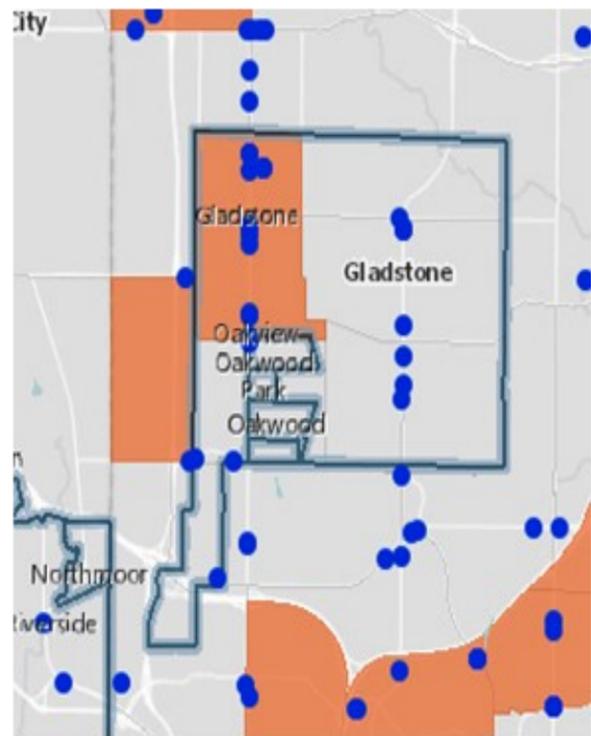


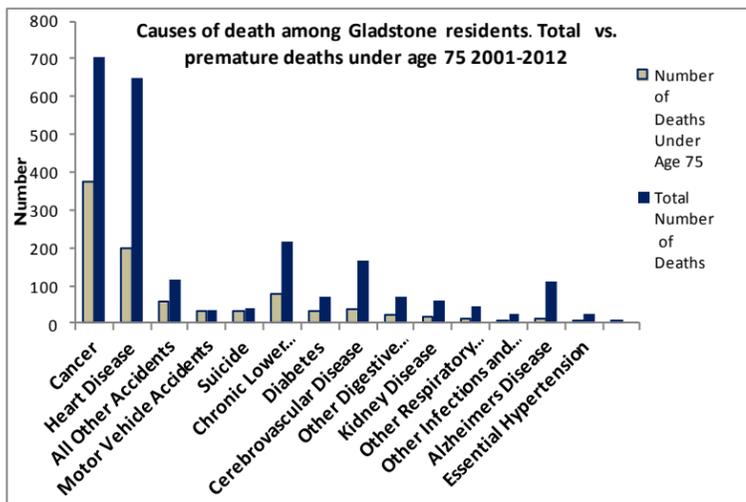
Comparison of Significant Data

| City/County/State Level* Data | Gladstone | Clay Co. | MO |
|--|-----------|----------|-------|
| Premature death (YPLL) p/100,000 population | 7,010 | 6,278 | 7,827 |
| Uninsured | 10.8% | 13% | 16% |
| High School Diploma (25 yrs/older) | 90.9% | 91.7% | 87.2% |
| Bachelor's Degree or higher | 26.3% | 30.6% | 25.8% |
| Unemployment | 7.5% | 6.4% | 6.9% |
| Children in poverty | 10.4% | 12% | 23% |
| Children in one-parent household | 15% | 28% | 33% |
| Students participating in Free/Reduced Lunch | 39-62% | 29.4% | 49.4% |
| Student: Teacher Ratio | 18:1 | 18:1 | 18:1 |
| Criminal Homicides 2008-2013 | 10 | 16 | 2086 |

*Quick Facts, Census.gov



The CDC defines a **food desert** as a “areas that lack access to affordable fruits, vegetables, whole grains, low-fat milk and other foods that make up the full range of a healthy diet. According to a report by the USDA, a small percentage of American consumers are limited in their ability to access affordable nutritious foods because they live far from a supermarket or larger grocery store and/or do not have easy access to transportation. (See designated food deserts in orange areas in map above)



Years of potential life lost reflects death occurring prior to a person reaching a standard average life expectancy of 75 years. The chart (above) reflects which diseases or conditions are causing premature death in area residents.

| County Health Rankings 2014** | Clay County | Missouri |
|---|-------------|----------|
| Fair or Poor Health | 14% | 16% |
| Low Birth-weight Babies | 6.7% | 8.1% |
| Smoking Rates | 21% | 23% |
| Obesity | 28% | 31% |
| Food Environment Index | 8 | 7.3 |
| Physical Inactivity | 26% | 27% |
| Access to exercise opportunities | 82% | 70% |
| Excessive drinking | 17% | 17% |
| Alcohol-impaired driving deaths | 32% | 34% |
| Sexually transmitted infections (chlamydia) p/100,000 | 334 | 454 |
| Teen births | 31 | 41 |
| Primary Care Physicians | 1,656:1 | 1,455:1 |
| Dentists | 1,813:1 | 2,042:1 |
| Mental Health Providers | 1,404:1 | 975:1 |
| Preventable hospital stays | 79 | 72 |
| Diabetic screening | 87% | 86% |
| Mammography screening | 64% | 62% |
| Inadequate Social Support | 15% | 19% |
| Violent Crime p/100,000 pop | 755 | 466 |
| Injury deaths | 58 | 73 |
| Air pollution-particulate matter | 8.8 | 10.2 |
| Drinking water violations | 2% | 4% |
| Severe housing problems | 11% | 14% |
| Driving alone to work | 85% | 81% |
| Long commute-driving alone | 30% | 30% |

**Source 2014 County Health Rankings-Robert Wood Johnson Foundation. City data is not available through County Health Rankings.

Gladstone

Missouri



Community Health Profile 2014



Prepared for Residents of Gladstone, MO - August 2014
by the Clay County Public Health Center

For a more detailed report on Gladstone, or to comment on this document, please contact the health center at 816-595-4234.

Introduction

Community health profiles can be important tools, useful in improving the health of a community through the information they provide to practitioners, public health officials, community members, and leaders regarding specific information about their community. These profiles can be used to foster partnerships between physicians and community members, and support program development to improve the overall health of the community. The purpose of this profile for the City of Gladstone is to assess the critical health issues from among the residents with a special focus on the leading causes of death and illness as well as the social determinants of health. Some of the data are available only at the County and/or zip code level and therefore more information may need to be solicited from Gladstone before a final analysis can be made.

The significant issues impacting Gladstone are based on the Social Determinants of Health as supported by Healthy People 2020, the Centers for Disease Control and Prevention, the National Association of City and County Health Officials and the American Public Health Association.

Gladstone Survey—Clay County Public Health Center conducted a random survey of Gladstone residents and visitors between May & August 2014. Preliminary results of the survey show three-fourths of the respondents were female. The age range of respondents was from 21-84 years of age (with a median age of 49). Ninety-four percent were white, 4% Black/African American and 2% Other. No one of Hispanic origin completed the survey. Only one percent (1%) had less than a high school diploma. Nearly 70% reported having an income of \$50,000 or more.

The survey participants were asked to check three priorities in three categories. The surveys are still on-going. As of August 2014, the following priorities were identified by residents and visitors/workers in Gladstone. Preliminary results of the community survey are shown at right.

Top 3 Important Factors For a Healthy Gladstone

1. Access to Care—57.6%
2. Low crime/Safe neighborhoods—38.8%
3. Good Schools—28.2%

Top 3 Significant Health Problems In Gladstone

1. Heart Disease and Stroke—47.6%
2. Aging Problems—43.9%
3. Cancers—37.8%

Top 3 Most Significant Risky Behaviors In Gladstone

1. Being Overweight—67.1%
2. Lack of exercise—45.9%
3. Drug Abuse—44.7%

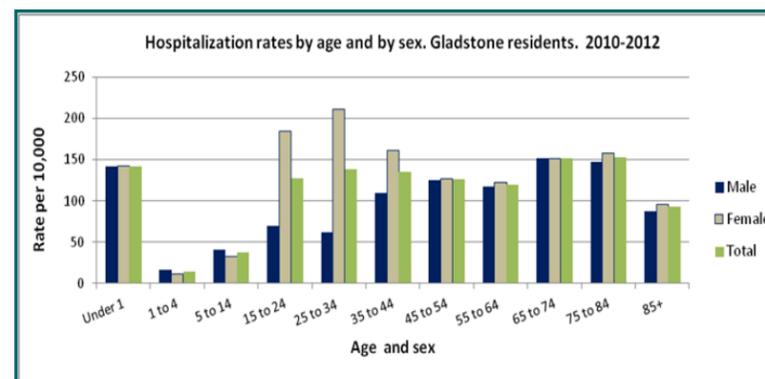
Gladstone...at a Glance

- * According to the 2008 Gladstone Comprehensive Plan, the city is recognized throughout the KC Metro area as an oasis of small town values. "Gladstone provides the opportunity to enjoy the amenities of metropolitan living, while experiencing the stability and quality of a small-town community."
- * Gladstone is the third most populated city in Clay County. It is located in the southwestern quadrant of the county with a 2012 estimated population of 25,715.
- * The city is 8.06 square miles and is surrounded by the City of Kansas City, MO.
- * It has a population density of 3,156 residents per square mile compared to average 558 people per square mile in Clay County, or to Liberty MO with 1,000 per square mile.
- * Between 2000 and 2010 the population decreased by 1.6%. A review of Gladstone's live births and death records show that on average, there were an average of 68 more births every year than deaths (total of 369 live births in 11 years). The slight population decrease could be due to more residents moving out of the city than moving in.
- * The population of Gladstone is increasing in diversity with 87.2% Caucasian, 6.1% African-American, 1.7% Asian, and all other races 5.0%. The Hispanic population has more than doubled from 3.6% of population to 7.4% between 2000-2010. An estimated 1,240 residents are foreign born.
- * 8.2% of the families (households) in Gladstone live below federal poverty levels. This represents 2,674 people of the city. Of those, almost 600 children or 18.6% (compared to 13.2% in the county) live in poverty. Single mothers and minorities are more likely to live in poverty.
- * The unemployment rate in July 2014 was 6.8%, somewhat higher than the county rate of 6.5%.
- * The average "commute to work" time for residents is 22.4 minutes. Fifty-six percent (56%) of the workforce works within the county.
- * The median household income of \$50,095 is \$9,000 lower than the median income of the county (\$59,098). The state median household income is \$46,068.
- * Gladstone students are part of the North Kansas City School District.
- * Public transportation is provided by Kansas City ATA (Bus Service,) taxis, and a shuttle service for older adults.



The Difference Between Men and Women—Gender Impact on Health

- * Based on median earnings for full time, year-round workers in Gladstone, women make almost \$7,800 less in **income** than men.
- * The average **life expectancy** (the estimated number of years a baby born today will live) for Gladstone residents is estimated at 78 years old (the same as Clay County's estimated life expectancy). By gender, the life expectancy for males is 75.7 years while the life expectancy for females is 80.2 years in Gladstone.
- * The ratio of Men to Women in the over 65 **population** is 1:1.3 respectively.
- * Although no smoking data is available at the city level, **lung cancer** is the leading cause of cancer deaths in both men (36.4%) and women(33.2%). Chronic lower respiratory disease (COPD) deaths impact more women (9.2%) than men (6.7%)
- * The **death rate** for men in Gladstone is higher than the death rate for women. 876/100,000 (men) vs. 640.3/100,000 (women).



The graph above reflects hospitalization rates by gender and age. The higher numbers among young women may be reflective of pregnancy related complications and/or child-birth.

Leading Causes of Hospitalization-Gladstone

During 2010-2012 there was an annual average of 3,514 hospital discharges for Gladstone residents. The leading causes of hospitalization (ranked in order of frequency) for all residents include:

1. Heart disease
2. Mental health conditions (including alcohol & drug related as well as depression, bipolar disorders, etc.)
3. Diseases/conditions of the Kidney-Bladder-Genitalia
4. Complications of Pregnancy/Childbirth
5. Arthritis and other joint disorders
6. Pneumonia
7. Bacterial Infection (including sepsis)
8. Stroke (cerebrovascular disease)
9. Cancer
10. Diabetes



Leading Causes of Death-Gladstone

(in order of mortality)

1. Cancer—Cancer is the leading cause of death in Gladstone and in the County. Of the cancers, Lung cancer ranked first for men and women. Pancreatic cancer ranked second for men. Breast cancer ranked second for women. Colon cancer ranked third for men and women.
2. Heart disease—ranked second for both men and women
3. Chronic lower respiratory disease (COPD) was responsible for 6.7% of male deaths and 9.2% of female deaths
4. Cerebrovascular Disease (stroke)
5. Accidents/Unintentional injuries
6. Alzheimer disease
7. Digestive disorders such as appendicitis, gallbladder
8. Diabetes Mellitus
9. Kidney Disease
10. Other Respiratory Disorders and conditions

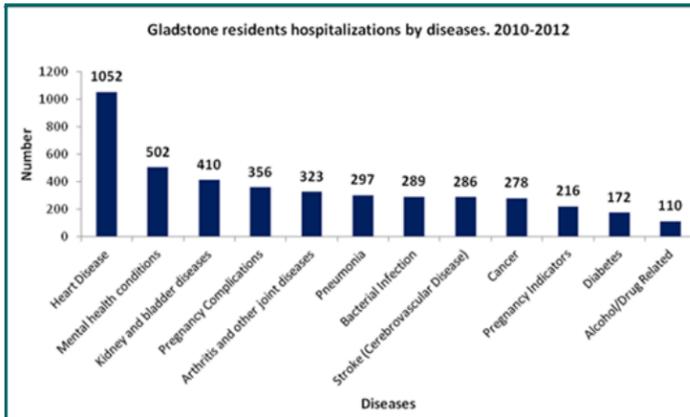
Reducing Risk Factors for Chronic Diseases

- * Currently the percentage of people that are overweight or obese is not available at the city level. However the county and state rates are 28% & 31% respectively. People who are overweight need access to recreational facilities, social and educational support to encourage exercise, good nutritional habits, and access to healthy foods are critical for reducing impact of chronic disease.
- * Access to grocery stores that sell fresh produce and healthy foods is necessary for reducing the burden of chronic disease
- * Air quality issues surrounding indoor air including tobacco smoke and radon, as well as outdoor air quality from crowded streets, idling automobiles and local discharges of factories should be considered based on the rates of COPD and Lung Cancer.
- * Access to regular preventive health screenings and early intervention and treatment of diseases and conditions

- * The majority of social service agencies (such as TANF, SNAP, Social Security, etc.) are located outside of the city limits but within a 15 mile range.
- * The Grand-families program (a support group for grandparents raising grandchildren) is available and active within the county. There are approximately 611 grandparents living with their grandchildren (under age 18) in Gladstone. Twenty-seven percent (27%) of these grandparents live at or below poverty level.
- * Clay County Senior Services funds congregate meals, Meals on Wheels, exercise classes and lifetime learning opportunities to adults age 60 and over.
- * Transportation services are available through the Older Adult Transportation Services (OATS), Medicaid and Clay County Senior Services.
- * The Antioch Branch of the Mid-Continent Public Library offers conversational opportunities in English as a Second Language for all ages.
- * Approximately 50% of the population are affiliated with a religious congregation.

It is important to note that health insurance information is based on data available before the implementation of the Affordable Care Act and the Health Insurance Marketplace enrollment. The county, in general, does not have enough physicians, dentists and mental health providers based on the Healthy People 2020 standards.

- * Individuals in households with income less than \$75,000 (5,242) are most likely not to have health coverage compared to those in similar households with \$75,000 or more in income.
- * Gladstone does not have a hospital within its city limits but has three large hospitals within 10 miles (St Luke's, North Kansas City and Liberty) as well as nearby access to Children's Mercy Hospital outreach clinic. All accept Medicaid and most insurance plans.
- * Tri-County Mental Health Services is located at the north end of Gladstone, just outside the city limits. Services are available on a sliding scale.
- * Samuel U. Rodgers Health Systems (a Federally Qualified Health Center) is located on the boundary of Gladstone and Kansas City North as well as in Liberty at the Clay County Public Health Center.
- * An estimated 3,053 Gladstone residents are unable to have the ability to access health insurance due to the lack of expansion of Medicaid in Missouri. This represents 2,767 residents over age 18 and 286 children under 18 years of age.
- * Clay County is not designated as a health provider shortage area except in the area of mental health counselors/providers.



The graph (left) reflects number of hospitalizations in a 3-year time span. Note 2nd leading cause of hospitalizations are mental health diseases and conditions. Alcohol and drug related conditions at #10 are also considered mental health issues.

Access to Mental Health Services

- * Substance abuse is defined as the excessive consumption or misuse of a substance for the sake of its non-therapeutic effects on the mind or body, especially illegal drugs or alcohol. Excessive consumption of substances can lead to increased risk for a variety of health problems.
- * Mental health includes emotional, psychological and social well-being. It affects how we think, feel, and act. It helps determine how we handle stress, relate to others and make choices. It is equally important at every life stage.
- * Healthy and safe environments are important in the well-being and development of children. Victims of child abuse are at higher risk of having a number of adverse outcomes throughout life.
- * Death by suicide is largely preventable. Recognition and treatment for those at risk is crucial. Similarly, public awareness and lowering of stigma for use of mental health care may improve outcomes.

Early Access To Care

- * Quality prenatal care is a strong predictor of healthy birth outcomes. Early access to prenatal care results in lower cost births, healthier babies and improved health for future generations. A healthier community starts with healthy babies.
- * Lack of access to adequate and timely health services can lead to increased use of hospital emergency rooms as a source of care. Frequent ER use has been associated with poor health. The uninsured/underinsured are disproportionately affected.
- * Preventable hospitalizations are a symptom of the quality and accessibility of primary health care services available.
- * Lack of, or delayed access to, primary care physicians can lead to poor health outcomes, inadequate preventive care and delayed treatment.
- * Transportation for medical appointments is often a challenge for low-income residents.

Key issues impacting the health of Gladstone residents include:

- 1. ACCESS TO HEALTHCARE, MENTAL HEALTH SERVICES and PREVENTIVE CARE**—There are 2,767 people (286 are children under age 18) who do not have health insurance. The uninsured may lack access to preventive health screenings and treatment for preventable diseases and conditions. An estimated 62% of women over 40 in Clay County have not had a mammography screening in the last two years, yet breast cancer is the 2nd leading cause of cancer deaths in women. Mental health conditions including alcohol and substance abuse is the 2nd leading cause of hospitalization of Gladstone residents. Clay County is a designated Mental Health Provider Shortage Area (MHPSA).
- 2. REDUCING THE BURDEN OF CHRONIC DISEASE**—Behavioral risk factors such as overweight/obesity, smoking, good nutrition and physical activity plus early and preventive health screenings are known factors to controlling chronic disease. The percentage of people that are obese is high in Missouri (31%) as well as Clay County (28%). There is no data on obesity available at the city level. Gladstone has an area designated as a “Food Desert” (see definition and map on page 8) that may impact access to healthy foods. Gladstone does have a Clean Indoor Air Ordinance. The rate of uninsured is slightly lower than the county and state rates. Uninsured rates impact access not only to health care, but to preventive health screening services as well.
- 3. AIR QUALITY**—Lung cancer is the leading cause of cancer deaths in both men and women (33% of all cancer deaths are from lung cancer) in Gladstone. COPD accounts for nearly 7% of deaths in males and 9.2% in females. Main known risk factors are exposure to smoking, second-hand smoke, air pollution and radon. Data on these factors are not available at the city level however COPD is the 3rd leading cause of death in Gladstone.
- 4. CRIME/ACCIDENTS & INJURIES**—Between 2008-2013, a total of 10 criminal homicides were reported in Gladstone. The highest number in any of those years was five homicides in 2012. Four of the five homicides were directly related to domestic abuse. Property crimes were the most frequently reported crimes in the city. In addition there were 534 motor vehicle crashes with 204 injuries reported in 2013. The road with the highest reported number of accidents is 72nd Street, followed by MO Highway 1. The main factor was inattentive driving. Numbers and trends are similar in previous and current years. Elevated crime rates are detrimental to the overall health and well-being of the community.
- 5. HEALTH DISPARITIES**—There are noticeable disparities in poverty based on races and ethnicity among Gladstone residents. According to census estimates, African Americans make up 5.2% of the city population. However, the poverty rate among African Americans is 28.3%. The same disparities are seen with residents of Hispanic or Latino origin who accounted for 7.3% of the total population, but had a poverty rate of 25.8%. Of the population 1.7% are Asian, but 18.7% live below poverty level. More poverty is also seen among single mother's households with their own children under 18 years (23% or 990 families), and is higher when compared to that of all the household families in the city at 11.6%, and married-couple family households at 3%. Of the entire population in Gladstone, 10.4% (2,700) live below poverty level. About 16% (916) of Gladstone children under the age of 18 years are among those living below poverty level.³ For people ages 18-64 years, the poverty level is 9.5% (1,500). For those 65 years and older, 6.2% (265) live below poverty level.

Social Determinants of Health

- ◆ **Income & Social Status**—the greater the gap between the richest and poorest people, the greater the difference in health.
- ◆ **Education**—Low education levels are linked to poor health caused by lower income and decreased self-confidence.
- ◆ **Physical Environment**—Safe water/clean air/healthy workplaces/safe houses/communities and roads all contribute to good health.
- ◆ **Social Support Networks**—Greater support from families, friends and communities is linked to better health.
- ◆ **Genetics**—Inheritance plays a part in determining lifespan, health and/or likelihood of getting certain diseases. This includes personal behaviors/coping skills, balanced diet, activity, smoking, drinking and dealing with stress.
- ◆ **Health Services**—Access and use of services that prevent and treat disease influence health.
- ◆ **Gender**—Men and women suffer from different types of diseases at different ages.

| Diversity | 2000 | 2010 | 2012 Est. |
|----------------------|-------|-------|-----------|
| Whites | 93.2% | 85.8% | 87.2% |
| African Americans | 2% | 5.2% | 6.1% |
| Asians | 1.3% | 1.7% | 1% |
| All Other Races | 3.5% | 7.3% | 5.7% |
| Hispanic (Ethnicity) | 3.60% | 7.3% | 7.4% |



The population of Gladstone is increasing in diversity with 87.2% Caucasian, 6.1% African-American, 1.7% Asian, and all other races 5.0%. The Hispanic population has more than doubled from 3.6% of population to 7.4 % between 2000-2010.

The **social determinants of health** are how the conditions where people are born, raised, age, live, work and play impact health. These conditions are impacted by the systems in place to maintain and improve health, and are perpetuated by economics and policies. The determinants of health include the social and economic environment, the physical environment and the person's individual characteristics and behaviors.

- * The median household income in Gladstone is \$50,095. This is \$9,000 lower than county median household income (\$59,098) but higher than the state median income of \$46,068.
- * The average median income for women is \$7,800 less than for men.
- * The 10.4% poverty rate in Gladstone translates to 2,700 people. Of these 916 are children under 18 years of age.
- * Poverty impacts more single parent households than married couple households.
- * An estimated 853 (8%) of households received Food Stamps/SNAP benefits in the past 12 months.
- * The percentage of over 65 population of Gladstone (17.6%) is higher than the

Income and Social Status

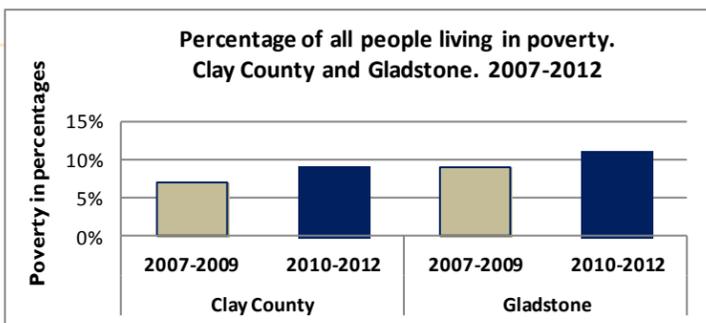
- state and county percentage of older adults. This older adult population makes up 11.5% of the total households in the city.
- * Thirty-three percent of those 65 years and over are living with some disability. The majority of older adults list ambulatory or hearing disabilities.
- * Among city residents age 5 and over it is estimated that 3,343 (13%) have a

Poverty appears to correlate with levels of educational attainment among residents 25 years of age and older.

disability. The disabilities for those under age 65 are listed as ambulation and cognition.

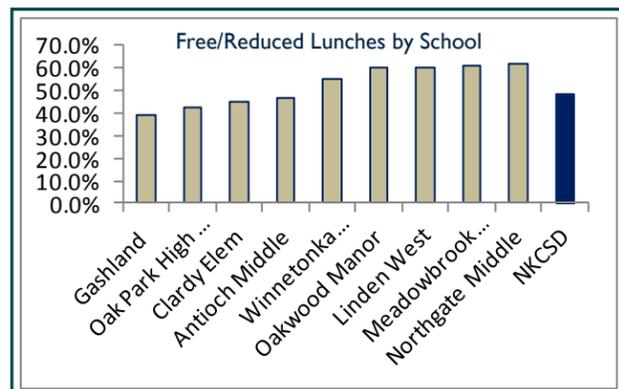
- * Estimates from 2010-2012 show a 23% increase in the number of single mother households raising children under the age of 18 from 762 in 2010 to 990 in 2012.
- * There are an estimated 2,171 families with children under 6 in Gladstone. Of those families, 72.4% have both parents working.
- * Out of 20,683 people age 16 and over, an estimated 14,000 people (66.8%) are part of the workforce. Women comprise 49% of the workforce.

| Free/Reduced Lunch Enrollment | 2011 | 2012 | 2013 | 2014 |
|-----------------------------------|-------|-------|-------|-------|
| Percent in MO | 47.8% | 49.5% | 49.9% | 50.0% |
| Percent in NKC School District | 46.0% | 47.6% | 48.7% | 49.6% |
| Number represented in NKC Schools | 8,375 | 8,761 | 9,098 | 9,393 |



Students enrolled in Free/Reduced Lunch

Enrollment is a measure of child poverty. In 2012 the percentage of children rose to nearly half (49%) qualifying for this program. The increase is likely due to a combination of more children living in poverty and increased efficiency due to streamlined enrollment based on eligibility for other low-income programs. Children living in, or close to, poverty are at higher risk than other children for health, educational and social problems. The graphs (above) shows percentages of children participating in free/reduced school lunch programs and the trends as compared with Missouri data.



Education

- * In 2012-2013, 48.7% of North Kansas City School District (NKCS D) students were eligible for the free or reduced lunch program. This represented about 9,098 students. The trend continues to rise.
- * The percentage of students on free/reduced lunches vary by school from 39.52% to 61.8%. (See Chart below/left)
- * Dropout rates have decreased significantly in the last 3 years. 91.2% of high school seniors graduated in 2013 and 93.81% in 2014.
- * Nearly 91% of people living in Gladstone that are over the age of 25 have a high school diploma, compared to 91.7% in the County and 85.2% in the State. Of the 8.8% over age 25 that do not have a high school diploma or GED, the poverty rate is 25%
- * One-fourth (25%) of residents have a bachelor's degree or higher.
- * NKCS D serves the highest population of minorities in the county.
- * The city partners with the school system to provide for water sports and other activities through the local community center.
- * Nearly 20% of residents are employed in education, healthcare and social services. The school system is one of the major employers in the city.

Educational Attainment—Why It Matters

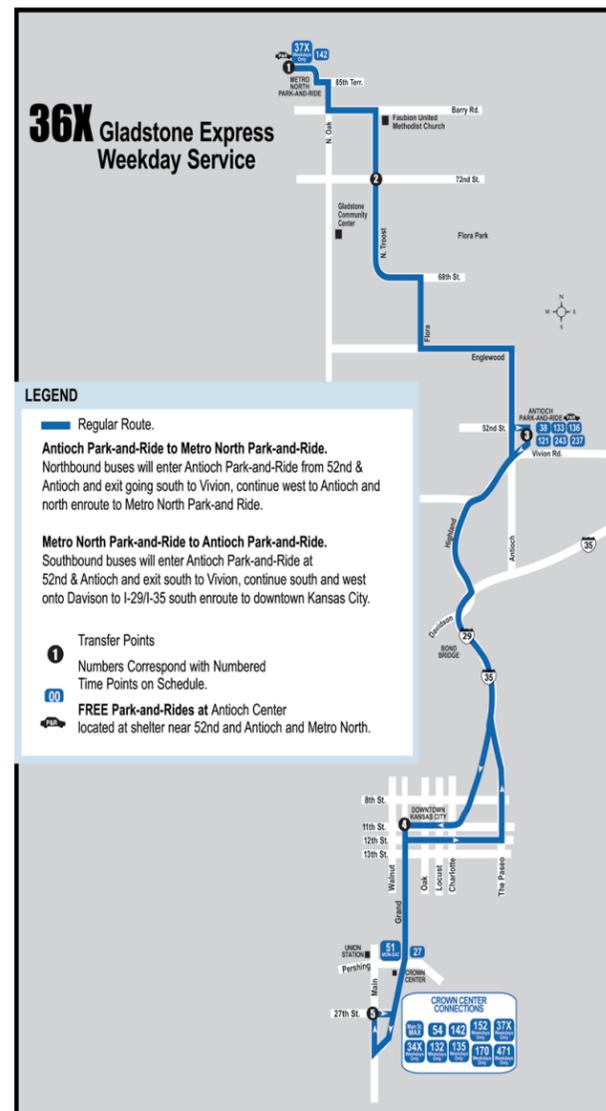
Educational attainment is one of several critical factors that influence overall health and well-being of an individual and the community as a whole. Higher levels of education are associated with delayed childbirth in females and higher wage jobs for families in general. Education level is also associated with behavioral and lifestyle choices that can impact a community's health.

Transportation—Public bus transportation is available from Kansas City ATA Bus Service. It serves neighborhoods along the North Oak Trafficway corridor and two other north-south routes. There are taxi services and shuttle services for medical appointments for older adults and those who are Medicaid eligible.

Access to Healthy Foods—There are 33 establishments classified as food stores in Gladstone; however, they are not all large retail food outlets. Food deserts are neighborhoods or residential areas where there are no large food outlets or stores that carry fresh food. (See map and designation on page 8)

Air Quality—Gladstone has a Clean Indoor Air Quality Ordinance for most, but not all, public buildings related to tobacco and e-cigarettes. Air pollution in Clay County in 2005 was considered to be close to the United State's average.

Parks and Recreation—There are eleven parks, a community center, amphitheater and a new downtown square (Linden Square) in Gladstone affording residents opportunities for recreation and social engagement at low or no cost.



Accidents/Unintentional Injuries/Crime

- * Unintentional injuries are injuries or poisonings that are not the cause of purposeful action with intent to harm oneself or another. Unintentional injuries also include vehicle accidents, drowning/submersion, falls, burns, and choking.
- * Accidents, violence, and injuries have a strong physical, psychological, and financial impact on any community. From 1998 through 2008, unintentional injuries and accidents accounted for 39.3 per 100,000 deaths for all ages in Clay County residents.
- * Unintentional injuries are the leading cause of death in Missouri for persons age 1-44 years old.
- * In Clay County from 2008-2010, "inattention" was the leading cause of fatal and injury accidents (23%). "Following too close" and "speed" each caused 19% of the fatal accidents. "Drinking and drugs" accounted for 8% of fatal and injury accidents in Clay County in this time period.
- * For the period 2008-2013, a total of 10 criminal homicides were reported in Gladstone. The highest number in any of those years was five criminal homicides reported in 2012. Since 2012 the criminal homicide rate has statistically improved.
- * Property crimes were the most frequently reported crime in the city, followed by larceny theft, and then burglary.



Housing

- * Ten percent of the 12,000 housing units were vacant in 2010-12.
- * 80% of occupied housing units were built between 1959 and 1989. Of those 74% were built prior to 1979 indicating potential for lead-based paint exposure.
- * 71% of housing units are owner occupied and 29% are renter occupied.
- * The median value of housing units is \$135,000 vs. \$156,100 in the county
- * 57% of renters spend more than 25% of their household income on rent.
- * 47% of homeowners spend above the recommended 25% of income on mortgage.
- * Approximately 4,603 people (17.6%) of the population in Gladstone are over 65 years of age. Females make up 52% of the older adult population.
- * Radon, a natural element from the earth, is the 2nd leading cause of lung cancer. Indoor Radon screening levels in Clay County are greater than 4 pCi/L, which are interpreted by the Environmental Protection Agency as levels with the highest potential for developing lung cancer over a lifetime of exposure.