United Way
Way

United Way of the Black Hills

UNITED WAY OF THE BLACK HILLS

Custer
Infographic

Conducted by
Callie Schleusner &
Jared McEntaffer PhD
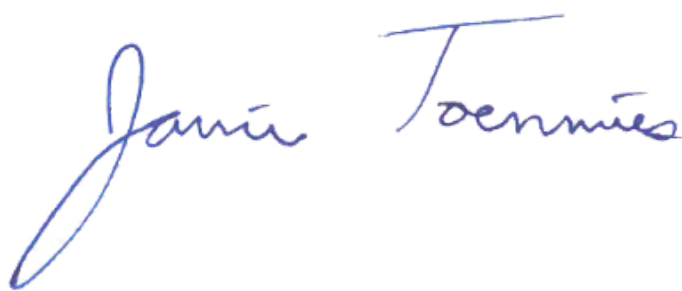Black Hills Knowledge Network

FOREWARD

Dear Black Hills Community Members,

Our mission is to support programs and services that provide solutions to community needs in the areas of education, health, and financial stability. The purpose of this community needs assessment is to help us identify specific needs in these areas based on the input of local community leaders and advocates in our region. This is an opportunity for everyone to join in our fight for advancing the common good of our Black Hills community.

We believe the solutions to our community needs require collaboration, resource sharing, and innovation among organizations to maximize resources for the improvement of our community. This 2019 needs assessment is the third study commissioned by United Way Black Hills in the last 15 years. In order to foster a collaborative spirit, the full report will be available to all so that they can use the information to improve the Black Hills Community.

We greatly appreciate the efforts of our Board of Directors in this assessment and acknowledging the importance of gathering this information to ensure that our funds are utilized effectively and invested wisely in the future of our community. In addition, we thank the Black Hills Knowledge Network for their valuable research towards this project. Thank you to our partners, community members and local professionals for their insight and advocacy to improve the quality of life for residents of our Black Hills community.

Sincerely,

Thank you to the following sponsors who helped make this report possible:
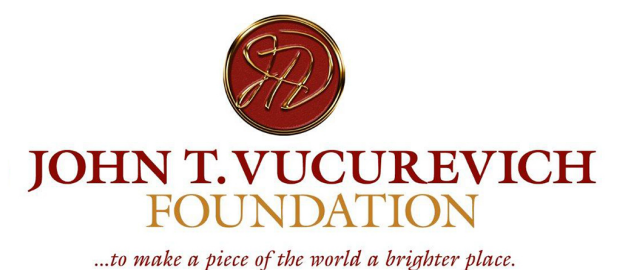
INTRODUCTION

In order to help UWBH prioritize its program intent and resource allocations, UWBH hired the Black Hills Knowledge Network (BHKN) to conduct a needs assessment. The purpose of this assessment was twofold: 1) initiate ways in which to gain meaningful community-level input regarding community needs across the UWBH service area and 2) aggregate trends and patterns of community needs across the Black Hills Region.
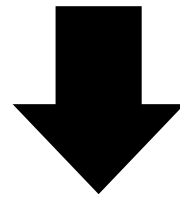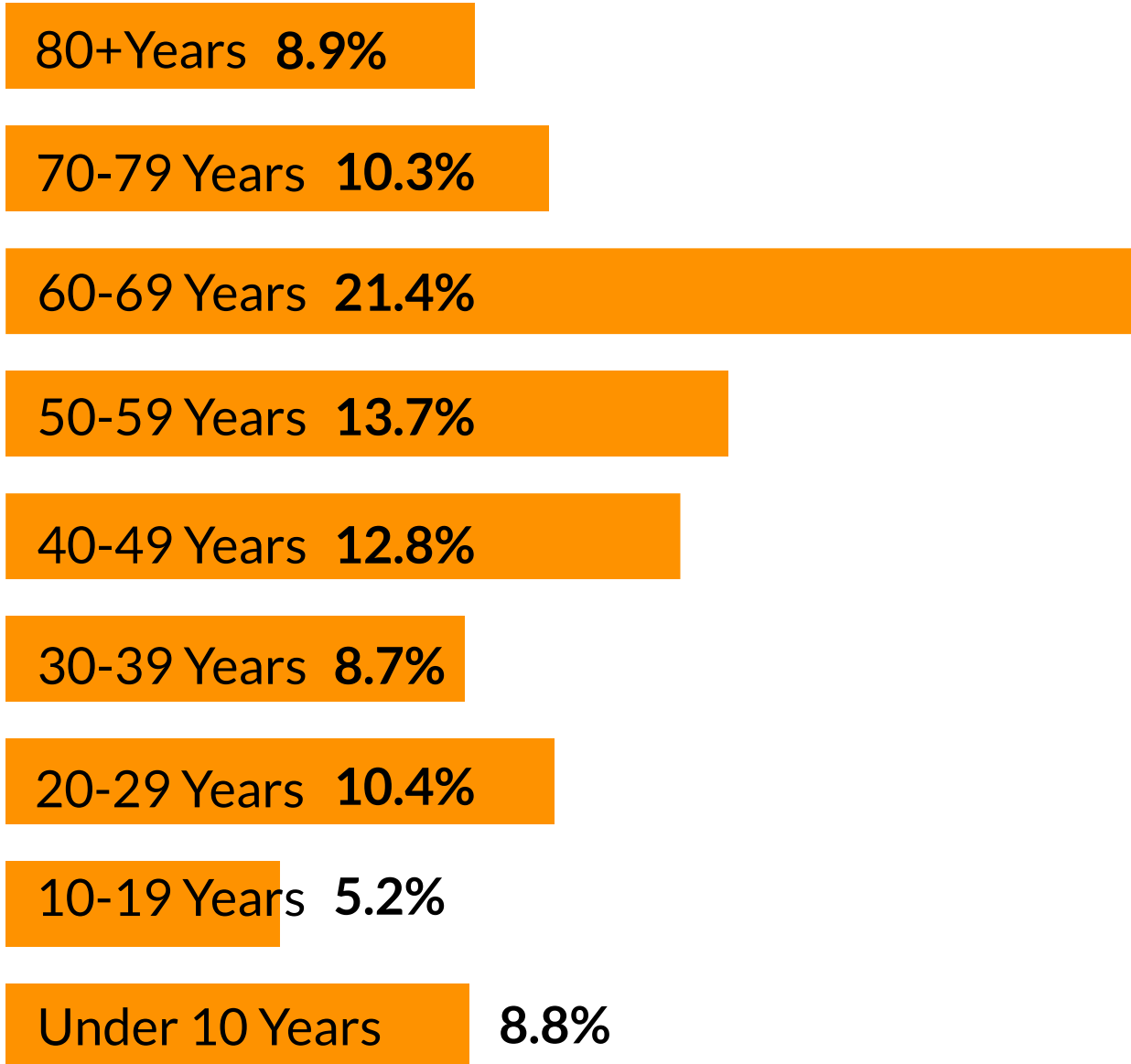
This needs assessment employed a community conversations methodology which generates valuable insights by inviting community partners to react to collected data and participate in conversations held in their own communities. BHKN implemented this methodology in two phases beginning with collecting data from state and federal secondary sources. BHKN then prepared a these infographics to summarize the collected data in a clear and engaging matter. Data presented below was current as of March 2019.

The second phase involved collecting primary data through the community conversations. These conversations began with a presentation of these infographics, then a group ranking activity and discussion, followed by an individual funding allocation activity. The resulting needs assessment report can be found on the UWBH website.
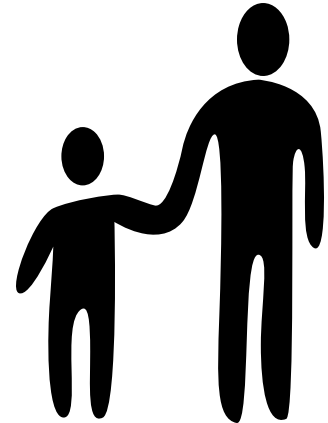
POPULATION

1,932 people lived in Custer in 2017

Custer population shrank by 4% from 2010 to 2017

Age Distribution

- 80+ Years **8.9%**
- 70-79 Years **10.3%**
- 60-69 Years **21.4%**
- 50-59 Years **13.7%**
- 40-49 Years **12.8%**
- 30-39 Years **8.7%**
- 20-29 Years **10.4%**
- 10-19 Years **5.2%**
- Under 10 Years **8.8%**

Of Custer residents...

97% were White

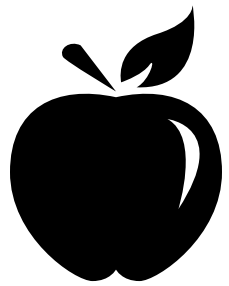**2%** were Native American

1% were some other race

16% were veterans
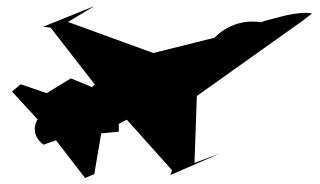
Custer represents 1% and Custer County 5% of the total population served by the United Way of the Black Hills

EDUCATION

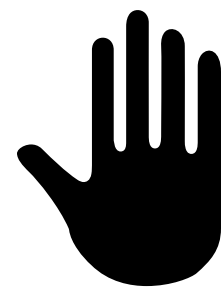Of the **1,208** K-12 students enrolled in the Custer School District...

36% of students qualified for Free and Reduced School Lunch
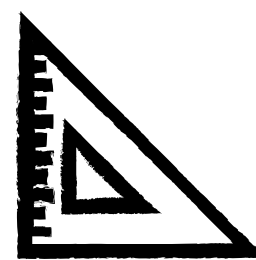
56 students graduated in 2017-2018

0% of students dropped out in 2017-2018

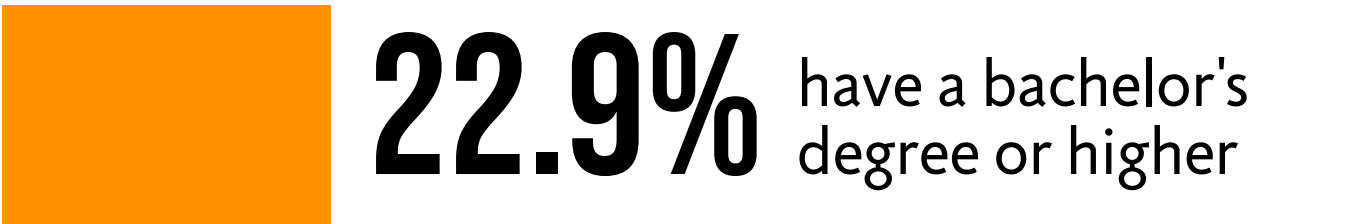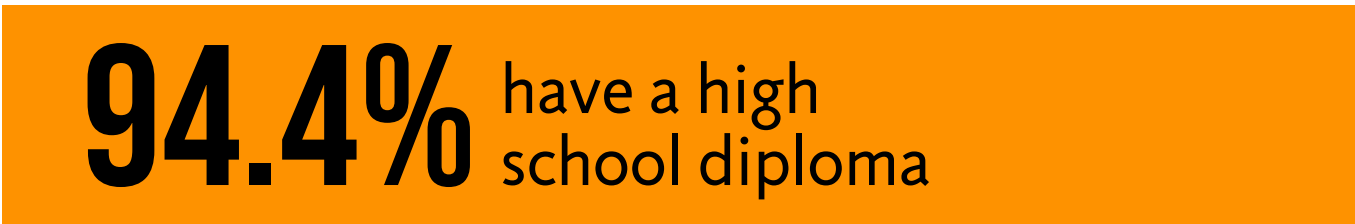**45%** of 3rd graders were proficient in English

30% of 8th graders were proficient in Math

54% of high school graduates were prepared for college in English

34% of high school graduates were prepared for college in Math

EDUCATION

Of Custer residents...

94.4% have a high school diploma

22.9% have a bachelor's degree or higher

There is

1

licensed childcare provider and

1

licensed before and after school provider in Custer

INCOMES

$48,581 Median Household Income in Custer

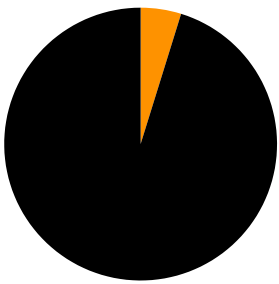Median Household Income increased 21.63% from 2010 to 2017

Custer Household Income

$100,000 or more **13%**

$50,000-$99,999 **35%**

$25,000-$49,999 **25%**
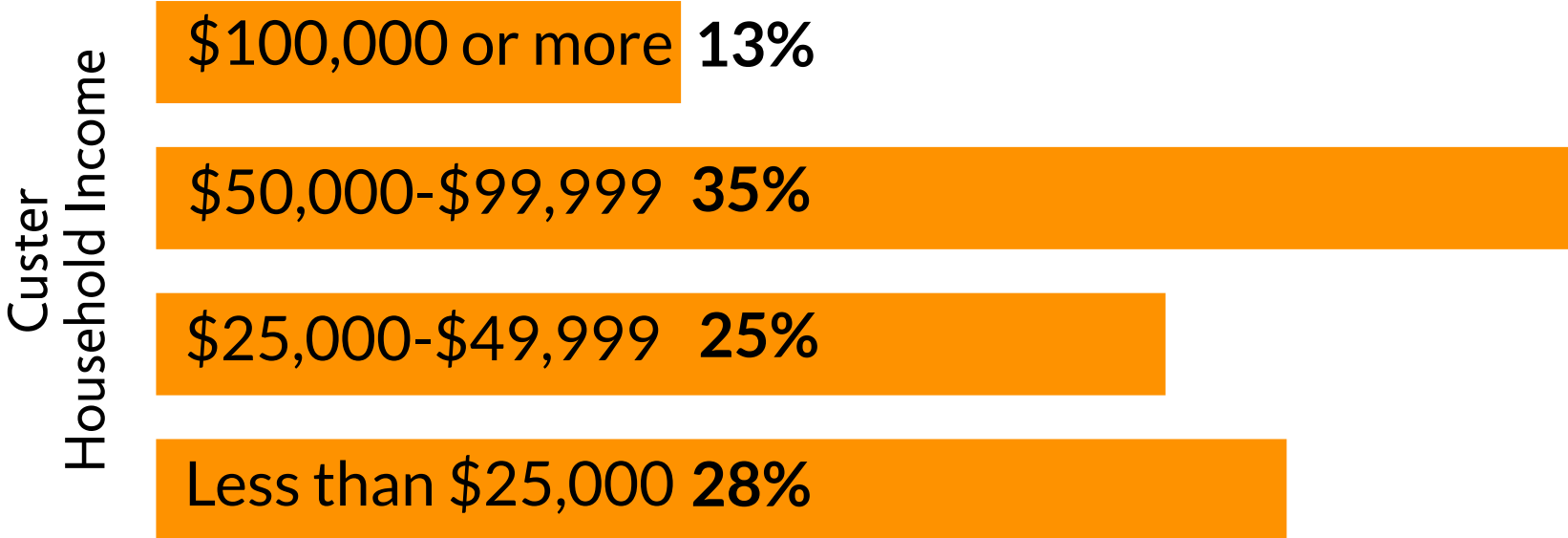
Less than $25,000 **28%**

28% of Custer households earn less than $25,000 annually

In Custer County...

73 women and children receive WIC benefits
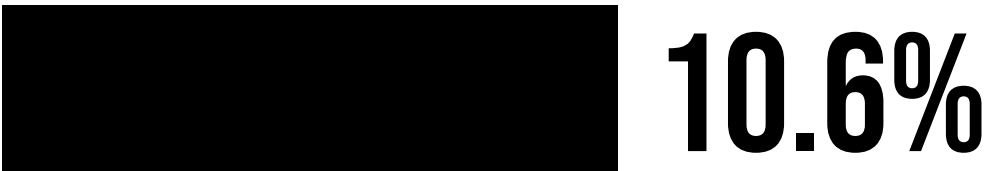
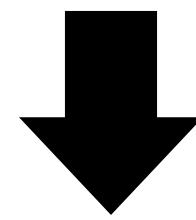**4.8%** of residents rely on SNAP benefits including 208 adults and 178 children
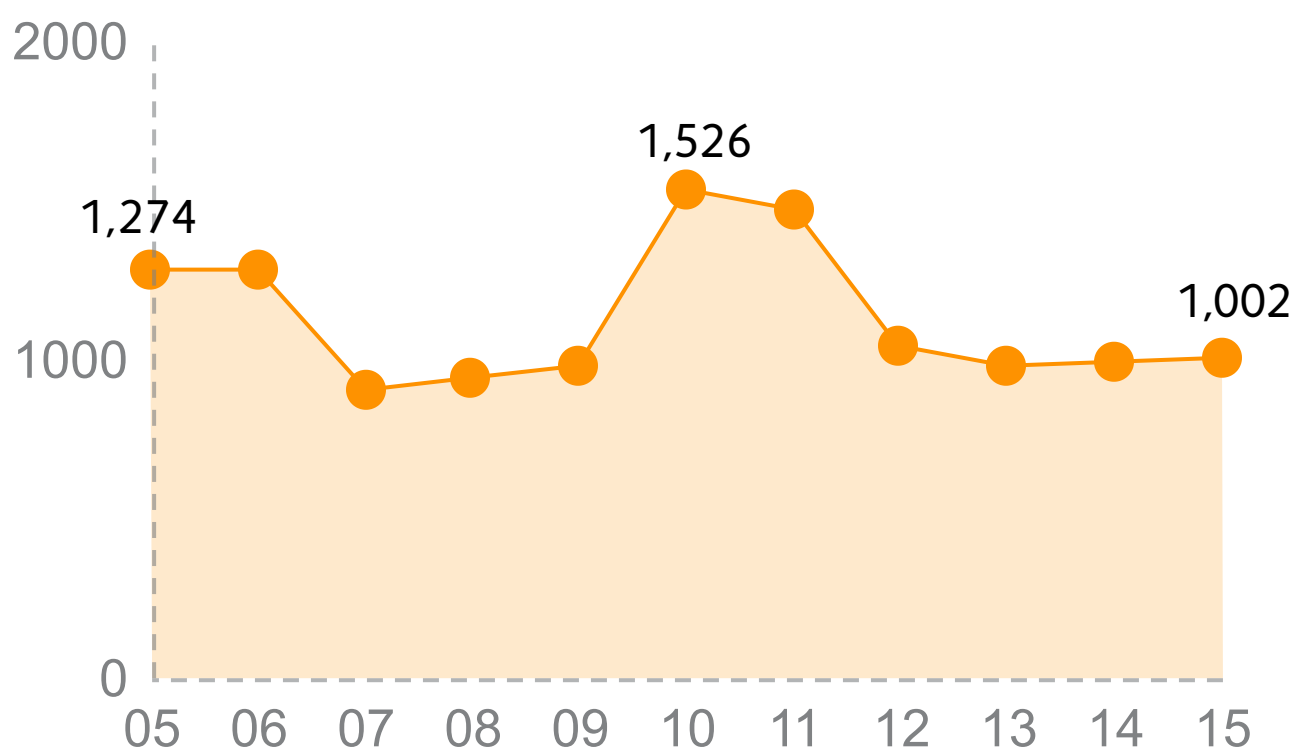
POVERTY RATES

13.2% Custer County

10.6% City of Custer

JOBS

2000

1,274

1,526

1000

1,002

0

05 06 07 08 09 10 11 12 13 14 15
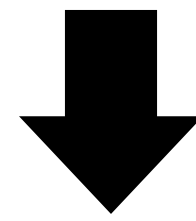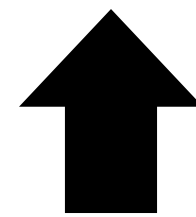
Total jobs in Custer dropped by 21% from 2005 to 2015

Public Administration is the fastest shrinking industry, decreasing by 123 jobs from 2005

Healthcare was the fastest growing industry, gaining 38 jobs

1,002 JOBS
in Custer in 2015

3.6% UNEMPLOYMENT
in Custer County, lower than the 10 year average of 4.59%

74%
of families have 2 or more workers in the household

24.7% Healthcare

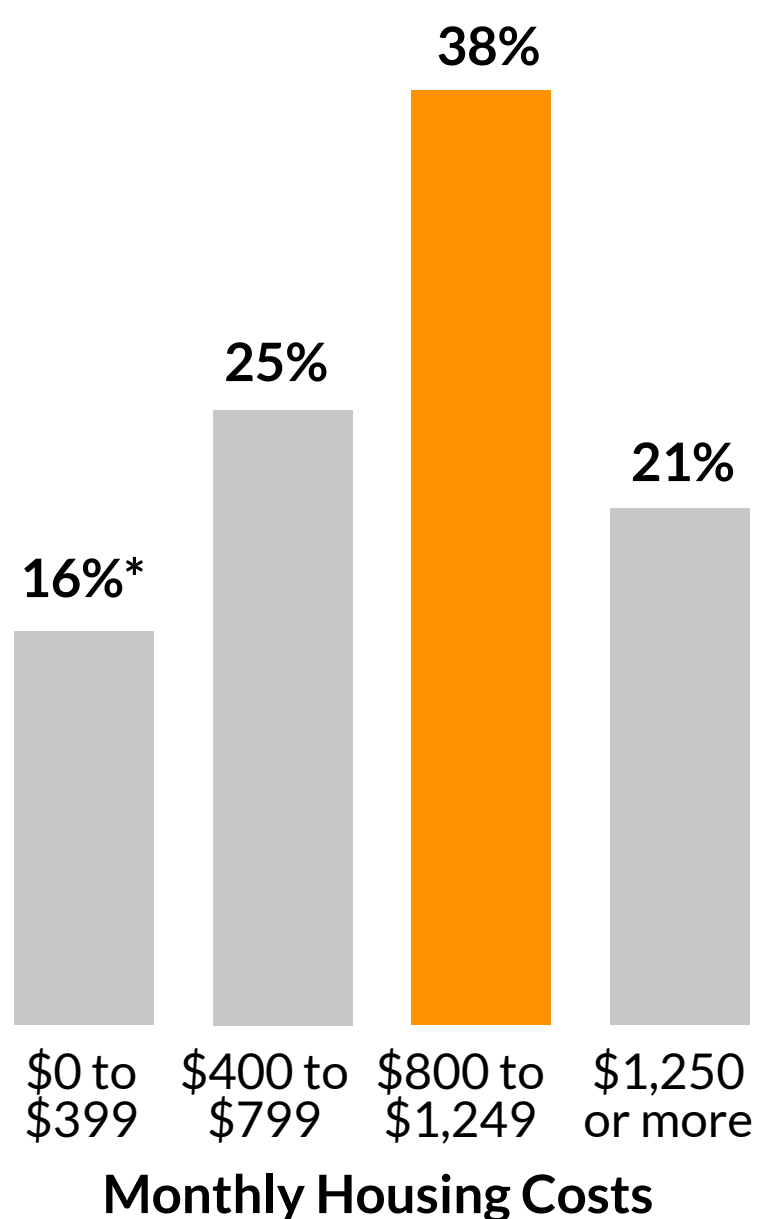**14.4%** Accomodation/ Food Services
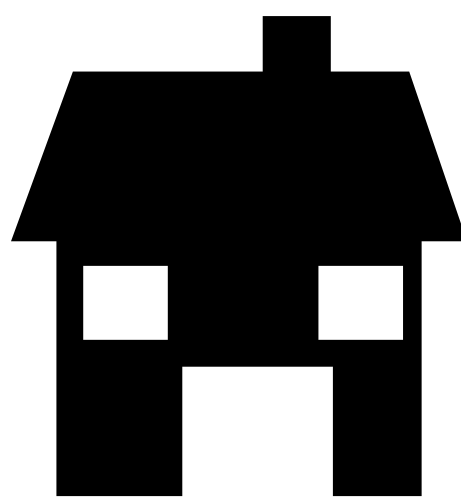
13.8% Education

13.3% Retail Trade

10.1% Public Admin

*The most current detailed job estimates at the city level are for the year 2015.

HOUSING

38%

25%

21%

16%*

$0 to $399 $400 to $799 $800 to $1,249 $1,250 or more

Monthly Housing Costs

1,000 total housing units in Custer

Of the homes in Custer

41% were owner-occupied with a mortgage

34% were renter-occupied

25% were owner-occupied without a mortgage

* estimates are based on survey responses. When there are very few responses, we cannot be assured of the estimates. The true number of homes with costs in this price range are likely less than reported.
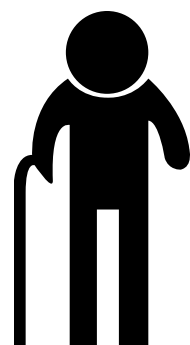
HEALTH

90% of Custer City residents have health insurance

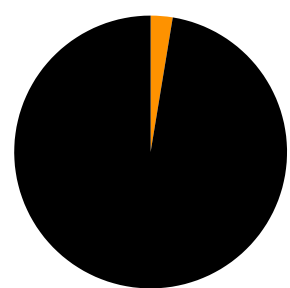**90%** of Custer County residents have health insurance

Custer County has HIGHER rates of...
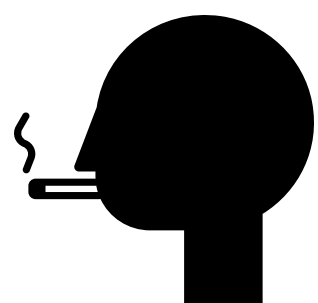
Alzheimer's
Disease

*Mortality and natality data is only available at the county level. The above data is for 2016.
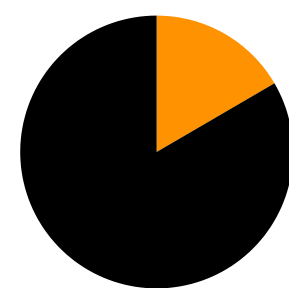
Custer Hospital patients reported...

2.6%
using illicit drugs
in the past year

38%
being negatively affected
by substance abuse in the
past year

16.6%
excessive drinking
in the past year

MENTAL HEALTH

In Custer County...

SUICIDE

was the 8th leading cause of death

4

number of mental health providers recognized by CMS

2,149 to **1**

ratio of residents to mental health providers

In Custer County,
34 out of every **100**
prescriptions are **OPIOIDS**

For Custer Regional Hospital...

3 of **20** patients were diagnosed with a depressive disorder

HOWEVER

6 of **20** patients showed symptoms of chronic depression

Patients with reported symptoms of chronic depression increased over the past three years

23.8%
2015

29.8%
2018

SOURCES

Unless otherwise noted, the infographic represents data from 2017.

POPULATION
U.S. Census Bureau American Community Survey 5-year estimates 2013-2017

EDUCATION
South Dakota Department of Education 2017-2018 Statistical Digest
South Dakota Department of Social Services. 2018 Licensed Childcare Providers Database

INCOMES
U.S. Census Bureau American Community Survey 5-year estimates 2013-2017
South Dakota WIC Program Annual Report. Federal Fiscal Year 2017
South Dakota Department of Social Services. SNAP Data 2017

JOBS
U.S. Census Bureau. Longitudinal Employer-Household Dynamics 2005-2015

HOUSING
U.S. Census Bureau American Community Survey 5-year estimates 2013-2017
U.S. Office of Policy Development and Research. Assisted Housing Database

HEALTH
South Dakota Department of Health. 2016 South Dakota Vital Statistics Report.
2018 Rapid City Regional Community Health Needs Assessments
Centers for Medicaid and Medicare Services National Provider Index
U.S. Centers for Disease Control and Prevention. Division of Unintentional Injury Prevention. Opioid Prescription Rates Database
Substance Abuse and Mental Health Services. 2014-2016 National Survey on Drug Use and Health

Photo by Stephen Walker, Unsplash