



Community Data Resource Guide

Why This Packet Exists

This guide provides trusted data sources and grantmaking references to support informed funding decisions in Oceana County. To improve our collective knowledge & understanding of service gaps and community well-being, we encourage all grant committee members to be informed about community data. Staff will also highlight new and specific data sets when relevant to our decision-making.

Quick Reference: Which Resource Should I Use?

- **Childcare** → ALICE, Kids Count
- **Economic development and local industry trends** → The Right Place Oceana County Economic Profile
- **Food insecurity** → ALICE, DHD #10, County Health Rankings
- **General county demographics and baseline community indicators** → Census QuickFacts, Census Bureau Profile, DHD #10
- **Housing** → ALICE, County Health Rankings, Oceana County Housing Needs Assessment, Michigan Housing Data Portal, Census QuickFacts, Census Bureau Profile
- **Mental Health** → Trinity CHNA, MiThrive, County Health Rankings, MiPHY, MI-SUDDR
- **Physical Health** → Trinity CHNA, DHD #10
- **Workforce Development** → ALICE, DHD #10, Census QuickFacts, Census Bureau Profile, Michigan Housing Data Portal
- **Youth Development** → Kids Count, Child & Family Well-Being, MiPHY
- **Youth substance use, tobacco, and risk/protective factors** → MiPHY, MI-SUDDR

Child & Family Well-Being Data Center

Best Used For: Child and family indicators and trends.

Navigation Tip: Filter by county, benchmark Oceana County against Michigan, and use trend views when you need to show whether conditions are improving, worsening, or holding steady.

Link: <https://datacenter.aecf.org/data?location=MI#MI/2/0/char/0>

County Health Rankings

Best Used For: Health outcomes and social determinants.

Navigation Tip: Review Health Outcomes and Health Factors first, then use the comparison tools to benchmark Oceana County against Michigan and nearby counties.

Link: <https://www.countyhealthrankings.org/health-data/michigan/oceana?year=2025>

District Health Department #10 Community Profile

Best Used For: Community-wide needs, demographics, economic well-being, and health trends.

Navigation Tip: Start with pages 2–4 for the county snapshot, then use the economic well-being and health trend sections to check whether a proposal reflects documented community conditions.

Link: <https://www.dhd10.org/wp-content/uploads/Oceana-CB-2025.pdf>

Kids Count Data Profile

Best Used For: Children, families, education, and youth development.

Navigation Tip: Use the profile as a quick county snapshot, especially for child poverty, education, family economic security, and health indicators.

Link: <https://mlpp.org/2023kcdatapfiles/Oceana.pdf>

Michigan Housing Data Portal

Best Used For: County-by-county housing and demographic trends, including housing supply, housing equity, homeownership, rental affordability, health and housing, jobs, population over time, households, income, tenure, age groups, and household size.

Navigation Tip: Start in the Data Portal and select Oceana County or another comparison geography. Use the topic tabs to focus on the proposal's housing issue, and pair this source with the Oceana County Housing Needs Assessment for local interpretation.

Link: https://mihousingdata.org/data_portal

Michigan Profile for Healthy Youth (MiPHY)

Best Used For: Youth health behaviors, substance use, tobacco, violence, emotional health, physical activity, nutrition, and risk/protective factors among Michigan students.

Navigation Tip: Use the Tableau tabs and filters to view results by year, county, and grade level. Because participation is voluntary and anonymous, check whether Oceana County data is available for the desired year and interpret results as participating-student responses rather than a full countywide census.

Link: <https://mi-suddr.com/michigan-profile-for-healthy-youth-miphy-2/>

Michigan Substance Use Disorder Data Repository (MI-SUDDR)

Best Used For: Michigan-specific substance use disorder data, including youth substance use, adult substance use and mental health indicators, traffic crash data related to alcohol and drugs, treatment admissions and discharges, opioid-related emergency department visits, suicide deaths, gambling disorder treatment referrals, and county community profiles.

Navigation Tip: Start on the data page to browse all available datasets, then select the topic that best matches the proposal. Use county filters when available, and compare MI-SUDDR results with other sources in this guide when assessing prevention, treatment, recovery, or behavioral health needs.

Link: <https://mi-suddr.com/data/>

MiThrive Dashboard

Best Used For: Regional health and wellness priorities.

Navigation Tip: Explore county-level comparisons, then review regional priority areas and related indicators to see whether a proposal aligns with identified health and wellness needs.

Link: <https://northernmichiganhcr.org/mithrive/mithrive-data/>

Oceana County Housing Needs Assessment

Best Used For: Housing affordability, rental and ownership demand, housing supply gaps, demographic trends, community input, and local housing priorities.

Navigation Tip: Start with the Executive Summary and housing gap estimates, then review community input and municipal profiles for place-based proposals in Hart, the Village of Shelby, or Shelby Township.

Link: <https://oceanafoundation.org/wp-content/uploads/Oceana-County-MI-22-549-Housing-Needs-Assmt.-Revised-9-19-23-1.pdf>

The Right Place Oceana County Economic Profile

Best Used For: Economic development, workforce, industry mix, population trends, employment, and business climate context.

Navigation Tip: Use the profile as a quick economic snapshot, then review population, labor force, jobs, and top industry data for proposals tied to employment, business growth, or regional prosperity.

Link: <https://www.rightplace.org/regions/oceana-county/oceana-economic-profile>

Trinity Health Shelby CHNA

Best Used For: Health priorities and community health needs.

Navigation Tip: Start on page 3 for key findings, then review the priority areas and implementation strategy sections that match the proposal's focus area.

Link: <https://www.trinityhealthmichigan.org/sites/default/files/2024-10/Trinity-Health-Shelby-Community-Health-Needs-Assessment-CHNA-Implementation-Strategy-FY25-27.pdf>

United for ALICE

Best Used For: Financial hardship, workforce, housing, childcare, and basic needs.

Navigation Tip: Select Oceana County, then review household survival budget, ALICE threshold, and demographic breakdowns to understand which residents are most affected by financial hardship.

Link: <https://www.unitedforalice.org/county-reports/michigan>

U.S. Census Bureau QuickFacts: Oceana County

Best Used For: Fast county-level baseline data, including population, age, race and ethnicity, housing, households, computer and broadband access, education, health insurance, labor force, commuting, income, poverty, and selected business/economy indicators.

Navigation Tip: Use QuickFacts when you need a concise, committee-friendly snapshot. Compare Oceana County with Michigan or nearby counties by adding geographies to the table, and use the information icons or downloads when you need source notes or definitions.

Link: <https://www.census.gov/quickfacts/fact/table/oceanacountymichigan/PST045225>

U.S. Census Bureau Profile: Oceana County

Best Used For: More detailed county-level Census data on population, income and poverty, education, employment, housing, health, business and economy, families and living arrangements, and race and ethnicity.

Navigation Tip: Use the topic sections to move beyond a basic snapshot. Open the source tables when you need definitions, margins of error, or more detailed ACS and Decennial Census indicators for grant narratives or comparisons.

Link: https://data.census.gov/profile/Oceana_County,_Michigan?g=05000000US26127