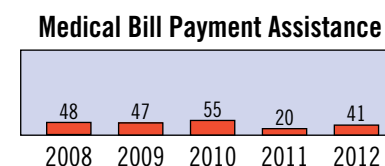
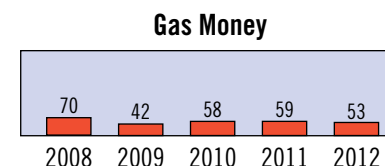
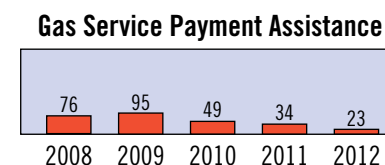
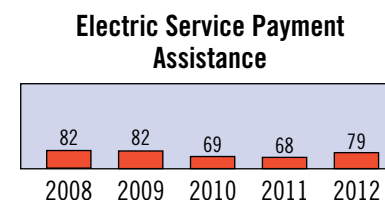
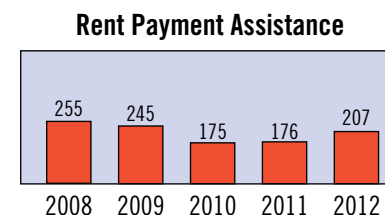


Figure 15 (\*6)

## 211 Top Unmet Requests





## INCOME SECURITY AND FINANCIAL LITERACY

Eighty-one percent of the households received earnings, and 18 percent received retirement income other than Social Security.

Twenty-seven percent of the households received Social Security. The average income from Social Security was \$18,156. These income sources are not mutually exclusive; that is, some households received income from more than one source.

**Of adults employed in Ottawa County, 5% have at least one type of disability.**

Of the total employed:		
With a hearing difficulty	1,933	2%
With a vision difficulty	1,169	1%
With a cognitive difficulty	2,546	2%
With an ambulatory difficulty	1,613	1%
With a self-care difficulty	356	0%
With an independent living difficulty	1,509	1%

Figure 16 (\*7)

**Of unemployed adults available for work (in the workforce) in Ottawa County, 14% have at least one type of disability.**

Of the total unemployed;		
With a hearing difficulty	224	2%
With a vision difficulty	51	0%
With a cognitive difficulty	1,041	9%
With an ambulatory difficulty	443	4%
With a self-care difficulty	183	2%
With an independent living difficulty	279	2%

Figure 17 (\*7)

### 2012 Personal Financial Management Household Survey Questions

In the past 12 months, have you or any other adult in your household...	Yes	No
did not have enough money for rent, mortgage, or real estate taxes?*	9.4%	90.6%
used a cash advance service such as payday advance?	3.4%	96.5%
been over limit on a credit card?	5.6%	94.3%
used a rent-to-own store?	1.2%	98.6%

\*Of those .9% were evicted for nonpayment.

- Non whites are more than 2x more likely to run short of money for rent, mortgage or real estate taxes than whites.
- Families with children aged under ten and adults aged 23–44 are significantly more likely to use cash advance services.
- Adults aged 18–24 were significantly more likely to go over limit on a credit card than other age groups.

According to the 2011 Ottawa County Behavioral Risk Survey, **one in five (22%) of Ottawa County adults are considered disabled.** This proportion increases with age and women are slightly more likely to be disabled than men. Disability decreases with education and income. For example, 39% of people in households with incomes less than \$20,000 are disabled, compared to 11% of people in households with incomes over \$75,000.

### Total Disability by Demographics

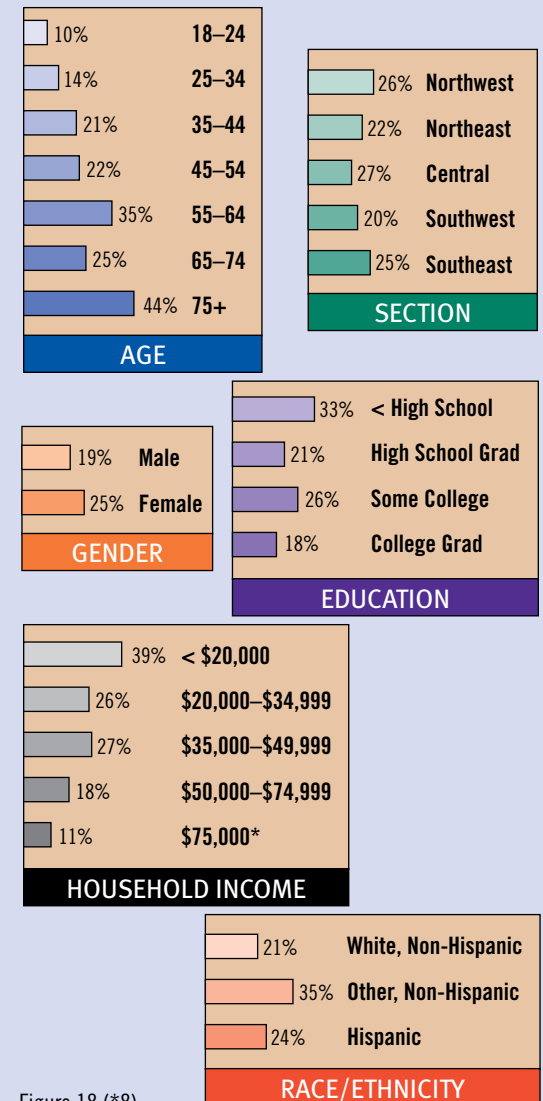


Figure 18 (\*8)





## EMPLOYMENT/UNEMPLOYMENT AND UNDER-EMPLOYMENT

Estimated Employment Data for Ottawa County by Section	NE	NW	SE	SW	C
<b>Population 16 years and over</b>					
In labor force	7,391	24,424	27,525	58,406	11,625
Civilian labor force	7,391	24,351	27,525	58,406	11,625
Employed	7,016	23,384	26,839	56,263	10,847
Unemployed	375	967	686	2,143	778
Percent of civilian labor force	5.34%	3.97%	2.49%	3.67%	6.69%
<b>Industry (Percentage)</b>					
Agriculture, forestry, fishing and hunting, and mining	6.26%	0.36%	1.78%	1.50%	1.68%
Construction	8.41%	5.48%	6.27%	4.74%	7.35%
Manufacturing	24.27%	27.42%	23.36%	36.01%	22.03%
Wholesale trade	4.90%	3.17%	6.84%	3.33%	4.11%
Retail trade	14.38%	11.00%	12.46%	10.63%	14.27%
Transportation and warehousing, and utilities	4.08%	4.48%	3.65%	2.95%	2.47%
Information	1.48%	1.77%	1.58%	1.31%	2.04%
Finance, insurance, real estate, and rental and leasing	4.08%	4.68%	4.51%	3.86%	3.91%
Professional, scientific, management, administrative, and waste management services	5.34%	6.69%	5.87%	5.12%	5.35%
Educational, health and social services	15.68%	20.62%	19.12%	17.81%	20.29%
Arts, entertainment, recreation, accommodation and food services	4.42%	6.73%	5.10%	6.32%	10.00%
Other services (except public administration)	4.38%	4.57%	5.52%	4.66%	4.26%
Public administration	2.32%	3.01%	1.45%	1.76%	2.24%
<b>Household Incomes (Percentage)</b>					
Less than \$10,000	6.65%	4.25%	2.43%	4.34%	4.33%
\$10,000 to \$14,999	3.72%	4.14%	3.74%	3.86%	4.47%
\$15,000 to \$24,999	10.74%	10.92%	7.12%	10.02%	11.15%
\$25,000 to \$34,999	9.34%	12.38%	8.28%	12.10%	13.23%
\$35,000 to \$49,999	17.33%	16.78%	16.39%	19.10%	16.97%
\$50,000 to \$74,999	28.18%	23.81%	31.24%	25.02%	28.46%
\$75,000 to \$99,999	13.93%	12.71%	16.52%	13.68%	12.71%
\$100,000 to \$149,999	7.34%	9.99%	11.38%	7.87%	5.59%
\$150,000 to \$199,999	1.27%	2.42%	1.57%	2.02%	1.77%
\$200,000 or more	1.49%	2.59%	1.34%	1.98%	1.33%

Figure 19 (\*10)

Unemployment Rates in Ottawa County, Michigan and Nation  
(2001–2012) (Annual Average<sup>1</sup>)

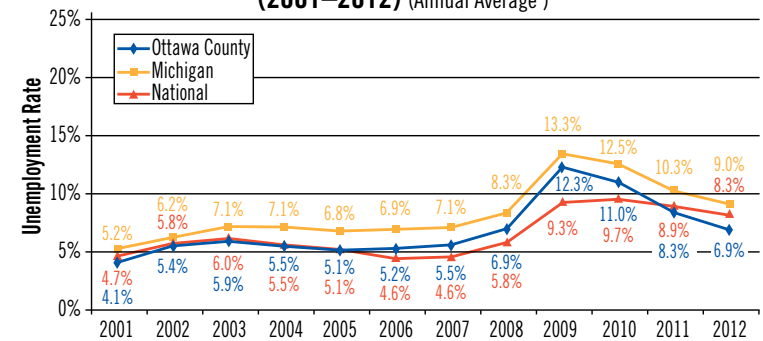


Figure 20 (\*9)

According to Figure 20, unemployment has dropped back down to 2008 levels; those levels are still higher than the prior 10+ years.

# FINANCIAL STABILITY



## 2008 Employment Household Survey Questions

Employment Status & Satisfaction	NE	NW	SE	SW
Working and satisfied with your job	59.2%	60.2%	62.9%	48.2%
Working but want a better job	10.3%	10.6%	6.5%	11.8%
Not working but looking for a job	6.7%	3.0%	4.2%	7.0%

In the 2008 assessment, the Central section was split equally between NW & SW quadrants.

## 2012 Employment Household Survey Questions

Employment Status & Satisfaction	C	NE*	NW	SE	SW
Working and satisfied with your job	61.0%	40.0%	55.0%	54.9%	51.1%
Working but want a better job	3.4%	12.0%	12.7%	12.8%	14.3%
Not working but looking for a job	1.7%	24.0%	2.1%	3.8%	8.0%

\*Small sample size (n<30)

## 2012 Employment Household Survey Questions

Employment Status and Satisfaction of Ottawa County Adults Percent by Income, Hispanic/Non-Hispanic, and Education Level										
	Working and satisfied with your job		Working but want a better job		Not working but looking for a job		Not working and not looking for a job		Retired	
	2008	2012	2008	2012	2008	2012	2008	2012	2008	2012
<b>Income Category</b>										
Low/Very Low Income	34.2%	33.3%	14.0%	17.3%	12.8%	11.3%	19.8%	14.0%	19.1%	24.0%
Middle/High Income	69.2%	62.0%	8.1%	11.8%	2.2%	4.3%	7.7%	5.5%	12.9%	16.3%
<b>Hispanic</b>										
Yes	31.8%	49.5%	16.0%	24.2%	13.5%	18.7%	29.0%	4.4%	9.7%	3.3%
No	59.6%	52.6%	9.0%	12.0%	4.2%	5.7%	8.3%	8.1%	18.9%	21.7%
<b>Education Level</b>										
High School or Less	42.0%	26.0%	11.6%	15.5%	9.6%	8.1%	13.7%	9.1%	23.1%	21.4%
Some College/2-Yr Degree or Certificate	56.3%	49.3%	11.1%	16.1%	5.5%	9.9%	11.0%	8.2%	16.0%	16.4%
Baccalaureate Degree or Higher	70.3%	59.1%	6.9%	9.4%	0.9%	3.6%	8.1%	6.3%	13.9%	21.5%



### • Disparity in Employment

- 24% of Hispanics and 26.2% non-whites were “working but looking for a better job” compared to 12% of non-Hispanics.
- 46% of Hispanics “need new skills or training” to get a better job compared to 28% of non-Hispanics.

Race	Median Household Income	% at federal poverty level
Hispanic	\$40,232	21.8%
African American	\$43,289	26.1%
White	\$56,176	7.4%

Figure 21 (\*7)

There is noticeable disparity related to income and race in Ottawa County.



According to the 2012 United Way Household Survey:

- Of the people who responded “working but want a better job” (13.2%) and “not working but looking for a job” (6.6%) the top three reasons were:

- couldn’t find a better job (20.4%)
- need new skills or training (30.4%)
- lack of child care (6.6%)



# FINANCIAL STABILITY

## Skills Gap

In a 2012 United Way Key Informant Survey, community leaders ranked job creation and high quality lifelong education as two of the top five issues to address for a healthy and thriving Ottawa County, and within those that ranked these as top issues there is a belief that “displaced workers lack attractive skill sets.”

In a November 2011 *Holland Sentinel* news article by Stephen Kloosterman, the following statement was made:

“We’ve talked to different companies, they’ve had a hard time finding people who they’re looking for,” Bill Raymond of Ottawa County Michigan Works said. He calls it “the skills gap:” The unemployment rate in Ottawa County is 7.7 percent, but many people don’t have the skills employers want. Simple hands-on assembly in factories has decreased, making unskilled labor jobs more scarce. But the skills that are required are easy to pick up, compared to college. For instance, a person can become certified and job-ready as a CNC machinist after taking 15 weeks of night classes.

A report from the Georgetown Center estimated 14 million jobs created in America from 2008 to 2018 will “go to people with an associate’s degree or occupational certificate.” Many of these will be in “middle-skill” occupations such as electrician and construction manager, dental hygienist, paralegal and police officer,” according to a Harvard Graduate School of Education analysis, Pathways to Prosperity.

## Employment Supports

### 2012 Transportation Household Survey Questions

	Never	Sometimes	Often
How often is lack of transportation to work or other places a problem?	87.9%	8.7%	3.3%

	Yes	No
Have you used public transportation in the past year?	16.3%	83.7%

	Not convenient	Not near home	Not near destination
Of those that said yes, reasoning for not using public transportation locally?	9.6%	3.4%	3%

“Close to 90% of our program participants face the challenge of reliable transportation to their place of employment. Either public transportation has limited hours of operation or they have do not have a driver’s licenses due to their age at the time of their incarceration. When you couple that with many businesses having a standard policy of not hiring felons and you will understand why unemployment for the formerly incarcerated is at 70% in Ottawa County.”

Brian Vork, Executive Director of  
7ox7LifeRecovery





## SOCIAL CAPITAL

### 2012 Neighborhood Household Survey Questions

	Excellent	Good	Fair	Poor	Don't know
Overall, how would you rate your neighborhood as a place to live?	57.7%	32.5%	8.2%	1.5%	.1%

	Yes	No	Don't know
Do you expect to be living in your neighborhood five years from now?	68.5%	24.6%	6.9%
Have you participated, within the last 12 months, in a neighborhood-led event/activity in your neighborhood (e.g., alley clean-up, block party)?	30.3%	69.4%	.3%

	Several times a week	Several times a month	Once a month	Several times a year	Once a year or less	Never	Don't Know
How often do you talk or visit with your immediate neighbors (those 5–10 households that live closest to you)?	54.2%	20.4%	11.5%	5.6%	3.3%	4.4%	.5%

	A big impact	A moderate impact	A small impact	No impact at all	Don't know
Overall, how much impact do you and the people you know in your neighborhood have in making our neighborhood a better place to live?	32.3%	34.5%	16.8%	13.3%	3.1%

“Most people rate their neighborhoods as excellent to good, and have a high degree of attachment to their community with 68.5% expecting to live in the same neighborhood in five years. In the neighborhoods we surveyed in Holland, that percentage was 75%. This shows that most people like where they live and intend to stay. However, when it comes to people feeling empowered to make improvements in their neighborhoods, the percentage drops to 30–35%. Overall our analysis is that we have a high degree of social capital but it is not being capitalized on to improve our community.”

*Linda Jacobs, Executive Director of  
Good Samaritan Ministries*



Think of we before me.



**Make a difference.  
Join the movement at [ottawaunitedway.org](http://ottawaunitedway.org)**



# 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. Institute for Health Metrics & Evaluation at the University of Washington
2. 2012 Ottawa County Community Health Needs Assessment
3. Michigan Department of Community Health Vital Records Division, Resident Birth Files
4. 2011 Ottawa County Behavioral Risk Factor Survey
5. 2010 Michigan Department of Human Services Annual Report Monthly GREEN BOOK of Statistics
6. 3 County Hospital—Holland Hospital, North Ottawa Community Hospital and Spectrum Health Zeeland Community Hospital
7. Michigan Behavioral Risk Surveillance System
8. Ottawa County Youth Assessment Survey—2011

## ISSUE AREAS:

- Health Profile
- Access to Health Care
- Overweight and Obesity
- Chronic Disease
- Unhealthy Lifestyle Choices
- Mental Health and Substance Abuse



# HEALTH

## HEALTH PROFILE

The findings from the Health Think Tank paint a picture of a community that lives up to its billing as one of the **healthiest counties in Michigan**, according to the Robert Wood Johnson Foundation County Health Rankings. Ottawa County is considered to be a giving community with a wealth of excellent resources, programs, and services. With three hospitals, two free medical clinics, and hundreds of health care professionals, health care is accessible to most people. Residents also report good health, life satisfaction, and low levels of major depression.

The prevalence of risk behaviors such as smoking or inactivity is low; however, binge drinking in Ottawa County is higher than in the state and 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 overweight (36%) or obese (26%).

Most adults engage in clinical preventive practices such as routine physical checkups, Pap tests, mammograms, and colonoscopies. On the other hand, residents are less likely to visit a dentist, especially if they have no health care coverage.

According to the 2012 Ottawa County Community Health Needs Assessment (CHNA); “There are two broad themes that emerge from this report:

- There is a direct relationship between health outcomes and income and education. Those with the lowest income and education generally have the poorest health outcomes.
- While any given measure may show an overall good picture of community health, there are significantly challenged subgroups.” [page 4]

### 2012 Health Household Survey Question

	Healthy nutrition	Personal responsibility	Exercise
When it comes to health, what message should all health-related agencies promote?	36.5%	28.6%	9.3%

Ottawa County receives high marks for having excellent emergency care and services, general surgery, OB/GYN, ophthalmology, and orthopedics.

According to the CHNA, many health care professionals believe, and secondary data support, **there is a lack of primary care providers for both adults and children and this has the greatest impact on the underserved.**

Specific subpopulations experience barriers to health care programs and services. The populations considered **underserved are low income, uninsured, underinsured, and Hispanic.**

Not only are high health care costs a barrier to these groups, but even those with Medicaid find it hard to see a provider because more and more physicians are refusing to accept Medicaid. This has created critical consequences for primary health care, mental health treatment, and dental care.

Traditional health insurance often doesn't cover ancillary services such as prescription drugs, vision, or dental care. Thus, if consumers have to pay for these services, plus deductibles and co-pays, the cost burden can be great and residents will avoid seeking necessary treatment.

# HEALTH

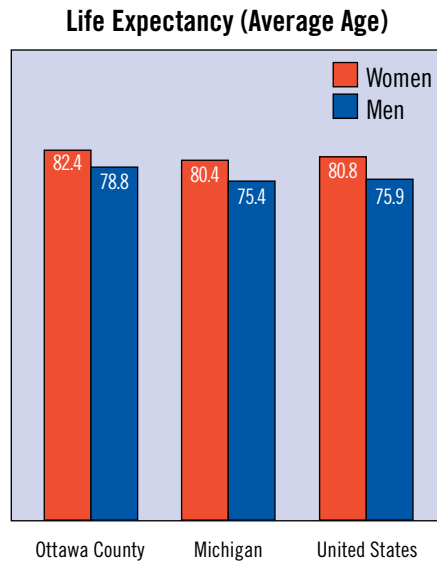


Figure 1 (\*1)

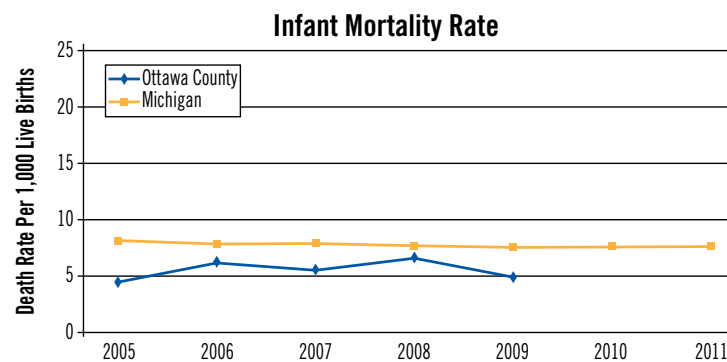


Figure 3 (\*3)

## Proportion of Children Aged 19–35 Months Fully Immunized

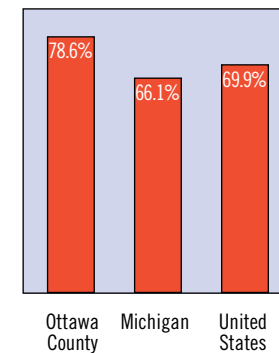


Figure 2 (\*2)

## Low Birth Rates and Infant Mortality Rates

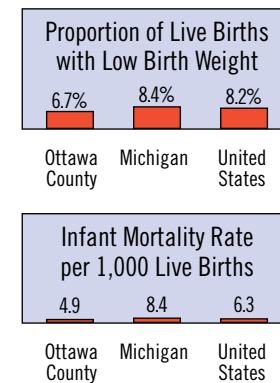


Figure 4 (\*3)

## Teenage Pregnancy

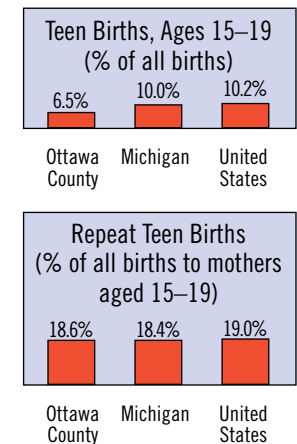


Figure 5 (\*2)




# BEHAVIORAL RISK FACTOR SURVEY MEASURES

Health Status Indicators			
	Ottawa County	Michigan	U.S.
General Health Fair/Poor	9.9%	14.2%	14.7%
Poor Physical Health (14+ days)	8.1%	10.8%	—
Poor Mental Health (14+ days)	8.6%	10.7%	—
Activity Limitation (14+ days)	5.1%	7.4%	—
Dissatisfied/Very Dissatisfied with Life	4.5%	6.1%	—
Rarely/Never Received Social and Emotional Support	4.4%	6.5%	—
Total Disability	22.2%	24.5%	—
Any Activity Limitation	21.0%	22.6%	21.2%
Use Special Equipment	6.0%	8.0%	7.6%
Obese	25.8%	31.7%	27.5%
Overweight	36.7%	35.1%	36.2%
Not Overweight or Obese	37.4%	33.2%	35.5%
No Health Care Coverage	12.6%	16.6%	17.8%
No Personal Health Care Provider	12.0%	12.5%	—

Figure 6 (\*5)

Risk Behavior Indicators			
	Ottawa County	Michigan	U.S.
No Leisure Time Physical Activity	12.7%	23.6%	76.6% (2009)
Inadequate Fruit and Vegetable Consumption	83.0%	77.4% (2009)	77% (2009)
Current Cigarette Smoking	17.2%	18.9%	17.3%
Former Cigarette Smoking	24.5%	25.3%	25.2%
Current Smokers who Tried to Quit	61.0%	62.3%	—
Smokeless Tobacco	2.7%	2.6%	—
Binge Drinking	20.3%	15.0%	15.1%
Heavy Drinking	7.5%	5.4%	5.0%
Always Uses a Seatbelt	90.2%	90.0%	—
Ever Told High Blood pressure	31.4%	29.8% (2009)	28.7% (2009)

Figure 7 (\*5)

 = best measure among the comparable groups



Statistically, Ottawa County ranks better than Michigan and the United States in most measures.

*Lack of affordable access to basic primary care, particularly for the uninsured, Medicaid, and (to a lesser degree) Hispanic and migrant populations, is identified by CHNA Key Stakeholders as the most pressing health issue in Ottawa County.*

- The majority feel these are county-wide issues, as there are *not enough existing services* to address level of need.
- Holland is seen as being most accessible for primary care due to its available social services.
- Access in the north is viewed as limited by *transportation* while access in the city is limited by *poverty*.

While respondents disagree over whether or not there is a wide variety or choice of primary care physicians, the majority think there is little to no choice for the uninsured, those with transportation barriers, or for those using Medicaid. Lack of primary care physicians in the county is attributed to the difficulty in recruiting them to the area, as well as to a nation-wide decline in primary care physicians as more physicians move into more lucrative specialty fields.

The majority of CHNA Key Stakeholders also see a general *lack of insurance coverage for ancillary services* such as for prescriptions or dental coverage as well as an *inability to pay out-of-pocket expenses* such as deductibles or co-pays for Ottawa County residents.



# ACCESS TO HEALTH CARE

According to the 2012 Household survey, 45.1% of respondents stated that they “don’t have barriers to locally accessing health care services (dental, mental, prescription, primary care).” For those that named barriers, the top three barriers were: cost of care 23%; lack of health care insurance 13.1%; and inadequate health care insurance 6.5%. Respondents also stated that “promoting awareness of services/options, reduce costs (not specified how) and universal coverage/national health care program were the top three things that could be done locally to address barriers to accessing health care services.

According to the CHNA, there are far fewer primary care physicians (PCP) compared to the state (Figure 8).

One in 10 adults have Medicaid as their health care coverage in Ottawa County. In Figure 9, one in four children in Ottawa County have Medicaid as their primary health coverage.

The vast majority of CHNA Key Stakeholders report that a downturn in the general economy has impacted the community’s health and health care landscape over the past few years. Additionally, they point out that *fewer physicians are accepting Medicaid patients*.

“Many of the working poor that have Medicaid for themselves or for their children are finding it more and more difficult to find healthcare providers in our county.”  
*CHNA Key Stakeholder*

## Primary Care Physicians and Medicaid Patients in Ottawa County

Primary Care Physicians (MDs and DOs) per 100,000 Population

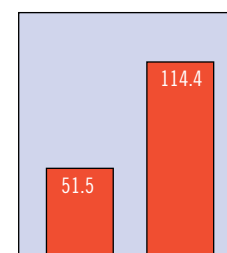


Figure 8 (\*2)

Proportion of Medicaid Patients in Ottawa County

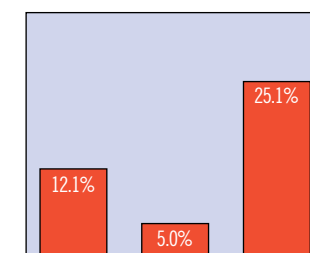


Figure 9 (\*5)

## Hospital Data, Ottawa County

According to the CHNA, over half (64%) of hospital inpatient admissions in Ottawa County are for patients with government sponsored health coverage, while only 2% are uninsured. Conversely, 11% of emergency department visits are for patients without insurance. Nearly one in 10 (9%) ER visits are from patients without a medical home (primary care physician).

### Insurance Status of Hospital Patients

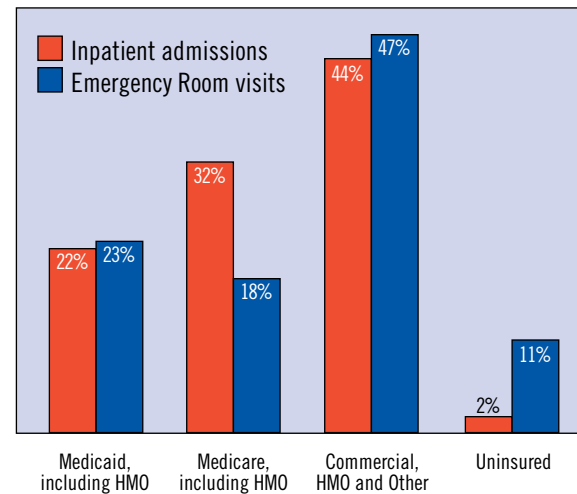
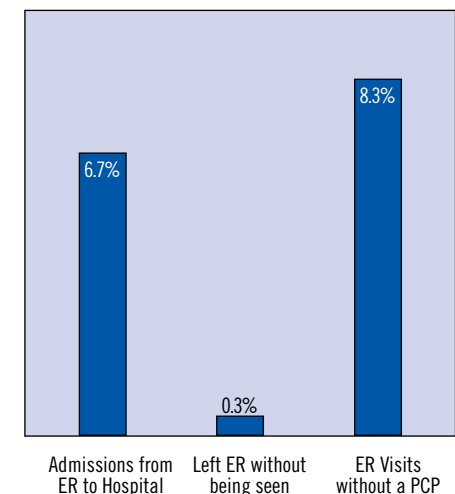


Figure 10 (\*6)

### Hospital and Emergency Room (ER) Admissions/Visits



## Health Care Coverage Among Adults Aged 18–64 Years

According to the BRFS, more than one in 10 (13%) Ottawa County adults aged 18–64 have no health care coverage. Whether or not one has coverage is directly related to education and income. Additionally, younger residents (aged 18–34) are more likely to have no coverage than older residents, and Hispanics report no coverage more than other racial/ethnic groups.

## No Health Care Coverage by Demographics

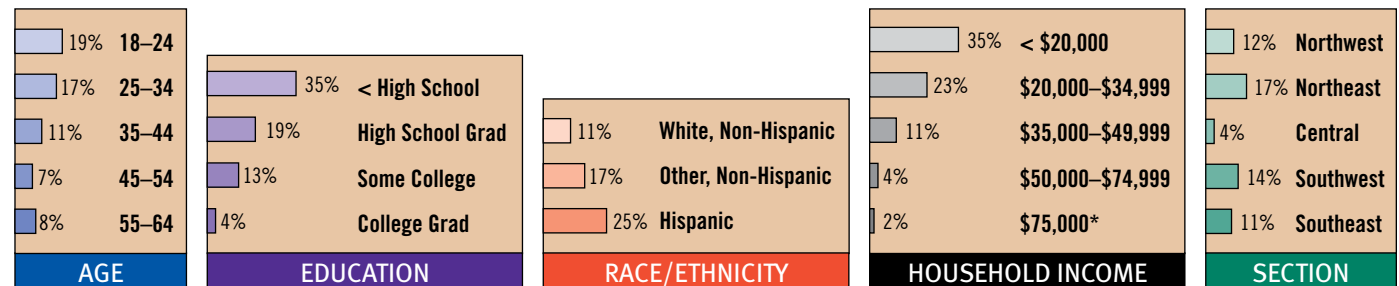


Figure 11 (\*4)



## Dental Health

**More than one in five (22%) Ottawa County adults have not visited a dentist in the past year.** Visiting a dentist in a timely manner is directly related to education and income. In fact, more than four in ten people with less than a high school education and/or living in a household with income less than \$20K have not visited a dentist in the past year as stated in the BRFS.

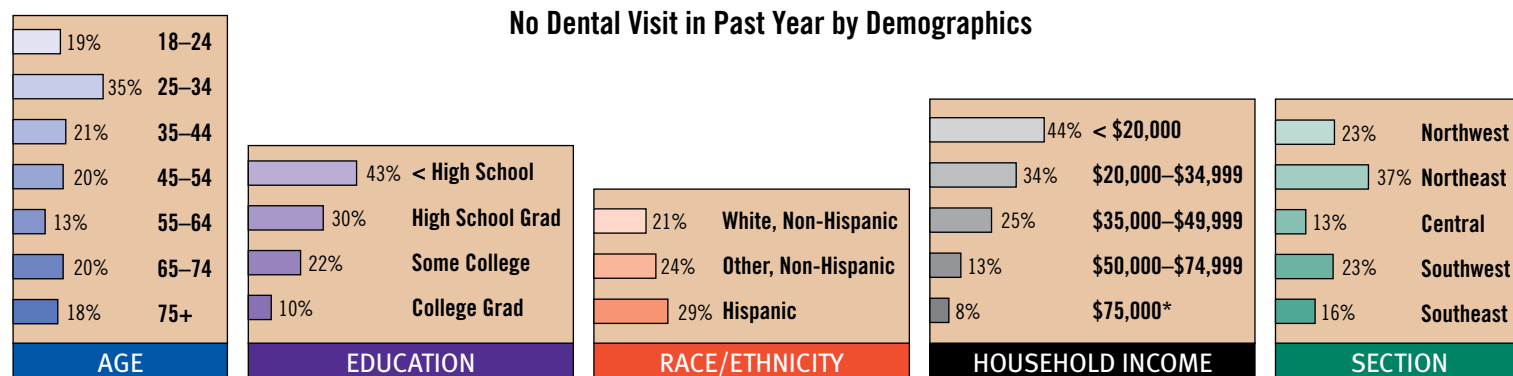


Figure 12 (\*4)

**Similarly, 22% of Ottawa County adults have not had a teeth cleaning in the past year.** Again, having a recent teeth cleaning is directly related to education and income and those least likely to have had a cleaning have less than a high school education and/or are living in a household with income less than \$20K.

**12.5% of respondents in the 2012 household survey stated they did not have enough money in the last 12 months for dental care including checkups; individuals without a baccalaureate degree were 50% more likely to respond this way.**

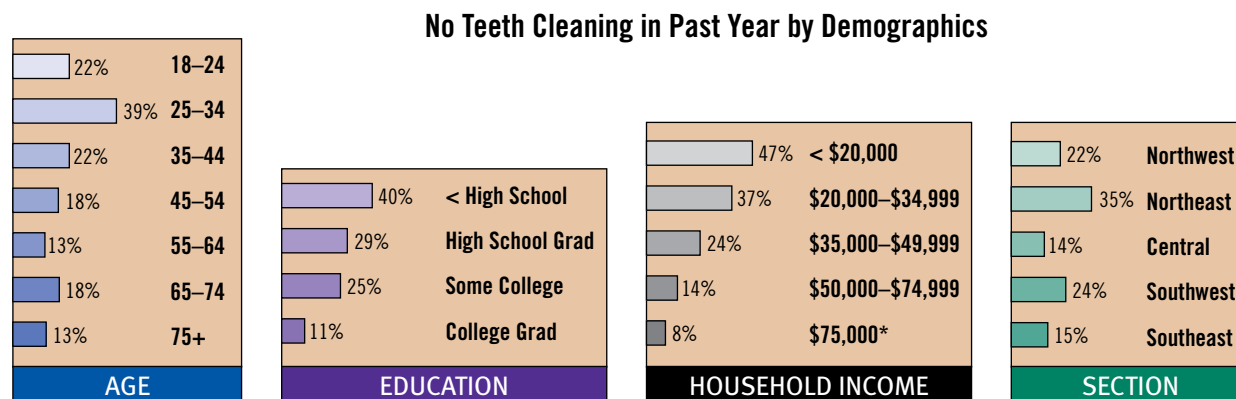


Figure 13 (\*4)

# OVERWEIGHT AND OBESITY

## Weight Status

According to the BRFSS, **one in four (26%) Ottawa County adults are considered obese per their BMI.** People with less than a high school education are more likely to be obese than those with more education. Hispanics are more likely to be obese than other racial/ethnic groups.

### Obese and Overweight by Demographics

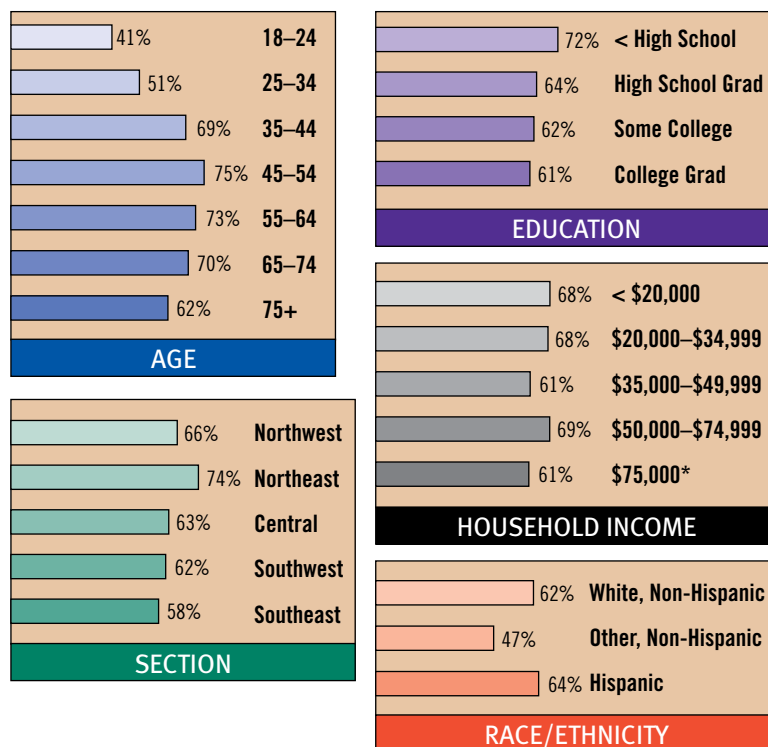


Figure 14 (\*4)

### Obesity in the Population

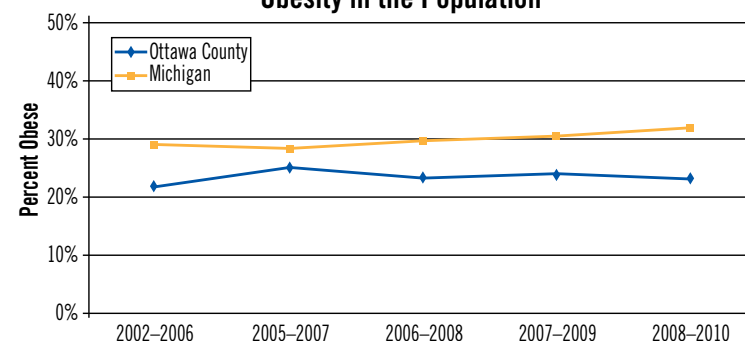


Figure 15 (\*7)

## Youth: Obesity, Physical Activity and Diet

According to the CHNA, fewer Ottawa County youth are obese, physically inactive or reporting inadequate consumption of fruits and vegetables than youth from across the state or nation. However, these are areas of opportunity, especially since almost half of Ottawa County youth are not adequately partaking in physical activity.

	Total Responses				2011 by Gender		2011 by Grade Level			2011 by Race/Ethnicity		
	2011	2009	2007	2005	F	M	8th	10th	12th	Hispanic	White	Other
Eat five or more servings of fruits and vegetables on an average day	35.2% (1278)	33.4% (775)	30.9% (472)	34.2% (536)	33.9% (604)	36.4% (658)	41.3% (531)	33.1% (361)	30.3% (366)	36.7% (138)	34.0% (924)	40.7% (211)
Overweight (85th to 94th Percentile)	13.1% (425)	33.2% (277)	13.4% (160)	n/a	12.1% (190)	14.2% (235)	11.5% (128)	14.1% (141)	13.9% (152)	18.2% (58)	12.3% (300)	14.4% (66)
Obese (95th + Percentile)	7.6% (247)	9.1% (192)	9.5% (114)	n/a	5.2% (82)	9.9% (165)	7.3% (81)	8.2% (82)	7.5% (82)	12.3% (39)	6.5% (160)	10.2% (47)
Physically active for 60+ minutes per day on five or more of the past seven days	55.2% (2011)	50.8% (1154)	39.0% (598)	38.2% (590)	48.0% (856)	62.0% (1129)	64.2% (828)	51.4% (565)	48.6% (588)	44.2% (166)	57.8% (1581)	49.4% (255)

Figure 16 (\*8)

## Adult: Leisure Time Physical Activity

According to the BRFs, **more than one in 10 (13%) adults in Ottawa County do not participate in any leisure time physical activity.** Participation in leisure time physical activity is directly related to education and income. In fact, almost three in ten (29%) adults with less than a high school diploma and one-fourth (25%) of residents who have household incomes less than \$20,000 do not participate in leisure time physical activity.

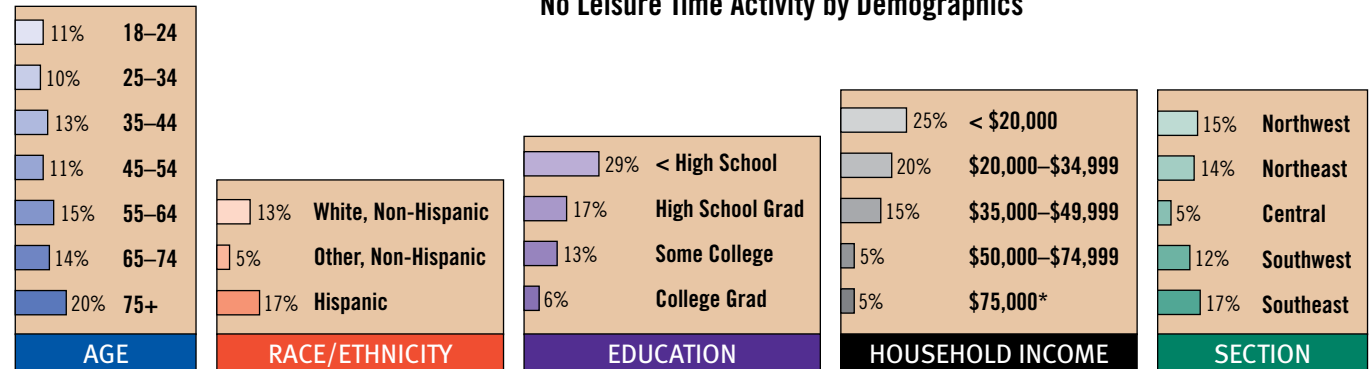


Figure 17 (\*4)

## Adult: Fruit and Vegetable Consumption

According to the BRFs, **inadequate fruit and vegetable consumption is common in Ottawa County, where 83% consume less than five servings of fruits or vegetables per day.** Adequate fruit and vegetable consumption is directly related to education and income, although the proportions of inadequate consumption are still high for those with college degrees and high incomes. Fewer men than women consume adequate fruits and vegetables.

Of all the issues reported in this study, **inadequate fruit and vegetable consumption is the one that is least affected by demographics.**

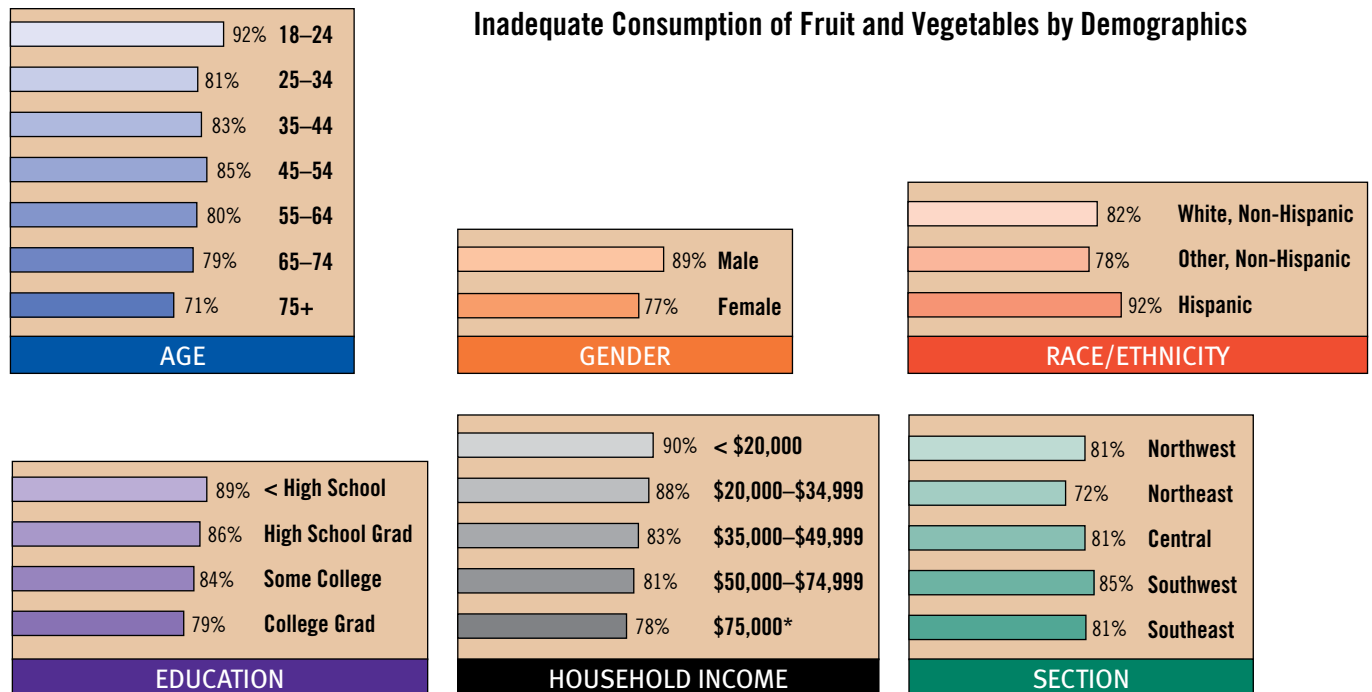


Figure 18 (\*4)



# CHRONIC DISEASES

Other pressing issues as identified by CHNA Key Stakeholders include *Chronic Disease Management, Alzheimers, Asthma, Diabetes, and Heart Disease.*

Upon review from the Health think tank, the CHNA Key Stakeholders and Informants perceive that chronic disease management is a problem, yet the individuals surveyed through the BRFs report that they manage their chronic conditions very well.

**The death rate from Alzheimer's Disease is much higher in Ottawa County than the state or the nation. It is the 4th leading cause of death for Ottawa County with a death rate of 31.5. For Michigan, Alzheimer's is the 7th leading cause of death with a death rate of 22.9.**

## 2012 Health Household Survey Question

In the past, what has caused you or motivated you to make long-term changes for improved health?	
Health issues (high blood pressure, heart attack, emphysema, etc.)	28.4%
Concern about health of family members (e.g. asthma, obesity)	15.0%
Wanting to lose weight	12.1%

## Asthma Among Adults

According to the BRFs, **more than one in 10 (13%) adults in Ottawa County have been diagnosed with asthma in their lifetime.** Other than this rate being slightly higher for females over males, and the rate being much lower in Northeast Ottawa County, there are very little differences with regard to demographics.

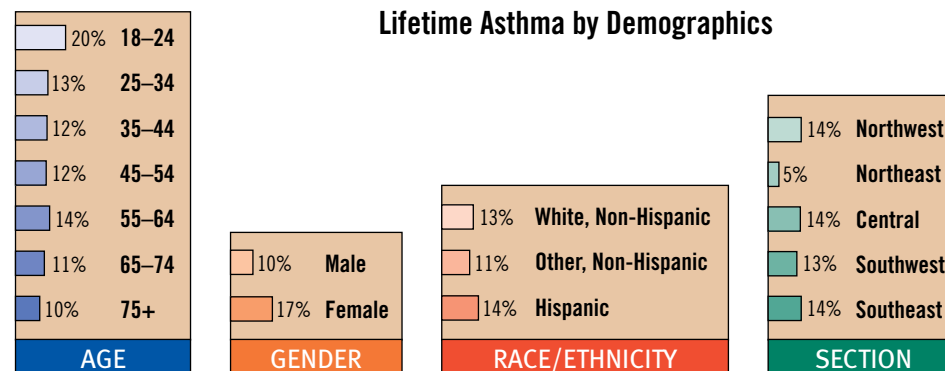


Figure 20 (\*4)





## Diabetes

The prevalence of diabetes is less than one in 10 (7%). The rate is slightly higher for older adults (55+) and those with less than a high school degree, as stated by the BRFs.

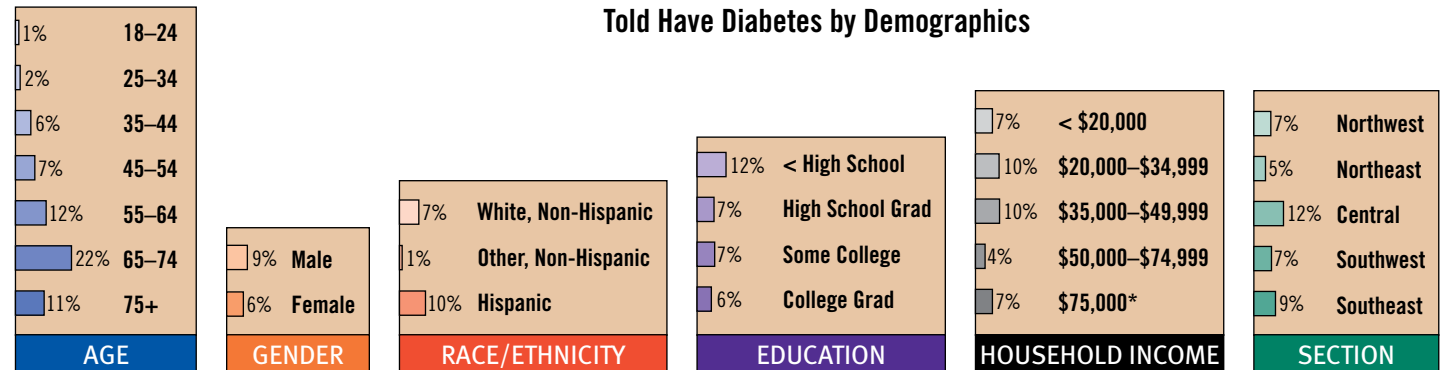


Figure 21 (\*4)

## Hypertension Awareness

Almost one-third (31%) of adults in Ottawa County have high blood pressure (HBP). As expected, HBP is more common in older adults (55+). It is also more common in men than women and significantly more common in adults who have less than a high school education. Further, there is an inverse relationship between the prevalence of HBP and household income, as stated by the BRFs.

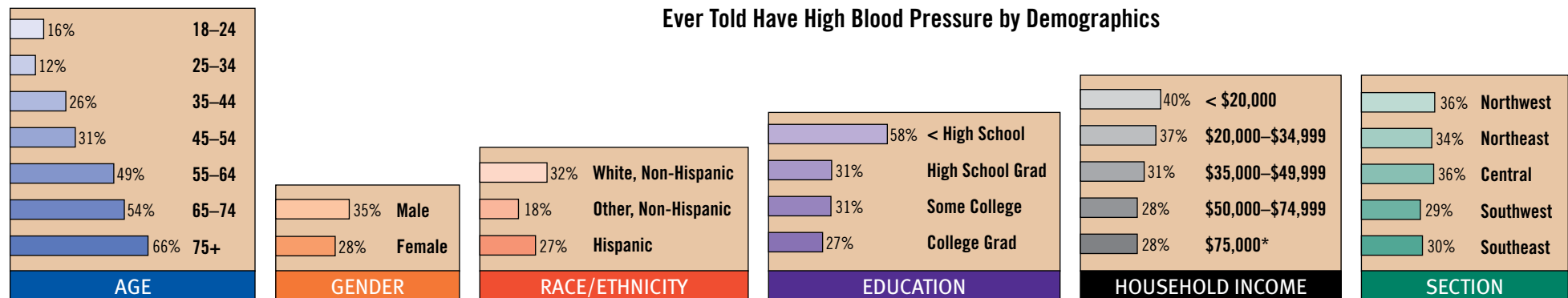


Figure 22 (\*4)

# MENTAL HEALTH AND SUBSTANCE ABUSE

## Major Depression

**One in twenty (5%) adults in Ottawa County suffers from major depression.** Those most likely to meet this diagnosis tend to be younger (<age 55), Hispanic, have less than a high school education, and/or have household incomes less than \$35K, as stated by the BRFs.

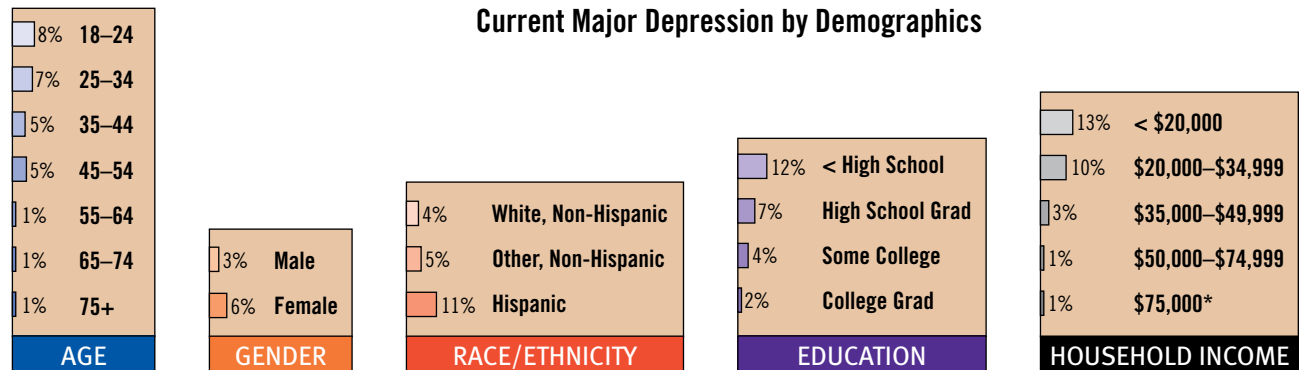


Figure 23 (\*4)

## Mental Health

According to the BRFs, 8.6% of Ottawa County adults said that they experienced 14 days or more where their mental health was not good in the past 30 days. **Similarly, the prevalence of poor mental health is 9% and is inversely related to age.** It is highest among residents with household incomes less than \$20,000 and/or Hispanics. Poor mental health is less common in men than women and less common in college graduates than those with less education.

“Culturally, they [Hispanic residents] are one of the last ethnic cultures to seek mental health services. A lot of it has to do with the stigma associated in coming to a community mental health type of organization.”

*CHNA Key Stakeholder*

**According to the 2012 Health Household Survey, 14.8% of Ottawa County adults stated that they were “ever told by healthcare provider that they have an anxiety disorder,” while 18.8% stated that they were “ever told by healthcare provider that they have a depressive disorder.”**

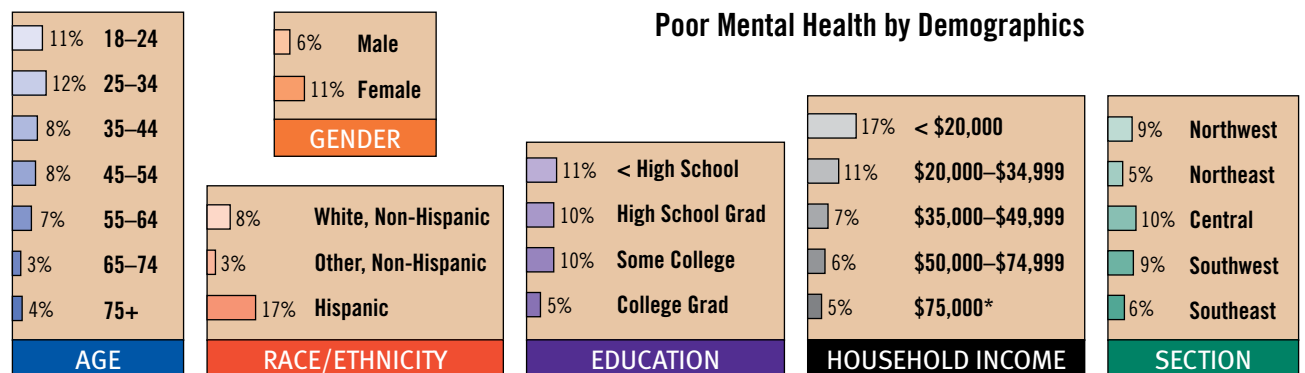


Figure 24 (\*4)

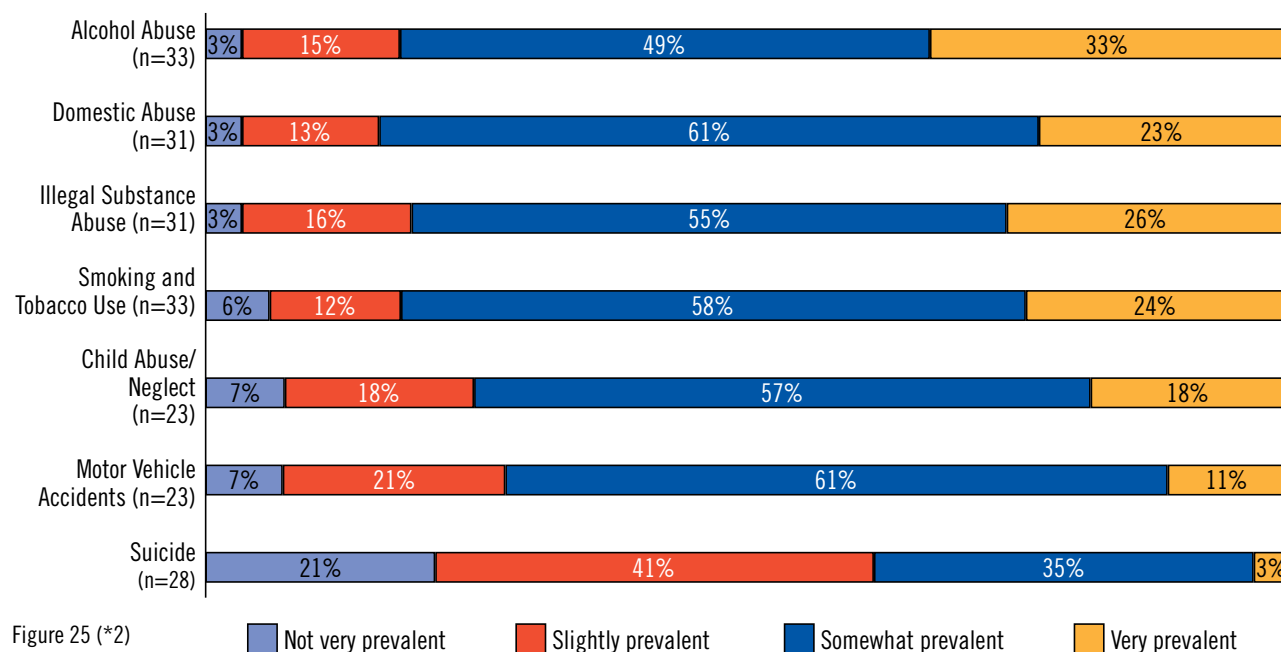




## UNHEALTHY LIFESTYLE CHOICES

Community members across all groups mention *unhealthy lifestyle choices* as behavior that most significantly contributes to the health problems identified. Yet, those in the senior and low income groups more frequently identify an *inability to afford services* and *moderate mental illness* involving anger or depression as contributing to unhealthy behavior choices. (2011 Community Health Assessment Focus Group Data)

CHNA Key Informant's Perceived Prevalence of Health Behaviors in Ottawa County



According to Key Informants, *alcohol abuse* is the most prevalent negative health behavior in Ottawa County, followed by *illegal substance use*, *tobacco use* and *domestic abuse*. Suicide, although it exists, is not considered to be as prevalent as other health behaviors.

## Alcohol Consumption

One in five (20%) Ottawa County adults engaged in binge drinking (5+ drinks for men and 4+ drinks for women on at least one occasion in past 30 days). The prevalence of binge drinking is higher among men, higher among younger people (<35 years of age), and higher in the northern regions of Ottawa County, as stated in the BRFS.

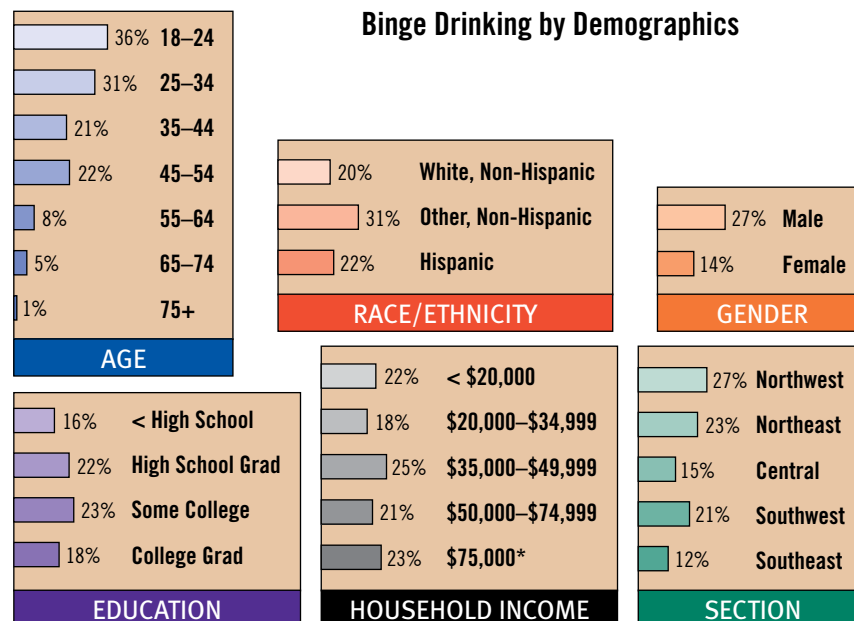


Figure 26 (\*4)

Alcohol Use	Total Responses				2011 by Gender		2011 by Grade Level			2011 by Race/Ethnicity		
	2011	2009	2007	2005	F	M	8th	10th	12th	Hispanic	White	Other
First drink of alcohol other than a few sips before age 13 (among those who have ever tried alcohol)	29.2% (402)	27.1% (257)	28.0% (206)	32.5% (301)	26.9% (183)	30.9% (210)	69.0% (165)	28.2% (122)	15.3% (105)	48.3% (86)	22.2% (214)	43.2% (101)
Had one or more drinks of alcohol on one or more of the past 30 days	21.3% (772)	25.2% (583)	29.7% (458)	27.3% (528)	21.4% (377)	20.9% (381)	9.4% (120)	19.0% (210)	35.3% (424)	26.2% (98)	19.7% (536)	26.5% (137)
Had five or more drinks of alcohol in a row (within a couple of hours) on one or more of the past 30 days	13.7% (499)	14.4% (332)	19.5% (300)	16.6% (322)	13.0% (231)	14.0% (257)	5.0% (64)	12.1% (135)	23.9% (288)	17.0% (64)	12.3% (338)	18.2% (95)

Figure 27 (\*8)



According to the 2012 Household Survey, the total amount of youth spending two or more hours a day on non-educational screen time dropped from 73% of all youth in 2008 to 47% of all youth in 2012. When compared across their parents' educational attainment level, children of parents with a baccalaureate degree or higher were significantly less likely to spend more than four hours a day on non-educational screen time than children of parents with fewer years of education.



## HEALTH

Marijuana Use	Total Responses				2011 by Gender		2011 by Grade Level			2011 by Race/Ethnicity		
	2011	2009	2007	2005	F	M	8th	10th	12th	Hispanic	White	Other
Ever tried marijuana	22.3% (811)	22.2% (513)	25.0% (389)	23.1% (448)	20.1% (356)	24.2% (444)	7.8% (100)	22.3% (245)	37.0% (448)	29.4% (111)	19.5% (532)	32.1% (166)
Used marijuana one or more times during the past 30 days	14.1% (515)	13.5% (312)	14.4% (224)	12.3% (242)	13.0% (231)	15.1% (276)	5.4% (70)	15.8% (175)	21.2% (256)	20.3% (77)	11.7% (321)	22.8% (117)
Perceived no or slight risk to smoking marijuana once or twice	58.9% (2135)	52.1% (1192)	56.8% (884)	46.3% (897)	56.0% (993)	61.5% (1118)	46.9% (601)	59.8% (658)	70.3% (846)	63.3% (238)	58.2% (1584)	59.5% (306)
Perceived no or slight risk to smoking marijuana regularly	26.1% (946)	19.1% (435)	16.6% (258)	11.6% (225)	19.8% (350)	32.1% (583)	19.2% (246)	25.9% (285)	33.4% (403)	35.9% (144)	23.0% (628)	34.9% (179)

Figure 27 (\*8)

Tobacco Use	Total Responses				2011 by Gender		2011 by Grade Level			2011 by Race/Ethnicity		
	2011	2009	2007	2005	F	M	8th	10th	12th	Hispanic	White	Other
Smoked a whole cigarette for the first time before the age of 13 years (among those who ever smoked)	31.2% (257)	31.3% (198)	35.8% (156)	40.4% (247)	30.1% (117)	31.6% (133)	68.6% (85)	34.2% (82)	18.3% (80)	41.1% (46)	26.0% (142)	42.0% (68)
Smoked a cigarette on one or more of the past 30 days	13.1% (482)	16.9% (390)	18.3% (283)	18.6% (363)	13.2% (237)	12.9% (240)	5.2% (86)	12.9% (144)	20.9% (255)	17.8% (67)	11.6% (320)	17.8% (94)
Perceived no or slight risk to smoking one or more packs of cigarettes per day	14.2% (517)	10.4% (238)	8.6% (132)	7.2% (140)	11.2% (199)	16.9% (308)	18.4% (238)	13.6% (149)	10.4% (125)	27.8% (105)	11.1% (303)	20.4% (105)

Figure 28 (\*8)

Depression & Suicide	Total Responses				2011 by Gender		2011 by Grade Level			2011 by Race/Ethnicity		
	2011	2009	2007	2005	F	M	8th	10th	12th	Hispanic	White	Other
Ever felt so sad or hopeless almost every day for two weeks that I stopped doing usual activities (during last 12 months)	21.8% (799)	20.1% (465)	20.5% (317)	22.9% (446)	28.9% (515)	14.6% (270)	18.8% (245)	24.6% (274)	21.6% (262)	30.9% (117)	19.2% (528)	28.9% (151)
Ever seriously think about attempting suicide (during last 12 months)	13.2% (485)	n/a	n/a	n/a	17.4% (310)	9.2% (170)	11.5% (149)	15.4% (172)	12.8% (155)	15.9% (60)	12.2% (335)	17.3% (90)

Figure 28 (\*8)





**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. Western Great Start to Quality Resource Center
2. State of Michigan Child Development and Care Handbook, Michigan Department of Education, Revised 7–12
3. The Annie E. Casey Foundation KIDS COUNT Data
4. 2011 Ottawa County Food Policy Council Needs Assessment
5. Ottawa County Youth Assessment Survey—2011
6. 2011 Ottawa County Behavioral Risk Factor Survey
7. Ottawa Area Intermediate School District
8. 211 Community Access Line of the Lakeshore
9. Ottawa Area Housing Coalition, Point in Time Data
10. US Department of Housing & Urban Development
11. 2010 Michigan Incident Crime Reporting
12. Ottawa County Department of Human Services, Annual Presentation dated January 20, 2012





## ISSUE AREAS:

- Child Care Needs
- Food Security
- Access and Referral
- Daily Use Items
- Homelessness and Housing
- Domestic Violence, Abuse and Neglect
- Disaster Relief

# BASIC NEEDS

## CHILD CARE NEEDS

According to the 2010 Census, Ottawa County has 17,762 children ages 0–5. The number of licensed spaces registered in Ottawa County in the three types of care listed below is 9,164, approximately half the number of children in the age group.

Effective 3/13/2012								
Type of Care	Regular		Evening		Overnight		Weekend	
	facilities	capacity	facilities	capacity	facilities	capacity	facilities	capacity
Family homes	303	1811	52	312	27	162	39	234
Group homes	34	408	5	60	3	36	4	48
Centers	112	6945	3	148	0	0	0	0
<b>Total</b>	<b>449</b>	<b>9164</b>	<b>60</b>	<b>520</b>	<b>30</b>	<b>198</b>	<b>43</b>	<b>282</b>

Figure 1 (\*1)

The subsidy rates for child care assistance through the Child Development and Care program from Department of Human Services (DHS):

DEPARTMENT HOURLY RATES							
Child Care Center		Family and Group Homes		Aides/Relatives–Tier 2		Aides/Relatives–Tier 1	
CHILD'S AGE		CHILD'S AGE		CHILD'S AGE		CHILD'S AGE	
0–2½ Yr	2½ Yr +	0–2½ Yr	2½ Yr +	0–2½ Yr	2½ Yr +	0–2½ Yr	2½ Yr +
\$ 3.75	\$2.50	\$2.90	\$2.40	\$2.20	\$1.85	\$1.35	\$1.35

Figure 2 (\*2)

Daycare facilities are licensed by Department for Human Services' Bureau of Children and Adult Care Licensing for a set capacity, but this capacity can fluctuate based on the given day/time, at the facilities prerogative. However, above you will find the number of facilities that have reported providing Evening, Overnight, and Weekend Care, as well as the capacity for those facilities.







## BASIC NEEDS

In January 2012, there were 554 Ottawa County families approved for CDC assistance from Ottawa County Department of Human Services.

- The number of families receiving this subsidy has been on an annual decline since 2006. DHS staff believes two factors may be contributing to this. In 2007, DHS changed the daycare policy lowering the income limit for eligibility. DHS staff also note that increasing unemployment levels require less daycare support.
- The average monthly child care subsidy payment made by DHS per Ottawa County family in 2010 was \$495, with total Ottawa County payments in the fiscal year 2010 being \$2,821,817.
- DHS staff commented that the large gap between those eligible for assistance, and those receiving assistance may be due to a large number of children being cared for by childcare providers that are not approved for DHS payments. Factors affecting a provider being DHS approved as a provider include being under age 18, having a criminal history, undocumented worker, not being willing/able to complete DHS training.

Children Ages 0-12 Eligible for Subsidized Care (Number)				
2006	2007	2008	2009	2010
1,583	1,456	1,428	1,276	1,123
Children Ages 0-12 Receiving Subsidized Care (Number)				
2006	2007	2008	2009	2010
1,147	1,116	1,181	882	808

Figure 3 (\*3)

- As you can see from the Basic Economic Security tables on page 15, **child care is the #1 expense**, far outweighing everything except transportation.
- According to the 2012 Household Survey, those who answered that their employment status was “working but want a better job” (12.9%) and “not working but looking for a job” (6.6%); a total of 6.6% of them **stated that the “lack of child care” was the main reason keeping them from getting the type of job they wanted.**
- 21% of employed Hispanics stated the main thing keeping them from getting a better job was **“lack of child care”**, compared to 3% of non-Hispanics.



## FOOD SECURITY

An overview of food security in Ottawa County:

One out of 10 residents in Ottawa County qualifies for federal food assistance, a 56 percent increase for the first quarter of 2010 over the first quarter of 2009.

- The Ottawa County numbers include 12,614 Ottawa households, according to an analysis by the Michigan League for Human Services, a statewide non-profit that advocates for low-income people.

According to the B.E.S.T. figures 3 and 4 on page 30, a single wage earning family with a preschooler and a school aged child spends a minimum of \$505 per month on food. This equates to about \$3.16 of an hourly wage, pre-tax, going to food.

### 2012 Household Survey Question

How often do you worry about running out of money for food or clothing? Would you say:	
All the time	5.1%
At least once a month	6.3%
Occasionally	21.0%
Never	67.2%

Almost one in three Ottawa County individuals worried about running out of money for food or clothing in 2012.

- Non-whites worry about running out of money for food or clothing at least one time a month or more at a rate of 24% compared to 9.7% in whites.
- Individuals aged 18-34 worry about running out of money for food or clothing at least one time a month at a rate of 14.4% compared to 8.6% of those aged 55-74.

### 2012 Household Survey Question

	Yes	No
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?	9.1%	90%

- Hispanics report cutting meal size or skipping meals at 20% compared to 8% of non-Hispanics.
- Individuals aged 35-54 were most likely to cut meal size or skip meals at 11.5%.



## Access to food

The Basic Needs Think Tank stated there was a need for:

- More coordinated food network to address equal and consistent access.
- Lack of access to healthy food for those in food insecurity.
- Identification of resources/pantries.

A recent survey administered to over 100 clients at Ottawa County food assistance programs showed where clients received food assistance;

- Most of the clients needed food assistance once or twice per month.
- The clients ranked the Bridge Card and food pantries as their two most important food supports, with the Bridge Card being number one by more than five times.

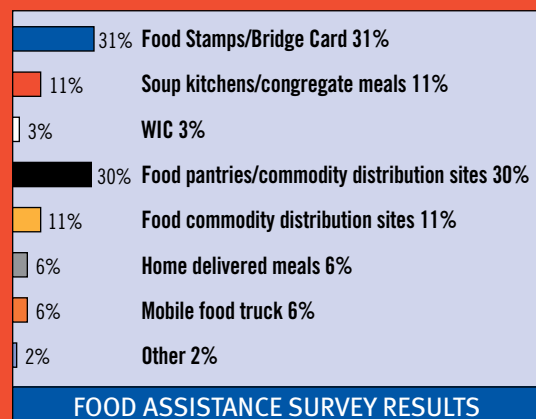


Figure 4 (\*4)



## BASIC NEEDS

### Healthy food options:

#### Fresh fruit and vegetables

- A recent survey administered to over 100 clients at Ottawa County food assistance programs listed the following barriers to eating fruit & vegetable on a regular basis:

- Too expensive = 40
- Not available at pantries = 19
- They are poor quality where I shop = 12
- Can't get to stores with vegetables/fruit = 9
- Other = 19

- The 2011 Community Health Needs Assessment states, "Inadequate fruit and vegetable consumption is common in Ottawa County, where 83% consume less than five servings of fruits or vegetables per day. Adequate fruit and vegetable consumption is directly related to education and income, although the proportions of inadequate consumption are still high for those with college degrees and high incomes. Fewer men than women consume adequate fruits and vegetables." [page 61]

- What healthy options are available where people with bridge cards shop?

- Holland and Hudsonville Farmers Markets are accepting the Bridge card and have a program called double up bucks that provide double the value of produce when using bridge card at these markets. An expansion of markets using these programs and accepting bridge cards is necessary in providing access to healthy fresh foods.

- According to the 2011 Ottawa County Food Policy Council Needs Assessment there is a need to increase client 'food literacy'. When surveyed, clients at food pantries expressed an interest in food preparation classes.



## Food Assistance program

According to the Ottawa County Department of Human Services Annual Plan dated January 20, 2012, the following was reported:

- There were a total of 12,998 households receiving food assistance in December 2011.
- In 2011, monthly FAP (Food Assistance Program) benefits averaged \$122 per person in Ottawa County.
- Ottawa County citizens received \$34,217,758 in FAP benefits during 2011.
- The average FIP (Family Independence Program) payment per family in Ottawa County in 2011 was \$383 per month.
- Ottawa County families received \$1,655,973 in total FIP payments during 2011.

FIP Caseload				
2007	2008	2009	2010	2011
447	431	558	489	433
Food Assistance Program (FAP)				
2007	2008	2009	2010	2011
5,863	6,572	9,456	13,426	12,998

Figure 5 (\*3)

- The supply of food for food pantries is sporadic, the demand is consistent. A United Way Focus Group held with Ottawa County Food Assistance Program providers the following were common themes:
  - Fresh food is always in demand and hard for providers to get.
  - Although they generally have enough inventory, it's not always culturally appropriate or providing much client choice.
  - Receiving food close to expiration and getting it processed and distributed in time is a challenge.
  - Very few providers share data or overtly collaborate with each other.

In summary – there is general agreement among providers that the near future holds a rising demand for assistance and while there is enough total food resources to stop hunger, a combination of access barriers, special dietary needs and healthy culturally appropriate foods will allow hunger to continue to be a problem.

- A recent survey administered to over 100 clients at Ottawa County food assistance programs listed the following dietary restrictions;
  - Diabetes =32
  - Hypertension=36
  - Respiratory = 27
  - Heart Disease = 20
  - Food Allergy = 11
  - Other = 15





# BASIC NEEDS

## Youth: Adequate Fruit and Vegetable Consumption

According to the CHNA, fewer Ottawa County youth are reporting inadequate consumption of fruits and vegetables than youth from across the state or nation.

### Adequate Consumption of Fruit and Vegetables by Demographics

	Total Responses				2011 by Gender		2011 by Grade Level			2011 by Race/Ethnicity		
	2011	2009	2007	2005	F	M	8th	10th	12th	Hispanic	White	Other
Eat five or more servings of fruits and vegetables on an average day	35.2% (1278)	33.4% (775)	30.9% (472)	34.2% (536)	33.9% (604)	36.4% (658)	41.3% (531)	33.1% (361)	30.3% (366)	36.7% (138)	34.0% (924)	40.7% (211)

Figure 6 (\*5)

## Adult: Inadequate Fruit and Vegetable Consumption

According to the 2011 Ottawa County Behavioral Risk Survey, **inadequate fruit and vegetable consumption is common in Ottawa County, where 83% consume less than five servings of fruits or vegetables per day.** Adequate fruit and vegetable consumption is directly related to education and income, although the proportions of inadequate consumption are still high for those with college degrees and high incomes. Fewer men than women consume adequate fruits and vegetables.

### Inadequate Consumption of Fruit and Vegetables by Demographics

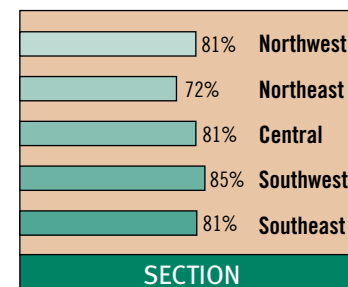
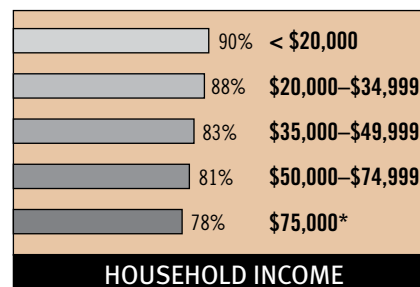
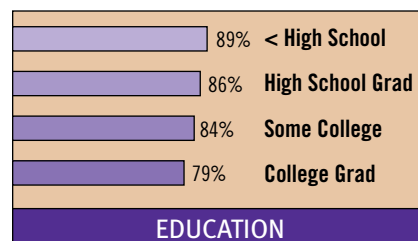
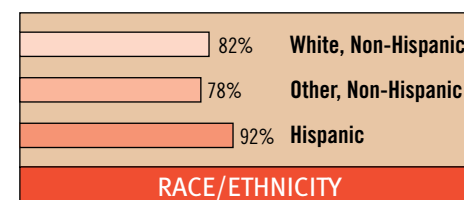
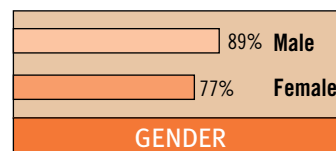
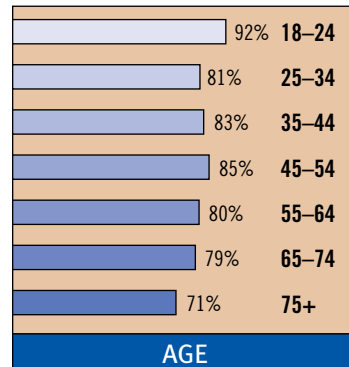


Figure 7 (\*6)

# BASIC NEEDS

District Name	Free Lunch Eligible	Reduced-Price Lunch Eligible	Not Eligible	Total Count	% total Students on F & RL	Section
Ottawa Area ISD	189	8	108	305	64.59	NW
Spring Lake Public Schools	448	118	1899	2465	22.96	
West MI Academy of Arts and Academics	111	19	277	407	31.94	
Grand Haven Area Public Schools	1759	498	3714	5971	37.80	
	<b>2318</b>	<b>635</b>	<b>5890</b>	<b>8843</b>	<b>33.39</b>	
Holland City School District	2424	313	1324	4061	67.40	SW
West Ottawa Public School District	3227	771	3394	7392	54.09	
Black River Public School	104	54	696	854	18.50	
Eagle Crest Charter Academy	203	69	448	720	37.78	
Zeeland Public Schools	1092	412	4281	5785	26.00	
Vanderbilt Charter Academy	271	62	115	448	74.33	
	<b>7321</b>	<b>1681</b>	<b>10258</b>	<b>19260</b>	<b>46.74</b>	
Hudsonville Public School District	1049	308	4681	6038	22.47	SE
Jenison Public Schools	922	352	3380	4654	27.37	
	<b>1971</b>	<b>660</b>	<b>8061</b>	<b>10692</b>	<b>24.61</b>	
Allendale Public Schools	642	193	1572	2407	<b>34.69</b>	C
Coopersville Area Public School District	711	123	1642	2476	<b>33.68</b>	NE

Figure 8 (\*7)



**Ottawa County Public Schools Free & Reduced Lunches (last 22 years)**

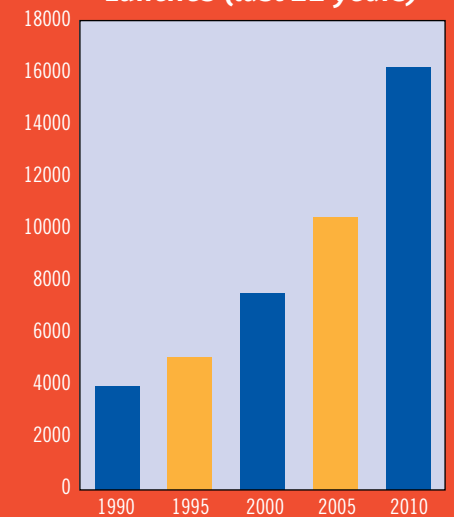


Figure 9 (\*7)





# BASIC NEEDS

## ACCESS AND REFERRAL

In 2011 the Ottawa County 2-1-1 call center received just under 500 calls requesting clothing/personal/household items, approximately 40 calls per week.

### 211 Total Ottawa County Calls

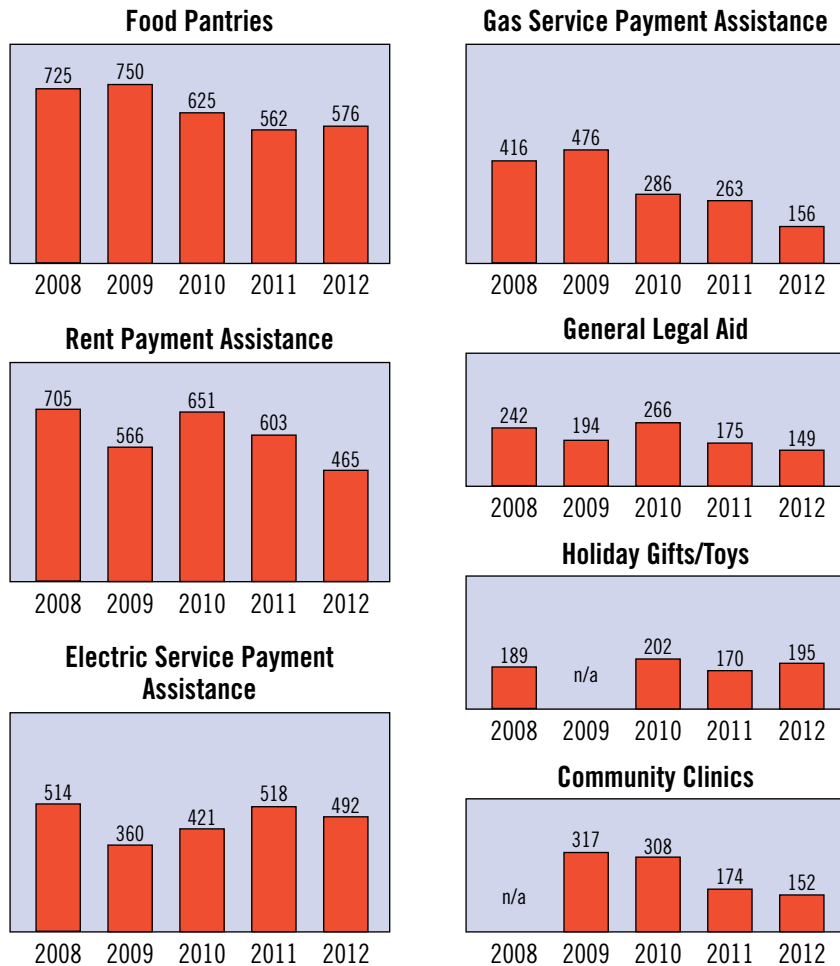


Figure 10 (\*8)

### 211 Top Unmet Requests

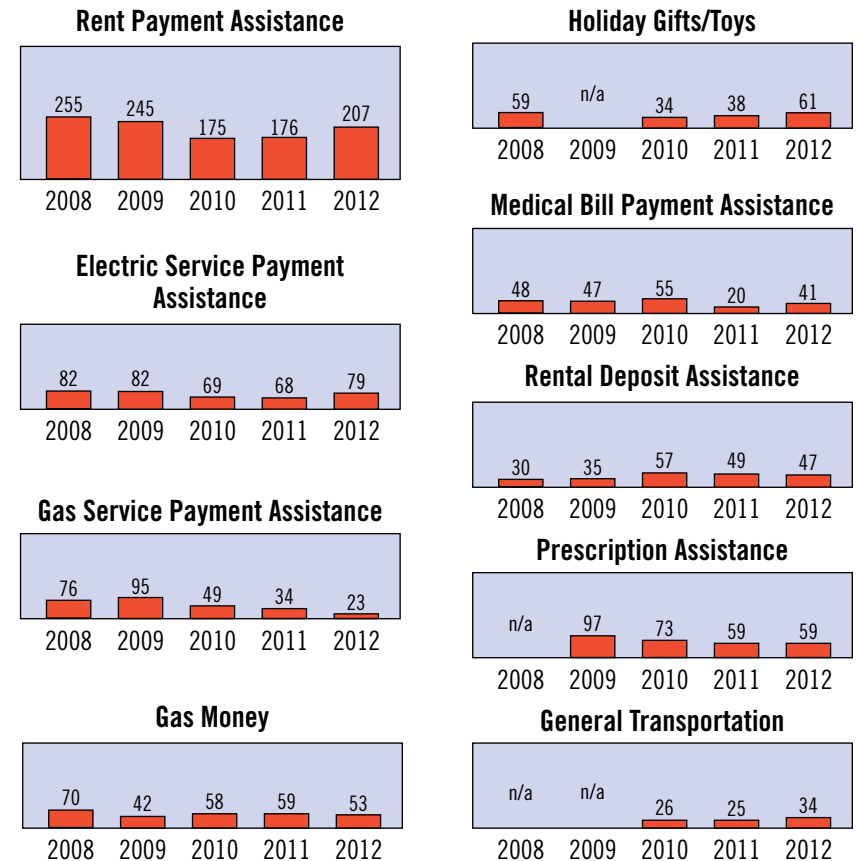


Figure 11 (\*8)

## DAILY USE ITEMS

- 19.9 % of whites vs. 34.7% of non-whites in Ottawa County **would not know where to turn for help.**
- Whites were more likely to turn to church for help (29.3%) than non-whites (10.4%).
- Hispanics were more likely to turn to a non profit agency for help (30.5%) than non-Hispanics (19.4%)

### 2012 Household Survey Questions

Where would you turn for help?	2008	2012
Don't know	27.8%	22.2%

Of those who knew where to go, help was received from:	2008	2012
Church/Congregation	26.2%	21.3%
Friend/Relative	16.6%	40.6%
Other	9.4%	6.4%
Non profit agency	5.5%	22.2%
2-1-1	2.9%	2.7%

	NW	NE	C	SW	SE
Would not know where to go	14%	20%	34%	22.4%	25%

- Non-whites are more than two times more likely to run short of money for daily use items (28% vs. 11.5%) than whites.
- Among Hispanics who run short of money for daily use items, the top shortages are socks/ underwear 58% (vs. 35% of non-Hispanics) and season specific clothing 79% (vs. 48% of non-Hispanics)

	Yes	No
In the last 12 months have you run short of money for clothing or daily use items?	13.8%	86.2%

Of those who answered yes, items unable to buy:	
Socks or underwear	40.1%
Season specific clothing	52.4%
Diapers, paper products or toiletries	43.7%
Durable medical equipment	15.9%
Larger size clothing	22.4%
Special needs clothing	9.9%





## BASIC NEEDS

# HOMELESSNESS AND HOUSING

Lyn Raymond, Coordinator for the Ottawa Area Housing Coalition (OAHC) stated that “the homeless counts don’t take into account the ‘precariously housed. If people don’t want services, aren’t looking for help, doubling up, or living in tents or cars, they are difficult to find and identify as homeless.”

Between October 1, 2010 and September 30, 2011, 735 individuals and 365 families lived in emergency shelters in Ottawa County.

The Holland Rescue Mission’s Family Hope Ministry Center (FMHC) has seen an increasing number of women, children and intact families in need of shelter. Darryl Bartlett of the Holland Rescue mission said *‘Just 2 years ago we averaged about 50–60 per night at the FMHC...and now we are housing 80-90 women and children per night.’*

### 2012 Household Survey Question

**How often do you run out of money for shelter for you and your family?  
Would you say:**

All the time	40.0%
At least once a month	9.8%
Occasionally	18.9%
Never	31.3%

In 2008 (revision of 2006 OAHC 10 year plan to end homelessness) there were 133 households precariously housed.

In 2012, rent assistance was the number three highest services request for 2-1-1, but when combined with utility assistance (electric and gas), the total is more than double the next highest service request, food assistance.

Lack of affordable housing in both ownership and rental

**Counts of Sheltered and Unsheltered People**

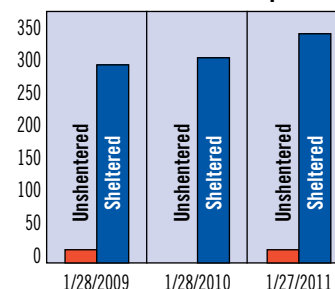


Figure 12 (\*9)

**Counts of Sheltered People by Household Type**

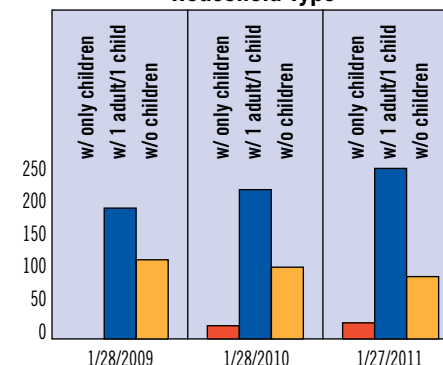


Figure 13 (\*9)

**Fair Market Rent in Ottawa County in 2011 (US Dept. HUD)**

Unit Type	1 BR	2BR	3BR	4BR
Cost	\$623	\$748	\$1,035	\$1,118
Single income FT hourly rate to cover housing only before taxes	\$3.90	\$4.67	\$6.47	\$6.99

In a 3 & 4 bedroom housing unit, Ottawa County ranked 4th highest of 79 reporting counties in Michigan.

Figure 14 (\*10)



Living Arrangements	Total Responses		2011 by Gender		2011 by Grade Level			2011 by Race/Ethnicity		
	2011	2009	F	M	8th	10th	12th	Hispanic	White	Other
During the last 12 months did you ever find yourself without a place to stay?	5.2% (191)	5.0% (115)	5.5% (98)	4.8% (88)	3.9% (51)	4.7% (52)	6.7% (81)	7.7% (29)	3.8% (105)	10.7% (56)
If yes, because you ran away, or were "kicked out" of home?	59.2% (113)	54.8% (63)	58.2% (57)	59.1% (52)	51.0% (26)	57.7% (30)	64.2% (52)	65.5% (19)	61.9% (65)	50.0% (28)
If yes, because your family was without a place to stay?	6.3% (12)	8.7% (10)	5.1% (5)	6.8% (6)	5.9% (3)	3.9% (2)	7.4% (6)	6.9% (2)	5.7% (6)	7.1% (4)

Figure 15 (\*5)

Homeless Youth 2011-2012		Allendale		Black River		Coopersville		Eagle Crest		Grand Haven		Holland		Hudsonville	
		HMLS	UY	HMLS	UY	HMLS	UY	HMLS	UY	HMLS	UY	HMLS	UY	HMLS	UY
Code 10	Shelter	0		0		2		0		4		42		2	
Code 11	Transitional Housing	0		0		0		0		38		10		0	
Code 12	Awaiting FC/TFC	5		0		2		0		12		11		7	
Code 13	Doubled -Up	88		2		3		1		109		194		22	
Code 14	Hotel Motel	0		1		0		0		6		7		0	
Code 15	Unsheltered	0		0		0		0		1		0		2	
TOTAL		93	6	3	2	7	0	1	0	170	25	264	23	33	22

Homeless Youth 2011-2012		Jenison		Saugatuck		Spring Lake		Vanderbilt		Wavecrest		West Ottawa		WMAAA		Zeeland		Totals	
		HMLS	UY	HMLS	UY	HMLS	UY	HMLS	UY	HMLS	UY	HMLS	UY	HMLS	UY	HMLS	UY	HMLS	UY
Code 10	Shelter	1		0		0		0		0		21		0		2		74	0
Code 11	Transitional Housing	2		0		4		0		0		4		0		0		69	0
Code 12	Awaiting FC/TFC	6		0		0		0		0		6		0		4		61	0
Code 13	Doubled -Up	79		5		38		0		20		24		5		5		655	0
Code 14	Hotel Motel	2		0		0		1		0		1		0		0		18	0
Code 15	Unsheltered	0		0		0		0		1		5		0		0		9	0
TOTAL		90	13	5	1	42	0	1	0	21	12	61	9	5	0	11	2	886	124

Figure 16 (\*7)

HMLS = Homeless

UY = Of the total prior column, this is how many youth are unaccompanied



## BASIC NEEDS

# DOMESTIC VIOLENCE, ABUSE AND NEGLECT

“Domestic violence is a pattern of coercive and controlling behavior one partner exerts on another. It’s impact extends beyond individual victims and the damage is greater than physical injuries. It can include physical, sexual, emotional, psychological, and financial abuse. National studies including have shown that one in four women will be the victim of domestic violence in her lifetime. Every 2 minutes someone in this country is sexually assaulted. While there are programs and services to help survivors, greater education, awareness, and involvement by all sectors of the community is necessary to prevent such violence from happening in the first place. We need to better educate ourselves and youth in our community about engaging in healthy, respectful relationships if we want the violence to end. When we better understand the nature and root causes of domestic and sexual violence we can effectively reduce the incidence of violence and improve health and well-being in Ottawa County.”

*Charisse Mitchell, Executive Director  
Center for Women in Transition*

- In 2011 CWIT (Center for Women in Transition) received 2,109 calls to their crisis line from people who identified themselves as residents of Ottawa County; 560 Ottawa County residents went to their offices seeking support as walk-ins (went to the office without an appointment); and 119 Ottawa County residents stayed in the emergency shelter.
- Also in 2011 307 victims of domestic violence were referred to CWIT from the Prosecutor’s office and 518 residents received court advocacy including assistance with personal protection orders.

2010 Domestic Violence information from Michigan Incident Crime Reporting	
County Name	Total Victims
Ottawa County	2,735

Figure 17 (\*11)

2010 Annual Offenses from Michigan Incident Crime Reporting	
County Name	Sexual Penetration (offenses)
Ottawa County	183

Figure 18 (\*11)



## Abuse or Neglect Against Children

	Number of substantiated victims of abuse or neglect (ages 0–5)	Rate per 1,000
2006	132	6.2
2007	129	6.1
2008	144	6.7
2009	102	4.7
2010	146	6.8

Figure 19 (\*3)

The number of substantiated victims is the highest in five years.

According to the Ottawa County Department of Human Services Annual Plan dated January 20, 2012, the following was reported: “In Fiscal Year 2011, Ottawa County DHS received 2,794 CPS (Children’s Protective Services) referrals. of that number, 1,352 (48%) were assigned for abuse/neglect investigations. From the completed investigations, 78 petitions were filed involving 151 children. 103 of these children were removed and placed in out-of-home care, which is a placement percentage of 68%.”

Children in Out-of-Home Care Abuse or Neglect, Ages 0-17 (Number)				
2006	2007	2008	2009	2010
157	128	123	87	97
2001	2002	2003	2004	2005
105	104	113	142	150
1996	1997	1998	1999	2000
90	94	107	103	106
1991	1992	1993	1994	1995
90	61	54	86	93

Figure 20 (\*3)

Confirmed Victims of Abuse and/or Neglect, Ages 0-17 (Number)				
2006	2007	2008	2009	2010
306	266	296	243	324
2001	2002	2003	2004	2005
291	309	392	342	360
1996	1997	1998	1999	2000
284	249	257	300	299
1991	1992	1993	1994	1995
433	359	229	283	416

Figure 21 (\*3)

Confirmed Victims of Abuse and/or Neglect, Ages 0-5 (Number)				
2006	2007	2008	2009	2010
132	129	144	102	146
2001	2002	2003	2004	2005
n/a	101	150	135	168

Figure 22 (\*3)







## Violence Related Behaviors

- Physical abuse (hit, slapped, physically hurt) is up from 5.2% in 2009 to 7.8% in 2011.
  - Most prevalent in non-whites/non-Hispanics.
- Verbal abuse (threatened, verbally degraded) in youth dating relationships is on an increasing trend
  - Most prevalent amongst 12 grades and non-whites.

Violence Related Behaviors	Total Responses				2011 by Gender		2011 by Grade Level			2011 by Race/Ethnicity		
	2011	2009	2007	2005	F	M	8th	10th	12th	Hispanic	White	Other
Hit, slapped or physically hurt on purpose by boyfriend or girlfriend in the last 12 months (among those who had a boyfriend or girlfriend)	7.8% (170)	5.2% (121)	6.3% (98)	6.6% (127)	6.9% (73)	8.6% (94)	5.6% (36)	6.2% (41)	10.9% (92)	9.1% (24)	6.9% (109)	11.0% (36)
During the past 12 months has your boyfriend or girlfriend ever threatened you (among those who had a boyfriend or girlfriend)	3.8% (79)	1.6% (36)	n/a	n/a	4.3% (43)	3.2% (33)	2.2% (13)	3.1% (19)	5.6% (45)	2.8% (7)	3.6% (54)	5.7% (18)
During the past 12 months has your boyfriend or girlfriend ever called you a degrading name (among those who had a boyfriend or girlfriend)	11.2% (231)	10.0% (138)	n/a	n/a	14.67% (147)	7.88% (81)	6.27% (38)	9.98% (62)	15.36% (123)	8.87% (22)	10.79% (161)	14.97% (47)
During the past 12 months has your boyfriend or girlfriend ever isolated you from family or friends (among those who had a boyfriend or girlfriend)	6.5% (134)	5.8% (79)	n/a	n/a	8.4% (84)	4.8% (49)	2.8% (17)	8.1% (50)	8.1% (65)	6.1% (15)	6.3% (94)	8.0% (25)
During the past 12 months has your boyfriend or girlfriend ever tried to control when you saw your friends (among those who had a boyfriend or girlfriend)	11.7% (243)	6.6% (153)	n/a	n/a	14.3% (143)	9.1% (94)	8.1% (49)	11.0% (68)	14.9% (119)	13.3% (33)	11.4% (170)	12.7% (40)
Had sexual intercourse when you didn't want to in the past 12 months	5.1% (185)	5.4% (125)	n/a	n/a	6.1% (109)	4.0% (74)	3.1% (40)	5.0% (56)	6.8% (82)	5.6% (21)	4.4% (121)	8.2% (43)
If yes, physically forced to have sex	27.4% (49)	10.4% (13)	n/a	n/a	27.8% (30)	24.6% (17)	37.8% (14)	23.6% (13)	24.7% (20)	40.0% (8)	24.6% (29)	29.3% (12)

Figure 23 (\*5)

# BASIC NEEDS



Sexting	2011 by Gender			2011 by Grade Level			2011 by Race/Ethnicity		
	2011	F	M	8th	10th	12th	Hispanic	White	Other
Sent a sexually suggestive message by text, email, instant message, social network, etc. in the past 12 months	22.2% (815)	21.9% (391)	22.4% (413)	9.5% (124)	24.6% (273)	32.9% (399)	20.3% (77)	21.7% (595)	27.2% (143)
Sent or posted a naked or semi-naked photo or video of yourself by text, email, social profile, website, blog, etc. in the past 12 months	9.1% (332)	9.5% (170)	8.5% (156)	3.0% (39)	9.7% (108)	14.7% (178)	7.9% (30)	8.8% (243)	11.3% (59)
Shared with someone a naked or semi-naked photo or video that was sent to you by someone else in the past 12 months	12.1% (442)	12.0% (214)	12.2% (224)	6.7% (87)	14.1% (157)	15.8% (190)	12.4% (47)	11.2% (307)	17.0% (87)
Shared with someone a sexually suggestive message that was sent to you by someone else in the past 12 months	7.1% (261)	4.5% (80)	9.7% (178)	3.5% (46)	7.8% (86)	10.2% (123)	7.4% (28)	6.6% (182)	9.8% (51)

Figure 24 (\*5)

## Bullying

- According to the 2011 Youth Assessment Survey (YAS); 24.6% (910) of the student population had been bullied during the past 12 months. The numbers show that girls (524) were bullied more than boys (361) and that approximately one of every three 8th graders experienced bullying. Below is a listed through which students, who said they had been bullied during the past 12 months, were bullied:
  - 8% (297) through social networking
  - 6.4% (238) through texting
  - 3.8% (139) through another way
  - 2.2% (81) through a website
  - 1.9% (70) in a chat room
  - 1.5% (57) through email
- This is the first year of this data within the YAS, which brought to light that cyberbullying represented a large segment of the total bullying.





# BASIC NEEDS

## Elder Abuse

According to the Ottawa County Department of Human Services Annual Plan dated January 20 2012, the following was stated: “The goal of the Adult Protective Services (APS) Program is to assist those persons 18 years or older who have been abused, neglected, or exploited and who are vulnerable and unable to take the necessary steps to correct their situation.”

**National Data** – The average age of abused elders is 75 years old. 75% of elder abuse victims are female. Disabled people experience violence and abuse up to 10 times more often than their non-disabled peers. 62% of women with disabilities report emotional, physical or sexual abuse. 49% of persons with disabilities will experience repeated victimization.

**Michigan Data** – In 2003, 8,947 referrals were made to Adult Protective Services in Michigan to investigate abuse or neglect against a vulnerable adult. In 2007, in Michigan, the number of referrals for vulnerable adult abuse jumped nearly 76% in four years.

“In September 2011, all APS referrals began going through the Centralized intake process. During the last few months of the year, Ottawa County saw a steady increase in referrals. Statewide, APS referrals have doubled over the past 10 years. Twelve percent of these referrals involved financial exploitation.”

Investigations in Ottawa County from Adult Protective Services Investigations

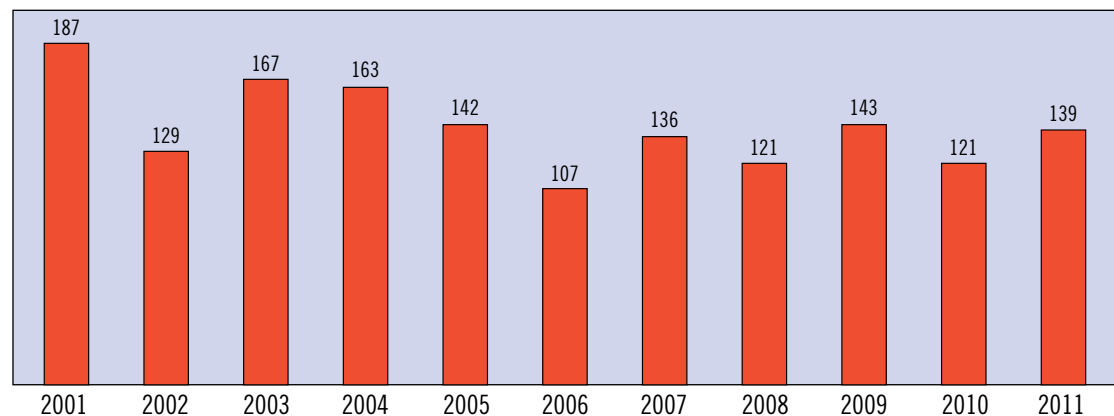


Figure 25 (\*12)



## DISASTER RELIEF

A disaster is an unplanned event that causes a personal disruption, which one is unable to mitigate.

For each disaster there is a need for a short term response and a long term recovery

The American Red Cross was called to 44 of these residential fires to provide assistance to the victims. Mike Mitchell, Executive Director for the Ottawa County American Red Cross said “more residents of Ottawa County would utilize the recovery services available through the Red Cross if they knew they were available. The Red Cross does not self-deploy to a fire scene, they must be invited to assist by either the residents or the fire departments. We continue to educate the community of our services and have increased our call out by 50% by taking various steps to be invited.”

### 2012 Household Survey Questions

Of those who answered yes, specific times they were unable to purchase prescription medicines:	
Almost every month	36.9%
Some months, but not every month	21.1%
Only once or twice in the last year	39.3%

	Yes
Were there any times in the past 12 months when you or other adults in your household did not have enough money to fill a prescription for medicine?	8.1%

Do you have a family plan to deal with the following:	Yes	No
A house fire?	68.9%	30.2%
A community-wide disaster (e.g. tornado, terror event)?	47.6%	49.4%

Where would you go for recovery assistance after the following:	Family/friends	Insurance agent	Red Cross	Churches	Don't know
A house fire?	50.9%	24.0%	14.5%	10.2%	8.9%
A community flood?	38.9%	15.8%	12.3%		20.5%
A community tornado?	40.5%	17.4%	12.4%	10.2%	17.1%
A larger event (e.g., terror event, nuclear plant event, epidemic)?	24.7%		8.3%	6.7%	36.8%

In 2011 fire departments in Ottawa county had the following responses:

- 14,224 calls
- 8,989 medical calls
- 1,334 alarms
- 566 motor vehicle accidents
- 3,335 total other fire responses

Of the remaining 3,335 fire responses, 274 were categorized as residential fires.



Reach out a hand to one  
and influence the condition of all.

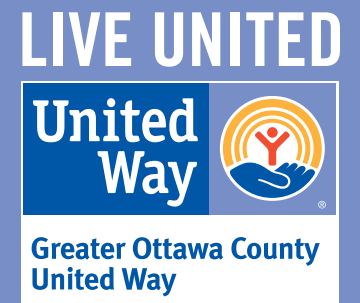


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# THANK YOU!



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an anonymous corporate donor and the Greater Ottawa County United Way.*







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