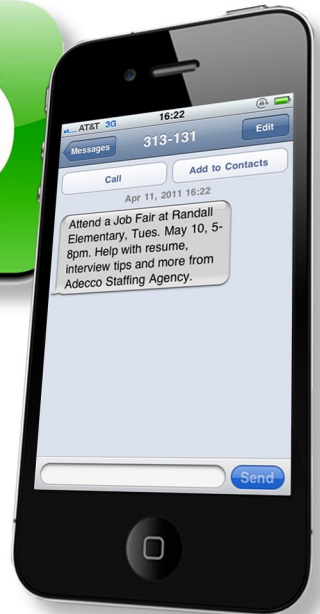


LINC Commission Meeting

April 18, 2011



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Local Investment Commission (LINC) Vision

Our Shared Vision

A caring community that builds on its strengths to provide meaningful opportunities for children, families and individuals to achieve self-sufficiency, attain their highest potential, and contribute to the public good.

Our Mission

To provide leadership and influence to engage the Kansas City Community in creating the best service delivery system to support and strengthen children, families and individuals, holding that system accountable, and changing public attitudes towards the system.

Our Guiding Principles

1. **COMPREHENSIVENESS:** Provide ready access to a full array of effective services.
2. **PREVENTION:** Emphasize “front-end” services that enhance development and prevent problems, rather than “back-end” crisis intervention.
3. **OUTCOMES:** Measure system performance by improved outcomes for children and families, not simply by the number and kind of services delivered.
4. **INTENSITY:** Offering services to the needed degree and in the appropriate time.
5. **PARTICIPANT INVOLVEMENT:** Use the needs, concerns, and opinions of individuals who use the service delivery system to drive improvements in the operation of the system.
6. **NEIGHBORHOODS:** Decentralize services to the places where people live, wherever appropriate, and utilize services to strengthen neighborhood capacity.
7. **FLEXIBILITY AND RESPONSIVENESS:** Create a delivery system, including programs and reimbursement mechanisms, that are sufficiently flexible and adaptable to respond to the full spectrum of child, family and individual needs.
8. **COLLABORATION:** Connect public, private and community resources to create an integrated service delivery system.
9. **STRONG FAMILIES:** Work to strengthen families, especially the capacity of parents to support and nurture the development of their children.
10. **RESPECT AND DIGNITY:** Treat families, and the staff who work with them, in a respectful and dignified manner.
11. **INTERDEPENDENCE/MUTUAL RESPONSIBILITY:** Balance the need for individuals to be accountable and responsible with the obligation of community to enhance the welfare of all citizens.
12. **CULTURAL COMPETENCY:** Demonstrate the belief that diversity in the historical, cultural, religious and spiritual values of different groups is a source of great strength.
13. **CREATIVITY:** Encourage and allow participants and staff to think and act innovatively, to take risks, and to learn from their experiences and mistakes.
14. **COMPASSION:** Display an unconditional regard and a caring, non-judgmental attitude toward participants that recognizes their strengths and empowers them to meet their own needs.
15. **HONESTY:** Encourage and allow honesty among all people in the system.



Monday, April 18, 2011 | 4 – 6 pm
Kauffman Foundation
4801 Rockhill Rd.
Kansas City, Mo. 64110

Agenda

- I. **Welcome and Announcements**
- II. **Approvals**
 - a. **March minutes (motion)**
- III. **Superintendent's Reports**
- IV. **LINC President's Report**
- v. **LINC Communications**
 - a. **Changing Environment: The Big Picture**
 - b. **Panel of Representative LINC Communications Projects**
 - i. **City of Buckner Helping Hands – Connie Fields**
 - ii. **Historic East Neighborhoods Coalition – DeWayne Bright**
 - iii. **Northeast Kansas City Help – Michael Seward**
 - iv. **United Way (KC Cash) – Jason Wood**
 - v. **KCPT – Nick Haines**
 - c. **Communications as organizational strategy**
 - i. **Developing a social network and service delivery system**
 - ii. **Creating effective partnerships**
 - iii. **Developing an alternative community information system**
 - d. **Commission thoughts, reflections, needs, requests**
- VI. **Reports**
- VII. **Adjournment**



THE LOCAL INVESTMENT COMMISSION – MARCH 21, 2011

The Local Investment Commission met at the Kauffman Foundation, 4801 Rockhill Rd., Kansas City, Mo. Chairman **Landon Rowland** presided. Commissioners attending were:

Bert Berkley
Sharon Cheers
Jack Craft
Tom Gerke
Rob Givens

Richard Morris
Mary Kay McPhee
Margie Peltier
David Ross
Gene Standifer

Sandy Mayer (for Mike Sanders)

All the attendees introduced themselves.

Superintendents' Report

- **Brad Smith** (Director of Family Services, Independence School District) reported the central district offices have moved to new office at the old Independence Regional Hospital. Administrative offices are sharing the building with an Ennovations Center nurturing small businesses. Smith will be leaving the district to become director of Drumm Farm starting April 1.
- **John Ruddy** (Assistant Superintendent, Fort Osage School District) reported district voters will vote on a school improvement bond issue on April 5. LINC is helping to provide tax preparation services available to all Fort Osage families; the services can be accessed at Cler-Mont and Buckner elementary schools.
- **Terry Ward** (School Board Member, North Kansas City School District) reported North Kansas City continues to grow, adding 300-400 students a year. A video on district student demographics, produced by North Kansas City High School students, was shown. The video is available on the LINC website.

A motion to approve the Feb. 28, 2011, LINC Commission meeting minutes was passed unanimously.

President's Report

Gayle A. Hobbs reported she is one of 25 participants in the Kansas City, Mo. School District Superintendent Advisory Board, which will meet every month for the next two years.

KCMSD summer school programs are being developed. Hobbs will meet with Superintendent **Dr. John Covington** on March 23 to discuss summer programs.

Starting April 5, Missouri Family Support Division Assistant Director **Tom Jakopchek** will join the LINC staff as director of LINCWorks, the initiative to provide case management services for Temporary Assistance for Needy Families in Jackson, Clay and Platte counties.

Later this month Hobbs will travel to Baltimore to speak about juvenile justice with participants in the Annie E. Casey Fellows program on juvenile justice.

LINC Food and Health Initiatives

LINC Communications Director **Brent Schondelmeyer** introduced a discussion of LINC initiatives related to food, nutrition and health.

Videotaped comments by Kansas City mayoral candidates Mike Burke and Sly James from a health forum dealing with nutrition and health was shown.

Hobbs introduced a panel discussion of LINC nutrition and health initiatives:

- **Jennifer Stone**, Caring Communities Site Coordinator (Fairmount Elementary School, Independence School District) reported that site activities for families and children include use of the recently constructed sidewalk from school to Fairmount Park. Site activities emphasize fitness, cooking and nutrition. The Fairmount Neighborhood Network helps families build strong neighborhood bonds by combining food distribution with opportunities to cook together and learn about household budgets and parenting skills.
- **Dona Stephenson**, Caring Communities Site Coordinator (Southeast Caring Communities Neighborhood Resource Center) reported on the site's work with the Elder Statesmen to provide retired musicians with access to the food pantry. Users of the pantry are also connected with utility assistance and city services such as animal control.
- **Treva Kinney**, Caring Communities Site Coordinator (Truman Elementary School, Hickman Mills School District) reported a neighborhood assessment showed three area grocery stores had recently closed. Students in the LINC afterschool program receive a supper program from the school district. All 11 district schools have gardens.
- **Stephanie Taylor**, Director of West Central Missouri Area Health Education Center (AHEC), reported on AHEC's efforts to recruit young people to pursue health careers benefitting underserved communities. AHEC also connects LINC sites with health education programs. AHEC is co-located at the LINC offices.
- **Abdul Westbrook**, Caring Communities Site Coordinator (Hartman Elementary School, Kansas City, Mo. School District), reported on how the variety of services made possible by LINC – healthy snack/meals, weekend meals, sports, family activities, gardening, and cooking – engage students in school and promote academic success.

Hobbs introduced **Billie Hord**, Program Director of Harvesters, who reported on Harvesters' efforts to provide children, families and seniors with access to food through initiatives such as the Backsnack weekend food program, demonstration gardens, and Kids Café evening meals. Harvesters is looking to expand the Backsnack program into summer and into middle schools, and to make food pantries available at high schools.

Laurie Hines of the Mo. Department of Health and Senior Services reported on the partnership between the state of Missouri, U.S. Department of Agriculture, and LINC to develop a demonstration project providing summer food benefits for children in the Kansas City, Mo., Center and Hickman Mills school districts. Families have been notified they are eligible for the benefits, and the process of selecting participants randomly is underway. Discussion followed.

LINC Treasurer **David Ross** gave the financial report. Financial statements reflect that LINC is on budget for this point in the fiscal year.

The meeting was adjourned.

Communications: Where's it all going?

This month's LINC Commission meeting takes a close and in-depth look at communications.

- Communication trends
- Communications as a strategy
- Communicating ideas, opportunities and needs
- Communicating about our work

We will highlight some representative LINC communication projects that show the variety of tools and ways LINC uses communications to support our work.

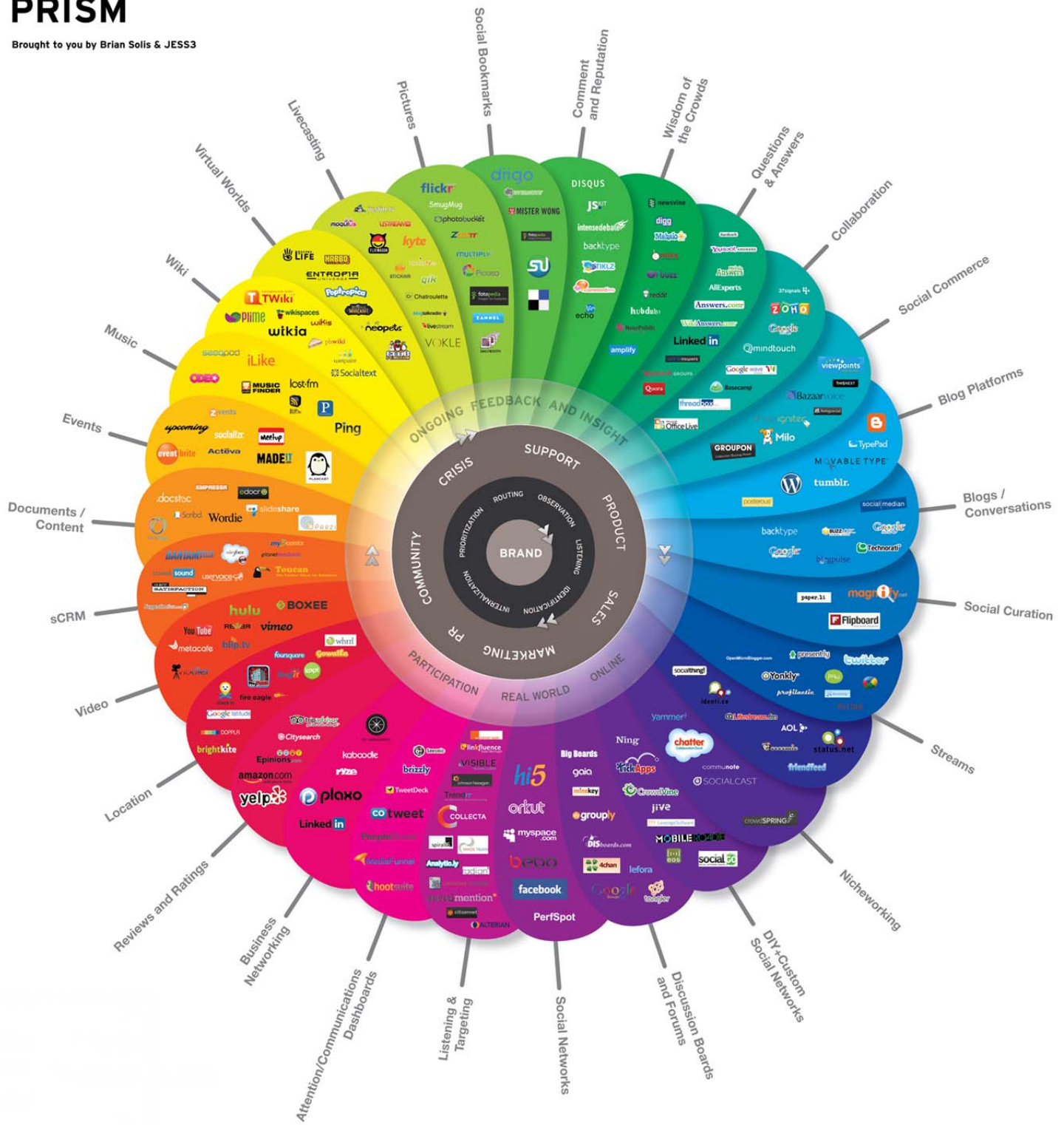
We intend for the meeting to be interesting and informative.

We will both “show and tell” but we also want to “listen and learn.”

We want to hear your thoughts on identifying, addressing and developing critical communication needs.

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Mobile telecoms in Africa
Digital revolution

Makers of mobile devices see a new growth market

Apr 7th 2011 | DAR ES SALAAM | from the print edition

0 Like 45



So many ways to get connected these days

SUB-SAHARAN Africa has long been deprived of the cornucopia of media enjoyed in richer places. It was not until China began to export \$50 black-and-white televisions to Africa about a decade ago that broadcasting took off outside the main cities. That new, much bigger market has led to big changes. Asif Sheikh of A24, an online-news channel in Nairobi, says Kenyan broadcasters have gone from showing almost exclusively Western-made programmes in 2005 to 80% African ones now. Local content is booming in other media too: talk radio, music videos and televangelism have all proved lucrative. But for all types of content, everyone agrees that the next big business opportunity is in mobile devices.

The arrival of three submarine cables to Africa in the past year has quadrupled data speeds and cut prices by 90%. Since mobile-phone coverage is far better than fixed-line availability, the result has been that the cellphone is swiftly becoming Africa's computer of choice. By some counts there are already 84m mobiles in Africa with at least rudimentary internet connectivity. A \$90 smartphone made by China's Huawei and running Google's Android operating system sold out in several African countries in less than a month.

Nokia claims a market share of 58% in Africa. The Finnish company ranks with Coca-Cola as the continent's most recognised brand. But recently sales of the company's higher-end phones have collapsed in larger African markets, with Samsung, Huawei and RiM, maker of the BlackBerry, the main beneficiaries. Given that the BlackBerry is priced for big corporate customers, its popularity is remarkable. RiM's head for Africa, Deon Liebenberg, says strong demand has prompted it to rush out more modestly priced consumer models.

Still, it is too early to count Nokia out. Some 90% of mobiles sold in Africa are basic models in which Nokia still dominates. The \$30 Nokia 1100 handset remains the Kalashnikov of communication for the poor: 50m of them are in use in Africa. A souped-up version of the 1100, expected soon, will need to offer a better screen, internet connectivity and ideally some access to social-networking sites like Facebook and Twitter, all without sacrificing durability and price. If Nokia can achieve this, it could regain its edge.

For those who want to sell entertainment, however, the future is written on tablets. Here, Samsung has stolen an early lead with its Tab. Though it now costs around \$500 in Africa, Erik Hersman, a tech expert in Nairobi, expects its price to fall by half in the coming year. Apple so far shows few signs of bringing the iPad within reach of most Africans. Similarly, RiM says its

Nokia refuses to be drawn on whether it will build a tablet equivalent of its rugged 1100 phone. But its head of sales for Africa, Brad Brockhaug, is certain that tablets cheaper than Huawei's \$90 Google phone will be commonplace in Africa by 2014. Nokia's boss, Stephen Elop, says the company will invest heavily in customers in Africa and Asia who have a mobile-phone signal but no internet experience. If Nokia dallies it may be left behind by rivals who are already launching cheap tablets.

Whether on mobile phones or tablets, being online is rapidly becoming the norm in Africa. That will boost the continent's information and entertainment business and allow African media houses such as the Nation Media Group (in the east) and Media24 (in the south) to expand their businesses around digital content tailored to local languages and markets. Western content-makers will no doubt worry about the increased risk of piracy, but if they get their offerings right Africa will be a huge new market for their wares too.

Read more about Africa's digital revolution in the latest issue of our sister magazine, [Intelligent Life](http://moreintelligentlife.com/node/3430) (<http://moreintelligentlife.com/node/3430>)

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[Help](#)

Japan crisis showcases social media's muscle

By [Steve Sternberg](#), USA TODAY

Nine days after [Japan's](#) catastrophic earthquake, two urgent pleas for help appeared on the [Twitter](#) stream of U.S. Ambassador John Roos:

"Kameda hospital in Chiba needs to transfer 80 patients from Kyoritsu hospital in [Iwaki city](#), just outside of 30km(sic) range."

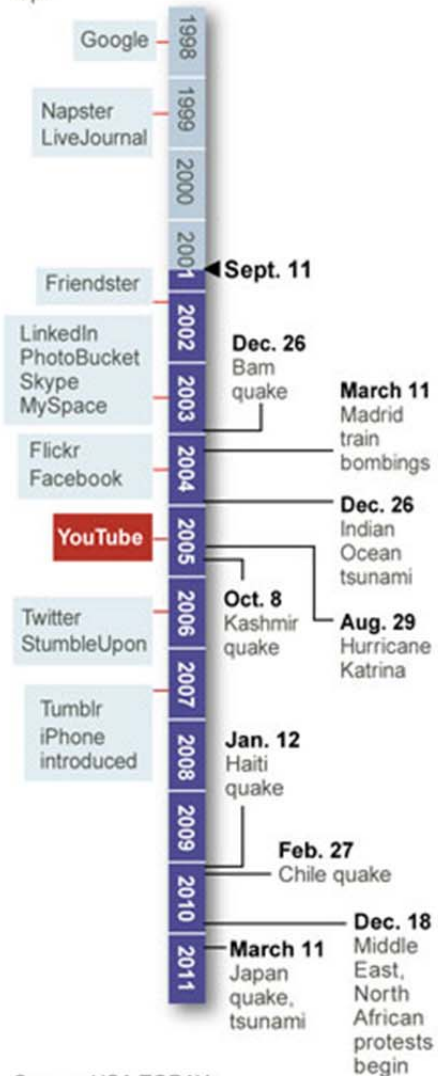
"Some of them are seriously ill and they need air transport. If US military can help, pls contact (name withheld) at Kameda."

The back-to-back tweets lit up Roos' mobile phone at 4 p.m. local time. Each was tagged with @AmbassadorRoos, his Twitter address, instantly sending a digital SOS to the top U.S. diplomat in Japan. A year ago, before Roos opened his Twitter account, getting his attention in such a direct, immediate way would not have been possible.



A tsunami of information transforms emergency response

No one realized when Friendster launched a year after 9/11 how social media would turbocharge disaster response efforts. Today, five years after the birth of the Tweet, governments and humanitarian groups are racing to catch up.



Source: USA TODAY research by Alicia McCarty
By Frank Pompa, USA TODAY

"The thing about Twitter is that it's so public," says Matt Fuller, the ambassador's chief aide. "You can see all the feeds directed at the ambassador. If he doesn't see them, I'm next to him pointing them out, saying, 'Here's some actionable information.' "

Japan's disaster has spotlighted the critical role that social media websites such as Twitter, [Facebook](#), [Google](#), [YouTube](#) and [Skype](#) increasingly are playing in responses to crises around the world. They may have been designed largely for online socializing and fun, but such sites and others have empowered people caught up in crises and others wanting to help to share vivid, unfiltered images, audio and text reports before governments or more traditional media can do so.

"Often, it's not the experts who know something, it's someone in the crowd," says Sree Sreenivasan, a social media specialist at the Columbia Graduate School of Journalism.

As the Japanese continue the struggle to cool their nuclear reactors' molten cores and take stock of the devastation,

the U.S. European Command in Stuttgart, the San Diego State University Immersive Visualization Center and officials from more than a dozen other countries — including Germany, Belgium, Switzerland, Bosnia and Herzegovina, Turkey, Greece and Israel — recently carried out a global social-media exercise called X-24 Europe.

The exercise was designed to harness the power of social media in a crisis scenario much like Japan's disaster. During the X-24 exercise, a simulated earthquake struck in the Adriatic Sea and propelled a tsunami ashore in Montenegro.

Japan's plight has highlighted the urgent need to prepare for such events, says Chris Maxin, a geologist and X-24's coordinator.

"The videos coming out of Japan really drive home the dangers we're facing," he says.

The emergency managers and military officers who planned X-24 say the idea was to tap the potential of social media to create video and text channels of communication that offer more immediacy and flexibility than the standard command-and-control operation anchored in a government war room. This new model for emergency response relies on "volunteer technical communities" of software developers, social media monitors and field volunteers, says Heather Blanchard, a founder of CrisisCommons, a group established to cultivate such efforts and support emergency agencies worldwide.

Working online from locations around the globe they meet via video, audio and text on Skype, in what they call "virtual emergency operations centers" and carry out countless tasks critical to the rescue and response effort. They hone their programming skills at computer "hackathons" — digital retreats designed to produce solutions to crisis communications and data management challenges — held by such dissimilar groups as "Random Hacks of Kindness," sponsored by social media players including [Microsoft](#) and Google, and the Naval Postgraduate School.

"We're trying to reconceptualize emergency response around resources that didn't exist five years ago," says Craig Fugate, director of the Federal Emergency Management Administration ([FEMA](#)), a leading proponent of social media. "Nobody invented Twitter to be an emergency messaging or disaster tool. It was developed for an entirely different purpose."

It's Leysia Palen's job to explore the impact of social media during mass emergencies. Palen, of the University of Colorado, Boulder, is the director of Project EPIC, a program begun two years ago with \$2.8 million from the [National Science Foundation](#) to analyze how social media are used, and by whom, in global crises.

During just the last year or so, Palen says, volunteers using social media sites have played pivotal roles in responses to various types of global crises, from the BP Horizon oil spill to the unrest in the Middle East to the earthquakes in Haiti, Chile, New Zealand and Japan.

In Japan, it took just two brief messages of about 100 letters each, to alert Roos to the plight of 80 patients at Kyoritsu Hospital, 27 miles from the near meltdown at the Fukushima nuclear power plant.

When the earthquake struck, Kyoritsu had 650 patients in its beds. All but the sickest had been released or transferred. Kameda Medical Center in Chibu, a 950-bed, resort-style hospital that courts wealthy medical tourists, had agreed to take the rest. But with the Fukushima reactors

leaking radiation, no trucker or ambulance driver would get close. The hospital was running out of food and medical supplies.

Overwhelmed local authorities took no apparent notice. Hospital director Nobuo Hiwatashi issued an appeal through the *Mainichi Japan* newspaper. Still no response.

Officials at Kameda turned to Roos. The ambassador alerted the U.S. Embassy's defense attache, who passed it down through the U.S. military chain of command, says Fuller, Roos' aide. An hour or so later, Fuller says, "we got a note back," saying the patients would be evacuated by Japan's Ground Self-Defense Forces.

Two tweets had mobilized troops.

Volunteers are breaking stereotypes

Christine Thompson was asleep in her home in Boydton, Va., when her phone rang at 2:14 a.m. on March 11. The caller told Thompson, a founder of a social media crisis-response team called Humanity Road, that an earthquake had struck off the coast of Japan. Widely scattered volunteers were gathering on Skype to set up a "virtual emergency operations center." Thompson logged in.

A longtime employee of [Verizon](#) who plans to retire soon, Thompson — who also volunteers for the [American Red Cross](#) — understands communications. She helped her sister, Cat Graham, also a Red Cross volunteer, establish an Internet cafe in Lawrenceville, Ga., after Hurricane Katrina. Thompson also helped set up an emergency operations center in the Haitian embassy in Washington after a third founder, lawyer Cary Mitchell who was at the embassy, found Thompson tweeting as "RedCrossMom" and recruited her to help.

Within two hours of the Japan earthquake alert, Thompson's team seized on a Tweet from a housewife in Japan who reported that the roof of a school gym in Kokubunzi had collapsed, with students trapped inside.

The Tweet came so soon after the disaster that Humanity Road volunteers were unable to raise any first responders in Japan near enough to the scene to help. But a subsequent search revealed that helicopters were hovering overhead soon after the roof collapse. Newspaper coverage revealed that 16 people had been injured, none seriously. All were rescued.

"Most of the time we never get any feedback on whether our efforts helped or hindered," Thompson says. That doesn't deter Humanity Road volunteers, who work round-the-clock shifts because few people severely injured in a major disaster last longer than 48 hours, she says.

Palen of the University of Colorado says Humanity Road reflects an unexpected dimension of social media. She unearthed their network during a study of more than 70 million [Haiti earthquake](#) tweets. She tracked down the members, interviewed many of them and found that 75% are women with an average age of 40, far from the stereotype of highly connected Twitterati.

"The stereotypes are changing," Palen says. "They're going to be changing fast."

Other social media groups formed in equally unexpected ways. One whose approach has played a pivotal role in Japan is Ushahidi, Swahili for witness, formed to track political violence during the 2007 elections. The group's founders, Kenyan bloggers and a software developer, created

an "open-street map" platform that enables digital volunteers to create maps for first responders in disaster zones.

Ushahidi got its first big test after the Haiti earthquake. Patrick Meier, then a [Tufts University](#) foreign affairs grad student who helped Ushahidi get seed money, decided he couldn't sit by and watch the tragedy unfold. "I couldn't keep watching," he says. "I had to do something."

Meier put out a call for volunteers. They began creating a crisis map in his Boston apartment.

"We were all crammed into my living room," he says. "It was snowing outside. Here we were on a live Skype call with search-and-rescue teams in Port-au-Prince."

Soon the [Marine Corps](#) and Coast Guard were using the program to stage relief efforts. The [World Food Program](#) sent Meier's team a list of displaced-person camps along with a request for GPS coordinates so volunteers could locate them.

In Japan, Meier says, colleagues familiar with the Ushahidi approach launched their own crisis map "within a couple of hours." It may be the largest crisis map ever created, containing more than 8,000 reports from social media detailing such items as shelters, food stores, open gas stations, road closures, building damage assessments and cellphone charging centers, he says. "They had it all down, and organized. They knew how to use the software and the links. That was not the case in Haiti."

Companies step up to help

Volunteer first responders aren't the only ones who use social media during emergencies. The rest of us do too, according to a poll released in March by the Pew Research Center's Project for Excellence in Journalism.

Within days of the Japanese earthquake and tsunami, 64% of blog links, 32% of Twitter news links and the top 20 YouTube videos carried news and information about the crisis in Japan, the center says.

As many as 4 billion people worldwide — and 84% of Americans — now use mobile phones worldwide, according to a [United Nations](#) report released in March and the Pew survey. Social media companies have transformed themselves not only to accommodate this traffic, but to help out.

Within an hour of the Japanese earthquake, Google's crisis response team — launched after the disaster in Haiti — had posted a "Person Finder" website that quickly grew to include 450,000 records, says Jamie Yood, of Google. "If you're looking for someone, you can post, 'Hey, my cousin is a teacher in Sendai, we're looking for him. Someone else will post, 'I've seen him in a shelter; he's fine.'"

Google engineers also developed a software program that enables people to take snapshots of the lists of names posted on the walls of Japanese homeless shelters and scan them into Person Finder, thus entering thousands of survivors' names into a searchable database, Yood says. Person Finder also incorporates names that were once scattered through many other missing-persons databases.

YouTube, which is owned by Google, created its own video person finder. More people than ever access the videos on mobile phones, says spokeswoman Annie Baxter. Now about 200

million people a day watch videos on their mobile phones, triple the number of a year ago, she says.

"In Japan, we've had the [IAEA \(International Atomic Energy Agency\)](#) take to YouTube to get their messages out," Baxter says. "It's going where your audience is. In the week following the earthquake and tsunami, people viewed more than 40 million (disaster-related) items."

Twitter's traffic is just as eye-popping, says spokesman Matt Graves. "Right now, on any given day, people are sending 140 million messages," he says, "a billion tweets every eight days."

After the earthquake, Twitter proved more reliable than e-mail or phones, says Daisuke Kitagawa, 35, a Tokyo-based software engineer, who lived in [New York](#) during 9/11 and wasn't surprised when his cellphone and e-mail service stopped.

"Twitter helped me the best," Kitagawa said via e-mail. "I'm attached to a tight community of specialists in Japan. We shared important information. Facebook did not work during the disaster," because digital networks were down or overloaded.

Adding speed and volume

Already, the volume of information unleashed by people using social media has begun to overtake traditional emergency managers, who are used to running their disaster-response efforts from centralized war rooms and drawing from reports updated every few hours.

As workers raced to contain the disaster at the Fukushima nuclear plant, more than 100 U.S. emergency managers gathered in Washington, D.C., at a brainstorming session they organized to look for new ways to use social media to save lives.

Compared with social media, information moves at a relative snail's pace even in today's [post-9/11](#) war rooms, with their vast Internet bandwidth and huge TV screens, says Blanchard, a former deputy director of the U.S. government's preparedness website, [www.ready.gov](#).

"Currently, situation reports aren't real-time," she says. "They can be up to six to eight hours old."

Social media can bridge that gap, she says, but first emergency managers must overcome longstanding hurdles, such as policies that restrict them from acting on information that doesn't flow from official sources.

FEMA administrator Fugate says this has to change. "We've got to stop looking at the public as a liability and start looking at them as a resource," Fugate says. What makes social media so different than other emergency response tools, he says, is that it "allows a two-way conversation in the impact zone, so that we can link people with information, resources and ideas."

In some cases, intelligence gleaned from social media also can be used to avert tragedies remotely related to a catastrophic event.

For example, news that the Fukushima reactors were leaking radiation triggered a scare throughout Southeast Asia, says Sari Setiogi, of the [World Health Organization](#). By monitoring Twitter, she says, "we learned that people were drinking liquid iodine, the wound cleaner, because they were panicked about radiation."

Setiogi says they were making the potentially deadly error of substituting tincture of iodine for potassium iodide tablets, which do protect the thyroid from radioactive iodine. To make matters worse, radiation at the time posed no real threat to the Tweeters.

"We posted on Facebook, 'Do not drink wound cleaner iodine, because it won't protect you from radiation and it can poison you.'" Soon, she said, the number of tweets advising people to drink iodine began to drop off.

"Then people began tweeting: 'You're kidding. You're really drinking liquid iodine?' "

Libraries and Mobile Services

By Cody W. Hanson

[March/April 2011](#) [2]

By Cody W. Hanson

Mobile devices are ubiquitous in today's society, and there's no evidence that that is going to change. According to the Pew Internet and American Life Project, as of mid-2010, 82% of American adults own a mobile phone or a mobile computing device that works as a phone. It is crucial for librarians to understand mobile devices and provide services through them.

I'm sure your library is cash-strapped, underresourced, and understaffed. Development of tools and services that target mobile likely seems a distraction, a drain on your time and attention. It might feel like it's the flavor of the month, blustery conference paper fodder that's unlikely to pay off in real service to users.

What evidence would provide a good indication that the day had come for your library to focus concerted efforts on mobile services?

If nearly all Americans owned cell phones?

Maybe if a large percentage of those phone owners demonstrably used their device to access the internet?

Perhaps if smartphone sales began to approach sales of PCs?

If major information service providers were shifting their focus from the desktop to mobile devices?

If the trend turned away from mobile devices mimicking the functions of desktop computers, and instead desktops began to emulate mobiles?

Maybe if there was evidence that traditional desktop connectivity wasn't reaching people who could be reached on their mobile devices?

If so, then that day is today.

The changing face of the digital divide

Libraries have long been at the forefront of advocacy for increased broadband internet access, particularly for the poor and for rural Americans. Mobile may not yet be the ideal solution for rural users, but the demographics of mobile internet usage show encouraging signs of increased access among groups that have long been underrepresented among internet users in the United States. The report "[Mobile Access 2010](#)" [3] from the Pew Internet and American Life Project notes that Latino and African-American adults are more likely than their Caucasian

peers both to own mobile devices and to use them to access the internet. While 80% of white adults own mobile phones, among African Americans and English-speaking Latinos the rate of ownership is 87%. Of all American adults with cell phones, 38% use them to access the internet, but black and English-speaking Hispanic users far outstrip the average—at 46% and 51% respectively. Pew’s survey was conducted in English, so data on those who only speak Spanish was not available.

The day for mobile services has come

The evidence is compelling. The vast majority of Americans now own cell phones. Nearly half use them to access the internet. In the fourth quarter of 2010, manufacturers shipped more smartphones than they did traditional PCs. Underrepresented groups are accessing the mobile internet in impressive numbers. Google is developing for mobile first and the desktop second. Apple is in the midst of making its desktop computers behave more like its mobile devices. If your library, like mine (and every library I can think of), has been transformed by desktop computing and internet access, now is the time to take action and be proactive in providing robust services to mobile users.

Source URL: <http://americanlibrariesmagazine.org/columns/dispatches-field/libraries-and-mobile-services>

Links:

[1] <http://americanlibrariesmagazine.org/print/6431>

[2] <http://americanlibrariesmagazine.org/archives/issue/marchapril-2011>

[3] <http://www.pewinternet.org/Reports/2010/Mobile-Access-2010.aspx>

Peggy Sue got old

Viewers, listeners and readers are ageing fast. Oddly, media companies don't regard that as a catastrophe

Apr 7th 2011 | from the print edition

A FEW years ago Universal Music Group spied a gap in the market. How about a CD for people who grew up in the 1950s and wanted to revisit the pop music of their youth? The label pulled together songs by British and American artists, some well-known (Buddy Holly, Roy Orbison), others largely forgotten. "Dreamboats and Petticoats" was released in time for Christmas 2007.

That gap turned out to contain a seam of gold. "Dreamboats and Petticoats" has sold enough copies to be certified as double platinum. It has inspired a West End musical and three follow-up albums, with another due in November. In total the series has sold 2.3m copies, mostly in Britain—a country where fewer than 120m albums were shifted last year. And virtually everybody who bought the album forked over money for a compact disc. "They don't download, and they don't want to download," says Brian Berg of Universal.



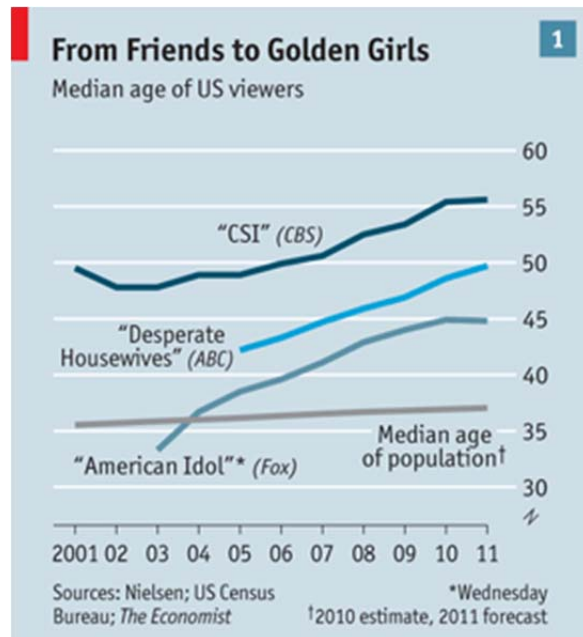
"They" are consumers in late middle-age or beyond, who increasingly drive the music market. In Britain people aged 60 or over spent more on pop-music albums in 2009 than did teenagers or people in their 20s, according to the BPI, a trade group. Sony Music's biggest-selling album worldwide last year was "The Gift", by Susan Boyle, a 50-year-old Scot whose appeal derives in part from her lack of youth. And what has happened to music has also happened to other forms of entertainment.

The noisy disruption of media business models by the internet in the past decade has obscured a profound demographic transformation. Whether they are buying music, listening to the radio, reading newspapers or watching television, media consumers are ageing even more quickly than the overall population. Rather than trying to reverse this trend by attracting younger people, many companies are attempting to profit from the greying of media.

Grey anatomy

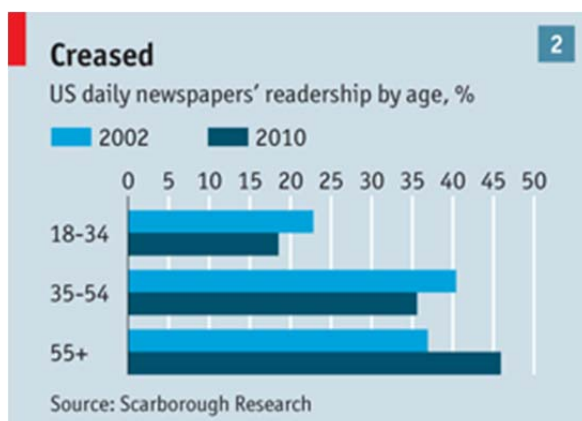
In America the audiences of all four big English-language broadcast networks are looking middle-aged. Since 2003 the median age of a prime-time CBS viewer has increased by three years, according to Nielsen, a research firm. Viewers of ABC and NBC are five years older; Fox's, seven and a half. In that time the median age in America has probably risen by a year and a bit. Some shows are greying faster than the networks that carry them, in part because they have fan bases that are ageing naturally. The audience that tunes in for the desperate housewives of Wisteria Lane is approaching 50 (see chart 1).

Indeed, every network except Fox had a median age of 50 or over last year. That is significant because advertisers tend to be most interested in how a show rates among people aged between 18 and 49. As Alan Wurtzel, head of research at NBC, puts it, a growing proportion of viewers are becoming almost invisible to marketers—"forgotten but not gone".



If broadcast television is growing old gracefully (helped by Botox injections), newspapers are racing towards senescence. Between 2002 and 2010 the proportion of American papers' regular readers who were aged 55 or more rose from 37% to 46% (see chart 2). Fully 43% of readers of Britain's *Daily Telegraph* and *Daily Express* are at least 65 years old, according to the National Readership Survey. Such papers are littered with advertisements for comfortable shoes, cruises and stairlifts.

The reason why newspaper readers are ageing so quickly is simple: the young are abandoning print faster than everyone else. They may pick up free papers to read on public transport, but when reception is good they tend to plump for mobile phones and the internet. The Pew Research Centre, an American think-tank, finds that 65% of 18- to 29-year-olds describe the



internet as their primary or secondary source of news. Only 14% of people aged 65 or over say the same.

In music, too, the young have drifted to illegal file-sharing and, more recently, to free streaming services such as Spotify. By and large, the middle-aged and old have not. David Munns, who manages Bon Jovi, a rock band that was formed in the early 1980s and is still going strong, notes that older fans have more money and more scruples. They also regard illegal downloading as "too much

work”, he says. Bon Jovi’s “Greatest Hits” was the 15th-biggest-selling album in the world last year.

As the young cut back on conventional media, their elders consume more of it. In Spain 54.2% of people aged 55 to 64 routinely listened to the radio last year—up from 46.6% in 2000. As a result, the Spanish radio audience has greyed even as overall listening has risen. Japanese baby-boomers carry on buying music at an age by which earlier generations had largely stopped. Singers who appeal to the middle-aged and old, such as Hideaki Tokunaga and Junko Akimoto, rule the charts.

The same is true of television. British 55- to 64-year-olds spent an average of five hours and ten minutes a day watching television last year—50 minutes more than in 2001. The middle-aged and old now have free digital channels dedicated to their tastes, such as ITV3, home of wrinkly detective dramas, and the highbrow BBC Four. They have seized on easy-to-use gadgets like digital video recorders, which increase their enjoyment of television.

The young are not watching less TV. But some of their viewing is now done through computer screens. And much of it is of unconventional channels. Instead of the evening news, American 20-somethings watch “The Colbert Report”, a spoof news show. MTV has moved beyond music videos into reality shows, and is enjoying its best ratings in years. Media outfits that appeal to immigrants and their children often have youthful audiences. Univision, a Spanish-language broadcast network, boasts a median age of 37.

Now they’re 64

Greying audiences are causing discomfort among media executives. But not as much discomfort as you might expect, given the industry’s long preoccupation with youth. The ageing of the large baby-boom generation means there are a lot of potential customers in their 50s and 60s. Furthermore, the executives argue, people of this age are worth much more than in the past.

The practice of measuring television audiences by the number of 18- to 49-year-olds they contain is simply an historical anachronism, argues Mr Wurtzel of NBC. David Poltrack, his counterpart at CBS, agrees. It used to be assumed, he says, that older people had already worked out which brands they liked and could not be persuaded to try new things. But the middle-aged have taken to toys such as e-readers and iPads. Mr Poltrack has devised an alternative way of classifying viewers that emphasises tastes and attitudes to media (for example as “sports enthusiasts” or “surfers and streamers”) rather than age.

It is not surprising that ageing television networks should argue that the old are becoming more valuable. But the West’s economic slump has given force to their claims by sapping the earning power of the young. In March the unemployment rate among Americans aged 20 to 24 was 15%. For 16- to 17-year-olds it was 29%.

Lack of work has combined with tighter lending standards to squeeze young people’s buying power. Between 2007 and 2009 average spending on new cars and trucks by Americans under 25 fell by half, according to the Consumer Expenditure Survey. It fell by 31% among people aged between 25 and 34. By contrast, expenditure by those over 65 was flat, and the over-75s actually spent more, on average. The young also spent less on audio-visual equipment and services—that is, television sets and cable TV—while the old shelled out more. This helps to explain why advertising money has flooded back to the ageing broadcast networks since the recession. Advertisers are not so in thrall to the cult of youth that they are prepared to overlook such a shift.

Desperate, but not for younger viewers

Another reason why media companies are not too worried about the ageing of their audiences has to do with a change in business models. A firm that depends on advertising needs to attract valuable consumers. A firm that relies on subscriptions, by contrast, cares only whether its consumers pay their monthly bills. And perhaps the strongest trend in media in the past few years—stronger even than ageing—is the growing reliance on subscription as a means of paying for content.

BSkyB, Discovery Communications, ESPN, Netflix: many of the media industry's best-performing companies and hottest stocks of recent years rely on subscriptions. The recession may have slashed advertising and discretionary spending. But most people carried on paying the bills for entertainment. As a result, subscription-based businesses were able to sustain spending on content. So clear are the advantages of these businesses that even firms that have habitually relied on advertising are moving to copy them.



As newspaper advertising has declined, publishers have raised the prices of subscriptions and single copies. Last year 41.3% of the *New York Times's* newspaper revenues came from subscriptions—up from 28.8% in 2007. Similarly, broadcast networks are battling for “retransmission fees” (essentially a cut of subscriptions) from cable and satellite distributors. As the broadcasters become less dependent on advertising, sheer numbers will come to matter more than demography.

The clearest sign of this shift is the appearance of online paywalls. Last month paywalls went up around the *New York Times* and the *Dallas Morning News*. The websites of Britain's *Times* and *News of the World* began to restrict access to subscribers last year. Hulu, an American website that carries broadcast TV programmes, and Spotify, a European music-streaming service, are both pushing subscriptions.

One good reason for media firms to erect paywalls is that new media are beginning to age, too. The proportion of people aged 65-plus who get most of their news from the internet may be only 14%—but in 2006 it was a mere 2%. Online video streaming began as a young person's hobby but has increasingly become mainstream. “Often it's the young who adopt a technology, but others follow them,” explains Patricia McDonough, a television analyst at Nielsen.

With a few exceptions, media firms have found it hard to make money online. Consumers seem to tolerate fewer ads, and rates are low. When digital media were the province of youth, this did not matter much: media firms could argue that they were at least promoting their brands to young people, while deterring them from piracy. But let the middle-aged and the old, too, discover they can have entertainment for nothing? That would not do.

April 6, 2011

Police Lesson: Social Network Tools Have Two Edges

By ERICA GOODE

Officer Trey Economidy of the Albuquerque police now realizes that he should have thought harder before listing his occupation on his Facebook profile as “human waste disposal.”

After he was involved in a fatal on-duty shooting in February, a local television station dug up the Facebook page. Officer Economidy was placed on desk duty, and last month the Albuquerque Police Department announced a new policy to govern officers’ use of social networking sites.

Social networking tools like Facebook and Twitter can be valuable assets for law enforcement agencies, helping them alert the public, seek information about crimes and gather evidence about the backgrounds of criminal suspects. But the Internet can also get police departments into trouble.

Public gaffes like Officer Economidy’s — his cynical job description on Facebook was “extremely inappropriate and a lapse in judgment on my part,” he said last week in an e-mail — are only one of the risks. A careless posting on a networking site, law enforcement experts say, can endanger an officer’s safety, as it did in Santa Monica, Calif., last year when the Police Department went to great lengths to conceal a wounded officer’s identity and location, only to have a retired officer inadvertently reveal them on Facebook.

And defense lawyers increasingly scour social networking sites for evidence that could impeach a police officer’s testimony. In one case in New York, a jury dismissed a weapons charge against a defendant after learning that the arresting officer had listed his mood on MySpace as “devious” and wrote on Facebook that he was watching the film “Training Day” to “brush up on proper police procedure.”

In an Arkansas case, a federal appeals court cited as evidence of a police officer’s character photos he posted on MySpace showing him pointing a gun at the camera, flanked by a skull and the legend “the PUNISHER.”

The problem is serious enough that departments across the country are scrambling to develop rules to govern what officers can and cannot do online.

“This is something that all the police chiefs around the country, if you’re not dealing with it, you better deal with it,” said Mark A. Marshall, chief of police in Smithfield, Va., and the president of the [International Association of Chiefs of Police](#), which has developed its own model policy.

His department, Chief Marshall said, has had a few embarrassing episodes. In one, an officer who had been involved in a high-speed chase and ended up in “a little bit of a tussle” with a suspect posted a comment about what a good time he had during the dust-up. In another, an officer posted a photo of a tattoo of St. Michael on her hip. Both were disciplined, Chief Marshall said.

“Unfortunately, you have these extreme incidents that are out there,” he said, “and, candidly, you ask yourself, What on earth were they thinking when they posted that?”

Most social media policies try to balance a police department’s interests against First Amendment protections for the officers. Many include prohibitions against posting any statements that could discredit or reflect badly on a department, that illustrate reckless behavior or that disparage people based on race, religion or sexual orientation. Posting crime scene photos or other evidence from criminal cases online is also prohibited by most policies.

Others go further. Albuquerque’s policy, for example, prohibits officers from identifying themselves as employees of the Police Department or posting photos of departmental insignia — badges, uniforms, cruisers — without permission. And a recent policy by the Police Department in Pueblo, Colo., bans gossiping online with outsiders about department affairs.

Police officials say that the courts have generally upheld restrictions on the speech of government employees when the speech is job related.

“The [U.S. Supreme Court](#) has spoken on it so often that the parameters are fairly well defined,” said Martha Stonebrook, senior city attorney in Salt Lake City, who was a co-author of a paper on social networking in law enforcement given at the international police chiefs association’s annual meeting in Orlando last year. In one famous 2004 case, the [Supreme Court](#) upheld the firing of an officer who filmed himself stripping off a police uniform and masturbating and sold the video on eBay’s adults-only area, using the name Codestud3@aol.com.

But David L. Hudson Jr., a scholar at the [First Amendment Center](#) at Vanderbilt University, said the lower courts were still sorting out the implications of the Supreme Court’s decisions involving job-related speech.

“The question of when employees can be disciplined for off-duty speech is hazy,” he said. “Part of our core nature is what we do for a living, and to prohibit somebody from engaging in any kind of expression related to their job is arguably too broad.”

In fact, the Albuquerque policy has met some resistance from the rank and file. Joey Sigala,

president of the [Albuquerque Police Officers' Association](#), said that while the department was entitled to dictate what officers wear and say on the clock, "I don't believe they have the right to tell us what to do outside of that."

He said that requiring officers to get permission before posting pictures involving department insignia made it difficult to share news about awards or honors spontaneously with family and friends. "They're taking away the ability to demonstrate the good, as well as the bad," he said.

Chief Ray Schultz of the Albuquerque police said that department officials researched policies from around the nation before developing their own.

"You need to get a handle on this very quickly, because this has the potential to damage the reputation of the organization and also adversely affect you in the courtroom," Chief Schultz said, adding that some social media sites appeared to be "like the bathroom wall of 20 years ago, except now the entire world can see it."

His department, he said, has hired a compliance officer to investigate the online presence of any police officer "who comes to the attention of the department," by examining social network pages and running the officer's name through Google.

Media coverage is often what prompts a department into action. The Indiana State Police initiated its policy after WTHR in Indianapolis discovered photos of drunken revels on a trooper's Facebook page. One showed the trooper, Chris Pestow, with a .357 Magnum pointed at his head. He also posted a comment about a homeless man beaten by police officers in California, saying, "These people should have died when they were young, anyway, i'm just doing them a favor," according to the report by WTHR.

After the controversy, Trooper Pestow resigned, said First Sgt. David Bursten, a spokesman for the State Police. He said he instructs new police officers, "Don't do or say anything that you wouldn't be proud to have your mother see or hear."

"That really sums it up," he said.

Asked about his experience, Mr. Pestow said in an e-mail, "A written policy concerning social media from the Indiana State Police prior to my unfortunate misstep would have benefited me considerably."

Chief Joseph E. Thomas Jr. of the Southfield, Mich., police said that when it comes to social media, it is important for departments to enforce discipline even for small infractions. He cited one instance when an officer photographed goats on a resident's rooftop before confiscating the animals, then posted the photos. The officer was told to remove the photos from the site and given a verbal reprimand.

“That was cute and it was something that did not harm anybody, but it’s inappropriate,” Chief Thomas said.

He said department officials routinely checked police recruits’ social networking pages when they apply for a job. In one case, he said, a candidate posted this update on Facebook:

“Just returned from the interview with the Southfield Police Department and I can’t wait to get a gun and kick some ass.”

He was rejected.



County Health Rankings

Mobilizing Action Toward Community Health

2011

Missouri



Robert Wood Johnson Foundation



UNIVERSITY OF WISCONSIN

Population Health Institute

Translating Research into Policy and Practice

Introduction

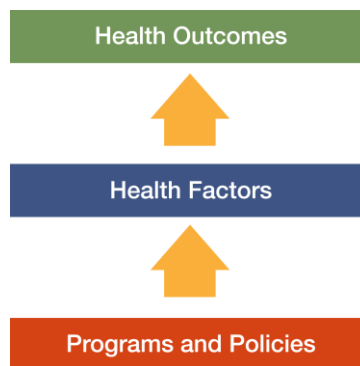
Where we live matters to our health. The health of a community depends on many different factors, including quality of health care, individual behavior, education and jobs, and the environment. We can improve a community's health through programs and policies. For example, people who live in communities with ample park and recreation space are more likely to exercise, which reduces heart disease risk. People who live in communities with smoke-free laws are less likely to smoke or to be exposed to second-hand smoke, which reduces lung cancer risk.

The problem is that there are big differences in health across communities, with some places being much healthier than others. And up to now, it has been hard to get a standard way to measure how healthy a county is and see where they can improve.

The Robert Wood Johnson Foundation and the University of Wisconsin Population Health Institute are pleased to present the 2011 *County Health Rankings*, a collection of 50 reports that reflect the overall health of counties in every state across the country. For the second year in a row, counties can get a snapshot of how healthy their residents are by comparing their overall health and the factors that influence their health with other counties in their state. This allows communities to see county-to-county where they are doing well and where they need to improve.

Everyone has a stake in community health. We all need to work together to find solutions. The *County Health Rankings* serve as both a call to action and a needed tool in this effort.

All of the *County Health Rankings* are based upon this model of population health improvement:



In this model, health outcomes are measures that describe the current health status of a county. These health outcomes are influenced by a set of health factors. These health factors and their outcomes may also be affected by community-based programs and policies designed to alter their distribution in the community. Counties can improve health outcomes by addressing all health factors with effective, evidence-based programs and policies.

To compile the *Rankings*, we built on our prior work in Wisconsin, obtained input from a team of expert advisors, and worked closely with staff from the National Center for Health Statistics. Together we selected a number of population health measures based on scientific relevance, importance, and availability of data at the county level.

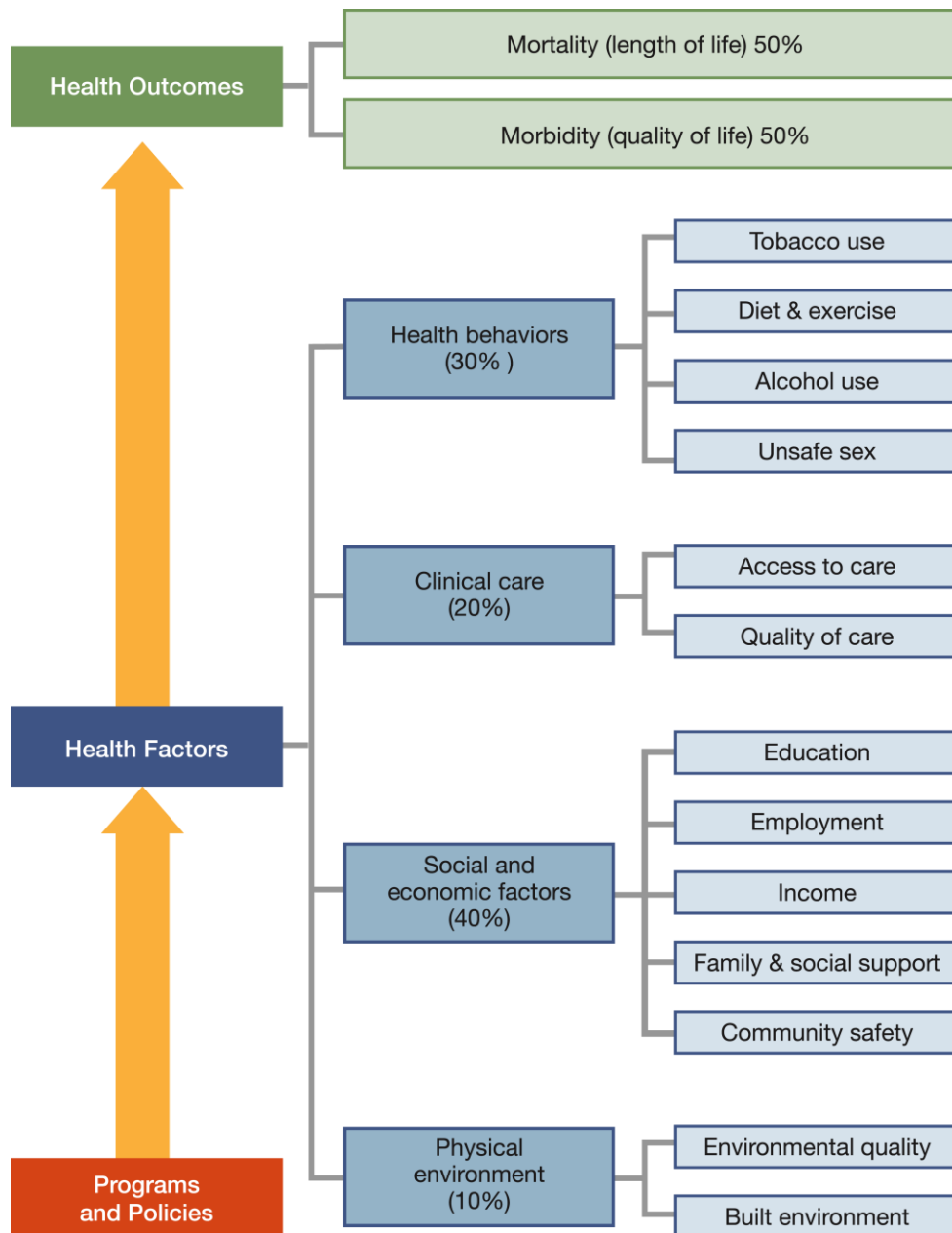
For a more detailed explanation of our approach, the methods used to compile the *Rankings*, information on the action steps communities can take to improve their health, and examples of communities in action, see www.countyhealthrankings.org



The Rankings

This report ranks Missouri counties according to their summary measures of **health outcomes** and **health factors**, as well as the components used to create each summary measure. The figure below depicts the structure of the *Rankings* model. Counties receive a rank for each population health component; those having high ranks (e.g., 1 or 2) are estimated to be the “healthiest.”

Our summary **health outcomes** rankings are based on an equal weighting of mortality and morbidity measures. The summary **health factors** rankings are based on weighted scores of four types of factors: behavioral, clinical, social and economic, and environmental. The weights for the factors (shown in parentheses in the figure) are based upon a review of the literature and expert input, but represent just one way of combining these factors.

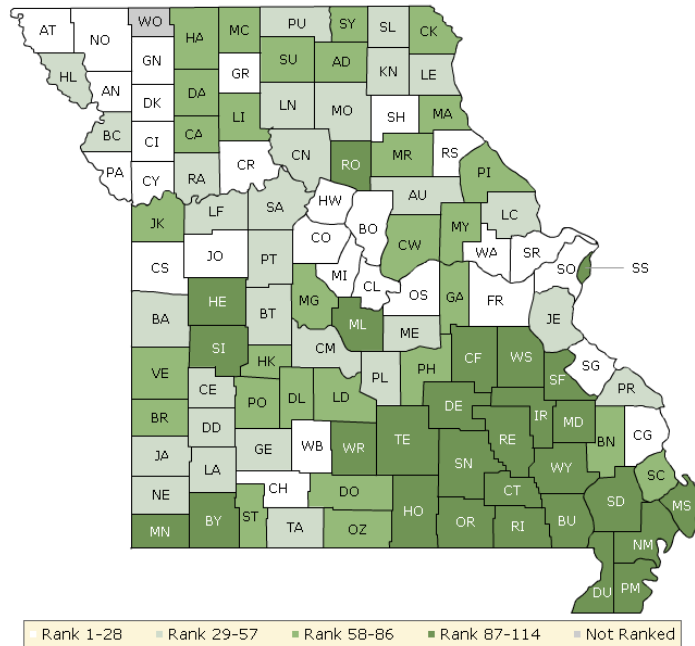


County Health Rankings model ©2010 UWPHI

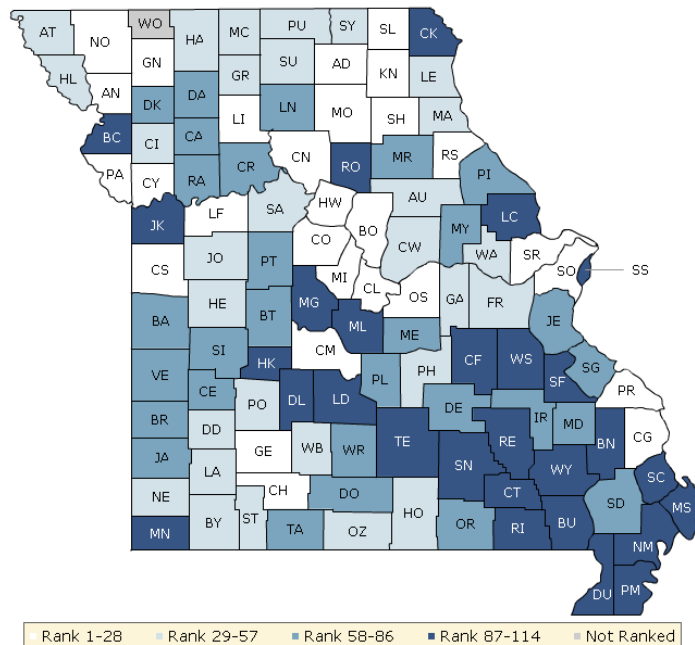
The maps on this page display Missouri's counties divided into groups by health rank. The lighter colors indicate better performance in the respective summary rankings. The green map shows the distribution of summary health outcomes. The blue displays the distribution of the summary rank for health factors.

Maps help locate the healthiest and least healthy counties in the state. The health factors map appears similar to the health outcomes map, showing how health factors and health outcomes are closely related.

HEALTH OUTCOMES



HEALTH FACTORS



Health Factors Rankings

The summary health factors ranking is based on four factors: health behaviors, clinical care, social and economic, and physical environment factors. In turn, each of these factors is based on several measures. Health behaviors include measures of smoking, diet and exercise, alcohol use, and risky sex behavior. Clinical

care includes measures of access to care and quality of care. Social and economic factors include measures of education, employment, income, family and social support, and community safety. The physical environment includes measures of environmental quality and the built environment.

Rank	Health Behaviors	Rank	Clinical Care	Rank	Social & Economic Factors	Rank	Physical Environment
1	Nodaway	1	St. Louis	1	St. Charles	1	Atchison
2	Stone	2	Boone	2	Nodaway	2	Gentry
3	Christian	3	Greene	3	Boone	3	Shelby
4	Scotland	4	Cape Girardeau	4	Osage	4	Boone
5	St. Charles	5	St. Charles	5	Platte	5	Knox
6	Chariton	6	Butler	6	Christian	6	Madison
7	St. Louis	7	Franklin	7	Andrew	6	Mercer
8	Adair	8	St. Louis City	8	Clay	6	Shannon
9	Platte	9	Platte	9	Cole	9	Webster
10	Polk	10	Cole	10	Cass	10	Barry
11	Ozark	11	Jackson	11	Perry	11	St. Clair
12	Macon	12	Howell	12	Scotland	12	Warren
13	Cole	13	Clay	13	Adair	13	Holt
14	Morgan	14	Marion	14	St. Louis	14	Greene
15	Camden	15	Christian	15	Gentry	15	Buchanan
16	Gentry	16	Scott	16	Pulaski	16	Cooper
17	Knox	17	Taney	17	Cooper	17	Franklin
18	Osage	18	Howard	18	Johnson	18	Iron
19	Boone	19	Perry	19	Mercer	18	Moniteau
20	Ralls	20	Polk	20	Atchison	20	Wright
21	Shelby	21	Audrain	21	Knox	21	Cedar
22	Atchison	22	Andrew	22	Ralls	22	Cole
23	Lafayette	23	Dallas	23	Clinton	23	Phelps
24	Greene	24	Barry	24	Cape Girardeau	24	Scotland
25	Livingston	25	Buchanan	25	Shelby	25	Schuyler
26	Newton	26	Warren	26	Lafayette	26	Morgan
27	Benton	27	Callaway	27	Harrison	27	St. Francois
28	Schuyler	28	Saline	28	Callaway	28	Sullivan
29	Hickory	29	Wright	29	Moniteau	29	Lawrence
30	Phelps	30	Cooper	30	Grundy	30	Camden
31	Moniteau	31	Lawrence	31	Caldwell	31	Grundy
32	Barton	32	Cass	32	Livingston	32	Pulaski
33	Cape Girardeau	33	Douglas	33	Holt	33	Taney
34	Clinton	34	Webster	34	Howard	34	Benton
35	Carroll	35	Jasper	35	Ray	35	Chariton
36	Putnam	36	Dunklin	36	Chariton	35	Saline
37	Clay	37	Nodaway	37	Greene	37	Montgomery
38	Bates	38	Laclede	38	Jefferson	38	Macon
39	St. Clair	39	Vernon	39	Newton	39	Audrain

Rank	Health Behaviors	Rank	Clinical Care	Rank	Social & Economic Factors	Rank	Physical Environment
40	Montgomery	40	Lincoln	40	Schuyler	40	Ralls
41	Dent	41	Dade	41	Ste. Genevieve	41	St. Charles
42	Gasconade	42	Stone	42	Phelps	42	Oregon
43	Grundy	43	Osage	43	Putnam	43	Pemiscot
44	Pike	44	Randolph	44	Lewis	44	Marion
45	Ripley	45	Henry	45	Maries	45	Lewis
46	Stoddard	46	Harrison	46	Saline	46	Bates
47	Perry	47	Lafayette	47	DeKalb	47	Jasper
48	Mercer	48	Gasconade	48	Macon	48	Harrison
49	Lewis	49	New Madrid	49	Buchanan	48	Monroe
50	Holt	50	Jefferson	50	Sullivan	50	Platte
51	Cedar	51	Camden	51	Warren	51	Pettis
52	Henry	52	Newton	52	Franklin	51	Randolph
53	Marion	53	Stoddard	53	Camden	53	Douglas
54	Howard	54	Livingston	54	Audrain	54	Dallas
55	Cass	55	Montgomery	55	Linn	55	Howell
56	Douglas	56	Cedar	56	Carroll	56	Caldwell
57	Andrew	57	Ralls	57	Pettis	57	Newton
58	Sullivan	58	Macon	58	Gasconade	58	Cass
59	Clark	59	Monroe	59	Daviess	59	Pike
60	Dade	60	Iron	60	Lincoln	60	Crawford
61	Webster	61	Dent	61	Dade	61	Christian
62	Reynolds	62	Crawford	62	Henry	62	St. Louis City
63	Audrain	63	St. Francois	63	Barry	63	Texas
64	Howell	64	Phelps	64	Marion	64	Carter
65	Lawrence	65	Clinton	65	Lawrence	64	Maries
66	Harrison	66	Oregon	66	Barton	66	Laclede
67	DeKalb	67	Johnson	67	Bates	67	Polk
68	Madison	68	Grundy	68	Pike	68	Jefferson
69	Cooper	69	St. Clair	69	Howell	69	Miller
70	Bollinger	70	Chariton	70	Webster	70	Johnson
71	Carter	71	Madison	71	McDonald	71	Stone
72	Shannon	72	Pettis	72	Jasper	72	Lafayette
73	Wayne	73	Mississippi	73	Dent	73	Callaway
74	Crawford	74	Wayne	74	Oregon	74	Hickory
75	Warren	75	Ozark	75	St. Francois	75	McDonald
76	Maries	76	Morgan	76	Monroe	76	Barton
77	Dallas	77	Moniteau	77	Polk	76	Howard
78	Vernon	78	Ste. Genevieve	78	Ozark	78	Scott
79	Johnson	79	Ray	79	Stoddard	79	Vernon
80	Barry	80	Lewis	80	Texas	80	Livingston
81	Pettis	81	Holt	81	Clark	80	Ripley
82	Wright	82	Shelby	82	Iron	82	Andrew
83	Oregon	83	Putnam	83	Benton	83	Cape Girardeau
84	Franklin	84	Adair	84	Vernon	84	Ray
85	McDonald	85	Sullivan	85	Bollinger	85	Gasconade
86	Daviess	86	Texas	86	Randolph	85	Osage
87	Taney	87	Linn	87	Taney	85	Ste. Genevieve

Rank	Health Behaviors	Rank	Clinical Care	Rank	Social & Economic Factors	Rank	Physical Environment
88	Ste. Genevieve	88	Reynolds	88	Madison	85	Wayne
89	Scott	89	Pike	89	Montgomery	89	Mississippi
90	Saline	90	Barton	90	Wayne	90	Adair
91	Jasper	91	Pemiscot	91	Butler	91	Nodaway
92	Texas	92	Benton	92	Douglas	92	Carroll
93	Iron	93	Carter	93	Laclede	92	Daviess
94	Miller	94	Miller	94	St. Clair	92	Ozark
95	Monroe	95	Daviess	95	Cedar	95	St. Louis
96	Linn	96	Schuyler	96	Miller	96	Henry
97	Laclede	97	Scotland	97	Jackson	97	Dent
98	Mississippi	98	Pulaski	98	Crawford	98	New Madrid
99	Jackson	99	Gentry	99	Wright	99	DeKalb
100	St. Francois	100	Caldwell	100	Scott	100	Linn
101	Jefferson	101	Hickory	101	Carter	101	Putnam
102	Caldwell	102	Knox	102	Ripley	102	Washington
103	Callaway	103	Bollinger	103	Stone	103	Clark
104	Randolph	104	McDonald	104	Dallas	103	Dade
105	New Madrid	105	Bates	105	New Madrid	103	Reynolds
106	Washington	106	Maries	106	Hickory	106	Bollinger
107	Lincoln	107	Washington	107	Mississippi	107	Perry
108	Ray	108	DeKalb	108	Reynolds	108	Jackson
109	Butler	109	Carroll	109	Morgan	109	Dunklin
110	Pulaski	110	Shannon	110	Dunklin	110	Lincoln
111	Pemiscot	111	Mercer	111	Shannon	111	Stoddard
112	Buchanan	112	Atchison	112	Washington	112	Butler
113	Dunklin	113	Ripley	113	Pemiscot	113	Clinton
114	St. Louis City	114	Clark	114	St. Louis City	114	Clay

2011 County Health Rankings: Measures, Data Sources, and Years of Data

	Measure	Data Source	Years of Data
HEALTH OUTCOMES			
Mortality	Premature death	National Center for Health Statistics	2005-2007
Morbidity	Poor or fair health	Behavioral Risk Factor Surveillance System	2003-2009
	Poor physical health days	Behavioral Risk Factor Surveillance System	2003-2009
	Poor mental health days	Behavioral Risk Factor Surveillance System	2003-2009
	Low birthweight	National Center for Health Statistics	2001-2007
HEALTH FACTORS			
HEALTH BEHAVIORS			
Tobacco	Adult smoking	Behavioral Risk Factor Surveillance System	2003-2009
Diet and Exercise	Adult obesity	National Center for Chronic Disease Prevention and Health Promotion	2008
Alcohol Use	Excessive drinking	Behavioral Risk Factor Surveillance System	2003-2009
	Motor vehicle crash death rate	National Center for Health Statistics	2001-2007
High Risk Sexual Behavior	Sexually transmitted infections	National Center for Hepatitis, HIV, STD and TB Prevention	2008
	Teen birth rate	National Center for Health Statistics	2001-2007
CLINICAL CARE			
Access to Care	Uninsured adults	Small Area Health Insurance Estimates, U.S. Census	2007
	Primary care providers	Health Resources & Services Administration	2008
Quality of Care	Preventable hospital stays	Medicare/Dartmouth Institute	2006-2007
	Diabetic screening	Medicare/Dartmouth Institute	2006-2007
	Mammography screening	Medicare/Dartmouth Institute	2006-2007
SOCIOECONOMIC FACTORS			
Education	High school graduation	National Center for Education Statistics ¹	2006-2007
	Some college	American Community Survey	2005-2009
Employment	Unemployment	Bureau of Labor Statistics	2009
Income	Children in poverty	Small Area Income and Poverty Estimates, U.S. Census	2008
Family and Social Support	Inadequate social support	Behavioral Risk Factor Surveillance System	2005-2009
	Single-parent households	American Community Survey	2005-2009
Community Safety	Violent crime ²	Uniform Crime Reporting, Federal Bureau of Investigation	2006-2008
PHYSICAL ENVIRONMENT			
Air Quality³	Air pollution-particulate matter days	U.S. Environmental Protection Agency / Centers for Disease Control and Prevention	2006
	Air pollution-ozone days	U.S. Environmental Protection Agency / Centers for Disease Control and Prevention	2006
Built Environment	Access to healthy foods	Census Zip Code Business Patterns	2008
	Access to recreational facilities	Census County Business Patterns	2008

¹ State data sources for KY, NH, NC, PA, SC, and UT (2008-2009).

² Homicide rate (2001-2007) from National Center for Health Statistics for AK, AZ, AR, CO, CT, GA, ID, IN, IA, KS, KY, LA, MN, MS, MT, NE, NH, NM, NC, ND, OH, SD, UT, and WV. State data source for IL.

³ Not available for AK and HI.

America's Diverse Future: Initial Glimpses at the U.S. Child Population from the 2010 Census

William H. Frey

“The accelerating growth of new minority children heralds an increasingly diverse future child population and labor force, presenting challenges for America’s social and political systems.”

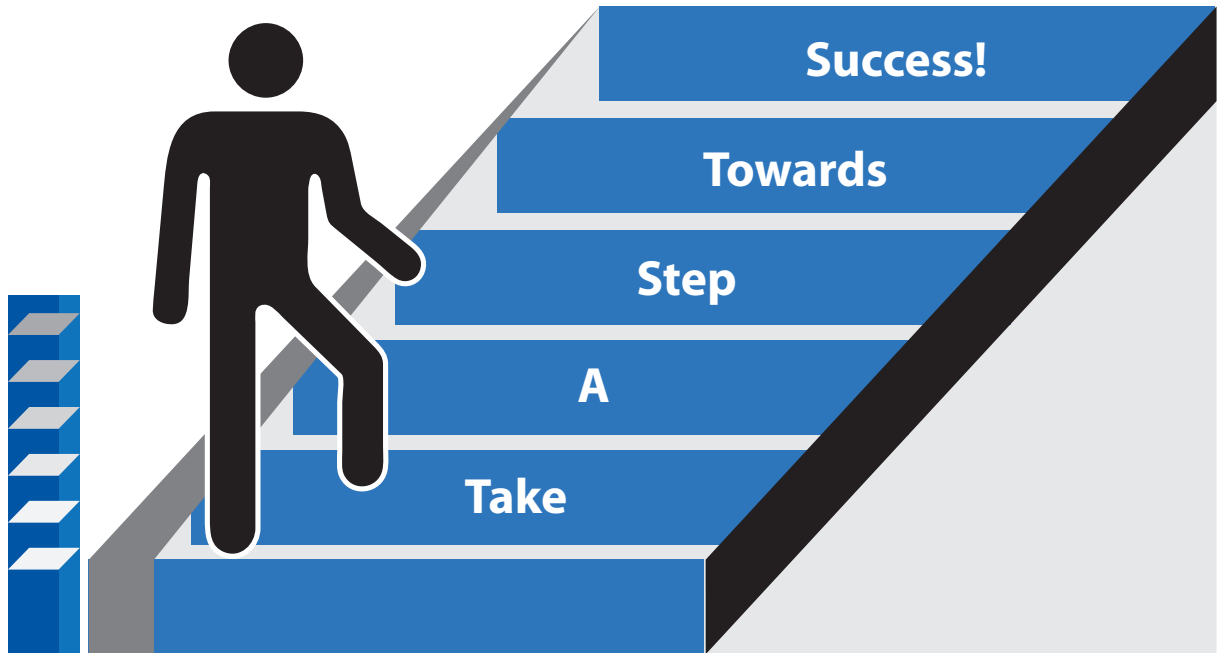
FINDINGS

An analysis of data from the 1990, 2000, and 2010 decennial censuses reveals that:

- **New minorities—Hispanics, Asians, and other groups apart from whites, blacks, and American Indians—account for all of the growth among the nation’s child population.** From 2000 to 2010, the population of white children nationwide declined by 4.3 million, while the population of Hispanic and Asian children grew by 5.5 million.
- **In almost half of states and nearly one-third of large metro areas, child populations declined in the 2000s.** White child populations dropped in 46 states and 86 of the 100 largest metro areas, but gains of new minority children forestalled more widespread overall declines in youth.
- **In areas of the country gaining children, Hispanics accounted for most of that growth.** Fully 95 percent of Texas’s child population growth occurred among Hispanics. Los Angeles was the only major metropolitan area to witness a decline in Hispanic children from 2000 to 2010.
- **Ten states and 35 large metro areas now have minority white child populations.** Child populations in the Atlanta, Dallas, Orlando, and Phoenix metro areas flipped to “majority minority” by 2010.
- **Segregation levels for black and Hispanic children are higher than for their adult counterparts, despite a general reduction in segregation over the last 10 years.** The average black or Hispanic child lives in a neighborhood where whites make up 10 percent less of the population than in the neighborhood of the average black or Hispanic adult.

The accelerating growth of new minority children heralds an increasingly diverse future child population and labor force. While this transition presents challenges for America’s social and political systems, it also represents a clear demographic advantage for the nation and its regions versus its developed peers, one which savvy leaders will capitalize upon in the years and decades to come.

Community JOB FAIR



For a list of employers attending visit: kclinc.org/jobfair

Tues., May 10

5-8pm

Workshops

5:45 - 6pm Resume Writing
6:45 - 7pm Interviewing Tips
7:45 - 8pm How to Prepare



better work, better life

Randall Elementary, 509 N Jennings Rd.,
Independence, MO 64056

For more information contact:
Kim Washington, (816) 521-5445
kwashington@kclinc.org



This event is supported by the Randall, Cler-Mont, Elm Grove and Indian Trails LINC Caring Communities Sites.