



United Way of the Black Hills

# UNITED WAY OF THE BLACK HILLS

**Sturgis  
Infographic**

Conducted by  
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Jared McEntaffer PhD  
Black Hills Knowledge Network

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# FOREWARD

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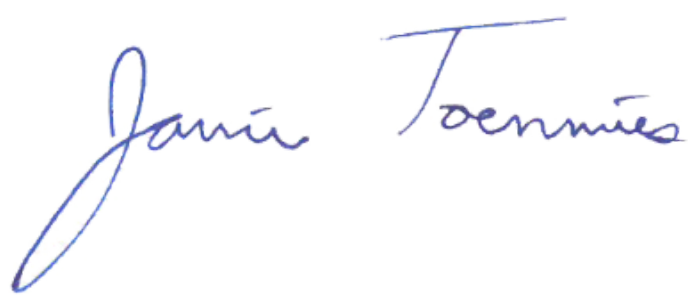
Dear Black Hills Community Members,

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.

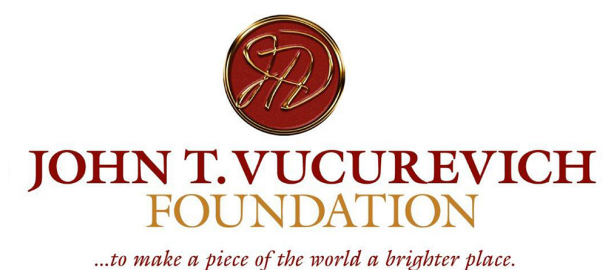
We believe the solutions to our community needs require collaboration, resource sharing, and innovation among organizations to maximize resources for the improvement of our community. This 2019 needs assessment is the third study commissioned by United Way Black Hills in the last 15 years. In order to 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:



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# INTRODUCTION

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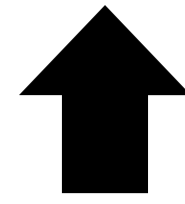
In order to help UWBH prioritize its program intent and resource allocations, UWBH hired the Black Hills Knowledge Network (BHKH) to conduct a needs assessment. The purpose of this assessment was twofold: 1) initiate ways in which to gain meaningful community-level input regarding community needs across 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. BHKH implemented this methodology in two phases beginning with collecting data from state and federal secondary sources. BHKH then prepared 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

**6,908** people lived in Sturgis in 2017



Sturgis population grew by 4.2% from 2010 to 2017

Of Sturgis residents...



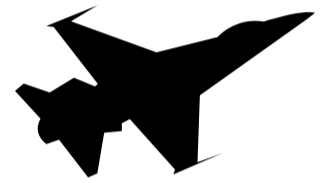
**93%** were White

**4%** were two or more races

**2%** were some other race

**1%** were Native American

**13%** were veterans



Sturgis represents 4% and Meade County 15% of the total population served by the United Way of the Black Hills

Age Distribution

80+Years 7.4%

70-79 Years 5.9%

60-69 Years 13.8%

50-59 Years 11.9%

40-49 Years 11.9%

30-39 Years 14.1%

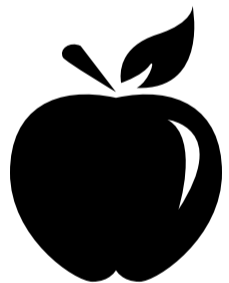
20-29 Years 9.0%

10-19 Years 13.0%

Under 10 Years 13.0%

# EDUCATION

Of the **2,812** K-12 students enrolled in the Meade County School District...



**35%**

of students qualified for Free and Reduced School Lunch



**122**

students graduated in 2017-2018



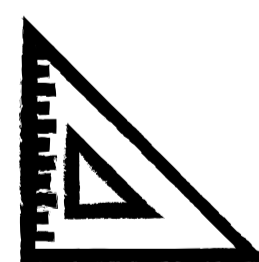
**2%**

of students dropped out in 2017-2018



**57%**

of 3rd graders were proficient in English



**51%**

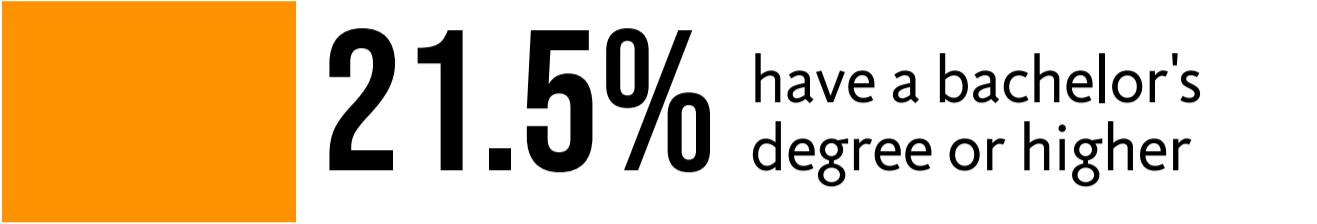
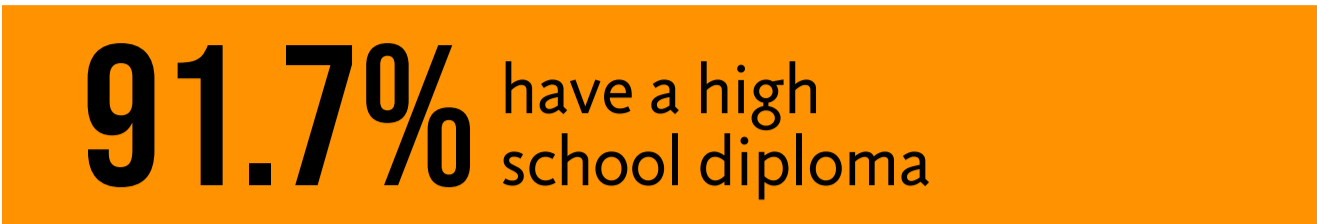
of 8th graders were proficient in Math

**73%** of high school graduates were prepared for college in English

**53%** of high school graduates were prepared for college in Math

# EDUCATION

Of Sturgis residents...

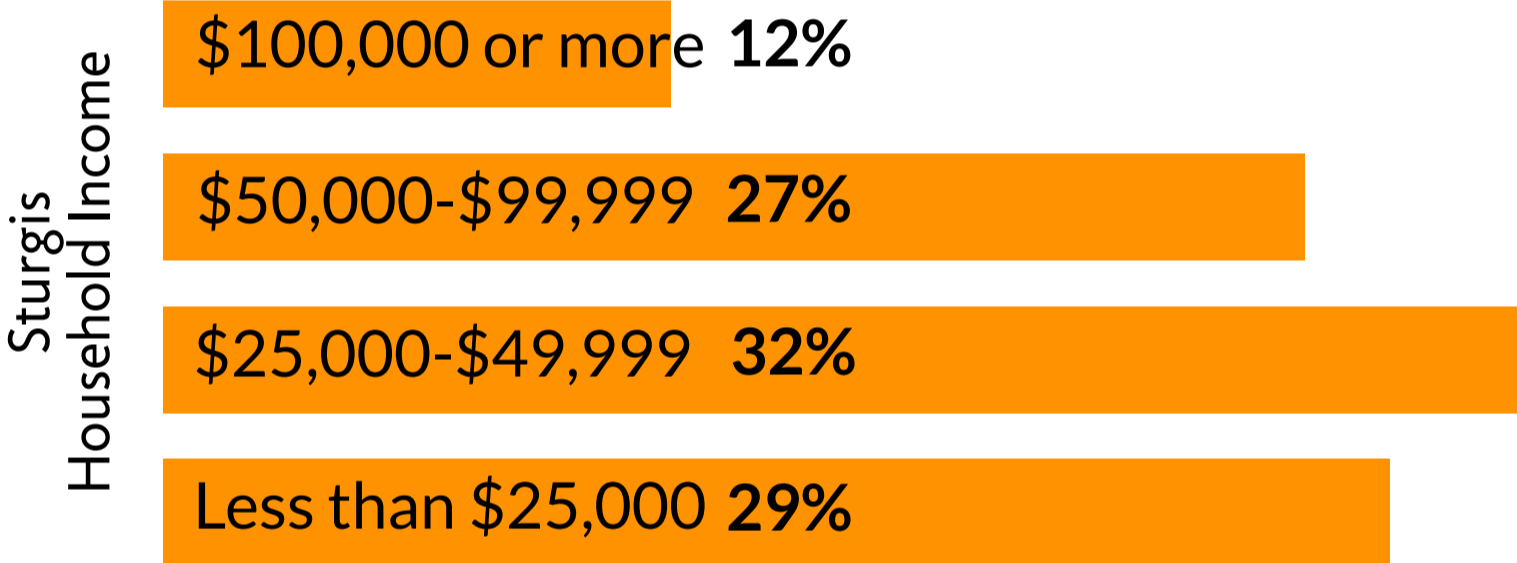



There are  
**6**  
licensed childcare providers and  
**0**  
licensed before and after school providers in Sturgis

# INCOMES

**\$37,388** Median Household Income in Sturgis

↓ Median Household Income decreased 10.7% from 2010 to 2017



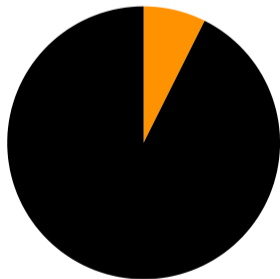
**29%**   
of Sturgis households earned less than \$25,000 annually

In Meade County...



**183**

women and children receive WIC benefits



**5%**

of residents rely on SNAP benefits including 768 adults and 646 children

# POVERTY RATES

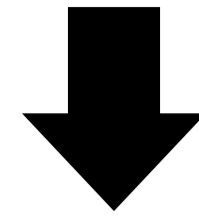
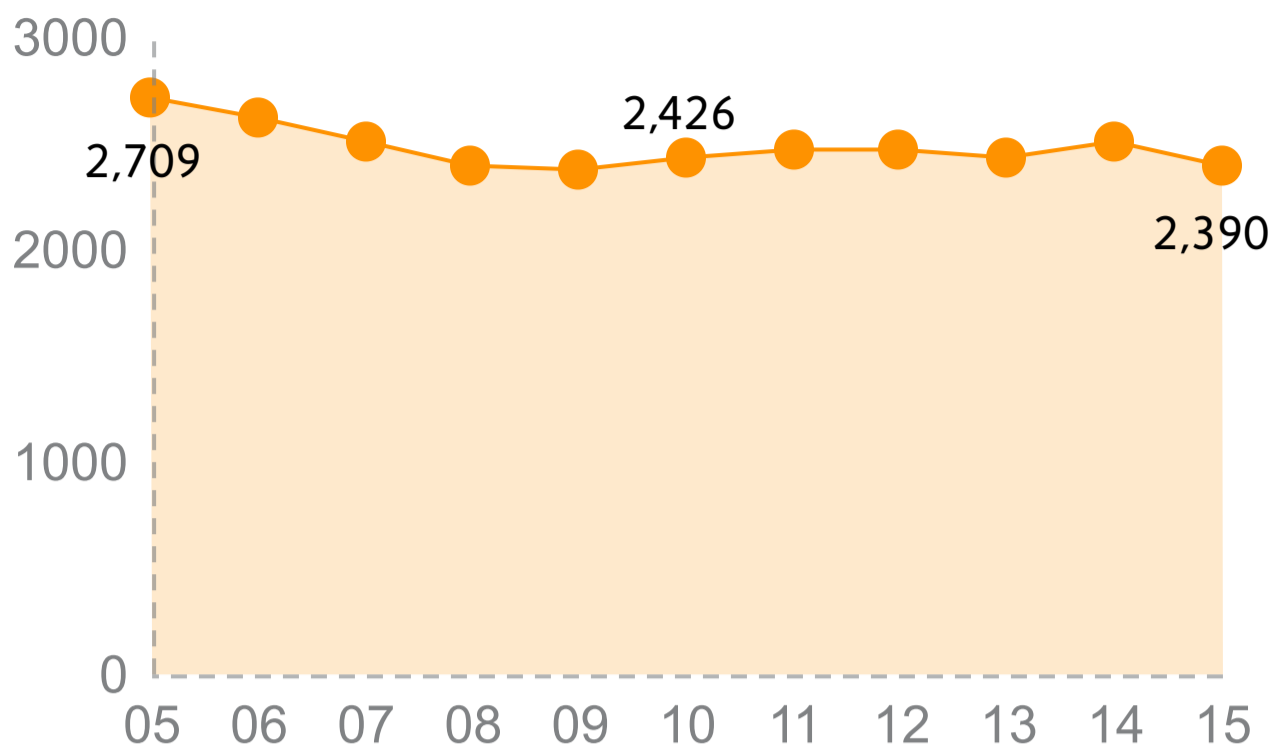


Sturgis

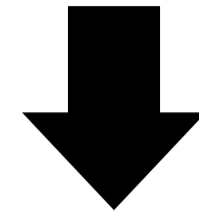


Meade County

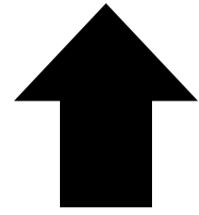
# JOBS



Total jobs in Sturgis dropped by 12% from 2005 to 2015



Healthcare was the fastest shrinking industry, losing 110 jobs from 2005



Accommodation/Food Service was the fastest growing industry, increasing by 51 jobs

**2,390 JOBS**  
in Sturgis in 2015

**2.8% UNEMPLOYMENT**  
in Meade County, lower than  
the 10 year average of 3.98%

**54%**  
of Sturgis families have 2 or  
more workers in the household

**18.9%** Education

**15.0%** Accomodation/  
Food Services

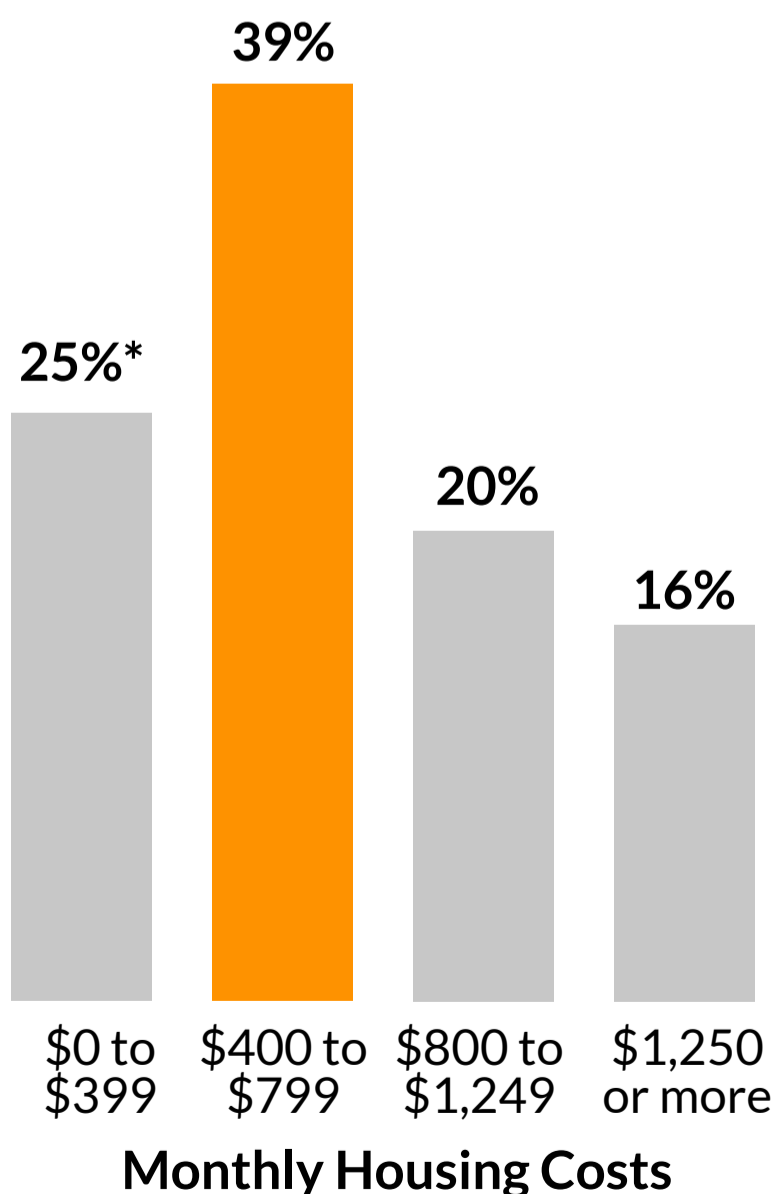
**13.2%** Public Administration

**13.0%** Retail Trade

**9.6%** Healthcare

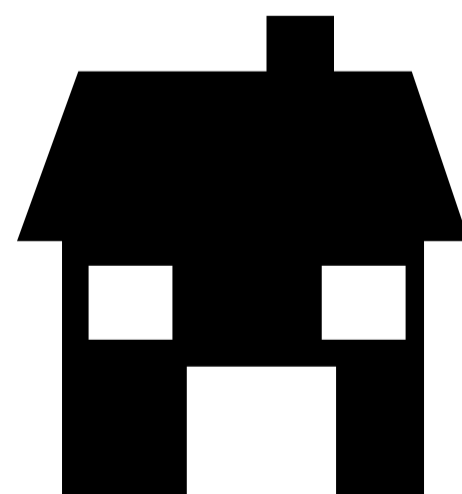
\*The most current detailed job estimates at the city level are for the year 2015.

# HOUSING



**2,965** total housing units in Sturgis

Of the homes in Sturgis...



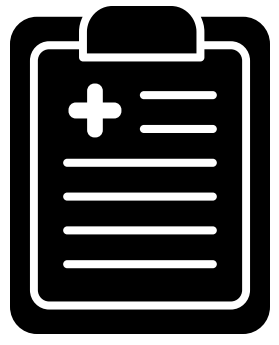
**37%** were renter-occupied

**33%** were owner-occupied  
without a mortgage

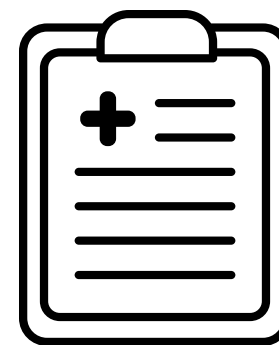
**30%** were owner-occupied  
with a mortgage

\* 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

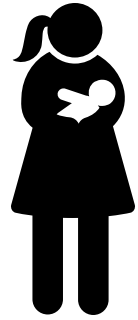


**84%** of Sturgis residents have health insurance

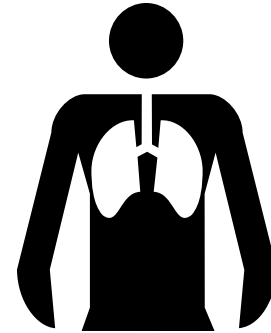


**89%** of Meade County residents have health insurance

Meade County has **HIGHER** rates of...



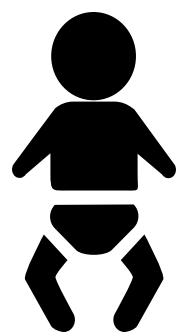
Mothers who  
breastfeed



Deaths from  
chronic lower  
respiratory diseases

\*Mortality and natality data is only available at the county level. The above data is for 2016.

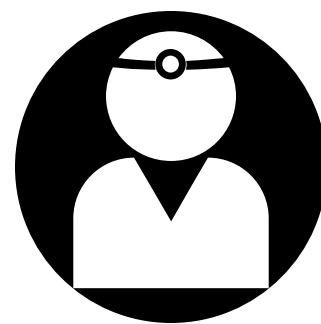
Meade County has **LOWER** rates of...



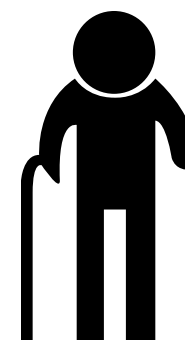
Percent WIC  
births



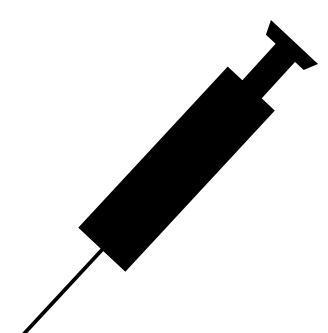
Percent Medicaid  
payments for  
births



Births by  
C-Section



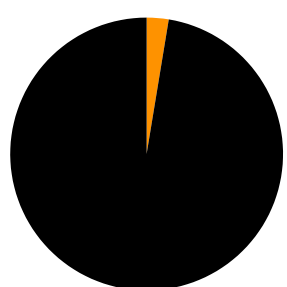
Deaths from  
Alzheimer's  
Disease



Deaths from  
Diabetes

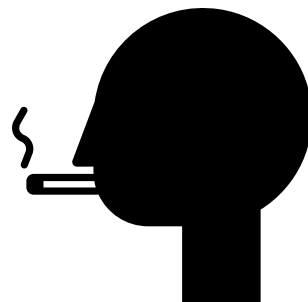
\*Mortality and natality data is only available at the county level. The above data is for 2016.

Sturgis Hospital patients reported...



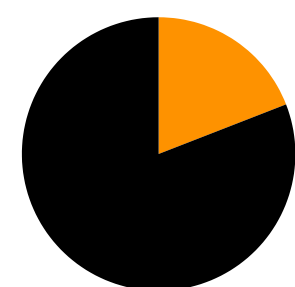
**3.1%**

using illicit drugs  
in the past year



**38%**

being negatively affected  
by substance abuse  
in the past year



**21%**

excessive drinking  
in the past year

# MENTAL HEALTH

In Meade County...

**SUICIDE**

was the 6th leading  
cause of death

**41**

number of mental  
health providers  
recognized by CMS

**675 to 1**

ratio of residents to  
mental health providers

In Meade County,  
**13** out of every **100**  
prescriptions are **OPIOIDS**

For Sturgis Regional Hospital...



**4** 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

**22.5%**  
2015



**31.1%**  
2018

# SOURCES

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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