



# **SIouxLAND'S 2022 COMMUNITY WELL-BEING REPORT & DATA UPDATE**

**A Collaborative Project of Growing Community  
Connections & Source For Siouxland to Showcase Our  
Community Partners' Work to Build a Stronger Siouxland  
Through Data-Driven Community Planning**

**source**  
FOR SIOUXLAND



# 2022 COMMUNITY WELL-BEING REPORT

## Building a Stronger Siouxland

### Collective Impact and Community Planning

#### Focus Area Scorecard Updates

Health  
Education  
Safety  
Economic Stability  
Quality of Life

#### Stories, Projects, and Partners Behind the Data

#### Contact Information for GCC and SFS



Growing Community Connections would like to acknowledge the financial, administrative, and technical support of Nebraska Children & Families Foundation and Siouxland Human Investment Partnership. Their behind-the-scenes work allows GCC to focus on strengthening families!



United Way of Siouxland



Source For Siouxland additionally thanks the United Way of Siouxland, the Helios Foundation, the SFS Leadership Team, and its many partners for recognizing the positive impact of data-driven community planning, and investing in this work in Siouxland.



## Building a Stronger Siouxland

Welcome to the 2022 Siouxland Community Well-Being Report and Data Update, a collaborative project of Growing Community Connections (GCC) and Source For Siouxland (SFS) to showcase the efforts of some of the more than 600 community partners who make this process of data-informed community planning a reality.

This year, we again share data scorecard updates for our five focus areas and show you how our partners are impacting the community's data and the people who call Siouxland 'home.'

We also feature *Thriving Families, Safer Children*, a national initiative to revamp the child welfare system by leveraging the resources of community partners and the lived experiences of parents to strengthen families.

And last but certainly not least, the Siouxland Resource Guide is being built by all of you and housed within the GCC website to give you quick, comprehensive, and up-to-date resources. This concept has been a community need for many years. Thanks to several relentless and creative partners, the Resource Guide is being populated as we speak! Get your organization signed up today at **[www.GCCtristate.org](http://www.GCCtristate.org)**. Live technical assistance is available if needed!

As you will see, the data, stories, and progress found in this report are not the product or success of any one organization or person alone. They are a celebration of how collective impact, data-driven community planning, and the tireless work of so many is building a better, stronger Siouxland.

**Thank you for the role you play in this amazing work!**



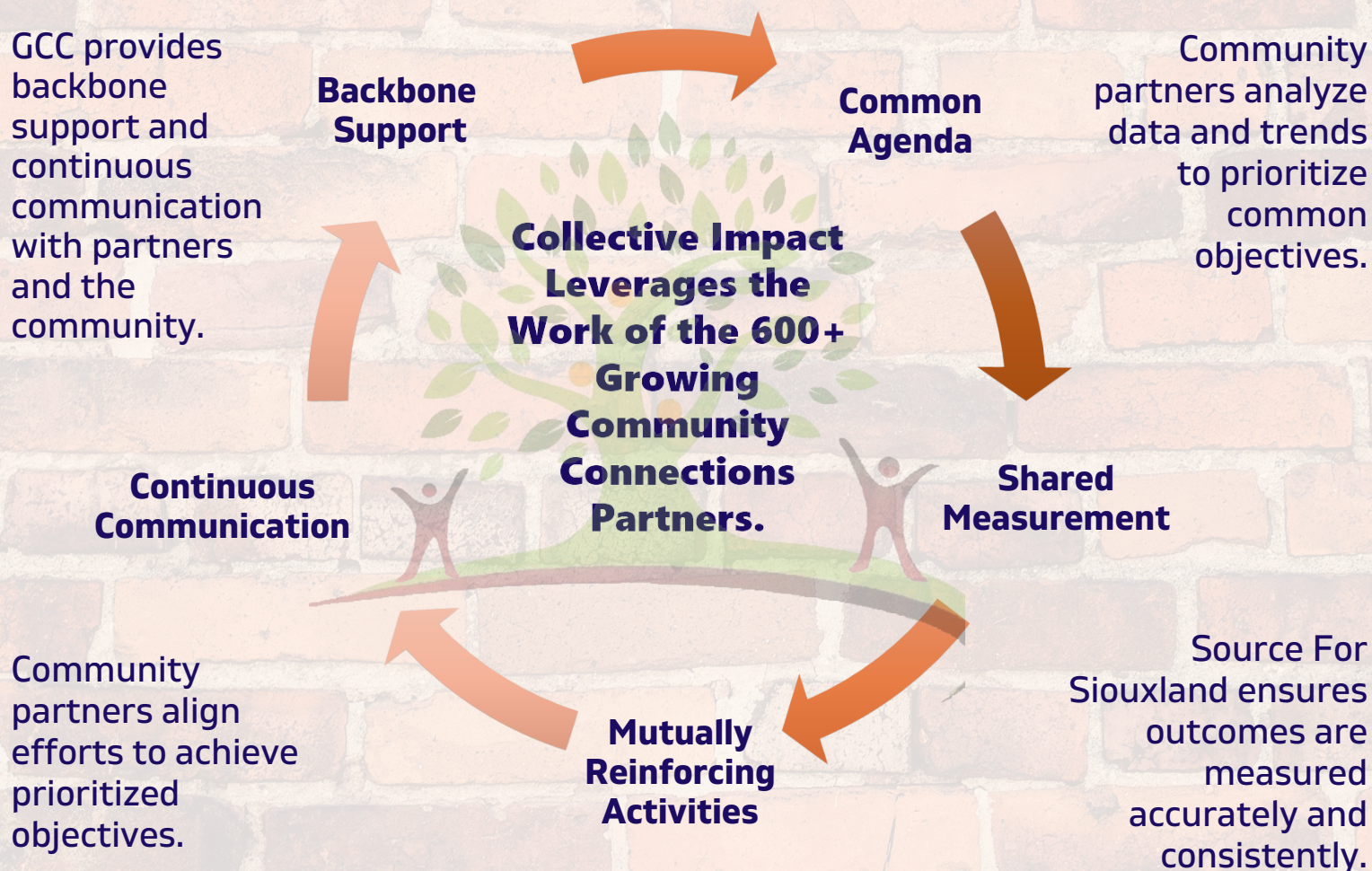


# Collective Impact and Community Planning

## Collective Impact is more than just collaborating.

- It is an **intentional** way of working together and **sharing information** to solve a complex problem.
- It is **well-suited for community planning** that intends to create lasting systemic change because it is, by definition, a community of partners working toward a common goal.
- **It is how the more than 600 GCC partners are improving outcomes for Siouxland families.**

## Growing Community Connections Collective Impact Model

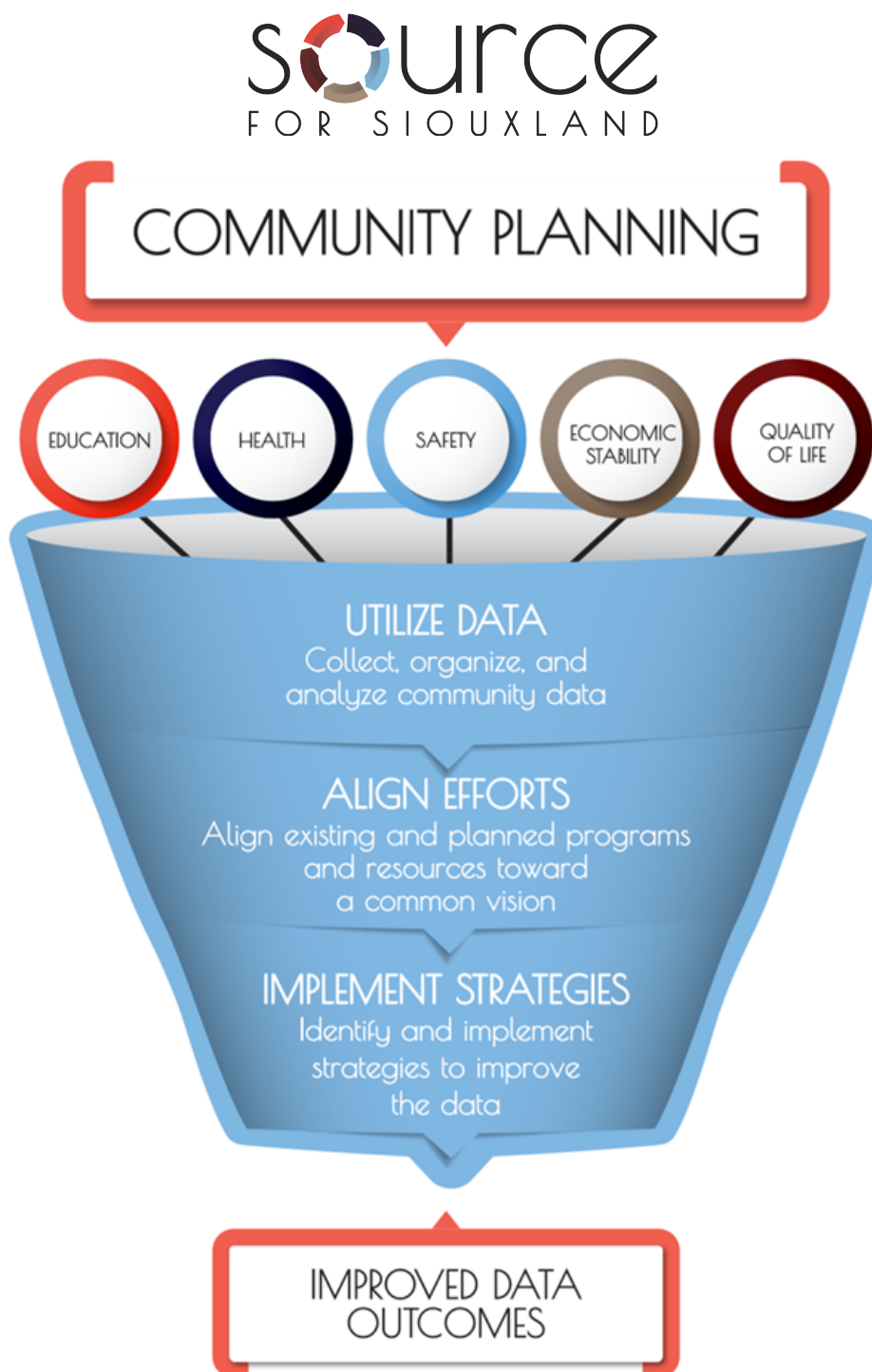




# Collective Impact and Community Planning

Source For Siouxland collects, analyzes, and shares local community data in five focus areas: Education, Health, Safety, Economic Stability, and Quality of Life.

GCC and SFS then work with community partners and community members to identify opportunities to further improve the data by aligning resources and implementing strategies that build stronger individuals, families, and community partner organizations.





# Collective Impact and Community Planning

## Just a Few of the Strategies Impacting Community Well-Being and the Data Reported



### Education

Thriving Families, Safer Children  
Parent-Child Interaction Therapy  
0-3 Prime Age to Engage  
Family Literacy Programs  
Rooted in Relationships

### Health

Mental Health Roundtable  
Communities Talk Town Hall  
Project AWARE  
COVID Response & Planning  
Homeless Prevention & Supportive Housing



### Safety

Multilingual Communications Network  
Siouxland Resource Guide  
Unite Us Resource & Referral Platform  
Preventative Efforts  
Mental Health, Substance Abuse Counseling

### Economic Stability

Community Response  
Child Care Solutions  
Thriving Families, Safer Children  
Move to Work  
Family Literacy Programs  
Work-Based Learning



### Quality of Life

Siouxland Resource Guide  
Unite Us  
Inclusive Community Building  
Collaborating Communities Podcasts  
Community Resource Center & Campus



# HEALTH

## Vision

- All community members have access to healthcare and understand how to impact their personal well-being

## Objectives

- Increased Physical Wellbeing
- Decreased Substance Use in the Maternal Health Population
- Decreased Local STI Prevalance
- Improved Mental Health Landscape

## 2022 Scorecard

*Siouxland has multiple opportunity areas in health.*



Health					
Objective	2022 Indicators	2022 Report	Trend	Status	Previous Report
Increased physical wellbeing	Percentage of Adults (20+) who are Obese (2019)	Woodbury: 40%	↗	Red	Woodbury: 35%
		Dakota: 43%	↗	Red	Dakota: 38%
		Union: 32%	↘	Yellow	Union: 34%
Decreased substance use in the maternal health population	Drug Exposed Infants (2021)			Grey	
		Siouxland: 75	↗	Red	Siouxland: 73
				Grey	
Decreased local STI prevalence	Gonorrhea Rate (2020)	Woodbury: 411.2	↗	Red	Woodbury: 403.5
		Dakota: 189.8	↘	Green	Dakota: 209.7
		Union: 56.5	↗	Green	Union: 49.0
Improved mental health landscape	Poor Mental Health Days (2019)	Woodbury: 4	↗	Yellow	Woodbury: 3.7
		Dakota: 3.8	↗	Yellow	Dakota: 3.5
		Union: 3.4	↗	Green	Union: 2.8



# EDUCATION

## Vision

- Educational partners work closely with the business community to ensure tomorrow's workforce is prepared for tomorrow's economy
- Barriers to children learning are removed

## Objectives

- Greater Educational Attainment
- Increased Literacy
- Improved School Readiness
- Increased Educational Attainment for People of Color

## 2022 Scorecard

*Siouxland shows areas of strength and opportunity among the education indicators.*



Education					
Objective	2022 Indicators	2022 Report	Trend	Status	Previous Report
Greater General Educational Attainment	High School Graduation Rates (2019-2020)	Woodbury: 86.3%	↗	Yellow	Woodbury: 84.5%
		Dakota: 88.0%	↗	Yellow	Dakota: 85.7%
		Union: 95%	↗	Green	Union: 90%
Increased Literacy	Combined Reading Proficiency (2019-20) Combined LA NCAS (2020-21) Combined LA Proficiency (2018-2019)	Sioux City: 59%		Grey	Sioux City: 61.7%
		South Sioux City: 37%		Grey	South Sioux City: 38%
		Dakota Valley: N/A		Grey	Dakota Valley: 61%
Improved School Readiness	FAST Benchmarks (2021-2022)				
		Sioux City: 14%	↗	Yellow	Sioux City: 8.9%
Increased Educational Attainment for People of Color	People of Color (25+) with College Degree (2017)				
		Siouxland: 22%	→	Red	Siouxland: 21%



# SAFETY

## Vision

- The Siouxland Community is a safe place for all residents to live, work, and raise children

## Objectives

- Decreased Availability of Illegal Drugs
- Decreased Childhood Trauma
- Reduction in Violent Crime
- Reduction in Accident Mortality

## 2022 Scorecard

*Siouxland's Safety indicators show areas of strength and opportunity.*



Safety					
Objective	2022 Indicators	2022 Report	Trend	Status	Previous Report
Decreased Availability of Drugs	Grams of Methamphetamine Seized (2021)				
		Tri-State: 129,620	↗	Red	44,520
Decreased Childhood Trauma	Abused Neglected Children (2020) Child Victims Northern Area (2020)	Woodbury: 463	↘	Yellow	Woodbury: 631
		Dakota (NSA): 375	↘	Yellow	Dakota (NSA): 411
Reduction in Violent Crime	Reported Violent Crimes per 100,000 Population (2016)	Woodbury: 355	→	Red	Woodbury: 355
		Dakota: 234	→	Yellow	Dakota: 234
		Union: 146	→	Green	Union: 146
Reduction in Accident Mortality	Motor Vehicle Crash Deaths per 100,000 Population (2014-2020)	Woodbury: 11	↗	Yellow	Woodbury: 10
		Dakota: 15	→	Yellow	Dakota: 15



# ECONOMIC STABILITY

## Vision

- Siouxland's workforce is fully employed in jobs that match their education and experience.
- Incomes allow families and individuals to be self-sufficient.

## Objectives

- Increased Household Income
- Expanded Affordable Housing
- Reduction in Wage Gap
- Reduction in Unemployment

## 2022 Scorecard

**Siouxland maintains a strong economic position with areas of opportunity.**



Economic Stability					
Objective	2022 Indicators	2022 Report	Trend	Status	Previous Report
Increased Household Income	Median Household Income (2020)	Woodbury: 60,768	↗	Yellow	Woodbury: 59,224
		Dakota: 61,227	↗	Yellow	Dakota: 59,231
		Union: 74,006	↗	Green	Union: 70,378
Expanded Affordable Housing	Severe Housing Cost Burden (2016-2020)	Woodbury: 10%	→	Yellow	Woodbury: 10%
		Dakota: 9%	↗	Green	Dakota: 8%
		Union: 8%	↗	Green	Union: 7%
Reduction in Wage Gap	Income Inequality Ratio (2016-2020)	Woodbury: 4.3	↗	Yellow	Woodbury: 4.2
		Dakota: 3.5	↘	Green	Dakota: 3.8
		Union: 4.2	↗	Yellow	Union: 4.0
Reduction in Unemployment	Unemployment Rate March (2022)	Woodbury: 3.2%	↘	Yellow	Woodbury: 4.6%
		Dakota: 2.9%	↘	Yellow	Dakota: 3.5%
		Union: 2.5%	↘	Yellow	Union: 3.7%



# QUALITY OF LIFE

## Vision

- Residents feel welcome, connected, and able to thrive in Siouxland.
- Access to healthy foods, parks and recreation, and arts and culture continually improve.

## Objectives

- Increased Volunteerism
- Increased Social Associations
- Increased Exercise Opportunities

## 2022 Scorecard

*Quality of Life data shows areas where Siouxland is thriving and areas of opportunity.*



Quality of Life					
Objective	2022 Indicators	2022 Report	Trend	Status	Previous Report
Increased Volunteerism	Volunteer Hours United Way & Community Partners (2021)	Siouxland: 79,871	↘	Yellow	Siouxland: 111,261
Social Associations	Social Associations (2019)	Woodbury: 13.7	→	Yellow	Woodbury: 13.2
		Dakota: 5.0	↘	Red	Dakota: 7
		Union: 11.3	→	Red	Union: 11.5
Increased Exercise Opportunities	Access to Exercise Opportunities for Adults (2010-2021)	Woodbury: 94%	→	Green	Woodbury: 94%
		Dakota: 85%	→	Yellow	Dakota: 86%
		Union: 66%	↘	Yellow	Union: 74%



# Community Partner Highlights

This year, community partners were encouraged to nominate programs or organizations who are positively impacting community outcomes in the areas of health, education, economic stability, safety, and quality of life. To be featured next year, watch the GCC website in the coming months!

## Thriving Families, Safer Children

Nebraska was one of just four states selected to participate in the first rollout of Thriving Families Safer Children: A National Commitment to Well-being, an initiative to “prove that it is possible to fundamentally rethink how child welfare systems function to prioritize strengthening families and building resiliency, rather than separating families.”

The work in Siouxland involves public, private, and philanthropic sectors listening to and engaging with individuals who have lived experience in the child welfare system. Together, they created a Citizens Review Panel that analyzed opportunities to create a more just and equitable system that is focused on supporting families and those that are working to empower families to break harmful intergenerational cycles of trauma and poverty. The Panel suggestions were brought to the Nebraska Department of Health and Human Services and will likely be integrated into their policies.

*“Every child deserves a safe, stable and permanent family and all families deserve the opportunities and supports to raise their children safely and successfully in their own homes, communities and cultures.”*

— William C. Bell, President and CEO of Casey Family Programs



*“This extraordinary moment provides an opportunity to shift the narrative from child welfare to child well-being. We must leverage this new way of thinking to develop and deliver effective and impactful community-based resources that assist families in ways which strengthen and help keep them together.”*

— Dr. Melissa T. Merrick, president and CEO of Prevent Child Abuse America

**To join Siouxland's  
Thriving Families, Safer Children  
initiative, contact JoAnn Gieselman at  
[jgieselman@siouxlandship.org](mailto:jgieselman@siouxlandship.org)**



# Health + Quality of Life

## Fighting Food Insecurity

Midtown Family Community Center (Midtown) and the Food Bank of Siouxland work in tandem to support one of Siouxland's most food insecure neighborhoods. From food pantries to hot meals, they ensure children are not hungry so they are ready to learn and achieve.

But Midtown doesn't stop with feeding the neighborhood, they are building it up. They encourage the children and families they serve to pay it forward by volunteering at the Food Bank and within the neighborhood.

**Follow Midtown on Facebook for program information and volunteer opportunities.**



## Social Connections



The Siouxland Center for Active Generations is the place to be for *all* generations, but for many of Siouxland's older generation it has become a second home. For just \$1 a week, members enjoy yoga, ballroom dancing, card games, woodworking classes, and much more. Breakfast and lunch provide informal social connections, but Active Generations also connects members to specific support groups and services needed to strengthen their quality of life.

**Get involved and learn more at [SiouxlandCenterForActiveGenerations.com](http://SiouxlandCenterForActiveGenerations.com).**

The Ida County RSVP Neighbor to Neighbor Call Program connects volunteers to older people who just need a weekly phone call from a friendly voice. The program is a simple way to boost the mental health of the elderly or shut-in community and provide an easy but rewarding volunteer opportunity.

*One volunteer commented, "you found two people who need each other. I will call him again next week."*

**Contact Jamie Lane at [jamie.lane@iowa.gov](mailto:jamie.lane@iowa.gov) to volunteer or enroll.**





# Health + Quality of Life

## Mental Health Roundtable

Mental health remains a top concern in communities across the nation, particularly the mental health of our youth during and since the COVID pandemic. According to the National Alliance on Mental Illness (NAMI), in 2020 alone, 3 million U.S. adolescents (12-17 years old) had serious suicide thoughts and emergency rooms saw a 31% increase in mental health-related emergency department visits among this age group. Adults also struggled, perhaps even more because the demand for therapy services far outweighs the supply.



Healthy Siouxland Initiative (HSI) and local mental health providers delved into what more they could do to combat this dangerous trend. The Siouxland Mental Health Roundtable started collaborating bimonthly in 2022 to share information about resources, identify gaps and opportunities to fill those gaps, and increase community awareness about mental health services and resources.

**To learn more, contact Jennifer Jackson:**  
[jennifer@heartlandcounselingservices.com](mailto:jennifer@heartlandcounselingservices.com)

# Health + Safety + Quality of Life

## Boys & Girls Home and Family Services

A staple in the Siouxland Community for decades, Boys & Girls Home and Family Services cares for the physical and mental health needs of our region's most vulnerable youth and their families.

Innovative therapy methods, evidence-based treatment plans, and strong collaborations with area schools and partners help children and adults struggling with emotional, behavioral, and/or psychiatric issues as a result of abuse, neglect, mental health issues, or severe family dysfunction become stable, confident, members of the community.

*"If we had not gotten the help, I think my son would have been lost. It has been a slow process, but I am seeing changes in both of us along with improvement in our family life."* -Parent

<https://boysandgirlshomeiowa.org>



*"My stay at Boys and Girls Home and Family Services has been a life changing experience. I learned how to cope with and live through life's curveballs. I even learned how to trust people and to appreciate the person I am. Boys and Girls Home really does change lives. I am proof."* -Female, age 17



# Health + Quality of Life

## All Abilities Coalition

The All Abilities Coalition, led by Angela Drent of the Siouxland District Health Department (SDHD) and a long list of partners, is on a mission to shift the culture of Siouxland to improve the Health and Quality of Life for every individual.

The *Inclusive Healthy Communities Model*, a pilot project of the National Association of Chronic Disease Directors (NACDD) and the Centers for Disease Control and Prevention (CDC), gave the Coalition the knowledge and skills to effectively assess the inclusiveness of the community's current policies, systems, and environment (PSE) and the tools to implement more inclusive and accessible PSE changes. This work led to SDHD being one of just two local public health agencies in the country selected to participate in the National Association of County and City Health Officials' (NACCHO) *Strengthening Disability Inclusion Efforts within Local Health Departments* grant program earlier this year.

The Coalition continues to meet bimonthly to check on progress toward their action plan goals, which include simple considerations like sidewalks that access park shelters, and more extensive projects like Cone Park, where people of all abilities were thought of in the design of winter and summer activities.

*"It's about bringing families together and making sure that no one's left out. Everyone can have a good time. Everyone is a part of the action. Kids can still be a part of the action and feel that they're a part and **they're included and they're thought of**, I think that's huge."*

– Alex Watters, Sioux City Councilmember and All Abilities Coalition Member



*"When it's barrier-free, you won't see the barriers and you won't see the struggles. That's really what it's all about."*

– Angela Drent, Health Promotion Specialist with Siouxland District Health Department

**Contact Angela Drent at  
[adrent@siouxlandddistricthealth.org](mailto:adrent@siouxlandddistricthealth.org)  
or visit the Services tab, Health Promotion  
and Prevention section at  
[www.sioxlandddistricthealth.org](http://www.sioxlandddistricthealth.org)**



# Education + Quality of Life

## Full-Service Community Schools

Full-Service Community Schools provide comprehensive academic, social, and health services that result in improved educational outcomes for children, and families that are more engaged in their communities.

Dakota City Elementary piloted a Full-Service Community School program in the 2021-2022 school year, following the ongoing success of a similar program at Lewis & Clark Elementary in South Sioux City. Both programs include opportunities for parents to develop their own skills, access community resources, and interact with their children in the classroom. Family events further encourage parents and children to be fully present and engaged with one another while exploring community events and programs that further encourage learning and enhance their quality of life.

Full-Service Community Schools not only strengthen families and improve children's educational outcomes, but also build a sense of community that encourages volunteerism and empowers families to explore their skills and their community. The heightened engagement from parents and educational outcomes for children has led the entire district to support similar programs in each of its elementary schools.



**Learn more from JoAnn Gieselman: [jgieselman@siouxlandship.org](mailto:jgieselman@siouxlandship.org).**

## Quality of Life



## Support Siouxland Soldiers

Support Siouxland Soldiers builds connections among those who have served our country and provides opportunities for grateful volunteers to thank Siouxland active duty and veterans for their service. They are a resource, a lifeline, and a supportive family for our military community.

**Follow them on Facebook for current events or visit [www.SupportSiouxlandSoldiers.com](http://www.SupportSiouxlandSoldiers.com).  
Contact Dennis Martin at [dennismart@aol.com](mailto:dennismart@aol.com) to volunteer for an event.**



# Safety + Health

## Woodbury County Drug Court

Drug Court is collaborative program of Juvenile Court Services, the Department of Correctional Services, the Woodbury County Sheriff's Office and Jail, the 3rd Judicial District of Iowa, and a number of community volunteers. Drug courts are programs that allow successful participants to have their underlying criminal offenses dismissed or expunged.



Many programs, including the Woodbury County Drug Court, rely on community volunteers to serve as 'panelists' who collaborate with a senior district court judge and a specially trained probation officer to guide clients away from drugs and criminal activity. The panelists, many of whom have successfully overcome substance abuse themselves, provide hope for those who do not have any, firm consequences for those who fall off course, and a valuable service to the overall safety, health, and well-being of the entire community.

**Get involved or learn more by contacting Josh Knaack at [joshua.knaack@iowa.gov](mailto:joshua.knaack@iowa.gov)**

## Siouxland Resource Guide

The Siouxland Community Resource Guide is live on the Growing Community Connections website! An interactive, partner-managed resource like this guide has been a need of the community for decades. Community members and organizations can quickly find needed resources, and the partners providing those resources can easily update their page as services change and grow. Check it out today - the user tutorial will help get you started but live support is also available.



## Contact Information



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