WE ARE...
HDNW
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Our Board of Health

Our Leadership
OUR MISSION: To serve our entire community and to achieve health equity by promoting well-being, preventing disease, and protecting the environment through partnerships, innovation, and excellence in public health practice.

LETTER TO OUR COMMUNITY
Welcome to our 2022 Annual Report. We trust your time with us will be interesting and informative.

2022 has been a time of transition after two years of unprecedented response to a public health crisis. The year started with some uncertainty, but it quickly became clear that our focus was moving from emergency response to disease management, allowing our focus to shift back to life changing public health programs that help our community.

“We are … HDNW” is our report theme, chosen to introduce or reintroduce you to the Health Department of Northwest Michigan and our role in the four-county jurisdiction.

We are community members serving community members. Our staff—the agency’s greatest asset—strives for excellence each day.

In this report, you will be introduced to some of the people we serve directly. We work hard to secure funding for programs that provide education, outreach, and services in areas such as maternal-child health, nutrition, environmental health, infectious disease control, food safety, immunizations, access to health and dental care, school based physical and behavioral health, and even a new pilot project for telehealth.

HDNW is about so much more than budgets, programs, and regulations. Ultimately, we provide information and support to improve lives. We are passionate about our clients, and we walk with them as they face challenges.

Public health considers everyone—whether they have no insurance, insufficient insurance, or excellent insurance. In the pages ahead, you’ll hear from the people who know best about HDNW—the clients who have benefited from our compassion and expertise.

We work hard because we care. We never waver. We are … HDNW.

DANIEL R. THORELL, MS, RS
Health Officer

JOSHUA MEYERSON, MD, MPH
Medical Director

DID YOU KNOW?
WIC provides access to fresh, frozen, and canned fruits and vegetables to help promote a healthy diet for families. Plus, WIC supports 49% of all infants in the United States!

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VISIT OUR WEBSITE
nwhealth.org

WE ARE HDNW | 3
MISSION EMPHASIS: Preventing Disease
Our Family Health Division provides screenings, immunizations, home visits, and so much more. Every effort is made to prevent disease. But even when a client is diagnosed, the team offers family-like support. Here is just one example:

ESTABLISHED TRUST
Turning to HDNW in time of need
In May 2022, Kellie Hogerheide walked into a HDNW clinic for a breast exam. She told nurse practitioner Jordan Wyeth: “I have something in my breast, and I think it’s cancer.”

Jordan performed an exam and ordered a mammogram for the next day. Based on the results, Kellie was sent for an ultrasound. With a 90% chance of breast cancer, Jordan then made an appointment for Kellie’s biopsy—the next day.

Kellie’s fear was confirmed—the stage 2 breast cancer. I kept telling myself, “This can’t be.”

Working through shock and grief, the semi-retired school readiness coordinator for Alba Public School began to focus on fighting back. A second lump was found during a presurgical scan. Kellie, 55, had the problem surgically removed and is amid 12 months of treatments.

She’s determined. She’s outspoken.

Her message to all women, especially those taking care of everyone else is: “Get your mammogram and take care of those important appointments for yourself, too. No excuses.”

LEANING ON HDNW
Although insured, Kellie prefers seeing HDNW clinicians over those in private practice—for her and her children. Why?

“The health department is always so thorough,” she says. “And we leave our appointments with information that’s educational and helpful, especially for my children.”

Even while Kellie is in the hands of oncologists at Munson Medical Center in Traverse City, where her daughter is a nurse, Jordan keeps in touch. She calls and encourages. She advocates for Kellie. She offers the kind of care that makes public health part of Northwest Michigan’s family-friendly community.

HDNW offers the Breast and Cervical Cancer Control Navigation Program, which provides free breast and cervical cancer screenings, including breast and pelvic exam, pap, mammogram referral and follow-up testing for women ages 40 to 64. When cancer is found, the Medicaid Treatment Act can help cover costs.

“Jordan immediately offered empathy,” Kellie says. “She is making sure I’m heading in the right direction. She advocates for me. When I spoke with Jordan yesterday about sharing my story, I saw a glimmer of hope. Maybe I can help other people who are going through breast cancer, even one person.”

DID YOU KNOW?
Herd immunity is the resistance to outbreaks of infectious disease and is achieved when a large segment of the population is immune to new infection through vaccination or prior infection.

For a comprehensive five-year list of the reported communicable diseases within HDNW’s four-county jurisdiction, visit: bit.ly/3NrTEZn.
BY THE NUMBERS

19,196
Immunizations Administered
19,297
Immunizations Distributed
5,477
Home Visits

1,125
Preschooler Hearing Screenings
1,190
Preschooler Vision Screenings
3,455
School-Age Children Hearing Screenings
6,629
School-Age Children Vision Screenings
86
Kids Referred to a Physician for Hearing
559
Kids Referred to a Physician for Vision
98
Potential Rabies and Animal Exposures
12
Vaccine Preventable Disease Investigations
73
Foodborne Illness Investigations
56
Other Communicable Disease Investigations

443
Children Blood Lead Screenings
234
Sexually Transmitted Infection Investigations
2
Bats Tested Positive for Rabies

FEATURED PROGRAMS

- Women, Infants and Children (WIC) provides nutritional education and healthy food to eligible women, infants, and children
- Maternal Infant Health Program is a home visiting program for pregnant women and infants on Medicaid
- Immunization provides affordable or free access for all
- School-based Nursing Programs augments school staff with nurses
- Children's Special Health Care Services helps children and some adults with chronic health problems
WE ARE COMMUNITY

MISSION EMPHASIS: Promoting Wellbeing
Our Community Health staff oversees programs that promote health and wellbeing. The outreaches are partially grant funded and support students, farmers markets; nutrition education; hearing, vision, and oral health screenings; and more. Here is just one example:

EMPOWERING TEENS
Student-led, adult-guided programs advocate for substance-free living

“I can be the person to make a change in one person’s life.”

“I want to create a substance abuse free environment.”

“I joined SAFE to make a difference in the younger generations and have more kids be SAFE in Northern Michigan.”

These are the words of high school youth about why they joined SAFE in Northern Michigan, one of two coalitions covering HDNW’s four counties.

SAFE in Northern Michigan and RISE: Otsego Substance Free Coalition give high schoolers a voice to advocate for youth to live substance free. Through adult-guided and youth-led initiatives, SAFE and RISE members have the power to reduce youth use of alcohol, marijuana, nicotine, and other drugs in Antrim, Charlevoix, Emmet, and Otsego counties.

Between baseball, football, and band, senior Stephen McGeehan joined SAFE to be part of the solution, to help his peers at Petoskey High School minimize substance use.

“SAFE brings youth together for one cause that can help change everyone’s life for the better,” says Stephen. “We inspire both our peers and younger generations to make smart choices to help save their future.”

The groups develop messages to encourage youth to handle stress in healthy ways through events, videos, social media, and billboards. They empower teens to achieve their fullest potentials and encourage family involvement. Practical tools like free drug, alcohol, and nicotine test kits; lock boxes; and parent education help combat substance use.

“The youth invigorate us to support their ideas on how to positively influence young people to avoid using drugs and alcohol,” says Nichole Flickema, HDNW Community Health Coordinator.

ART IN ACTION
In June, Otsego County students who were participating in a street-art class arrived at Gaylord Ramp Park with drawings of their final projects. Over the course of 10 weeks, they learned street art.

Once at the park, they selected the appropriate cans of spray paint and began applying their murals to the curved boards. The festive environment included music and students working alongside professional muralists. Together, they transformed an area considered high risk for substance use into a colorful, safe place for kids and their skateboards, BMX bikes, and inline skates.

“RISE and Gaylord Area Council for the Arts teamed up to host a street art class series for Otsego County youth,” says Ellen Templeton, HDNW Community Health Coordinator.

In addition to the murals, security cameras were installed at the park to further enhance safety and encourage community use. The colorful Gaylord Ramp Park is open for use and further supports substance-free fun.

HDNW staff, along with local schools, law enforcement, and nonprofit organizations lead the SAFE and RISE coalitions—all investing in the future of the youth and our local communities.
FEATURED PROGRAMS

- School-based oral health offers kindergarten oral health assessments, screenings, and sealants
- Child and Adolescent Health Centers provide physical and behavioral health services
- School Wellness Programs promote academic success by helping students achieve their best possible physical and behavioral health
- Behavioral health programs offer one-on-one, group therapy sessions, and wellness support at 16 area school districts
- Supplemental Nutrition Assistance Program-Education (SNAP-Ed) focuses on increasing student fruit and vegetable consumption

DID YOU KNOW?

HDNW does sealants for children. A sealant is a thin protective coating that is placed on the chewing surface of the molar. On average, it takes 5 minutes to apply.
WE ARE...

GOOD STEWARDS

MISSION EMPHASIS: Protecting the Environment

Our Environmental Health staff oversees programs that ensure safe beaches; clean drinking water for homes and businesses; responsible disposal of wastewater; clean instruments for tattoos; and safe food at restaurants, fundraisers, and food trucks. Here is just one example:

PARTNERING FOR SAFETY

Food trucks help create community gathering spaces

Each time a HDNW sanitarian enters a food truck or restaurant for inspection, they’re walking into the owner’s dream. It takes grit and persistence to operate a food establishment, whether it’s on wheels or brick and mortar.

“Our goal in doing inspections is to ensure the public has safe food to eat, but we also want to help the owners succeed,” says Jeremy Fruk, Director of Environmental Health. “We are happy to offer education and tips along the way.”

Herschell Sutton and his wife, Angie, have raised their children and worked careers. About 14 years ago, Herschell began dabbling in barbecue. With a brother and sister-in-law judging on the national competition circuit, he pressed in to learn all he could.

A few years ago, the East Jordan-based family bought a large-scale smoker and launched S&S Smoke as a family partnership. Today they cook and serve alongside each other at private parties and community events, like the National Morel Mushroom Festival in Boyne City.

S&S Smoke is one of about 61 mobile food trucks/trailers licensed and inspected by HDNW. With a few exceptions, each unit is inspected twice during their operational season. The top three priorities during the inspections are employee hygiene, food temperatures, and food-handling practices.

Frequent handwashing and clean clothing are critical. Food should be hot or cold, not somewhere in between. Proper food handling involves gloves, proper storage, and clean surfaces.

The Suttons are a regular stop for food inspector Rhiannon Pomerville, a HDNW Environmental Sanitarian II. When she stops in, Herschell is busy with the smokers and other family members are caring for the crowd. “I'm always warmly greeted by everyone onboard,” she says. “Herschell frequently pops into the truck from the outdoor smoker with a steaming hot portion of smoked meat or another food item so we can take the temperature together. When inspecting their unit, I find foods labeled and dated, food temperatures in the correct ranges, and frequent handwashing and glove use from all staff. They take great pride in the food they offer, knowing that they are doing so using the knowledge of food safety they've learned throughout their journey.”

Angie says that keeping the truck and smokers to code is part of her nature. She’s been a dental hygienist for years and knows how to keep equipment clean.

Through hard work and exposure, S&S Smoke has grown in popularity. The family is well on its way to being known for bringing national smoking strategies to Northwest Michigan events.
DID YOU KNOW?

The most frequent cause of drainfield failure is roots intruding with the underground pipes. It’s best not to plant trees or other woody growth on top or next to your drainfield.

FEATURED PROGRAMS

- Well permits and inspections help ensure safe residential and public drinking water
- Septic permits and inspections ensure protection of ground and surface water
- Many area beaches are monitored by testing the water throughout the summer to ensure safe swimming and water play
- Campground inspections ensure safe and sanitary operation
- Public pools are inspected and licensed to ensure safe standards are met

WE ARE GOOD STEWARDS
WE ARE...

COLLABORATION

MISSION EMphasis: Partnerships, Innovation, and Excellence

Our Regional Planning team takes on a big-picture view of how HDNW and its many partners can make the most of our resources to improve health across Northwest Michigan. Their work includes high-level research to determine residents’ needs and then planning how to best meet those needs. Here is just one example:

SPOTTING TRENDS
Taking next steps to improve regional outcomes

A big-picture view of health includes spotting trends that may not be noticed by individual groups handling one part of an overall process. Through deep-rooted collaboration, HDNW planners noticed there was a growing number of people coming out of substance-use treatment and into homelessness.

They had homes before entering treatment. What was happening? These residents needed safe shelter to support their important decision to seek help and leave substance use behind.

By calling a meeting and prompting a discussion, the planning team discovered that most of the residents being impacted were housed through the same program. When they entered treatment, there was no notification of their pending return. A simple change in what information is collected during patient intake now allows staff to make contacts that hold housing for the soon-returning residents.

REDUCING BARRIERS
Nutrition, living wages, housing, access to healthcare, and a feeling of support all play a role in people thriving. When people thrive, communities thrive.

The MiThrive health needs assessment is done every three years in partnership with McLaren Northern Michigan, Munson Healthcare, and others. It extends beyond HDNW’s four counties to include 31 northern counties to provide a robust amount of information from healthcare providers, community partners, and residents. It’s a massive effort that involves surveys and community events.

For Antrim, Charlevoix, Emmet, and Otsego counties, the top issues identified for action through MiThrive’s strategic planning process were:

- Safe, affordable, accessible housing
- Access to quality mental and behavioral health services
- Access to healthcare
- Reducing chronic disease rates

“HDNW leads the community health needs assessment for area hospitals and other organizations. We play an important role behind the scenes that allows us to set regional goals, objectives, and strategies to better address these top issues while reducing duplicating efforts,” says Emily Llore, a HDNW Community Health Planner. “This process involves forming partnerships across multiple sectors, collecting and analyzing data about the health of the region, and co-developing plans to address top-ranked priorities. No one organization can solve complex issues by themselves.”

HDNW’s four counties fall within the Northwest and Northeast Community Health Innovation Regions. Together with varied partners, progress is made through regional workgroups that impact policies that better address how to advance health equity.

Director of Regional Planning Jane Sundmacher with Sen. John Damoose after receiving two Jean Chabot Health Policy Champion awards in Lansing.
2022 BY THE NUMBERS

354 Medical Provider Participants

4,305 Resident Participants

Over 300 Partners engaged in Steering Committees, Workgroups, and/or as Referral Partners

747 Participants In Events & Meetings

FEATURED PROGRAMS

Northern Michigan Community Health Innovation Region

mi thrive

Learning Community

Northwest Michigan Behavioral Health Initiative

Northern Michigan Public Health Alliance
WE ARE...

DENTAL HEALTH

MISSION EMPHASIS: To Serve Our Entire Community

Dental Clinics North (DCN) provides affordable dental services to patients in Northern Michigan. The caring and experienced staff takes pride in offering quality dental care to patients regardless of insurance status or type.

ORAL HEALTH

HDNW fills regional needs for accessible dentistry

Dentistry isn’t an extra. It’s just as important to health and wellbeing as any other healthcare need. And based on findings of HDNW’s public health nurses leading up to and through the 1990s, residents—especially young children—showed an increasing need for oral healthcare.

Together with a small group of concerned local dentists who couldn’t meet the growing needs, HDNW formed a committee to evaluate how staff could best connect children who have Medicaid insurance with a dentist and a dental home. Through agency and grant funds, the health department opened its first public health dental clinic in East Jordan. Since then, the staff has worked fast and furiously to meet the growing demands for Dental Clinics North (DCN). Today, there are nine regional clinics serving more than 30,000 clients a year.

In 2022, 864 children were scheduled for emergency appointments at DCN offices—many of whom may have gone untreated or experienced delayed treatments, while their parents searched for a provider who would accept Medicaid.

Today DCN operates as a nonprofit partnership of dental professionals in nine locations. The nonprofit contracts with HDNW to staff the dental clinics.

Beginning in 2023, changes in reimbursement at the state level will help cover the gap between what dental care costs providers and the amount Medicaid reimburses dental professionals for their services. About 79% of DCN’s clients rely on Medicaid coverage.

Plans for 2023 include re-establishing a sliding fee for low-income children and adults.

HOW IT WORKS

Dental Clinics North is a partnership of six local health departments in northern lower Michigan. The partnership was formed in 1999 to increase access to oral healthcare for low-income children and adults with Medicaid.

In 2021, DCN served 28,200 clients. In 2022, that number increased to more than 30,000 clients.
DCN accepts most insurances, including Medicaid, Delta Healthy Kids, MIChild, and Low Income/Uninsured Patients. Anyone can be a patient at our clinics.

DCN CLIENTS IN:
- Alpena 2,457
- Beaver Island 181
- Cheboygan 2,796
- East Jordan 2,234
- Gaylord 4,341
- Hospital 224
- Mancelona 2,876
- Petoskey 3,948
- Traverse City 7,570
- West Branch 3,918
- Total 30,545

* 633 clients were seen at multiple clinics.

FEATURED PROGRAMS
- Pediatric Dentistry
- Check Ups
- Emergencies
- Cavity Treatments
- Dentures
Public health is a collaborative effort. Through the help of partnering organizations, schools, and grant sources, we can do far more than we could do alone. We are able to fulfill our mission. Thank you to everyone, including the staff, who made this happen.

2022 HDNW GRANTS & COMMUNITY SUPPORT

Antrim County High Tea
Bay View Golf Club
B.A.S.E.S.
Blue Cross Blue Shield
Boyne City Schools
CAPE Council
Centers for Disease Control (CDC)
Central Lake Public Schools
Charlevoix County Community Foundation
Charlevoix Emmet ISD
Charlevoix County Probate Court
Cheboygan Otsego Presque Isle Educational Serv District
Delta Dental Foundation
Drug Enforcement Administration (DEA)
Drug Free Communities
East Jordan Public Schools
Ellsworth Community Schools
Frey Foundation
Gaylord Community Schools
Michigan Department of Environment, Great Lakes, and Energy (EGLE)
Michigan Department of Health & Human Services
Michigan Fitness Foundation
Michigan Health Endowment Fund
Michigan Primary Care Assoc
Michigan Public Health Institute
Michigan State University Extension
Munson Healthcare
NACCHO (Natl Assoc of Co Health)
Northern MI Health Consortium
Northern Michigan Regional Entity
Otsego Co Community Foundation
Otsego Substance Free Coalition
Petoskey-Harbor Springs Area Comm Foundation
Prevention Network
Rotary Charities of Traverse City
Share Our Strength
United States Dept of Agriculture (USDA)
Ward & Eis Gallery

2022 DENTAL CLINICS NORTH GRANTS & COMMUNITY SUPPORT

Benzie County COA
Blue Cross Blue Shield HKD
David & Linda Wiseley
Delta Dental Foundation
East Jordan Family Health Center
Father Fred Foundation
Grand Traverse Regional Community Foundation
NW MI Community Action Agency Head Start
Leelanau County Senior Services
Michigan Rehabilitation Services
Shawono Center
Veterans Affairs
## REVENUES

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<th>DENTAL</th>
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## EXPENDITURES

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NET FUND BALANCE CHANGE  

- **HDNW:** $-310,033  
  - **DENTAL:** $121,617  
  - **TOTAL:** $-188,416

### FY22 REVENUES

- Fees & Collections: $14,623,441
- State & Federal Funds: $11,244,584
- Grants & Donations: $4,107,353
- Appropriations from Local Units of Government: $1,111,492

**TOTAL REVENUE:** $31,086,870

### FY22 EXPENSES

- Personnel Services: $14,956,853
- Supplies: $3,007,961
- Contractual & Professional Services: $9,512,398
- Communications: $218,222
- Travel: $285,242
- Office Space Costs: $970,787
- Equipment: $154,224
- Other Expenses: $2,169,600

**TOTAL EXPENSES:** $31,275,285
For digital access to this annual report, use this QR code.

Our Mission
To serve our entire community and to achieve health equity by promoting well-being, preventing disease, and protecting the environment through partnerships, innovation, and excellence in public health practice.

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