

Ottawa County Health Center Community Health Needs Assessment Implementation Strategies to Address Priorities & Goals 09/30/2025

Ottawa County Health Center conducted a comprehensive community health assessment of Ottawa County. The assessment not only met the new IRS requirement, but it also identified the opportunities for improvement of health and wellness and supported Ottawa County's strategic priority of localizing health care for the community.

Ottawa County Health Center, in conjunction with Forvis, researched and analyzed community health data, conducted surveys of local key stakeholders to determine relevant issues, and proposed necessary action plans and implementation strategies to address these issues. With these findings, Ottawa County Health Center identifies two general health priorities on which to focus as strategic initiatives in Ottawa County. The implementation strategies are listed below with the goals and strategies to address each initiative over the next three years.

PRIORITY 1: OBESITY/PHYSICAL INACTIVITY/LACK OF HEALTHY BEHAVIORS

Goal 1: Improve Access to/Increase interest in the Wellness Center

Strategies:

- A. Continue to offer new programs, equipment, classes, etc. to promote a healthy lifestyle.
- B. Review membership rates annually to verify affordability.

Goal 2: Community Health Education

Strategies:

- A. Wellness Center Open House and Health Fair.
- B. Coordinate with Local Health Agencies to host a Health Fair

PRIORITY 2: LACK OF AWARENESS REGARDING AVAILABLE HEALTH SERVICES IN THE COMMUNITY

Goal 1: Promote Ottawa County Health Center's Services Offered

Strategies:

- A. Increase OCHC's marketing tactics via newspaper, social media, mailings, etc.
- B. Visit Senior Centers

Goal 2: Provide Educational Opportunities to Surrounding Area Residents

Strategies:

- A. Offer public education on health issues and related local Services available for treatment or prevention.
- B. Provide wellness information and advertisements in the local newspaper and on social media related to local healthcare services.

To address these goals, Ottawa County Health Center implemented the identified strategies as follows:

- OCHC's Wellness Center offers an up-to-date fitness facility and lap pool open to the community. As equipment ages, replacements are purchased to maintain quality. A new Wellness Center Director was hired in 2025, and she has implemented new programs and increased community membership by engaging multiple age groups and fitness levels. The Director now provides group classes and personalized weight room instruction to help community members stay active. Members can participate in a variety of free exercise classes and services, including HIIT, water aerobics, group fitness, Beachbody, and athletic training. For those unable to attend scheduled classes, independent participation is available. Currently, classes are offered 6.5 hours per week. In addition, discounted membership rates are available to high school students to promote youth fitness. Advertisements on Facebook and word-of-mouth referrals have generated strong interest in Wellness Center programs. Pool hours have been extended to meet community needs, and members have 24-hour access to exercise equipment.
- Wellness Center membership rates are reviewed annually and remain affordable for the community. The Business Membership program has been updated to offer reduced rates for local employers who sponsor staff memberships. While the Wellness Center requires significant hospital funding beyond membership dues, it continues to provide an invaluable benefit to community health by promoting active living among county residents. All Wellness Center initiatives align with OCHC's mission to address health issues in Ottawa County through physical activity and healthy behaviors.
- Local healthcare services provided by Ottawa County Health Center are regularly advertised in the county newspaper and on social media. Facebook posts highlight class schedules and healthy lifestyle content to encourage community engagement. Additional educational materials, covering flu shot clinics, Medicare Advantage, health screenings, and more, are shared in print and online to keep residents informed. The hospital also supports local groups by providing conference rooms for educational and support meetings. OCHC continues to expand and improve educational materials regarding available healthcare services.
- Ottawa County Health Center has distributed a marketing mailer through Every Door Direct Mail (EDDM) with the United States Postal Service to all county residents. The goal was to inform the community that our clinic providers are accepting new patients. Following the success of Phase One, which boosted clinic visits, OCHC is preparing to launch Phase Three—targeting neighboring counties.
- In addition, OCHC has experienced several organizational changes among staff, which temporarily delayed our visitation efforts at senior centers. We plan to resume and expand those outreach efforts soon. Moving forward, OCHC will host more educational sessions in collaboration with our new Social Worker and Case Manager to strengthen community engagement and education on available services.