

HEALTHY TOMORROW

HEALTHY TOGETHER

HEALTHY TODAY

**HEARTLAND FOUNDATION SMALL GROUP VISION SESSIONS
MARCH 12-14, 2019**

A LETTER FROM DR. GADDIE

Greetings,

In March 2019, the Heartland Foundation Staff and Board Trustees held a series of Small Group Vision Sessions. Dr. Marilyn L. Grady, University of Nebraska-Lincoln was our process advisor and Dr. Ron Blumoff, MD, MBA, FASC, The Blumoff Group facilitated the sessions. Stakeholders from Mosaic Life Care, Heartland Foundation, St. Joseph, Missouri and the greater northwest Missouri region were invited to provide their input on strategic positioning for the Foundation.



Themes listed below emerged from the discussion:

- **Healthy Tomorrow**
 - Leadership Development
 - Early Childhood Education
- **Healthy Together**
 - Community Vitality
 - Missouri Western State University
 - Basic Needs
 - Workforce Development
- **Healthy Today**
 - Mental Health
 - Physical Health
 - Mosaic Life Care (MLC)/Heartland Foundation (HF) Relationship

This booklet is provided as an authentic collection of data shared by a variety of community voices, how that data relates to our current efforts and areas Heartland Foundation can explore for future enhanced partnerships in our community and the region we serve. Responses cultivated at our small group sessions are grouped with corresponding Buchanan County Population Health Data, Imagine St. Joseph 2040 vision plan information collected from our partners at Mosaic Life Care and the St. Joseph Chamber of Commerce and current Foundation programming.

We appreciate your investment in our mission and thank you for your belief in our vision. We are committed to championing education. Why? Because, the first 20 years of Heartland Foundation's process confirms that to build healthy communities, we must empower people. To empower people, we must provide an open forum for conversation and act responsibly on the information shared.

Respectfully,

Julie

TABLE OF CONTENTS

04-05	Leadership Development
06-07	Early Childhood Education
08-09	Workforce Development
10-11	Community Vitality
12-13	Missouri Western State University
14-15	Basic Needs
16-17	Mental Health
18-19	Physical Health
20-21	Mosaic Life Care & Heartland Foundation Relationship
22	About Us
23	Board & Staff

LEADERSHIP DEVELOPMENT

Leadership development was the most frequently noted topic across the fourteen group sessions Heartland Foundation hosted. As one participant noted, “Where is the next wave of community leaders coming from? Many who work here, do not live here.”

“Where is the next wave of community leaders coming from? Many who work here, do not live here.”

Several participants highlighted the limited opportunities for youth leadership. Only a few young people serve on student councils, in organizational leadership positions, or have the opportunity to participate in leadership development programs. “Young people have a drive to lead, but no outlet.” The mentoring of emerging leaders has the potential to cultivate community ownership for generations to come.

Ideas shared:

- Host a collaborative space for young leaders/future business opportunities.
- Youth informed community decision making.
- Leadership training for people entering the workforce.
- Cross-generational mentoring.
- MLC mentoring for PTO hours
- Career mentor matching for high school students.



Imagine 2040 Plan: Grow Prosperity

Our greatest return-on-investment comes from investing in our people. Growing prosperity is more than economic growth and personal incomes. It is also about the quality of local civic leadership that provides the foundation for collaboration, engagement and inclusiveness. If our community is to have a prosperous future, we must provide an atmosphere that encourages leadership in all confident sectors of our community.

LEADERSHIP DEVELOPMENT

POPULATION HEALTH DATA

SDH	Key Issue	Indicator Attribute	USA	State	Buchanan
Economic Stability	Housing Instability	Percent Renter-Occupied Housing Units	36.4%	33.2%	37%
Economic Stability	Employment	Median Household Income	\$55,322	\$49,593	\$46,680
Economic Stability	Employment	Unemployment Rate	4%	3.5%	3.1%
Economic Stability	Poverty	Population in Poverty	14.6%	14.6%	17.3%
Economic Stability	Poverty	Under 18 years in Poverty	20.3%	20%	26.5%
Economic Stability	Poverty	18-64 years in Poverty	13.7%	14.1%	15.9%
Economic Stability	Poverty	65 years and over in Poverty	9.3%	8.8%	8.3%
Education	Enrollment in Higher Education	Age 25+ with Bachelor's Degree or Higher	30.3%	27.6%	20.5%
Education	High School Graduation	Cohort Graduation Rate	86.1%	91%	93.8%
Education	High School Graduation	Age 25+ with no high school diploma	13%	11.2%	12.8%
Neighborhood	Environmental Conditions	Disconnected Youth (age 16-24 neither working or in school)	11.7%	13%	15%
Neighborhood	Crime and Violence	Violent Crime Rate per 100,000	379.7	442.8	410.6
Community	Incarceration	Incarceration rate per 100,000		536	983

*Data available on request for Gentry and Nodaway counties.

HEALTHY TOMORROW



- emPowerU Civic Engagement Immersions
- e2 High School Fellowship
- Jump Starters Grants, 358K since 2007
- Adulting 101, 2019 Pilot

EARLY CHILDHOOD EDUCATION

If there is one topic that seemed to unify the view of many, it is early childhood education. Participants repeatedly noted that we must work to shape habits early.

“Little kids are trapped in the situation they have been handed, program opportunities may be their only opportunity.”

“Little kids are trapped in the situation they have been handed, program opportunities may be their only opportunity.” We repeatedly heard the call to find ways to empower young people to become influencers.

Ideas shared:

- Families want things to do with their children, find ways to promote family time.
- Young people need mentors to foster a positive path.
- Childhood poverty is a long road, help children build the confidence to break the poverty cycle.



Imagine 2040 Plan: Invest in People

St. Joseph realizes that ensuring all children have access to early learning activities is the key to a successful educational system. Working with businesses, educators and social service agencies, the community will adopt a program that offers all children an opportunity for early learning and discovery.

EARLY CHILDHOOD EDUCATION

POPULATION HEALTH DATA

SDH	Key Issue	Indicator Attribute	USA	State	Buchanan
Health	Health Literacy	Teen Birth Rate per 1,000	36.6%	39.5%	60.8%
Economic Stability	Poverty	Under 18 Years in Poverty	20.3%	20%	26.5%
Education	Early Childhood Education	Head Start Programs, Rate per 10,000 Children	7.18%	7.28%	9.8%
Economic Stability	Poverty	Uninsured Children		6%	6%

*Data available on request for Gentry and Nodaway counties.



HEALTHY TOMORROW



- Summer STEAM Camps, grades 3-8
- Pathways to Early Childhood
- Elementary Rural Gifted Consortium
- Elementary Science Careers Day
- Robotics Immersion, grades 6-8

WORKFORCE DEVELOPMENT

Heartland Foundation has a long tradition of embracing the notion that communities who win the talent game, win the workforce development game. The small group session feedback provided a reminder that we need to work to ensure opportunities for skill development that matches the job opportunities of our region. “Healthy communities require jobs that pay enough to sustain a household.”

“Healthy communities require jobs that pay enough to sustain a household.”

Participants noted that regional universities are bringing in a steady stream of young people to the area. However, they also pointed out that all too often, we are unsuccessful at convincing post-secondary age young people to create a home for themselves in our region after completing their education or training.

Ideas shared:

- Directly advocate for the opportunities in our regions including 139th Airlift, internships, union jobs and post-secondary education.
- Cultivate a get-to-know tour of St. Joseph for young professionals.
- Provide life skills training for youth and adults.



Imagine 2040 Plan: Invest in People

Have our award-winning public and private schools focus on career-based skills, post-secondary preparation and alignment with current and future jobs. This program builds on the future approach of incorporating stackable credentials that begin in high school and continue through post-secondary education.

WORKFORCE DEVELOPMENT

POPULATION HEALTH DATA

SDH	Key Issue	Indicator Attribute	USA	State	Buchanan
Education	Enrollment in Higher Education	Age 25+ with Bachelor's Degree or Higher	30.3%	27.6%	20.5%
Education	Highschool Graduation	Cohort Graduation Rate	86.1%	91%	93.8%
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*Data available on request for Gentry and Nodaway counties.



HEALTHY TOGETHER

- Think Ahead Works, Coworking space
- Think Ahead Works, Internship/ Apprenticeship Program
- 2019 CollaborACTION Grant, Edge Factor Implementation

COMMUNITY VITALITY

The reflections captured in relation to community vitality reflect the passion building across our region to foster a culture of community growth, not just sustain what we have.

Participants repeatedly noted that people are shopping for a place to live, not work. They emphasized the emerging reality that in many industries, people can work from anywhere. “We do not have a job issue, people are not choosing to live in our community.” Empowered communities create and implement solutions that fit their unique needs and capacities. “We are competing for families to move here.”

“We do not have a job issue, people are not choosing to live in our community.”

Ideas shared:

- Invest in community beautification.
- Support public schools.
- Host prescriptive, prevention focused educational programs in areas of need with mental health, physical health, relational/social emotional health.



Imagine 2040 Plan: Create a Better Place

St. Joseph/Northwest Missouri has become a place that some residents want to stay, and others choose to move. St. Joseph has transformed itself by taking advantage of a growing need for skilled and high tech-workers. Showcase for small business startups, entertainment venues, expanding arts and cultural amenities enjoyed by residences and visitors alike.

Positive Disruptor: A new conference and meeting facility constructed to allow the community to pursue small conventions and association meetings.

COMMUNITY VITALITY

POPULATION HEALTH DATA

SDH	Key Issue	Indicator Attribute	USA	State	Buchanan
Neighborhood	Environmental Conditions	Disconnected Youth (age 16-24 neither working or in school)	11.7%	13%	15%
Neighborhood	Crime and Violence	Violent Crime Rate per 100,000	379.7	442.8	410.6
Community	Incarceration	Incarceration Rate per 100,000		536	983
Health	Access to Primary Care	Primary Care Physicians, Rate per 100,000	87.8	83.6	68.17
Economic Stability	Food Insecurity	Free/Reduced Price Lunch Eligible	52.6%	50.1%	55.9%
Economic Stability	Employment	Cost Burdened Households (Over 30% of Income)	27.8%	32.9%	27.2%
Economic Stability	Employment	Median Household Income	\$55,322	\$49,593	\$46,680
Community	Civic Participation	Voter Turnout		66.6%	68.5%

*Data available on request for Gentry and Nodaway counties.

HEALTHY TOGETHER

- Big Muddy Mini Maker Faire
- Community Transformation Forums
- Scholarships, 1.8M since 1984
- Regional Grants, 15.5M since 1984
- Discounted Non-Profit Facility Rental Rate

MISSOURI WESTERN STATE UNIVERSITY

Missouri Western State University brings a steady stream of young adults into the St. Joseph community each year. Small group participants, including current and past students of Missouri Western State University, offered insight into the important connection between post-secondary education, work force development, and community vitality.

“Missouri Western students feel separated from the community.”

Healthy communities actively engage young people seeking innovative ways to retain youthful thinking. One participant noted this as an area growth as we seek to build healthy communities across the region, “Missouri Western students feel separated from the community”. Several participants noted the need to engage and retain MWSU students in the Northwest Missouri.

Ideas shared:

- Students feel separated from the community.
- Students need leadership development in the community.
- Create a destination community, a place where young people want to stay.
- Incoming students get to know St. Joseph, see what St. Joseph has to offer.



Imagine 2040 Plan: Invest in People

MWSU to focus on community involvement and engagement that will lead St. Joseph to be considered a “university town” by providing an environment that inspires innovation and attracts sought-after talent.

MISSOURI WESTERN STATE UNIVERSITY

POPULATION HEALTH DATA

Missouri Western is an open admissions institution and offers 119 undergraduate majors, 18 masters degrees and five graduate certificates. Nearly 99 percent of MWSU graduates participate in an internship, undergraduate research, service learning, study away or other applied learning experiences.



TOP 5
Biggest Programs
Number of degrees & certificates awarded, FY 2018

159

Health Professions

128

Business, Management, Marketing, and Related Support Services

74

Mult/Interdisciplinary Studies

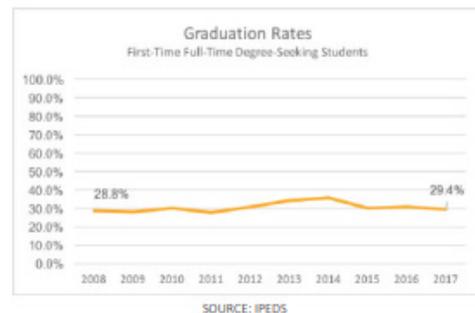
71

Education

70

Parks, Recreation, Leisure, & Fitness Studies

SOURCE: IPEDS



36%

OF STUDENTS RECEIVE
PELL GRANTS

SOURCE: IPEDS

*Data courtesy of MWSU.

HEALTHY TOGETHER

BASIC NEEDS

Across Northwest Missouri, the impact of poverty can be felt in every community. Participants repeatedly noted that for many across our region, a lack of transportation is inhibiting good health habits, work habits, and appropriate access to healthcare.

Throughout the small group discussions, participants challenged us to look beyond meals, shelter, clothing and basic services. “Education is the way out. What are the barriers keeping our kids from focusing on education?” We heard the hard message of concerns with duplication of support services and donor fatigue. The discussions across every session centered around the need for collaboration, without agency competition.

“What are the barriers keeping our kids from focusing on education?”

Ideas shared:

- Pull resources together into a routine, centralized model so families know where to go when they need help.



Imagine 2040 Plan:
Invest in People

Our public, private and nonprofit sectors are recognized nationally for their success in collaboratively addressing poverty. Focus includes both generational poverty and situational poverty. Agencies work together on shared goals, shared metrics and shared accountability, resulting in our poverty rate being cut in half.

BASIC NEEDS

POPULATION HEALTH DATA

SDH	Key Issue	Indicator Attribute	USA	State	Buchanan
Neighborhood	Access to foods/Healthy eating patterns	Food Desert Population	51%	42%	57.9%
Neighborhood	Quality of Housing	Occupied Housing with 1 or More Substandard Conditions	33.8%	28%	28%
Economic Stability	Housing Instability	Percent Renter-Occupied Housing Units	36.4%	33.2%	37%
Health	Access to Healthcare	Households with No Motor Vehicle	9%	7.3%	9.1%
Economic Stability	Poverty	Population in Poverty	14.6%	14.6%	17.3%
Economic Stability	Poverty	Under 18 Years in Poverty	20.3%	20%	26.5%
Economic Stability	Poverty	18 to 64 years in Poverty	13.7%	14.1%	15.9%
Economic Stability	Poverty	65 years and over in Poverty	9.3%	8.8%	8.3%

*Data available on request for Gentry and Nodaway counties.

HEALTHY TOGETHER

MENTAL HEALTH

It was evident throughout the small group sessions that mental wellness is a goal we must all work to improve throughout our region, state and nation. Participants noted the impact of family stress on young and old. “It’s insane what people are up against, and it looks frantic. If that is how their parents are, that’s the way things are going.” They expressed concern over the high number of children in need of pediatric mental health care. One participant noted, people are melting down, running and feeling stressed out all of the time.

“Frontline providers (educators, clergy, caregivers) feel unprepared to deal with mental health care demands.”

Ideas shared:

- Programming to teach coping skills from pre-k through adulthood.
- Frontline provider training and on-demand professional support.
- Equitable opportunity for family physical or play-based activities.

Groups often discussed crossover issues such as substance abuse and homelessness. “Frontline providers (educators, clergy, caregivers) feel unprepared to deal with mental health care demands. They feel isolated, trying to problem solve alone with very few service options.”



**Imagine 2040 Plan:
Invest in People**

Working with our local health providers, the community will create an early intervention program for those individuals challenged with mental health issues and addiction. The program is designed to offer individuals and families support that leads to sufficiency and stability.

Positive disrupter: If the community receives a federal grant that provides the resources to implement a new model of addressing mental health and addiction needs in St. Joseph.

MENTAL HEALTH

POPULATION HEALTH DATA

SDH	Key Issue	Indicator Attribute	USA	State	Buchanan
Health	Access to Healthcare	Mental Health Care Provider Rate per 100,000	202.8	168.6	154.2
Health	Health Literacy	Percent with Depression	16.7%	20%	20.3%
Health	Health Literacy	Age-Adjusted Death Rate per 100,000 - Suicide	13	16.5	16.1
Health	Health	Excessive Drinking Prevalence	13%	19%	20%
Health	Health	Drug and Alcohol Overdose per 100,000		179.2	205.6

*Data available on request for Gentry and Nodaway counties.



HEALTHY TODAY

PHYSICAL HEALTH

Healthcare is changing fast. Reimbursement rates, insurance and drug company battles, and the political landscape all contribute to the unpredictability within the healthcare industry. The unpredictable nature of healthcare can make it difficult for us to know how and what to do to create healthy communities.

Participants in the small group sessions advocated for the examination of social determinant of health regional data. They articulated the need to keep our eye on the specific factors impacting population health, and the utilization of population health data in strategic planning process that reflect organizational agility.

Ideas shared:

- Educate to prevent illness (vaccines).
- Foster an increase in people using the lifestyle infrastructure already in place (walking/bike trails).
- Bridge the gap between healthcare and education: some patients do not understand the post care instructions.



Imagine 2040 Plan

Mosaic Life Care is considered a top hospital in the country. Ensuring that Mosaic can attract and retain a quality workforce is a community priority. The community will work with Mosaic to identify issues related to educational programs, talent attraction, and quality of life amenities that serve to attract and retain the best and brightest in the medical profession.

PHYSICAL HEALTH

POPULATION HEALTH DATA

SDH	Key Issue	Indicator Attribute	USA	State	Buchanan
Health	Health	Residents that rate their general health as fair or poor		19.7%	22.8%
Economic Stability	Poverty	Uninsured Adults		14%	14%
Health	Health Literacy	Percent Medicare Enrollees with Diabetes with Annual Exam	85.7%	86.3%	91.3%
Health	Health Literacy	Percent Population Smoking Cigarettes (Age-Adjusted)	18.1%	23.2%	27.7%
Health	Health Literacy	Cancer Incidence Rate per 100,000	124.7	128.2	125.8
Health	Health Literacy	Percent Adults with Heart Disease	4.4%	4.8%	6.2%
Health	Health Literacy	Percent Adults with High Blood Pressure	28.2%	29.5%	31.3%
Health	Health Literacy	Percent Population with no Leisure Time Physical Activity	21.6%	24%	30%
Health	Health Literacy	Population with Diagnosed Diabetes, Age-Adjusted Rate	9.3%	10.5%	10.8%
Health	Health Literacy	Percent Adults with BMI > 30.0 (Obese)	28.3%	32%	35.9%
Health	Health Literacy	Age-Adjusted Death Rate per 100,000- Cancer	160.9	175.9	198.4
Health	Health Literacy	Age-Adjusted Death Rate per 100,000- COPD	99.6	115.2	115.3
Health	Health Literacy	Age-Adjusted Death Rate per 100,000- Lung Disease	41.3	52.2	76.1
Health	Health Literacy	Age-Adjusted Death Rate per 100,000- Stroke	36.9	41	52.1
Health	Health Literacy	Rate of Federally Qualified Health Centers per 100,000	2.67	3.37	6.73
Health	Access to Primary Care	Primary Care Physicians, Rate per 100,000	87.8	83.6	68.17

*Data available on request for Gentry and Nodaway counties.

HEALTHY TODAY

- Project Fit, 41 school sites since 2000
- Mosaic Life Care Cancer Endowment
- Mosaic Life Care Children's Endowment
- Heartland Health (West) Auxiliary Endowment

MLC/HF RELATIONSHIP

As partners to create healthy, vibrant communities, Mosaic Life Care and Heartland Foundation play an important role across the Northwest Missouri and Northeast Kansas region. As this partnership of over twenty years continues to evolve, small group participants offered several pieces of advice.

First, most Mosaic Life Care patients live in the Northwest Missouri region. Our neighbors, family members and closest friends are counting on Mosaic Life Care for exceptional healthcare. “Make sure our hospital has the best of the best- equipment, programs, serving all illnesses, etc. People can’t afford to go elsewhere.” This call for collaboration and continuity between Mosaic Life Care and Heartland Foundation was heard throughout the sessions.

“Make sure our hospital has the best of the best... People can’t afford to go elsewhere.”

Ideas shared:

- Board collaboration, cross-board representation.
- Connect back together - be on the same page.
- Coordinate programs across MLC/HF, be efficient with resources.
- Stay focused on healthy communities.
- Coordinate MLC caregiver volunteers and mentors to support programs in the community and Foundation.
- Allocate money for direct healthcare.
- Be the fundraising arm.



Imagine 2040 Plan

Mosaic Life Care is considered a top hospital in the country. Ensuring that Mosaic can attract and retain a quality workforce is a community priority. The community will work with Mosaic to identify issues related to educational programs, talent attraction, and quality of life amenities that serve to attract and retain the best and brightest in the medical profession.

MLC/HF RELATIONSHIP



HEALTHY TODAY

MLC and HF are committed to building healthy, thriving communities for generations to come. We believe in championing education and empowering people to live their best lives. When healthcare is needed, we are dedicated to ensuring exceptional healthcare is available, right here in our region.

ABOUT US

Mission

Champion education and empower people.

Vision

People inspired worldwide to build healthy and thriving communities.

Purpose

Heartland Foundation's purpose is to share the beliefs that:

- Each of us is progress, each of us is potential, each of us is possibility.
- Youth and adults who are empowered to effect positive change can make a real difference in a community.
- A commitment to lifelong learning ensures each generation will carry our ever-evolving democracy forward.



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518 S. 6th St.

St. Joseph, MO 64501

816.271.7200

www.mlcfoundation.com



@FoundationMLC