

HEALTH & HUMAN SERVICES COUNCIL OF MIDLAND

# Report Card

11/10

**E**stablished in Midland County in 1998, the Health and Human Services Council was formed to act as the common community interface with State agencies on collaborative efforts in human services. The Council has a strong interest in poverty and housing issues, health trends, family, relational and youth issues.

In 2009, The Midland Area Community Foundation partnered with the Health and Human Service Council of Midland County and The Legacy Center for Student Success to conduct a study to assess the condition of our youth. The results are unveiled in the 2010 Youth Master Plan.

The study shows that the youth in our community face many challenges. Fortunately, our community has a history of coming together to provide solutions. This collaborative body invites everyone in Midland County to be a part of creating a community where all children, youth and their families flourish and thrive.

The Health and Human Services Council recognizes that in order for our community to improve the conditions for our youth, we must first assess the needs. The Youth Master Plan will serve as the touchstone as we move forward.

This community report card serves as an overview of health and human service conditions in Midland County. It is being presented as a summary of current research and will serve as a base of information to continue programs and planning. The focus is on identified areas of concern and is not intended to be a comprehensive evaluation of the community.

## Our Mission

*The Health and Human Services Council shall promote the welfare of the community through systems level planning, collaboration, and promotion of health and human services with an emphasis on demonstrated effectiveness and prevention.*

## MIDLAND COUNTY DEMOGRAPHICS

Total population: **82,678**  
Median age: **39 years old**  
Children under 5: **4,565** (5.5%)  
Ages 5 to 19: **17,670** (21.4%)  
Ages 20 to 64: **49,197** (59.5%)  
65 years and up: **11,246** (13.6%)

## INCOME

Median Household Income:  
**\$51,315** (2006-08 estimate)

## UNEMPLOYMENT

Midland County: **9.5%**  
State of Michigan: **13.1%**  
United States: **9.6%**

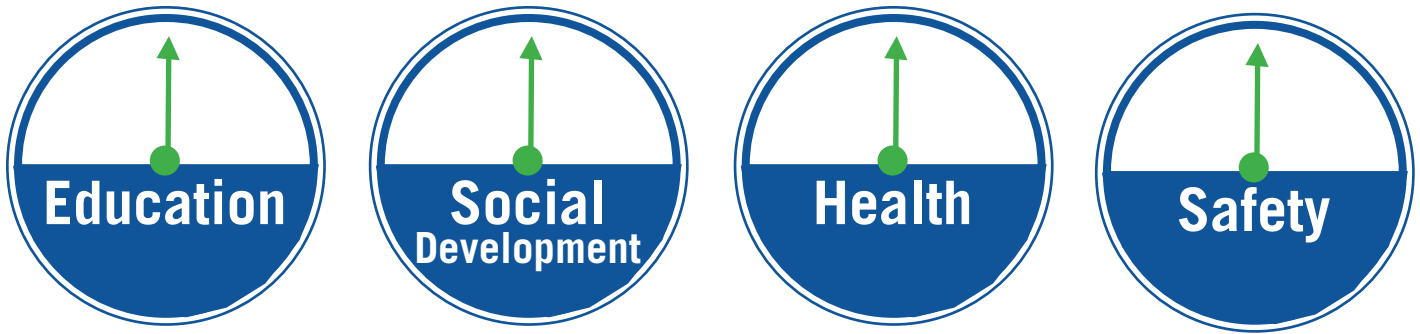
*Michigan Department of Labor & Economic Growth, August 2010*

## COUNCIL MEMBERSHIP

1016 Recovery Network  
42nd Circuit Court Family Division  
Arnold Center  
City of Midland - Council  
Community Mental Health of Central Michigan  
Community volunteers  
County Commission  
Department of Human Services  
Family & Children's Services  
Memorial Presbyterian Church  
Midland Area Community Foundation  
Midland County Health Dept.  
Midland County ESA  
Midland County Sheriff Dept.  
Midland Police Department  
Midland County public schools  
MidMichigan Health  
Prosecuting Attorney  
Region VII Area Agency on Aging  
Senior Services  
Shelterhouse CDVSA  
The Dow Chemical Company  
The Legacy Center for Student Success  
United Way of Midland County



# Touchstone for Youth Programs



**T**he Youth Master Plan will enhance our community by providing a consistent approach, minimizing duplication of efforts, creating a shared vision for greater impact, and increasing Developmental Assets in our youth. When young people have more positive experiences and qualities (assets) that influence choices, they are less likely to be engaged in risky behavior. The study zeroes in on and measures four key ingredients for success: education, social development, health, and basic needs and safety.

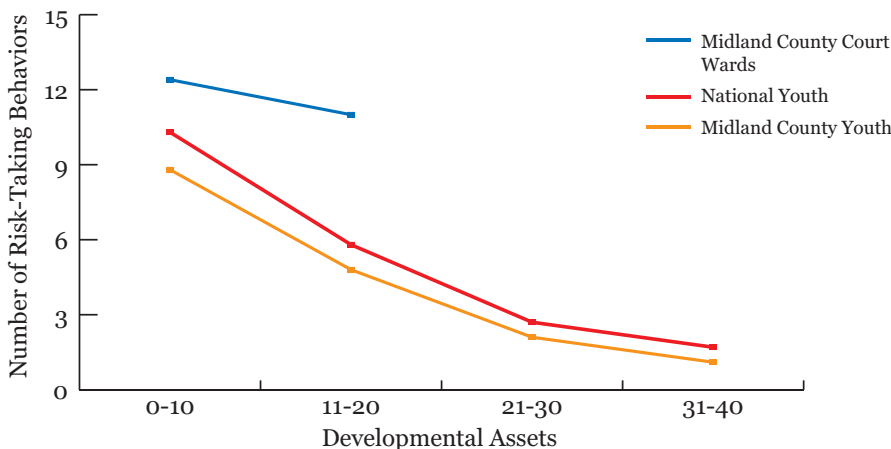
For each of those four key elements, targeted goals include:

- Measure and build Developmental Assets in our youth
- Enhance parenting education
- Inform and engage the community
- Increase access to youth programs and services
- Increase collaboration and community partnerships

Each goal includes specific strategies, potential stakeholders, supporting agencies, current programs, and barriers to success. Our community has a long history of supporting youth. There are many ways you can offer help, whether you are a parent, student, community member, agency director, or funder. For a complete overview of the Youth Master Plan and ways to help, visit [www.unitedwaymidland.org/hhsc.php](http://www.unitedwaymidland.org/hhsc.php).

FIGURE 1

## RISK TAKING BEHAVIORS BY ASSET LEVEL



## What the Data Tells Us...

### OUR CHALLENGES

- One in 4 high school students in Midland County are overweight.
- In several local high schools, less than 50% of the students are proficient in reading and math.
- Nearly 1 in 3 adolescents report being victims of violence.
- Approximately 1 in 8 local high school students report using drugs.
- Nearly 50% of high school seniors use alcohol.

### OUR SUCCESSES

- Nearly 3 in 4 high school students participate in youth activities.
- Delinquency rates in Midland County are declining and are currently below the State average.
- ACT scores are above State averages.
- High School graduation rates are above the State average.
- More than 2/3 of local adolescents are physically fit.
- Nearly 3 out of 4 local youth report having positive peers.

# Alcohol and Drug Use in Youth

The Michigan Profile for Healthy Youth (MiPHY) was completed by 7th, 9th, and 11th grade students in Michigan in 2008 and 2010. Students completed an online, anonymous questionnaire to protect student privacy and allowed for voluntary participation.

As Midland County students age, there is a definite change in their attitude towards alcohol use. As they get older, they perceive alcohol to be less of a risk and use by peers to be more acceptable than they did in 7th grade. As grade levels increase, they also report higher usage rates amongst their peers.

For the complete Midland Area Partnership for Drug Free Youth study, visit [www.unitedwaymidland.org/hhsc.php](http://www.unitedwaymidland.org/hhsc.php).

FIGURE 2  
STUDENTS USING REFUSAL SKILLS  
WHEN OFFERED ALCOHOL

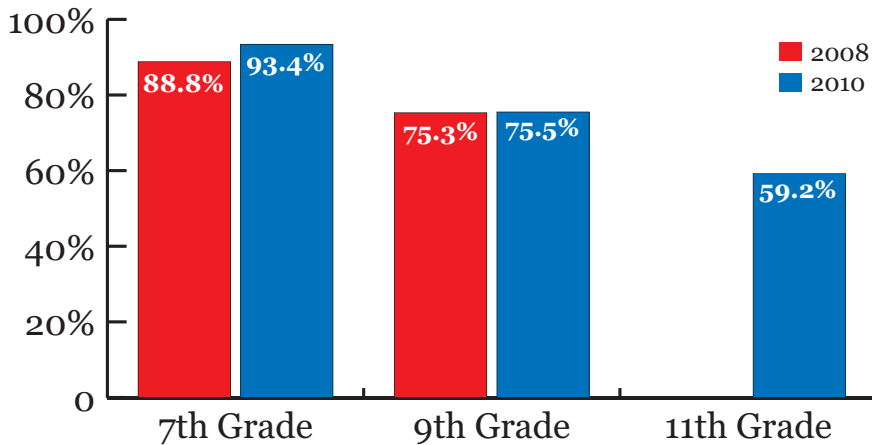
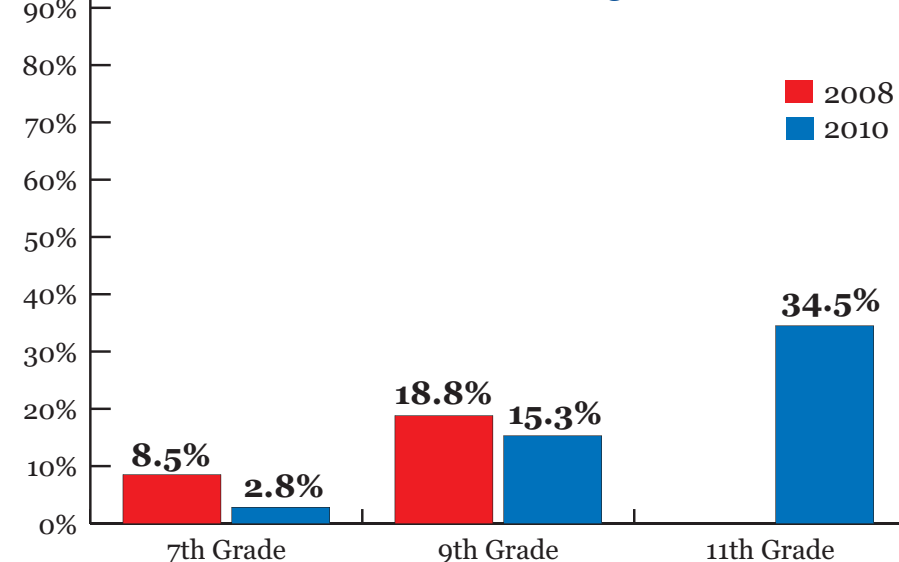


FIGURE 3  
STUDENTS WHO HAD AT LEAST ONE  
DRINK IN THE LAST 30 DAYS



## What the Data Tells Us...

- Perceived parental attitudes on alcohol use remain consistent, however 11th graders perceive a decrease in disapproval.
- Nearly 1 in 4 local 11th graders reported binge drinking in the past 30 days.
- Only 1 in 3 local high school juniors believe that none of their friends had recently been drunk.
- Over 70% of local 7th graders report that it is easy to get alcohol.
- 37% of 11th graders report they have tried marijuana.
- Nearly 35% of 11th graders in Midland County reported having at least one drink in the past month.
- More than 90% of 7th graders felt that their peers drinking was wrong; but only 52% of 11th graders disapproved.
- A slight decrease was reported in the number of students having drinks before age 11.
- Of the 7th and 9th grade youth who reported drinking recently, about 30% reported taking alcohol from a family member.
- 24% of 11th graders reported drinking and driving in the last 30 days.
- Prescription drug use without a prescription holds steady at 6% for all grade levels.
- Binge drinking in the last 30 days reported a slight decrease for 7th and 9th grade youth.
- Approximately 20% of 7th graders reported riding in a vehicle in the last 30 days driven by someone who had been drinking, compared to 4.3% for 9th and 11.6% for 11th grade youth.

# Giving Youth a Great Start

**M**idland's Great Start Collaborative is working to ensure that all children will enter kindergarten safe, healthy, and ready to succeed in school and life. Since its inception in 2008, they have conducted a county-wide needs assessment, strategic planning and an early childhood action agenda.

Over the past year, GSC has worked to assure a coordinated system of community resources and support to all Midland County families with children birth through age five.

- Provided free physical and dental screenings for 55 preschoolers
- Developed a dental health brochure promoting prevention
- Provided Conscious Discipline training to parents of preschoolers
- Offered curriculum trainings to preschool providers
- Supported over 450 children enrolled in free preschool

The Great Start Collaborative, complemented by its Parent Coalition, continues to advocate for our youngest citizens at both the local and state level.

- Provided seven local candidates with an Early Childhood Bus Tour
- Attended the Early Childhood Investment Corporations "Star Power"
- Attended the "Sandbox Party Convention" in Lansing
- Hosted an Early Childhood Candidate Forum this fall

Looking ahead, GSC will continue working to ensure that our children are healthy and ready for school.

- Support breast feeding and childhood obesity initiatives
- Provide more scholarships for preschool
- Connect regionally with other GSC organizations

## 100 Best Communities



For the third year in a row, the greater Midland community has been named one of the 100 Best Communities for Young People in America.

Midland was recognized for the community's youth-centered collaborations and commitment to every child from infant to college age.

The Health and Human Services Council was acknowledged for bringing together representatives from area nonprofits, courts, foundations, health and human service organizations, government, schools, and churches to provide tutoring, safe places, and volunteer opportunities to area youth.

## Midland Ranked #4

The greater Midland community has been ranked fourth among the top 15 "Best Small Cities to Raise a Family," according to Forbes magazine.

Of the 126 cities that fit the criteria, each area was ranked on five measures: commute time, high school graduation rates, median household income, home ownership rate, and cost of living.

## What the Data Tells Us...

### OUR CHALLENGES

- More than 1 in 4 public school students in Midland County qualify for free or reduced lunches.
- Abuse, neglect and delinquency rates are declining below state averages.
- Only 1 in 3 elementary students in the county are physically fit.
- One in 12 infants in Midland County are born to teenage mothers.
- Nearly 20% of area preschoolers live below the poverty level.
- Childhood obesity rates are rising and national obesity rates have tripled.
- Our infant mortality and low birth weight are comparable to State averages.

### OUR SUCCESSES

- We rank third in the State in providing adequate prenatal care.
- Child death rates are low in Midland County, we rank 7th of 39.
- Our 4th grade MEAP math proficiency is ranked 9th in the state.
- 75% of children ages 19-35 months are fully immunized.

FIGURE 4  
Midland Jobless Rates

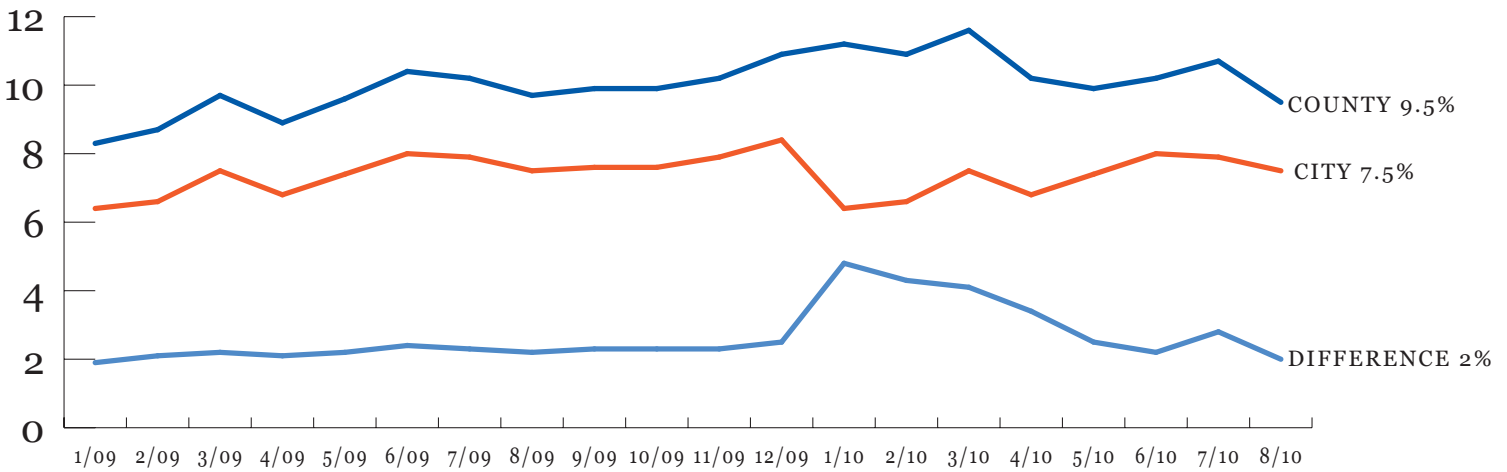


FIGURE 5  
FORECLOSURES  
(Unredeemed Sheriff's Deeds)

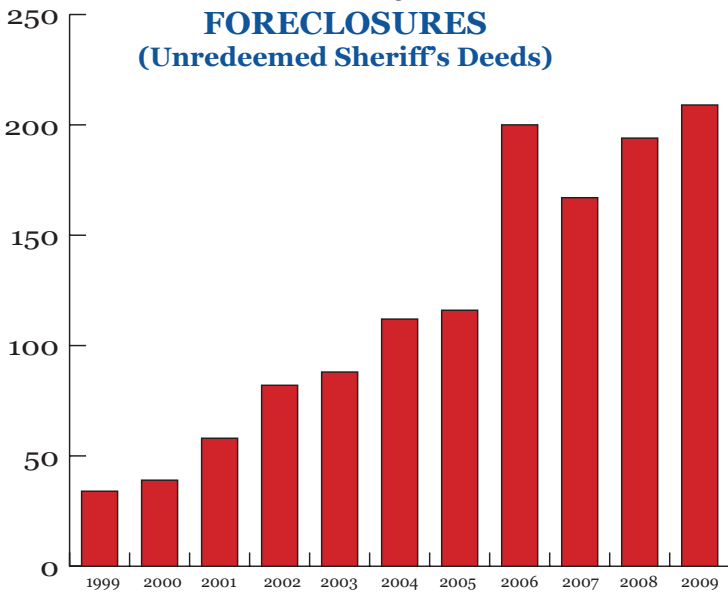


FIGURE 6  
MIDLAND COUNTY  
HOMELESS COUNTS

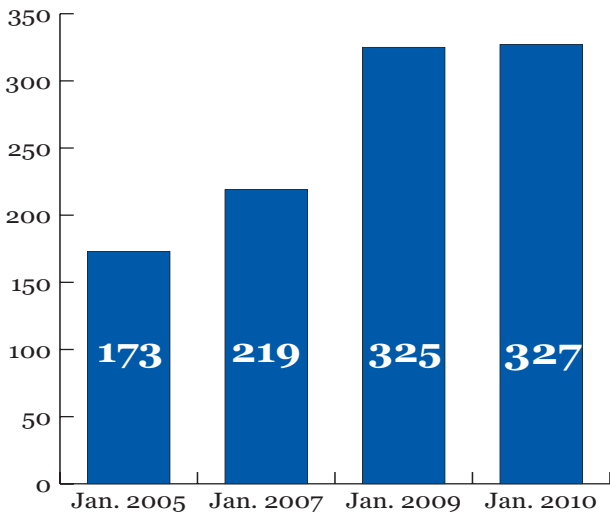
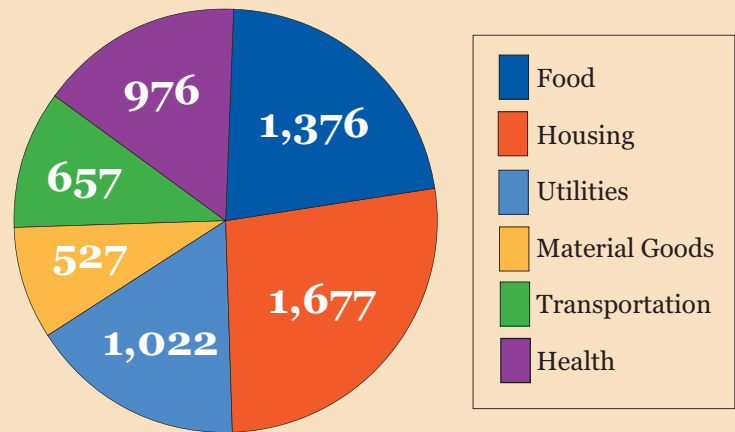


FIGURE 7  
2-1-1 NORTHEAST MICHIGAN  
Requests for Basic Needs



- 2-1-1 Northeast Michigan is a free, confidential service that connects callers to hundreds of health and human services available in the community. Available 24/7, callers receive advice from a trained specialist who directs them to the resources that best fits their needs.
- Midland County received 7,150 calls for assistance last year.
- Over 66% of calls were for basic needs (housing, food, utilities, transportation and material goods).
- 34% of calls were for items associated with housing (rent, mortgage, shelter, housing search, and utility assistance).
- The top **unmet needs** were health related (medical bill payment, health insurance, prescriptions) and transportation related (vehicle repair, insurance, registration, payment, and gasoline).

# Looking to the future...

## YOUTH DEVELOPMENTAL ASSET SURVEY

Local high school students in 6th through 12th grade will be completing the Search Institute Survey of Development Assets facilitated by the Legacy Center for Student Success. The goal is to better understand influences on youth development and how research-driven intervention helps. The survey was originally administered county-wide in 2005 and is funded by the Herbert H. and Grace A. Dow Foundation.

## BEHAVIORAL RISK FACTOR SURVEY

A random sampling of Midland County residents are being asked to participate in a health survey to better evaluate the health and risk factors of adults living in Midland County. Conducted by telephone, the survey will target about 420 residents.

The survey will be administered by the Michigan State University Office of Survey Research on behalf of the Midland County Health Department. The project, which has been conducted every four years since 1998, is expected to be completed by December and unveiled in 2011.

## HEALTHCARE IMPROVEMENT

The Great Lakes Bay Region has been selected as one of an exclusive set of healthcare regions in the US to address health system improvement at the regional level.

This initiative will be spearheaded by the collaborative group Michigan Health Information Alliance (MiHIA).

During the next two years, representatives will be focused on providing a template for routinely measuring population health and lowering health care costs, while improving overall quality.

## COUNTY HEALTH RANKINGS

This first-of-its-kind project measures the health of individual counties in all fifty states.

The report ranks Michigan counties according to their health outcomes and health factors. Health outcomes are simply: mortality (length of life) and morbidity (quality of life).

Health factors are in four main categories: behaviors, clinical care, social and economic factors, and physical environment.

Completed last March, counties throughout Michigan were compared and ranked from 1 to 82. Midland County fared well with a ranking of **23rd** in health outcomes and **9th** in health factors.

FOR DETAILED INFORMATION AND REPORTS, VISIT:  
[www.unitedwaymidland.org/hhsc.php](http://www.unitedwaymidland.org/hhsc.php)

## COMMUNITY DATA AFFECTING AREA YOUTH

Students in Special Education:

**17.3% or 2,379**

High School Graduation Rate: **86%**

Bachelor's degree or higher: **30.3%**

### *Health Insurance in Midland County (Children 0-18 years old)*

Insured by Medicaid: **28.5%**

Insured by MI Child: **1.2%**

Uninsured Adults: **12%**

## What the Data will Show

As we look to the future, the data that is captured will serve as a touchstone for important community issues.

Mental & Physical Health status, such as:

- Diabetes
- Heart or Circulatory problems
- Cancer
- Obesity rates

Access to Care, such as:

- Dental Check-ups
- Screenings

Health Behaviors, such as:

- Cigarette smoking
- Alcohol consumption
- Seat belt use
- Adult and child physical activity

For additional information about the Health and Human Services Council of Midland County, contact Brian Bonotto at United Way of Midland County at (989) 631-3670 or e-mail at: [brianbonotto@unitedwaymidland.org](mailto:brianbonotto@unitedwaymidland.org).