

# FY2024 ANNUAL REPORT

Presented by  
Kathy Moore  
Public Health Director



**Public Health**  
Prevent. Promote. Protect.  
Muskegon County

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# Letter from the Public Health Director

Dear Muskegon County Residents, Partners, and Stakeholders,

It is my privilege to present the Public Health - Muskegon County 2024 Annual Report—a reflection of our collective commitment to creating a healthier, safer, and more equitable community

Over the past year, we have continued to navigate evolving public health needs with resilience and innovation. From responding to seasonal disease outbreaks to addressing the growing behavioral health challenges in our communities, our dedicated team has worked tirelessly to protect and promote the well-being of all Muskegon County residents.

In 2024, we expanded our reach through stronger community partnerships, broadened access to essential health services, and increased our capacity to respond to emerging threats. Notable achievements include:

- Successfully reignited the Partnership for Health Conference, highlighting the theme “Aligning as Allies.” The event fostered meaningful collaboration and dialogue among health and human services agencies to address today’s most urgent public health challenges.
- Earned national recognition as Public Health - Muskegon County’s WIC program received the 2024 USDA WIC Breastfeeding Award of Excellence for Exemplary Breastfeeding Support and Practices.
- Proactively responded to public concerns by providing timely education and resources related to Influenza A (H5N1), supporting community awareness and safety.
- Contributed to the Muskegon County Strategic Planning process by identifying and submitting clear, forward-looking department goals for 2025 and 2030.

This report outlines our accomplishments, program data, and financial stewardship, but it also highlights the real work being done every day—behind the scenes and on the frontlines. None of it would be possible without the dedication of our staff, the collaboration of our community partners, and the trust of the people we serve.

Looking ahead, we remain committed to a future where every resident of Muskegon County has the opportunity to live a healthy, thriving life—regardless of zip code, background, or income. We invite you to explore this report and join us in shaping a healthier tomorrow.

With gratitude,



Kathy Moore  
Public Health Director





## About Us

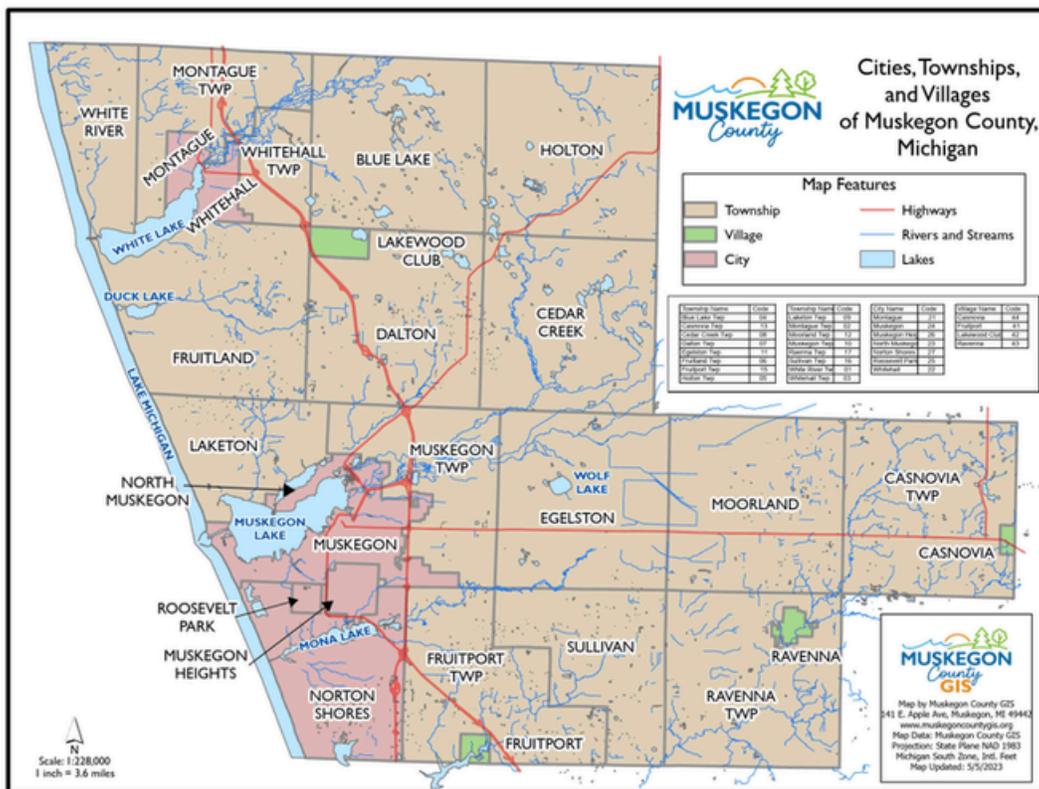
Since 1937, the Public Health - Muskegon County has proudly served the residents of Muskegon County, with a long-standing history closely connected to public health efforts in Michigan.

## Our Vision

Healthy people living, learning, working and playing in a healthy community.

## Our Mission

To prevent disease, promote health, and protect the environment. To partner with community health stakeholders to promote and/or create the conditions necessary for Muskegon County residents to enjoy the best possible state of health and well-being.



# Governance



## Commissioners:

The Muskegon County Board of Commissioners provide vital governance and oversight for the Public Health Department, ensuring alignment with community needs, state and federal regulations, and public health best practices. The Board sets strategic direction, approves budgets, and ensures accountability to the residents of Muskegon County.



Charles Nash  
Board Chair  
District 5

Marcia  
Hovey-Wright  
Vice Chair  
District 4

Kim Cyr  
District 1

Zach Lahring  
District 2

Michelle  
Hazekamp  
District 3

Jessica Cook  
District 6

Darrell Paige  
District 7

## County Administrator:

The County Administrator, appointed by the Board of Commissioners, serves as the Chief Administrative Officer of Muskegon County. The Administrator oversees all county departments not headed by an elected official--including Public Health--and ensures efficient coordination and operation of county services.



Mark Eisenbarth

# Public Health

# MEET OUR TEAM

Kathy Moore, MSA, BBA, CFPH | Director and Health Officer

Dr. Douglas Hoch, MD, MPH | Medical Director

Nancy Bramer, BA | Deputy Health Officer

Michael Eslick, BS | Operations Manager

Kate Asher, MPH, BSN, RN, CIC | Nursing Manager

Lionel Alexander, III, BA | Process Manager

Rebecca Burkholder, BBA | Finance Supervisor

Shelia Wilson, BSN, RN | Nursing Supervisor

Robin Semelbauer, RD, CLC | WIC Supervisor

## Public Health Advisory Committee

Established in 2015, the Public Health Advisory Committee is responsible for advocating on behalf of public health, advising on key issues, and providing recommendations to the Board of Commissioners, the County Administrator, and the Public Health Director. The committee brings together expertise and diverse perspectives to support informed decision-making and community-focused strategies.

## 2024 Committee Members

(Advisory, Recommendations and Guidelines)

Jessica Cook, Commissioner

Marcia Hovey-Wright, Commissioner

Ashley Dowdell

Angelita Valdez

Chris Patterson

Dr. James Donley, DDS

Vondie Woodbury

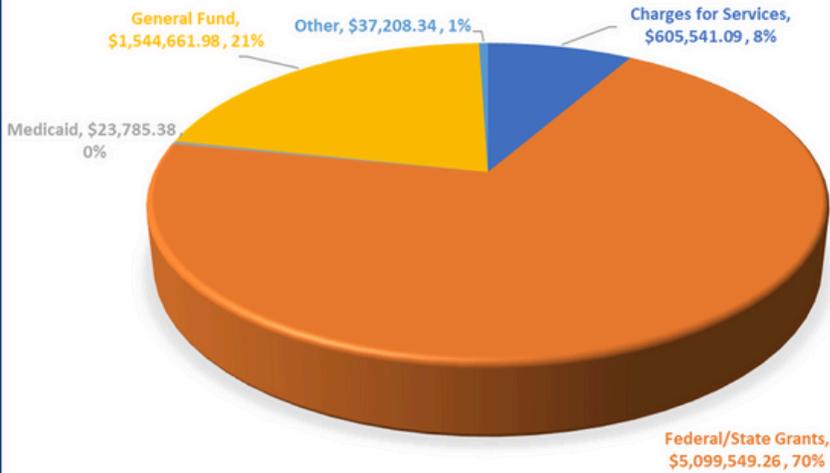


# Finance

## Managing Resources Wisely

FY24 REVENUES

\$7.3M



### FY24 Finance Highlights

- Grants remain the backbone of funding, making up the majority of FY24 revenues.
- Contractual investments exceeded \$650,000, with significant support for Medical Examiner services and public health programs.
- Expenditures focus on impact, with most funds directed to essential services and community health initiatives.
- Sustainable growth: Revenues and expenditures were balanced, positioning us for strong financial stability in FY25.

FY24 EXPENDITURES

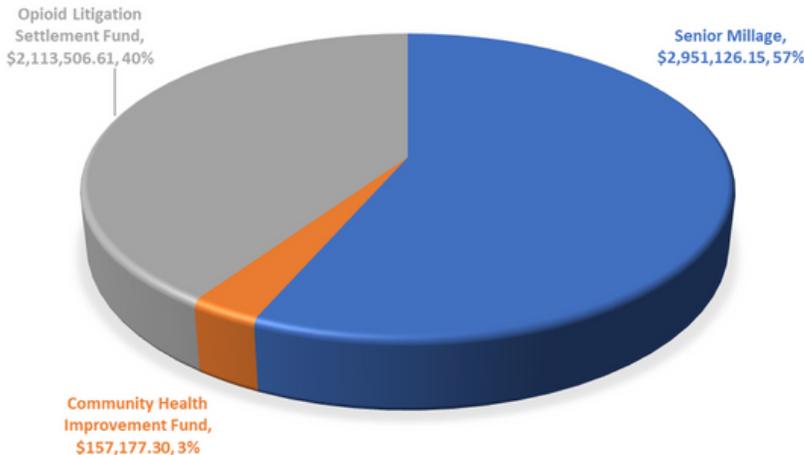
\$7.2M



BALANCED BUDGET

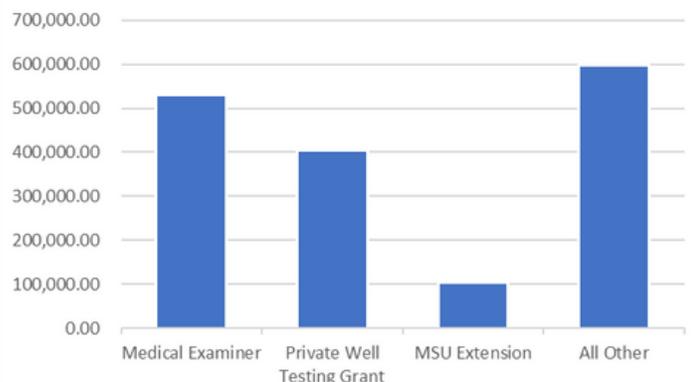
FY24 MANAGED FUNDS REVENUE

\$5.2M



FY24 CONTRACTUAL

\$1.6M



## Role of Public Health

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No other community entity has the legal responsibility and enforcement authority of local health departments (Michigan Public Health Code, Public Act 368 of 1978). PHMC's main role is to enforce public health laws and regulations; to investigate causes and take action to mitigate the spread of diseases; and to mobilize, coordinate and participate in community health partnerships to identify and solve community health issues.

The role of public health focuses on three functions: assessment of the health of the community, policy development, and assurance that community conditions exist to prevent disease, promote health, protect the environment and prolong life among the population as a whole, rather than a specific individual's healthcare. The goal is to prevent health problems before they occur.

## Essential Public Health Services

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The 10 Essential Public Health Services (EPHS) outline the core activities that every community should engage in to protect and promote public health. These services aim to create fair and equitable access to health by supporting strong systems, effective roles, and community-level changes that help everyone achieve their best possible health. They also focus on identifying and reducing barriers that can make it more difficult for some individuals or groups to stay healthy.

### The 10 Essential Public Health Services

Source: Centers for Disease Control and Prevention



1. Assess and monitor population health status, factors that influence health and community needs and assets
2. Investigate, diagnose, and address health problems and hazards affecting the population
3. Communicate effectively to inform and educate people about health, factors that influence it, and how to improve it
4. Strengthen, support, and mobilize communities and partnerships to improve health
5. Create, champion, and implement policies, plans, and laws that impact health
6. Utilize legal and regulatory actions designed to improve and protect the public's health
7. Assure and effective system that enables equitable access to the individual services and care needed to be health
8. Build and support a diverse and skilled public health workforce
9. Improve and innovate public health functions through ongoing evaluation, research, and continuous quality improvement.
10. Build and maintain a strong organizational infrastructure for public health

# Environmental Health (EH)

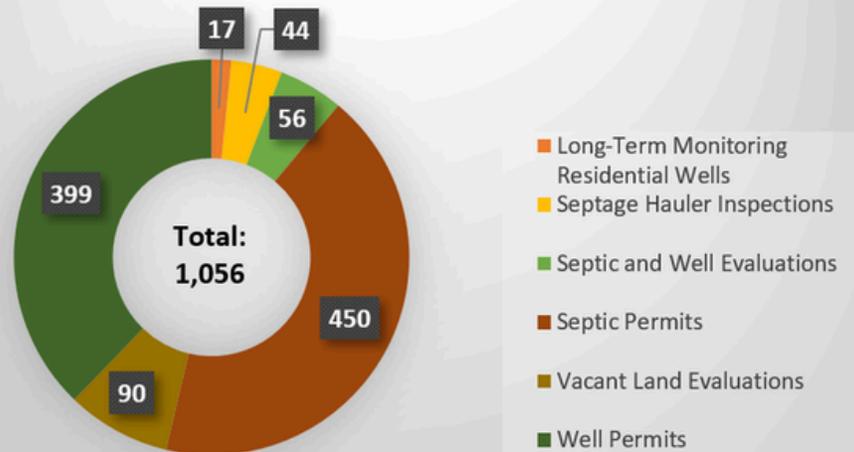
## Number of Food Program Inspections Completed



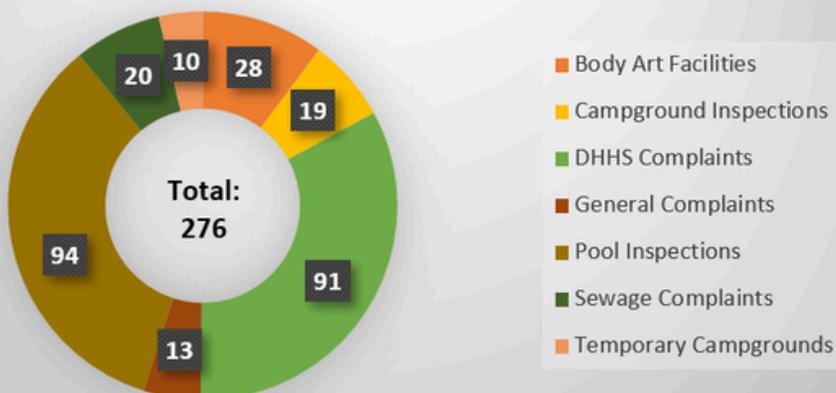
- 🍽️ Ensuring safe food for families dining out.
- 💧 Protecting drinking water and groundwater sources.
- 🏢 Keeping facilities in compliance for community health.



## Surface/Groundwater Control Inspections



## Environmental Quality Inspections

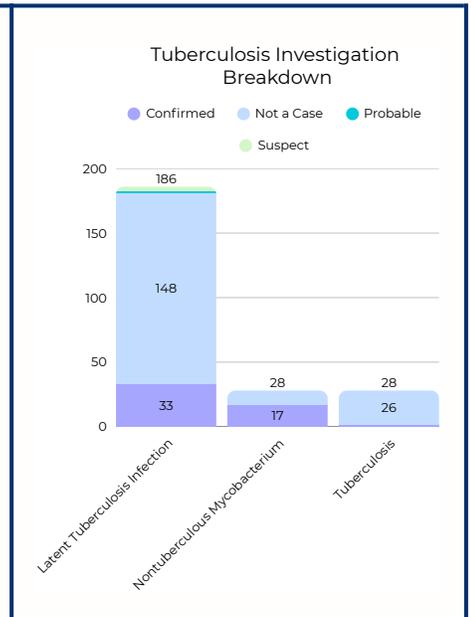
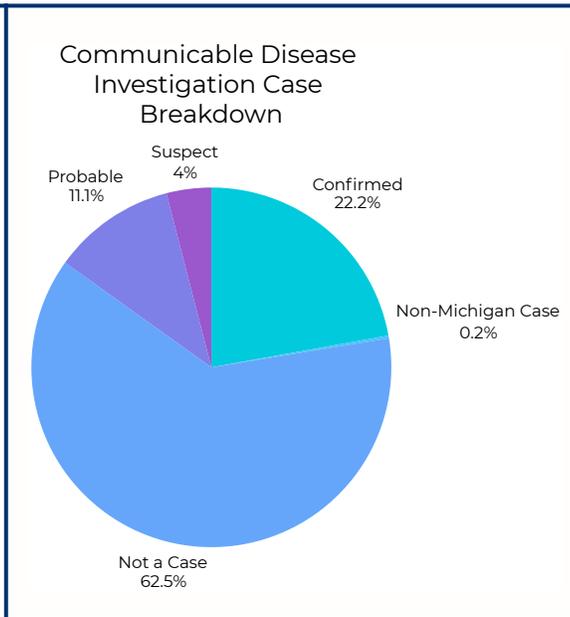
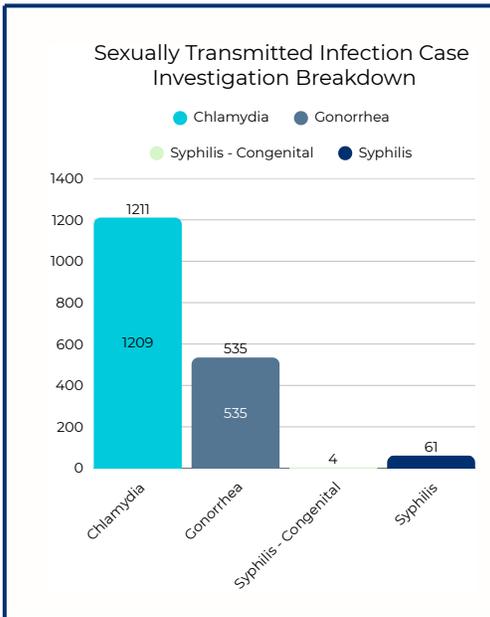
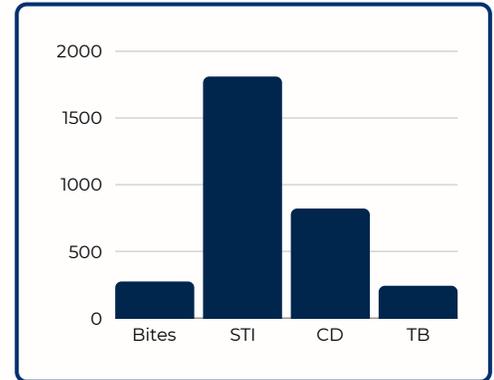


# Communicable Disease Investigations

Case investigations help our team quickly identify, track, and respond to reportable diseases in the community. By gathering information from patients, healthcare providers, and labs, we can better understand how illnesses spread, prevent further transmission, and protect public health.

## Case Follow-up

Sexually Transmitted Infections	1,811
Communicable Disease	821
Animal Bite	274
Tuberculosis	242



# Children's Special Healthcare Services

Children's Special Health Care Services (CSHCS): CSHCS helps children and some adults with chronic health conditions get the specialty medical care they need. The program supports families by covering certain medical costs and connecting them with resources to improve health and quality of life.

This year our team was excited to host four Sibshops! Sibshops are fun, supportive workshops designed for siblings of children with special health care needs. They give siblings a chance to connect with others who share similar experiences, enjoy activities, and have a safe space to share their feelings and questions.



## By the Numbers:

CSHCS Enrolled Clients	1,278
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Level 2: Care Coordination Support	159
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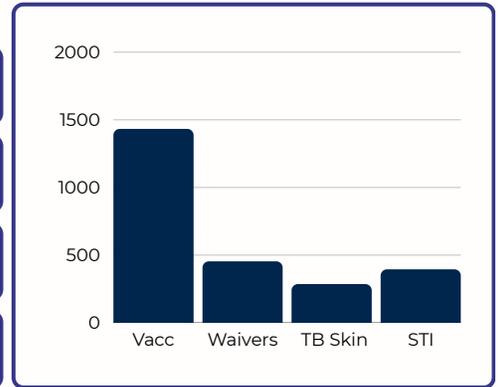
Level 1: Plan of Care Support	103
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# Clinical Services

Our health department provides essential clinical services that focus on protecting the community's health — but we are not a primary care clinic. Instead, our role is to prevent disease, promote wellness, and connect residents with the care and resources they need.

## Visit Break Down

Vaccinations Administered	1,433
Vaccination Waivers	454
TB Skin Tests	286
STI Testing & Consultation	395

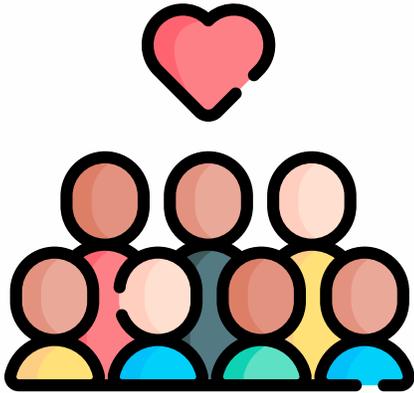


## Behind the Scenes

Our team works with local providers and schools to ensure programs like the Vaccines for Children (VFC) Program and school illness reporting meet state and federal standards. We offer site visits, record reviews, and guidance, plus community education classes to help families and providers keep everyone safe and healthy.



# Community Outreach and Engagement



## At the Heart of Public Health: Community

Community is at the heart of everything we do. In 2024, we participated in 108 community events, reaching a total of 12,433 individuals. We proudly promoted health education and increased awareness of available public health services.

We established 12 strategic community partnerships to address key issues including youth development programs, violence prevention, young professional development, access to health services, language access and family support services, housing stabilization, community capacity building, maternal care and family health. These partnerships strengthened community-led initiatives not only by contributing staff and resources, but also by ensuring that solutions are both collaborative and sustainable.

These efforts not only support the well-being of our residents, but also strengthens our department by fostering a culture rooted in compassion, connection and shared responsibility.





Since its beginning in 1974, the WIC program remains one of the most successfully funded nutrition programs in the United States.

In Muskegon County, WIC not only supports family health but also contributes to the local economy, with \$3.4 Million in WIC dollars spent locally in 2024—a direct investment in community businesses and food retailers.

### WIC's Mission

To improve the health and well-being of families by promoting healthy eating habits, positive birth outcomes, and early childhood development. Participants receive personalized nutrition counseling, access to nutritious foods through WIC benefits, and ongoing support from a team of registered dietitians, peer counselors, and lactation consultants.

Muskegon County WIC works closely with community health partners like The Great Start Collaborative (GLS) and the Muskegon Area Intermediate School District (MAISD) to ensure all applicable children/families are receiving support. WIC benefits not only our clients but also the local community as healthy families create a healthier environment. WIC has been proven to help the health of communities by:

- Reducing premature births
- Reducing low and very low birth-weight babies
- Reducing fetal and infant deaths
- Reducing the incidence of low-iron anemia
- Increase access to prenatal care earlier in pregnancy
- Increase pregnant women's consumption of key nutrients such as iron, protein, calcium, and Vitamins A and C
- Improve diet quality
- Increase access to regular health care

## Congratulations!

Public Health - Muskegon County WIC received the 2024 WIC Breastfeeding Gold Award of Excellence for Exemplary Breastfeeding Support and Practices

### About the WIC Program

The Women, Infants, and Children (WIC) program is a federally funded nutrition program that provides healthy foods, nutrition education, breastfeeding support, and referrals to health and social services for pregnant and postpartum women, infants, and children up to age five.



1,484 WIC clients enrolled in 2024

## Supporting Success

Our Breastfeeding staff of Peer Counselors and Breastfeeding specialists helped over 600 families in their breastfeeding journeys.



# Maternal Child HEALTH



6,956 Vision Screenings  
4,538 Hearing Screenings

Our state-trained staff screened children ages 3-18 for vision and hearing.

- Vision: 1,061 children (15%) were referred for follow-up.
- Hearing: 117 children (3%) were referred for additional testing.

## Reducing Lead Risks, One Family at a Time

- Sent 264 educational letters to families, encouraging follow-up testing
- Distributed 65 parent folders through WIC, providing guidance on lead safety
- Completed 32 home visits for children with confirmed lead poisoning
- Provided education, home safety guidance, and referrals to lead abatement programs
- Maintained case management for children until blood lead levels fall below 3.5 µg/dL



## New Moms, New Mentors, New Milestones

Mom Mentoring is an evidence-based, 18-month, volunteer mentoring program for pregnant women to assist in decreasing our infant mortality rates.

In 2024, we welcomed new mentees and mentors to the Mom Mentoring Program and joined them in celebrating special milestones along the way.

These moments reflect the lasting impact of support, guidance, and community connection.

## Safe Sleep

To promote safe sleep for infants, 85 Pack 'n Plays with a fitted sheet, pacifiers, sleep sacks, and education materials were distributed to caregivers.

## Working to Prevent Infant Loss in Our Community

Fetal Infant Mortality Review (FIMR) is an evidence-based process of identification and analysis of factors that contribute to fetal and infant death through chart review and interview of individual cases. It's a community-based, action-oriented process focused on improving services, systems, and resources for women, infants, and families. In 2024, Muskegon County had three case review meetings for 11 infant deaths.





## Connect with us on social media

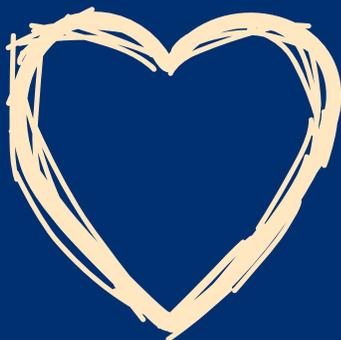
In fiscal year 2024, the Public Health Department managed three Facebook pages. By the end of the year, these pages had a combined total of 5,415 followers and 506 posts.

[Public Health - Muskegon County](https://www.facebook.com/PublicHealthMuskegon)  
[facebook.com/PublicHealthMuskegon](https://www.facebook.com/PublicHealthMuskegon)

[WIC Muskegon County](https://www.facebook.com/WICMuskegonCounty)  
[facebook.com/WICMuskegonCounty](https://www.facebook.com/WICMuskegonCounty)

[Children's Special Health Care Services Muskegon County](https://www.facebook.com/CSHCSMuskegon)  
[facebook.com/CSHCSMuskegon](https://www.facebook.com/CSHCSMuskegon)

Visit us online at [muskegonhealth.net](https://muskegonhealth.net)



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