

Changing Rural Populations and Impact on Public Policy



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RUPRI* Center for Rural Health Policy Analysis

Kansas Health Institute Presentation

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Overview of the Presentation

- Populations in rural areas in 2010 will not resemble populations in 1990
- There are opportunities to influence population trends
- Requires thinking in terms of places and integration of policies
- Translation: Health policy issues of 2002-2004

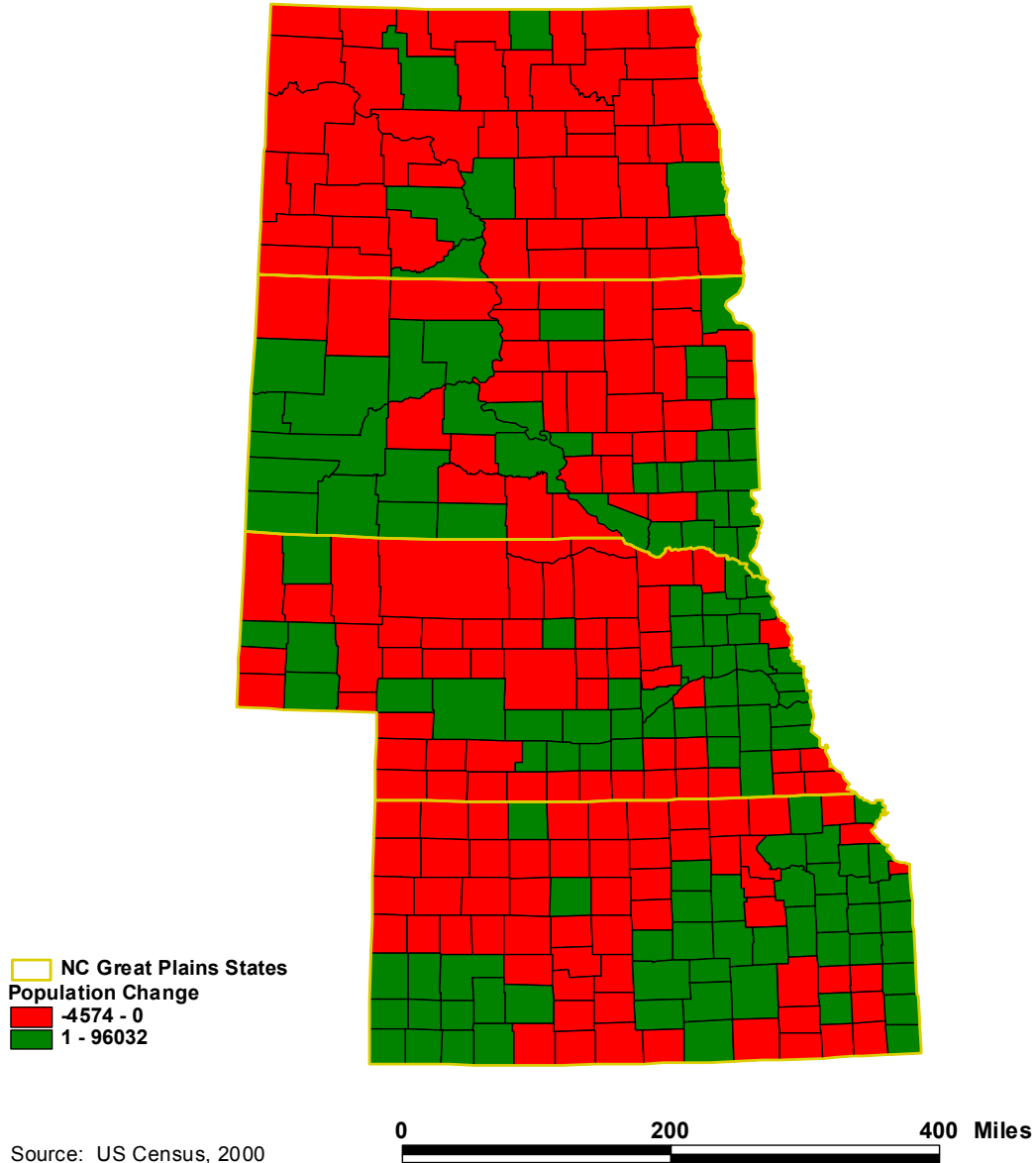
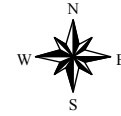
Population Movement

- Who is leaving?
- Who is Staying?
- Who is Coming?
- What is the resulting Settlement Pattern?

Who is Leaving?

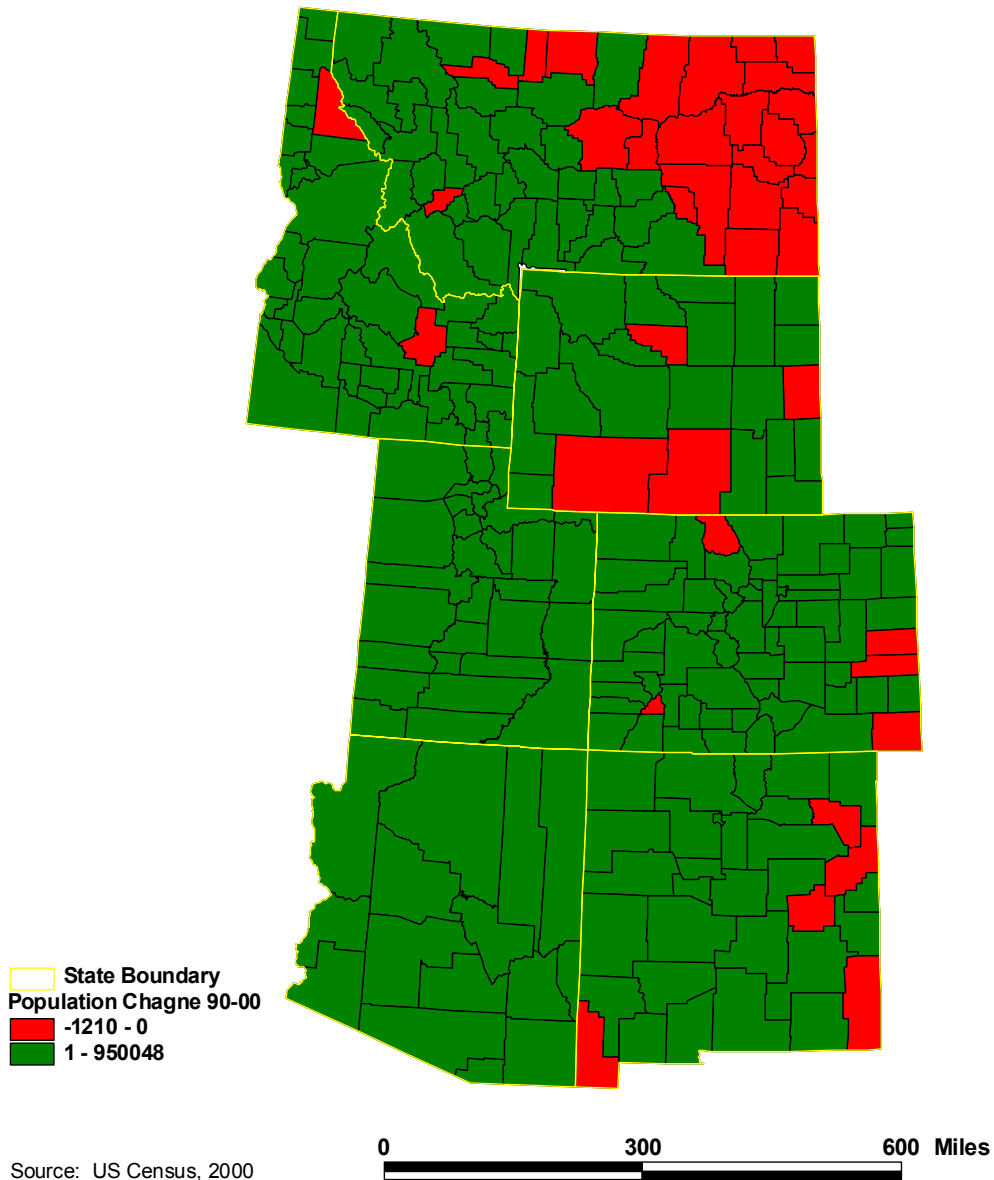
- Northern Great Plains States
- Rocky Mountain States
- Central Plains States

Depopulation of the Northern Great Plains 1990 to 2000



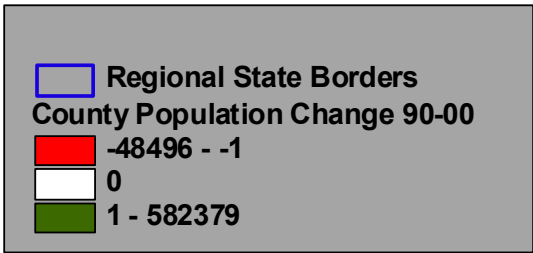
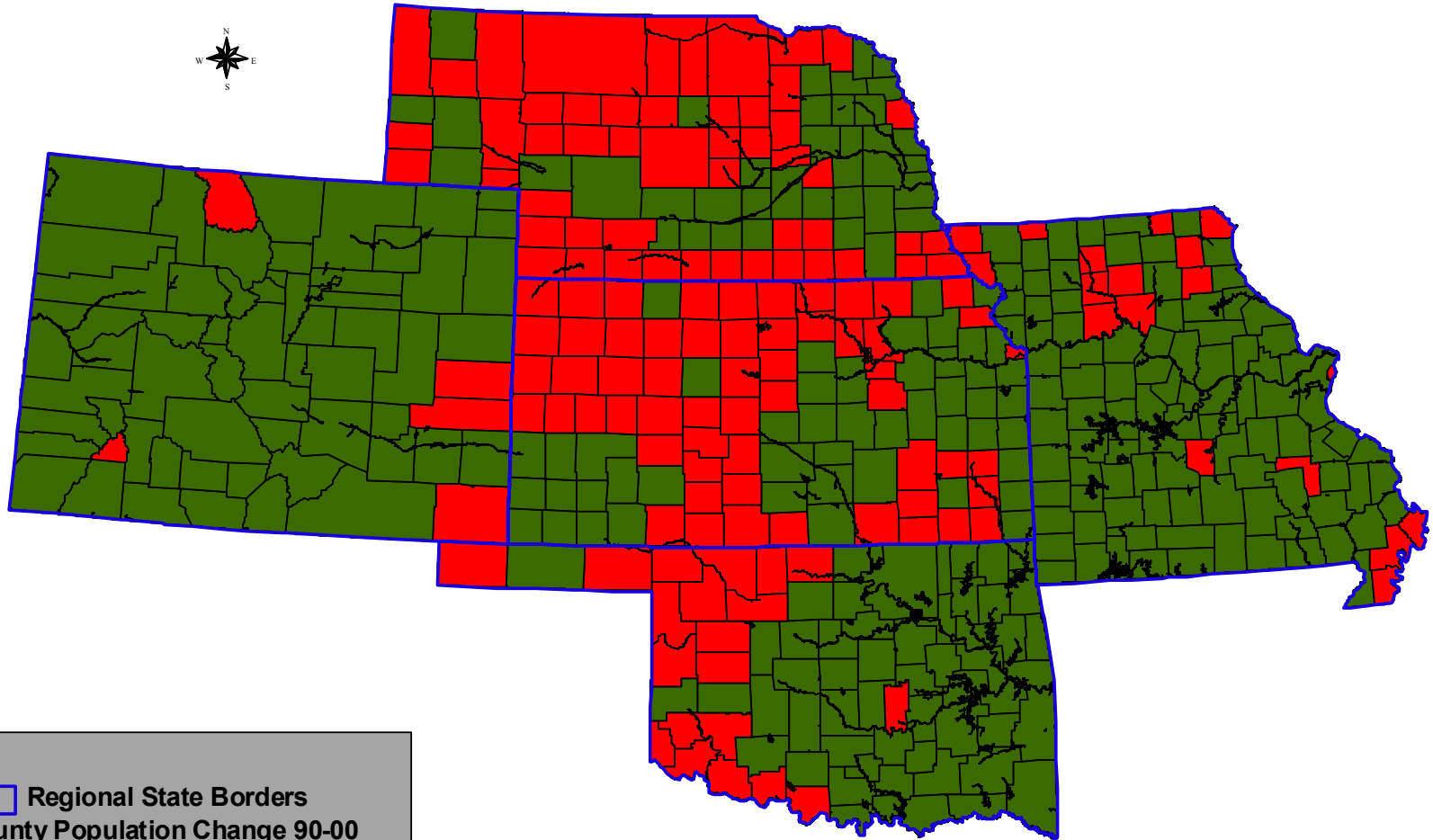
Source: US Census, 2000

Thinning of the West 1990 - 2000



Regional Population Change 1990 and 2000

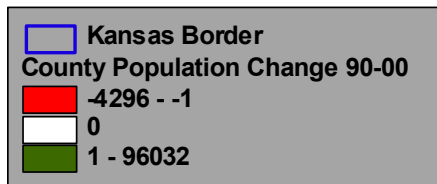
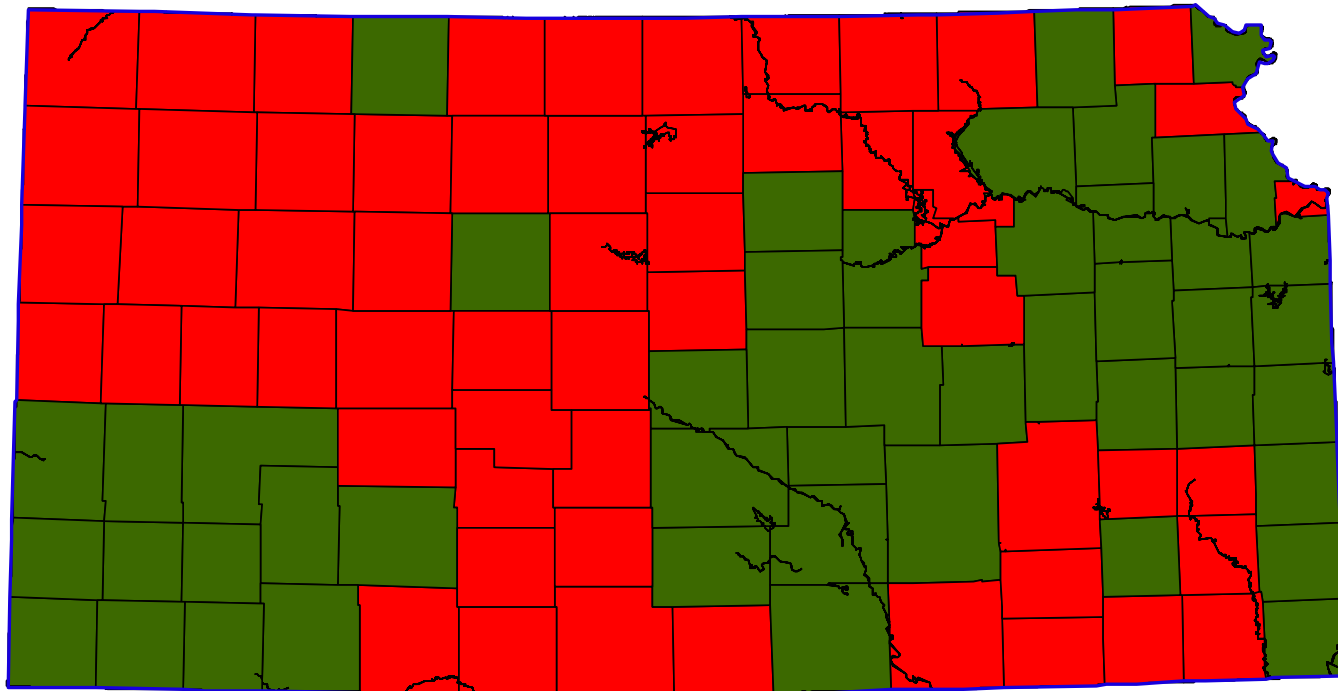
Source: U.S. Census, 2000



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Kansas Population Change 1990 - 2000

Source: U.S. Census, 2000



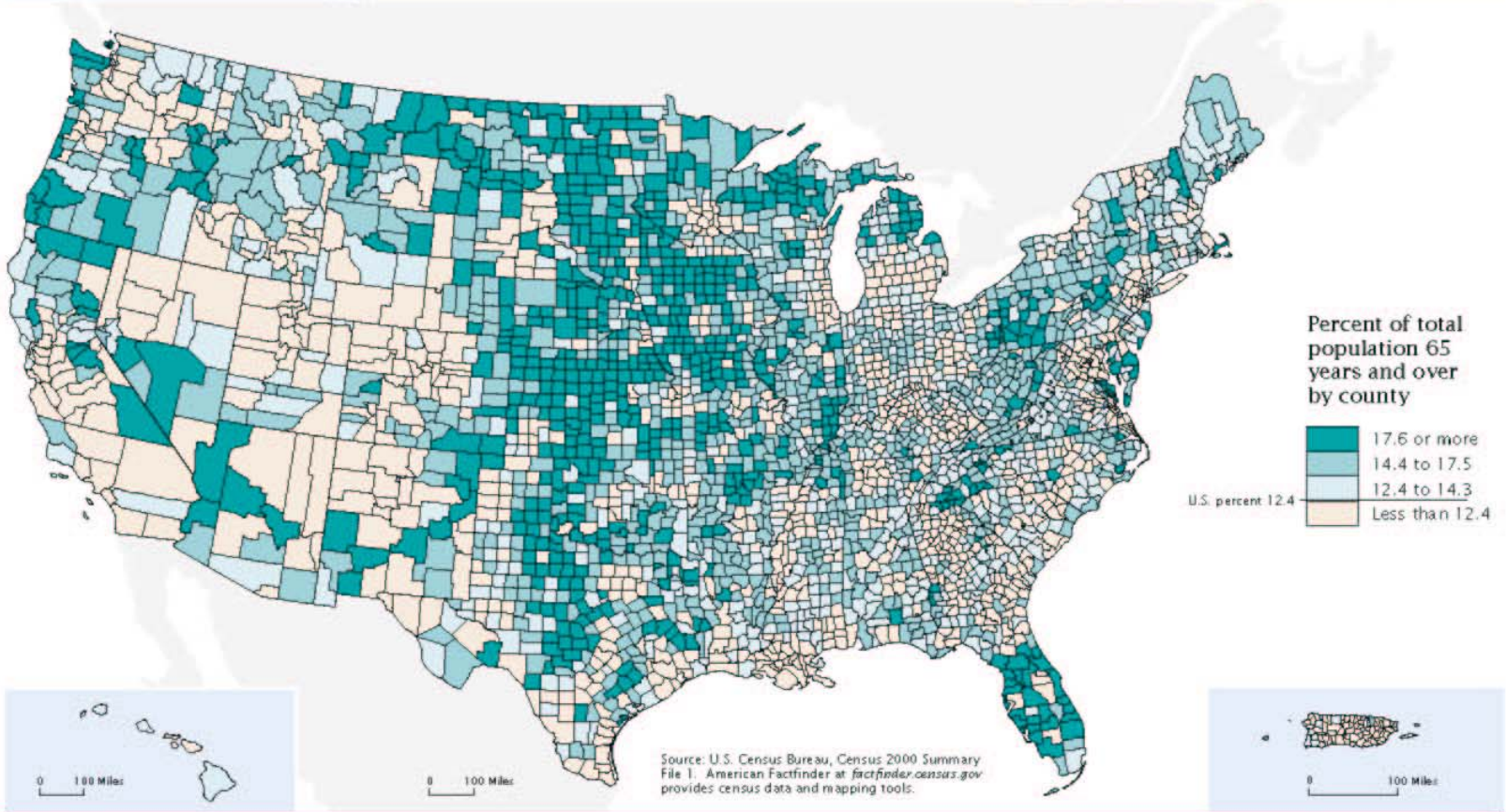
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Are We Losing Something of Value?

- Small rural communities to ghost towns?
- Stewardship of the land?
- Part of our cultural heritage?

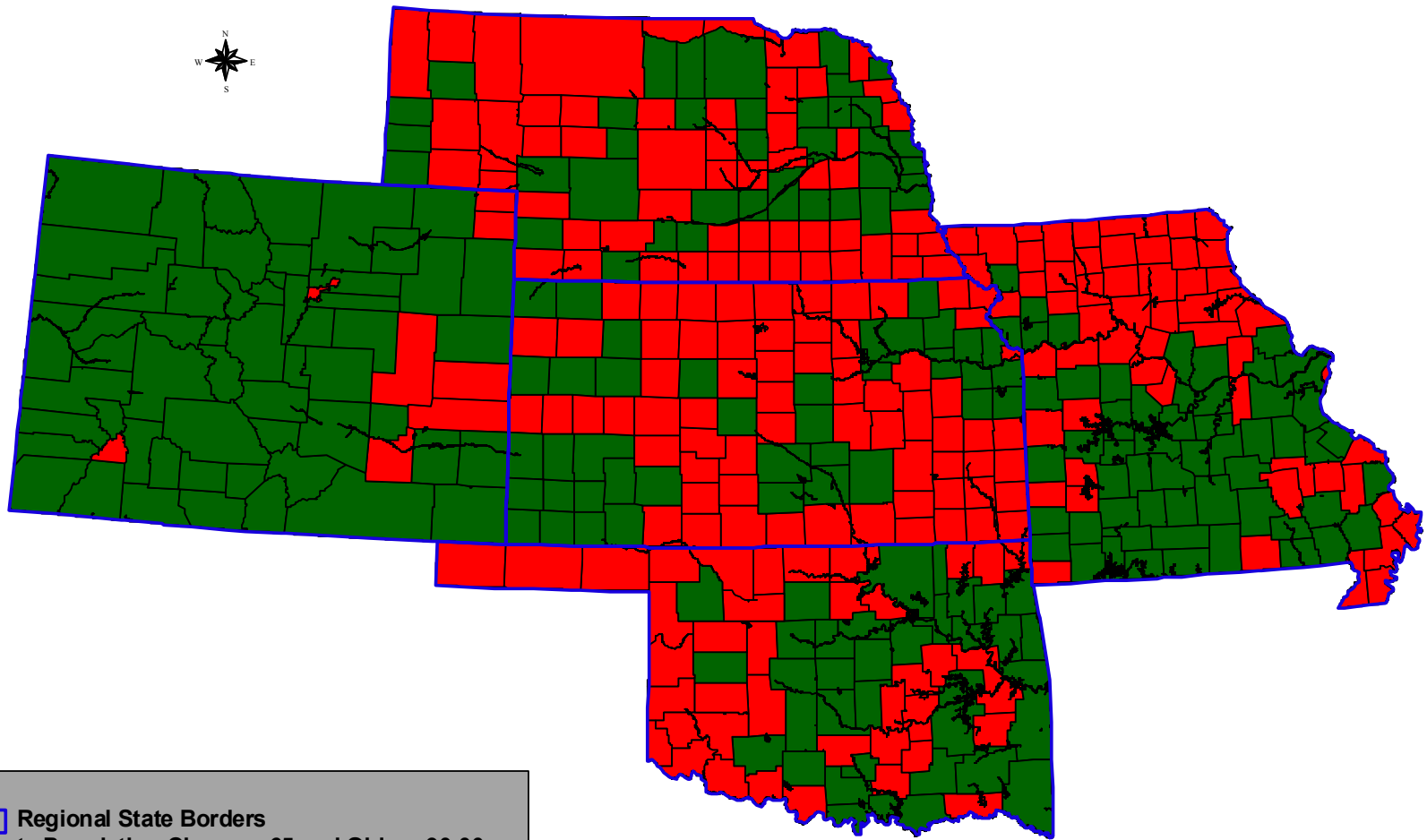
Who is Staying and Where?

- Elderly (Graying of Rural America)
- Transportation and Trade Centers
- The Poor



Regional Population Change 65 and Older 1990 and 2000

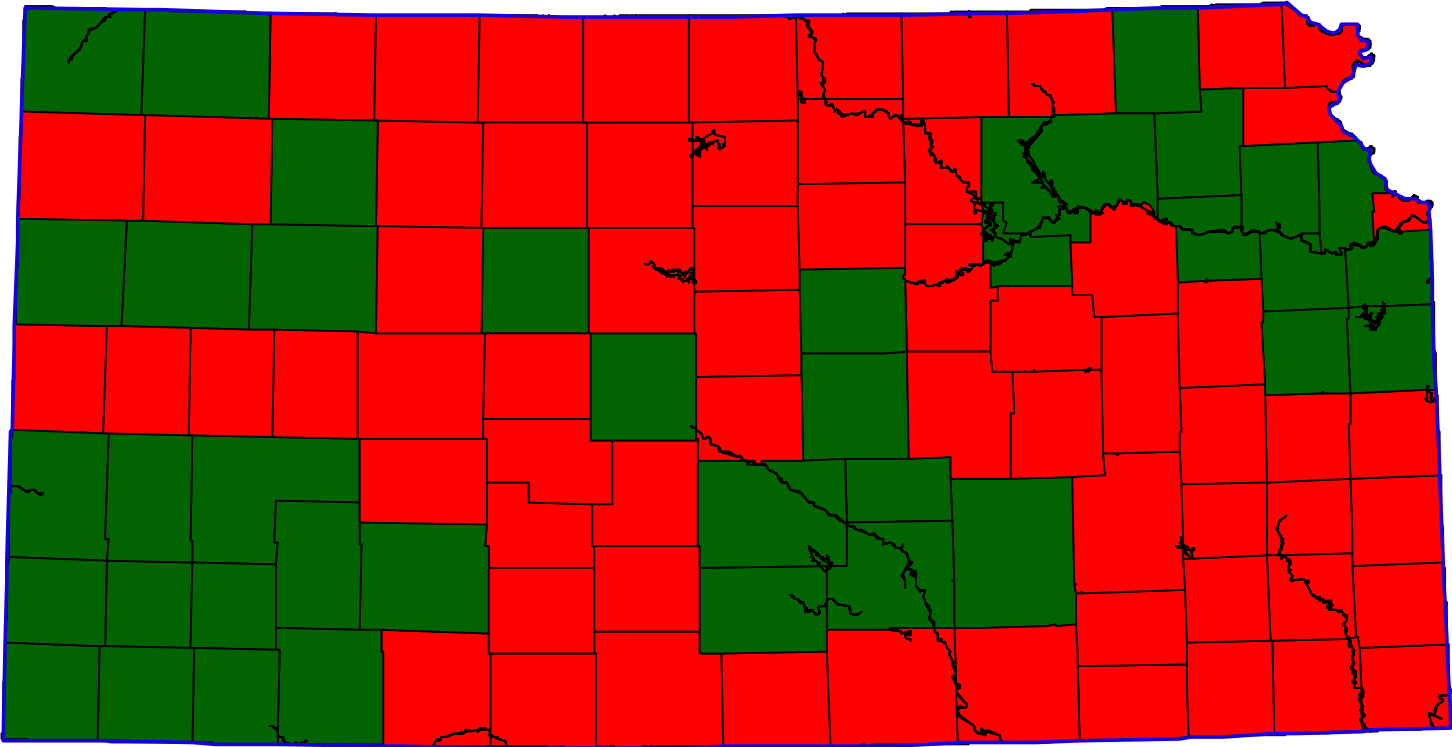
Source: U.S. Census, 2000



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Kansas Population Change - 65 and Older 1990 - 2000

Source: U.S. Census, 2000



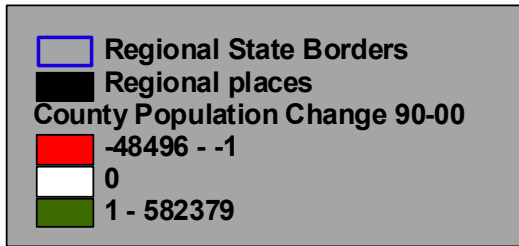
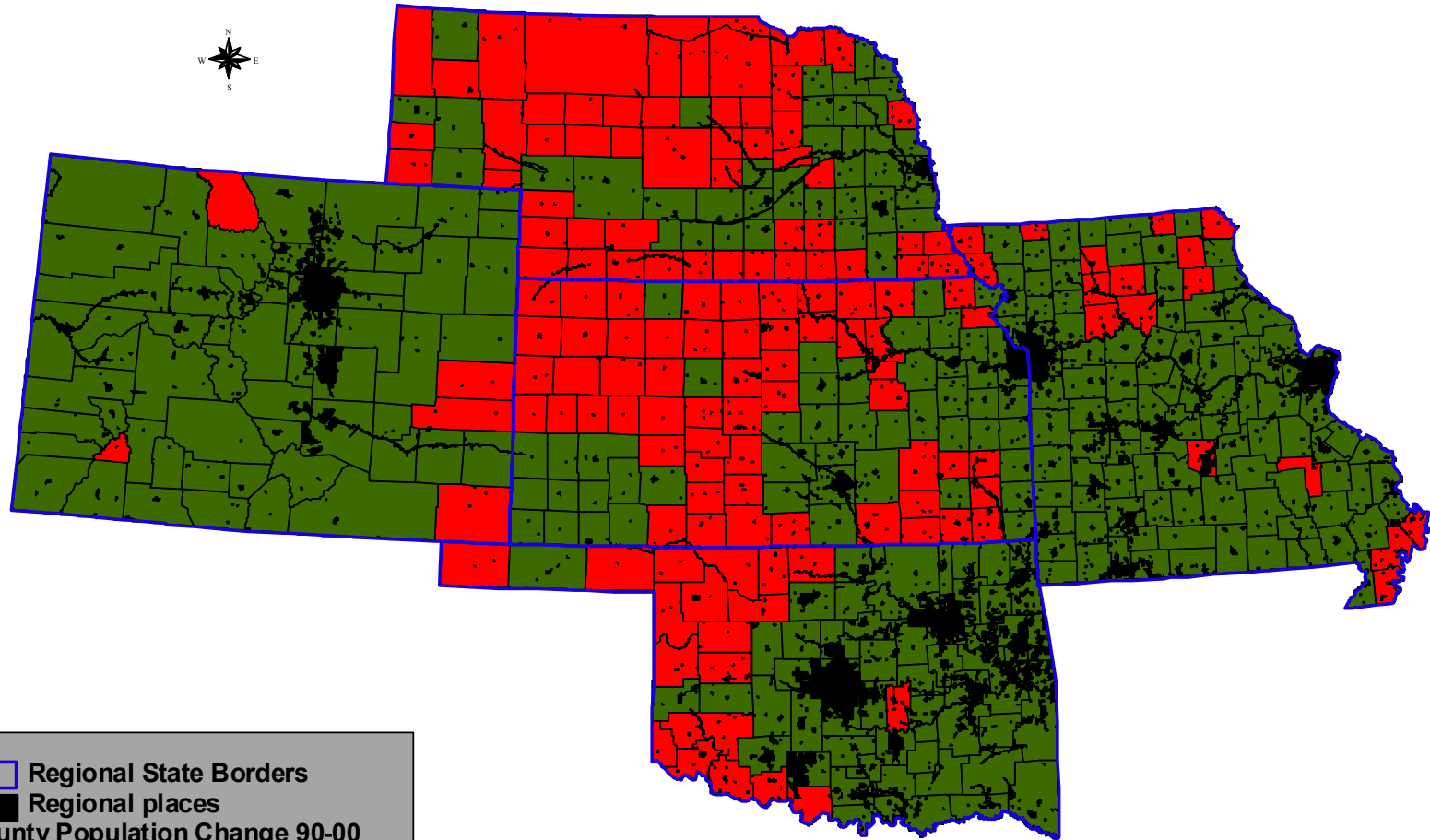
Legend:

- Kansas Border
- County Population Change - 65 and Older - 90-00
 - 2514 --1
 - 0
 - 1 - 11649

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Regional Population Change in Relation to Census Places - 1990 and 2000

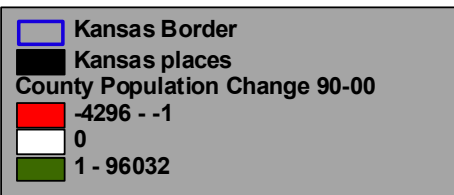
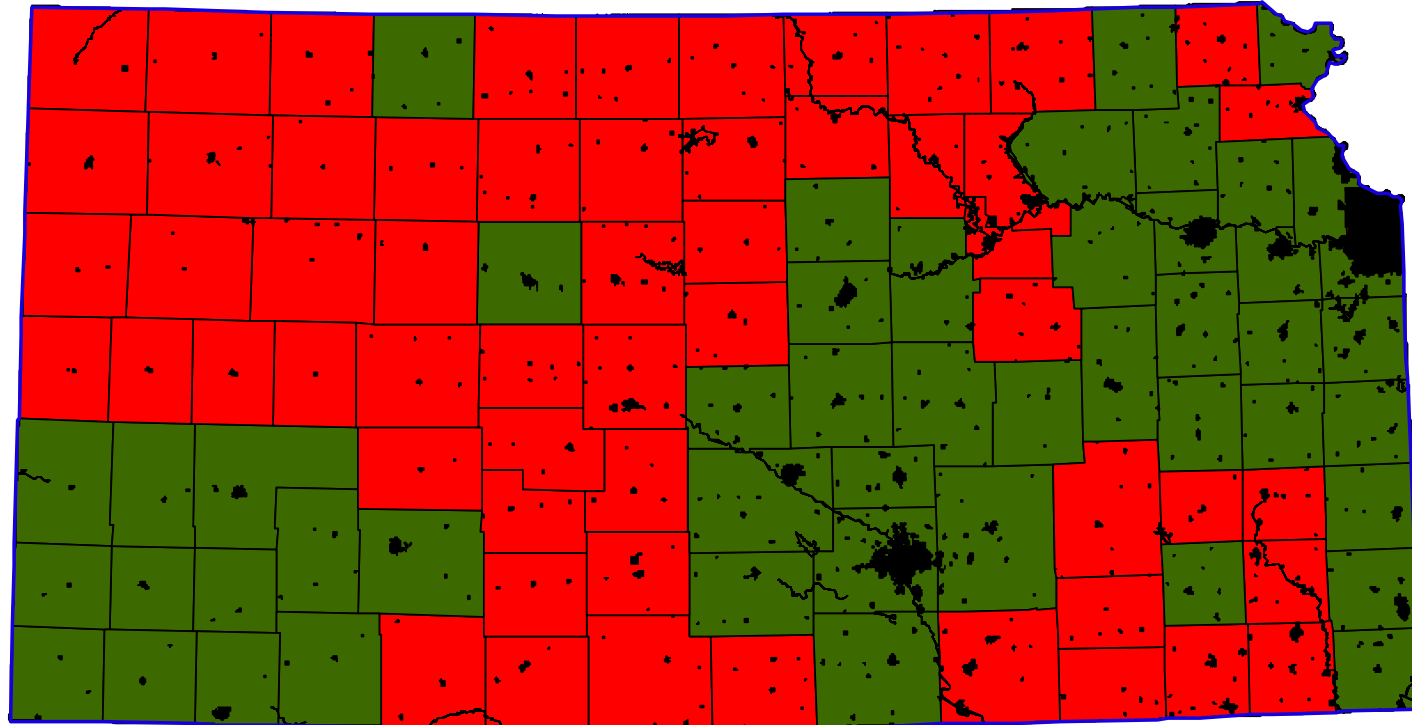
Source: U.S. Census, 2000



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Kansas Population Change in Relation to Census Places 1990 and 2000

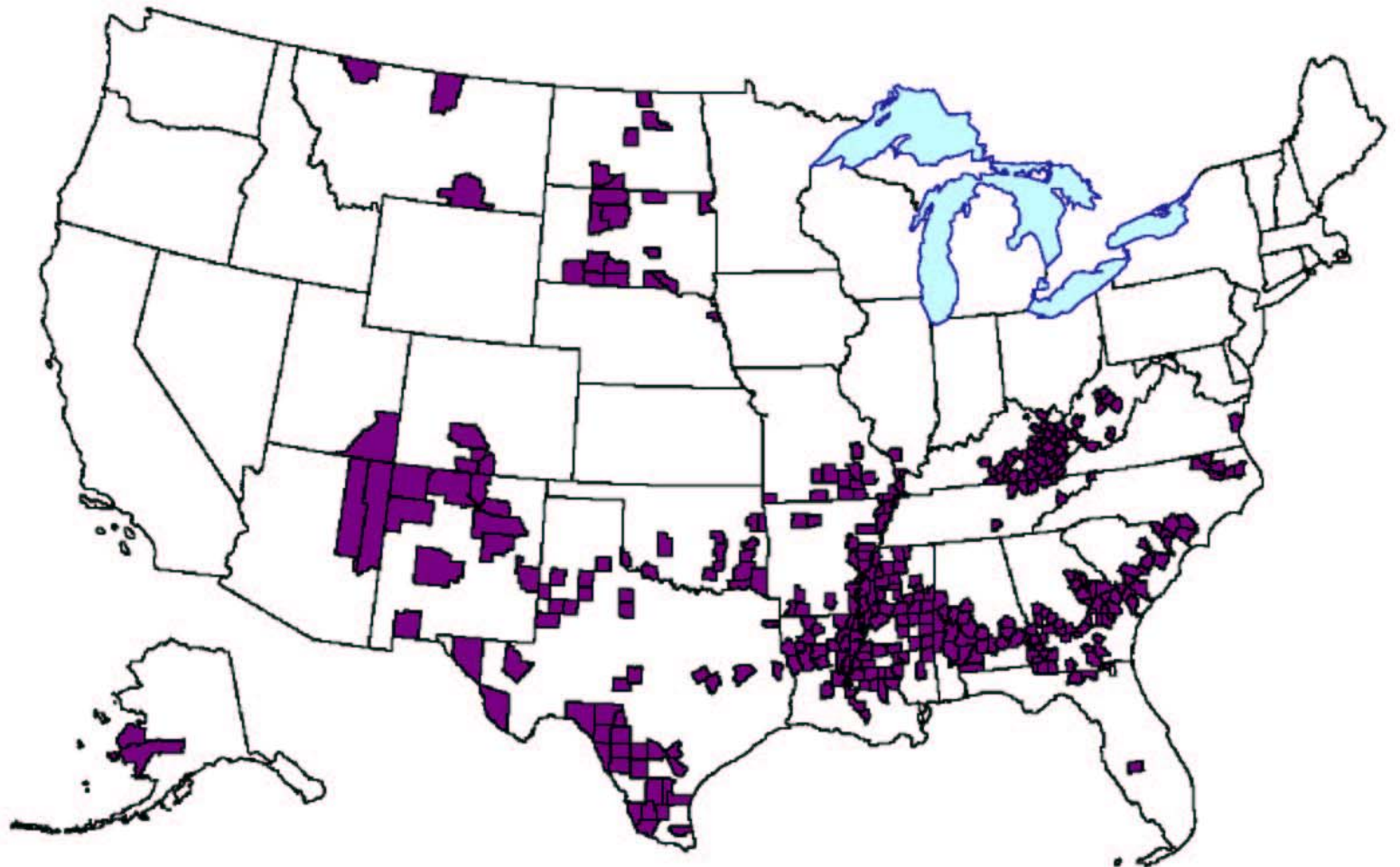
Source: U.S. Census, 2000



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Nonmetro Persistent Poverty Counties

Poverty Rates of 20% or more in 1960, 1970, 1980, 1990 and 2000



 Nonmetro Persistent Poverty Counties (361)

Source: Economic Research Service, USDA and
U.S. Census Bureau
2000 Update Prepared and Mapped by RUPRI

Why are They Staying?

Ties to the land

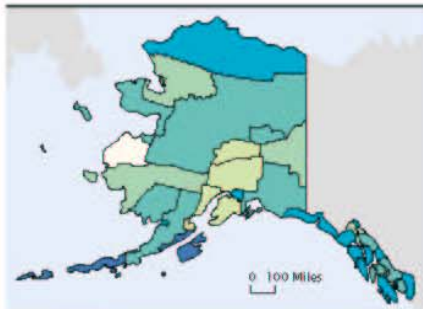
- Karen Ott in Nebraska: "Our names are written on the land. It captures your heart and it doesn't let go very easily." (Omaha World Herald, October 27)
- Frank Popper: "The Plains chooses its own. These are people who are going to stay." (Ibid)

Economically dependent

- High rates of poverty
- Costs and risks of leaving are barrier to moving
- Desperate hope for resurgence

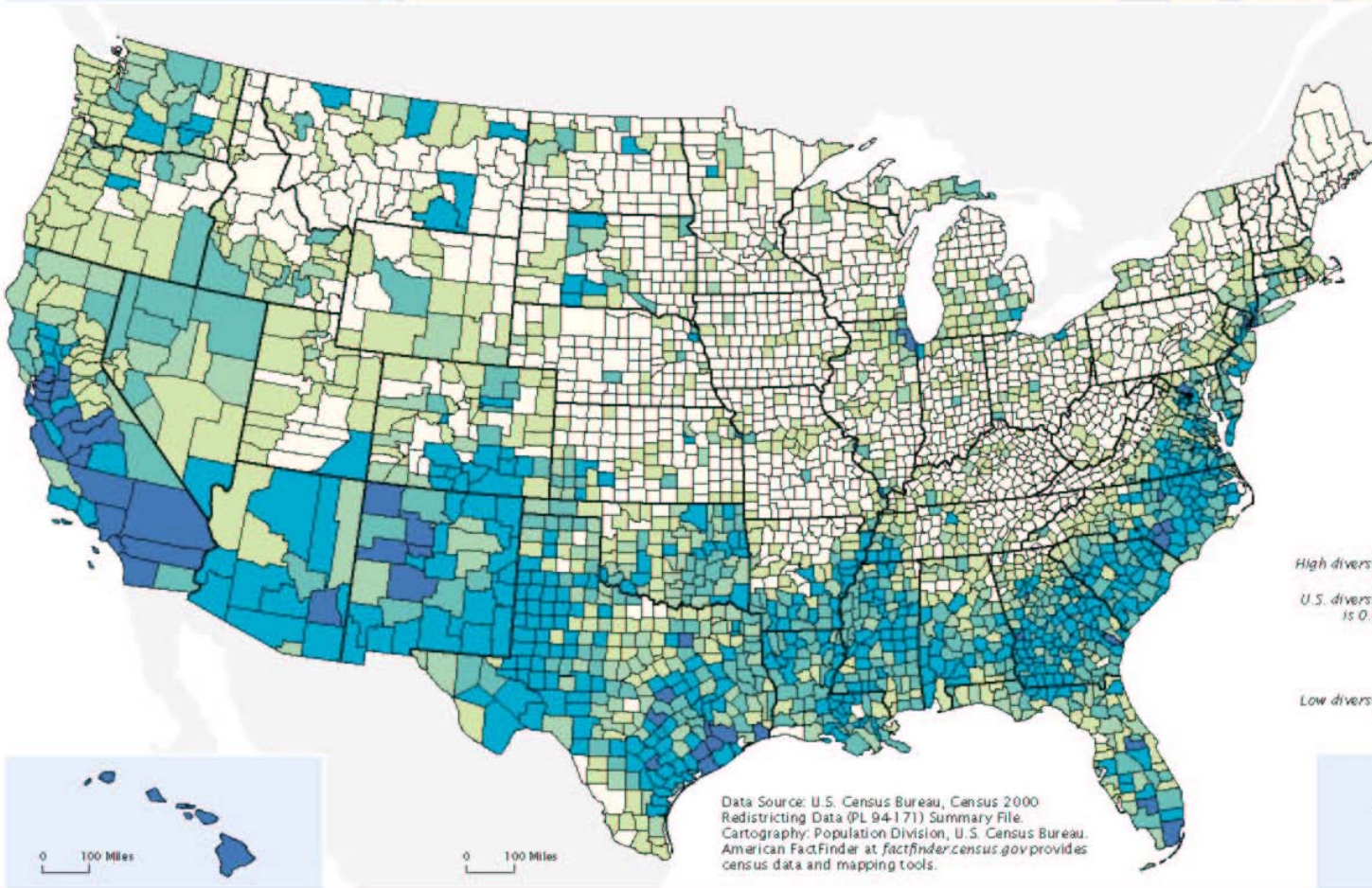
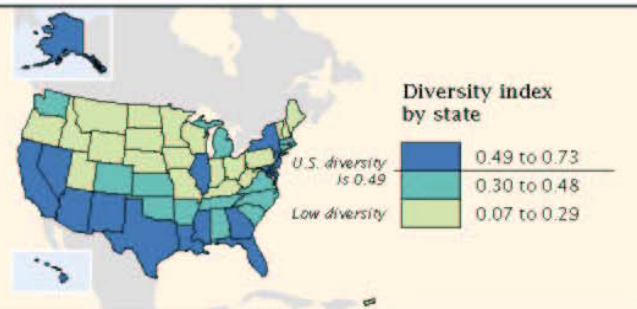
Who is Coming?

- Natural Increase and Immigration
 - Nationally
 - Regionally

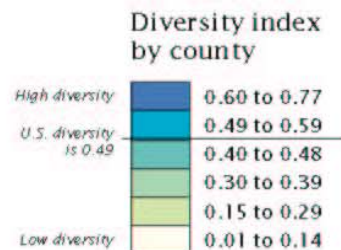


Diversity, 2000

Hispanic or Latino Origin and All Races



The diversity index reports the percentage of times two randomly selected people would differ by race/ethnicity. Working with percents expressed as ratios (e.g., 63 percent = 0.63), the index is calculated in three steps: A. Square the percent for each group, B. Sum the squares, and C. Subtract the sum from 1.00. Eight groups were used for the index: 1. White, not Hispanic; 2. Black or African American; 3. American Indian and Alaska Native (AIAN); 4. Asian; 5. Native Hawaiian and Other Pacific Islander (NHOPi); 6. Two or more races, not Hispanic; 7. Some other race, not Hispanic; and 8. Hispanic or Latino. People indicating Hispanic origin who also indicated Black, AIAN, Asian, or NHOPi were counted only in their race group (0.5 percent of the population). They were not included in the Hispanic group.



Data Source: U.S. Census Bureau, Census 2000 Redistricting Data (PL 94-171) Summary File.
 Cartography: Population Division, U.S. Census Bureau.
 American FactFinder at factfinder.census.gov provides census data and mapping tools.





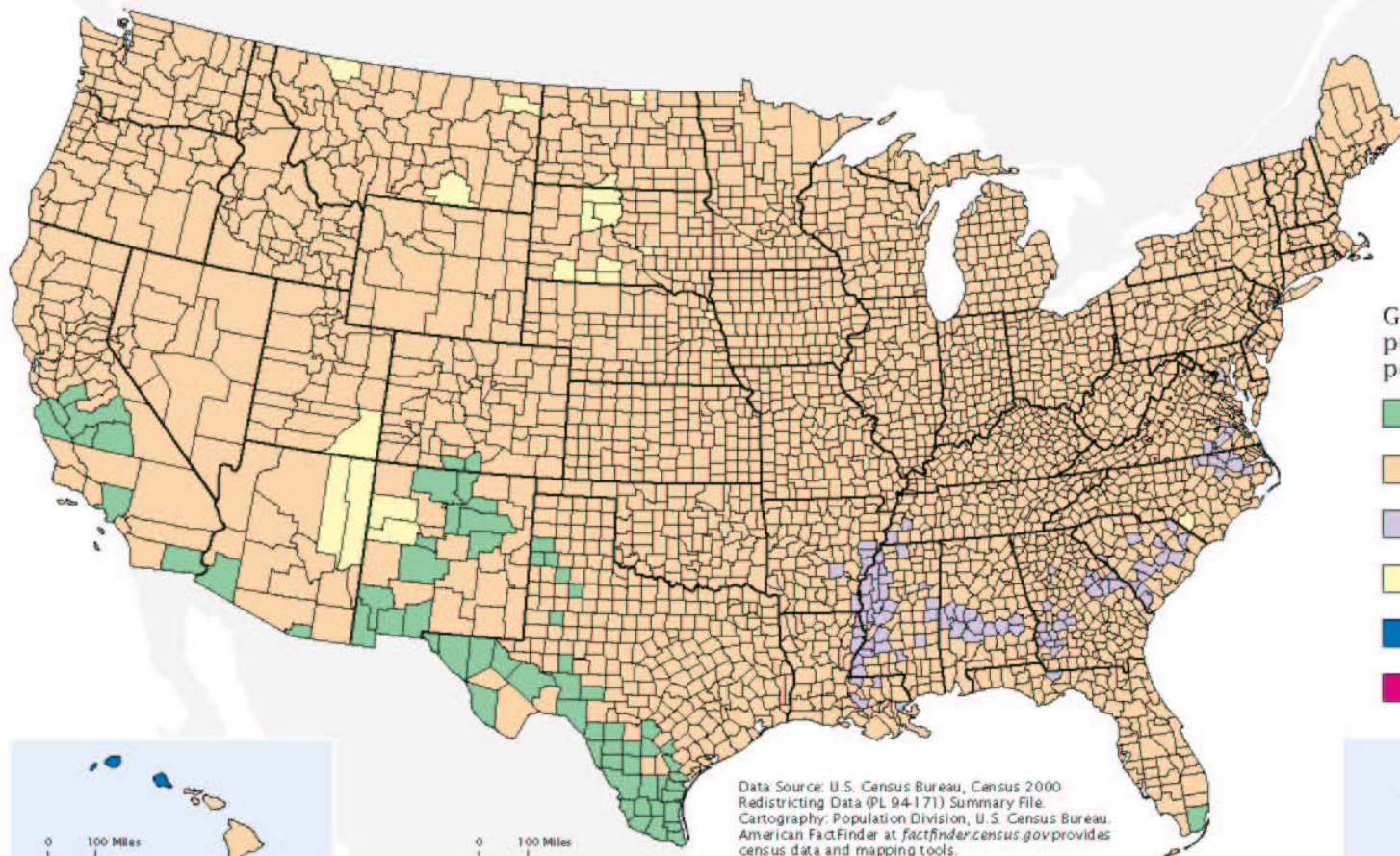
Prevalence, 2000

Hispanic or Latino Origin and All Races



Group with highest percent of state population

- Hispanic (PR)
- White, not Hispanic
- Black (DC)
- Asian (HI)



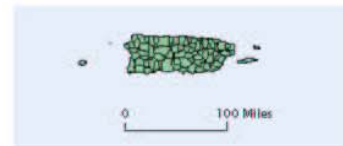
Percents for non-Hispanic "Some other race" and "Two or more races" groups were not highest in any state or county. Percents for AIAN and NHOPI were not highest in any state.

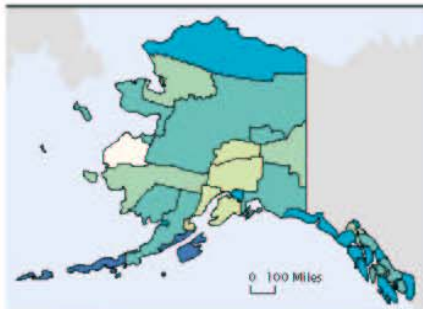
People of Hispanic origin who are not White were counted in the Hispanic group and were also counted in the Black, AIAN, Asian, and NHOPI group they indicated. Each of these people was counted twice in the comparison of percentages (0.5 percent of the population).

Group with highest percent of county population

- Hispanic or Latino
- White, not Hispanic or Latino
- Black or African American
- American Indian and Alaska Native (AIAN)
- Asian
- Native Hawaiian and Other Pacific Islander (NHOPI)

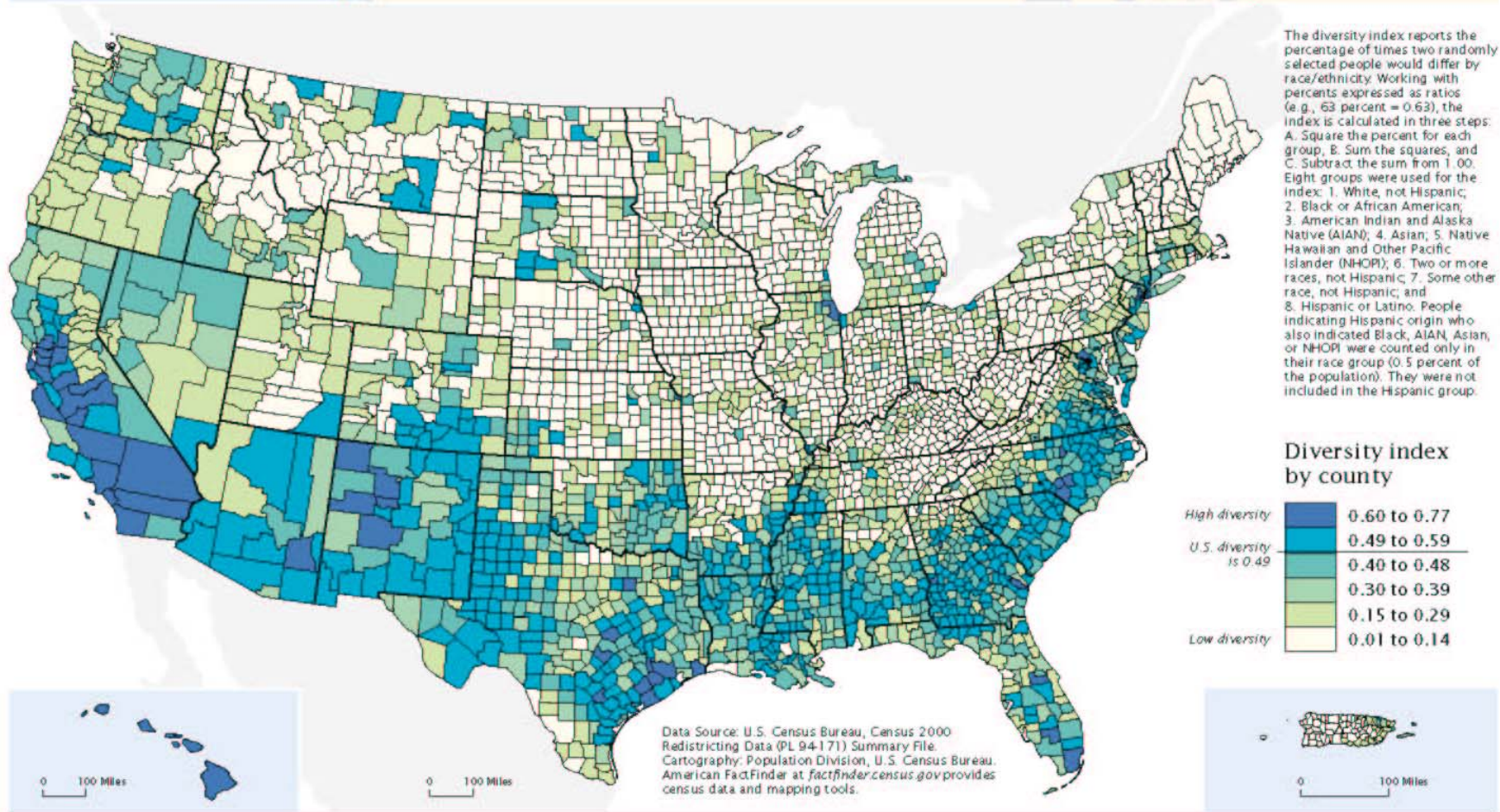
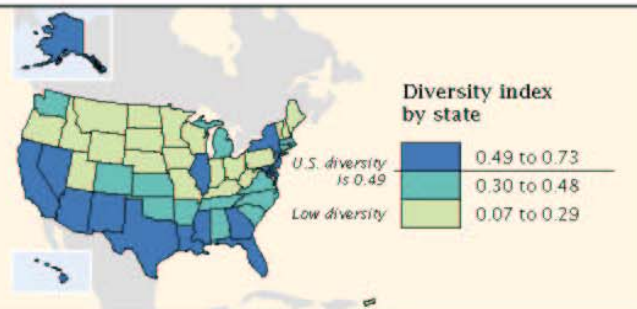
Data Source: U.S. Census Bureau, Census 2000 Redistricting Data (PL 94-171) Summary File.
 Cartography: Population Division, U.S. Census Bureau.
 American FactFinder at factfinder.census.gov provides census data and mapping tools.





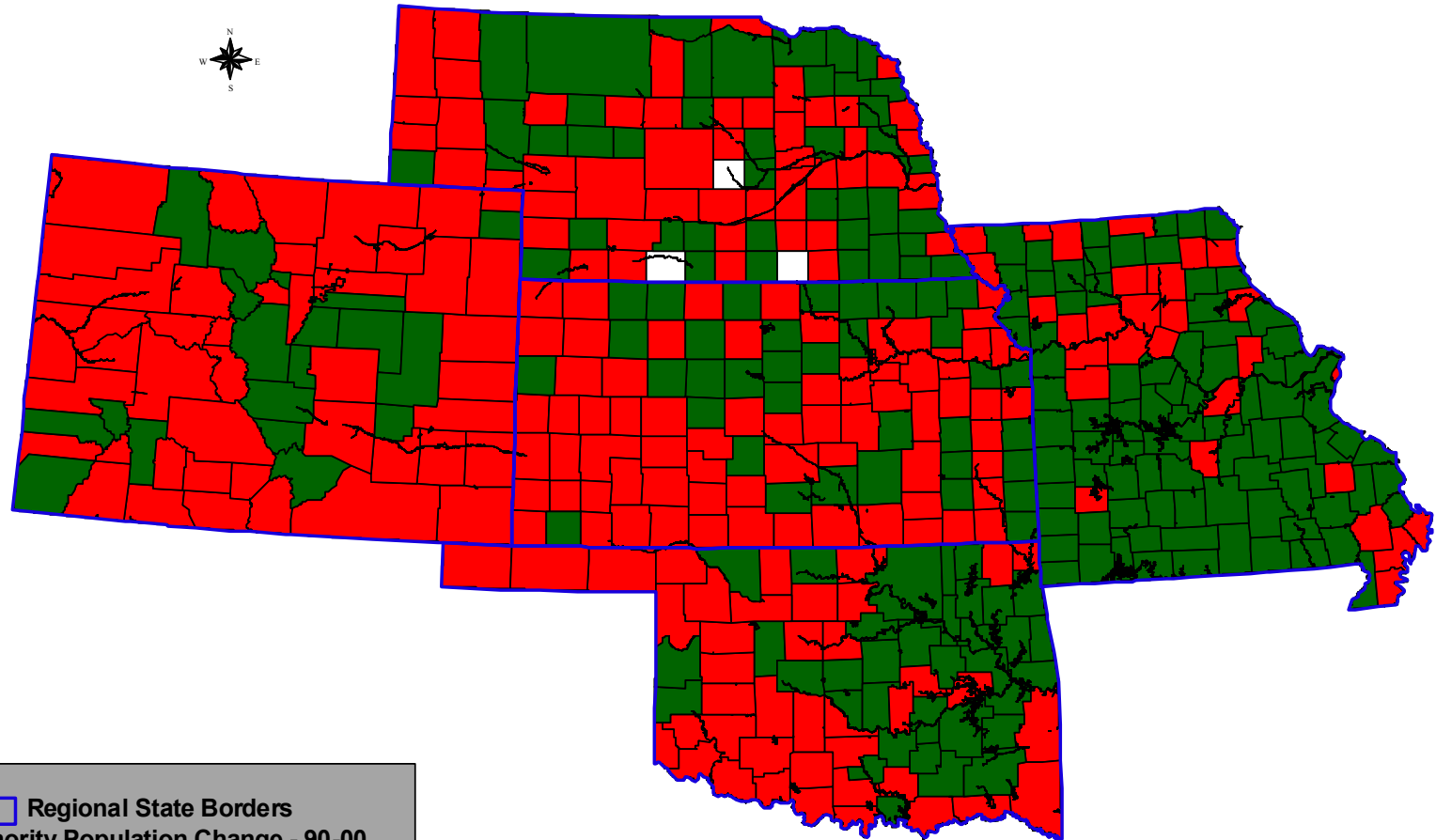
Diversity, 2000

Hispanic or Latino Origin and All Races



Regional Minority Population Change 1990 - 2000

Source: U.S. Census, 2000



Regional State Borders

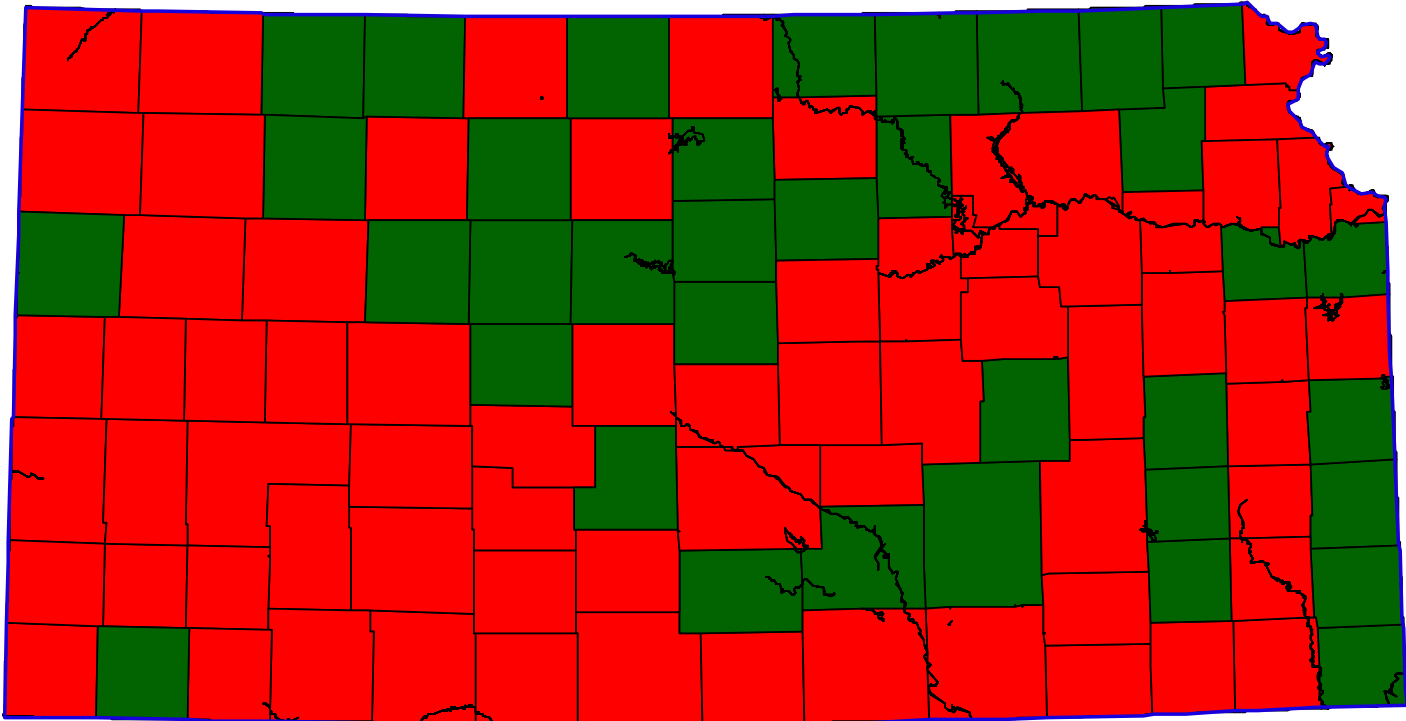
Minority Population Change - 90-00


- 173542 - -1
- 0
- 1 - 60583

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Kansas Minority Population Change 1990 - 2000


Source: U.S. Census, 2000




 Kansas Border

Minority Population Change 90-00

 -5478 - -1

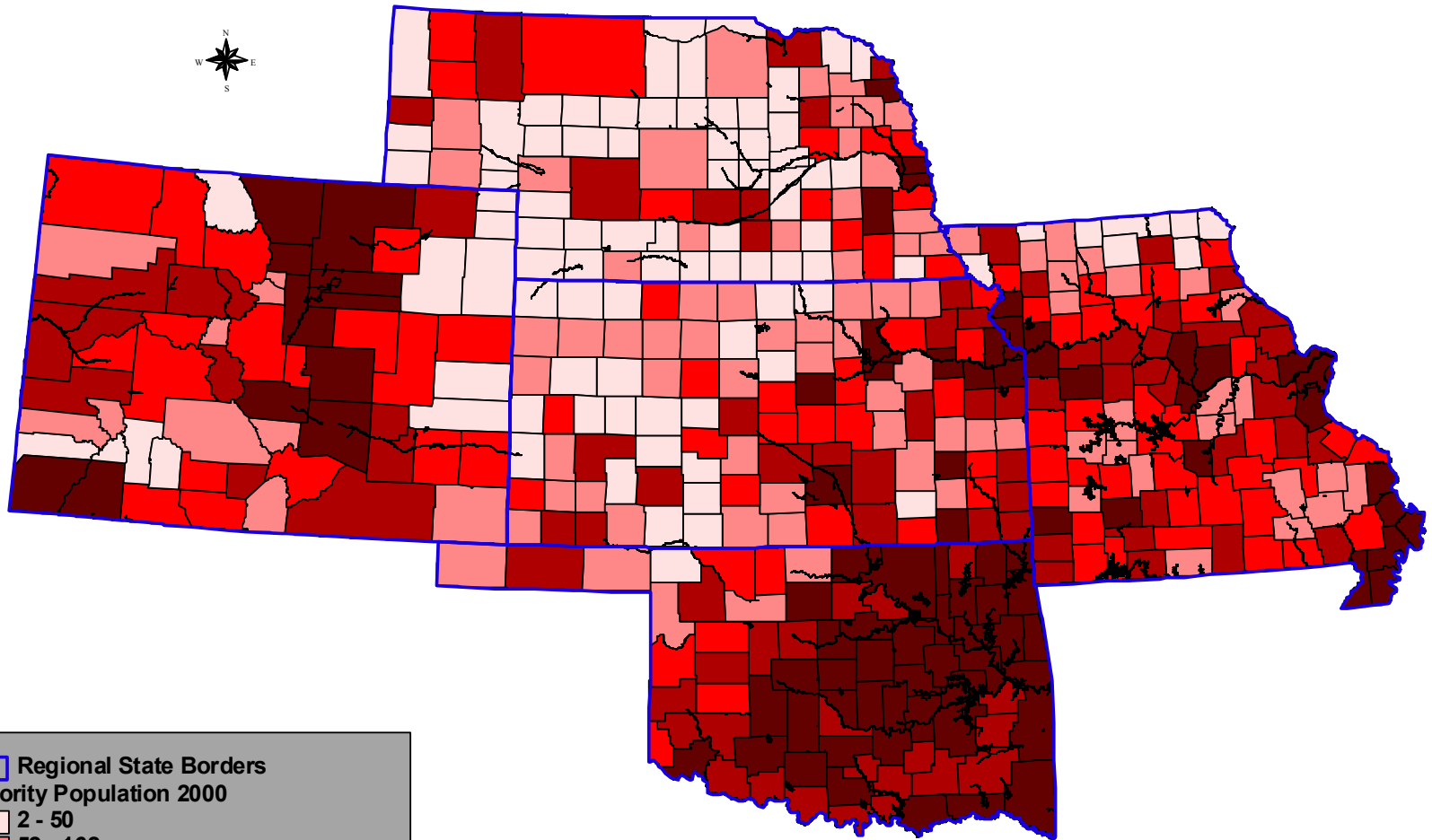
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 1 - 9901

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Regional Minority Population 2000

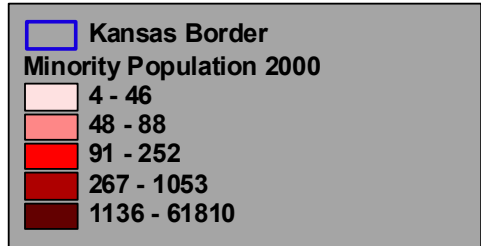
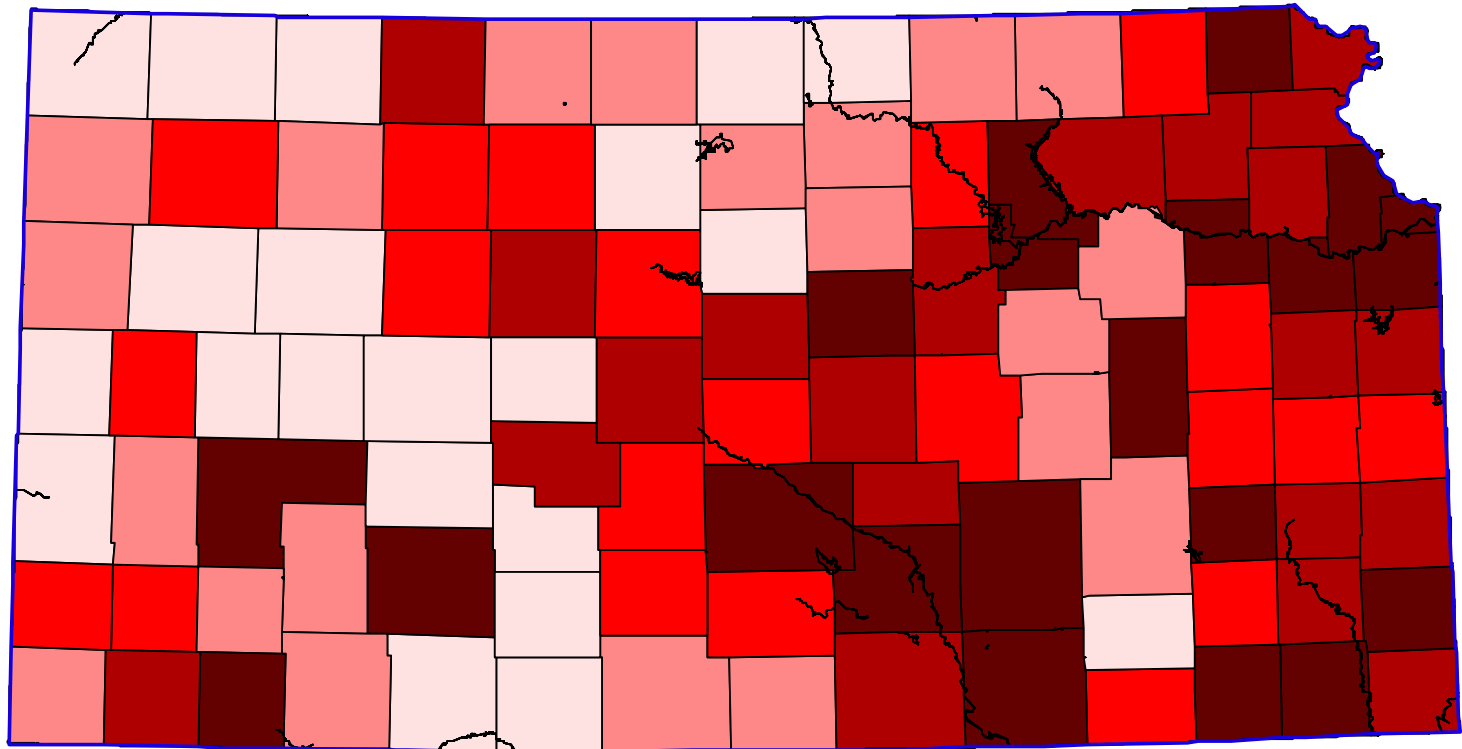
Source: U.S. Census, 2000



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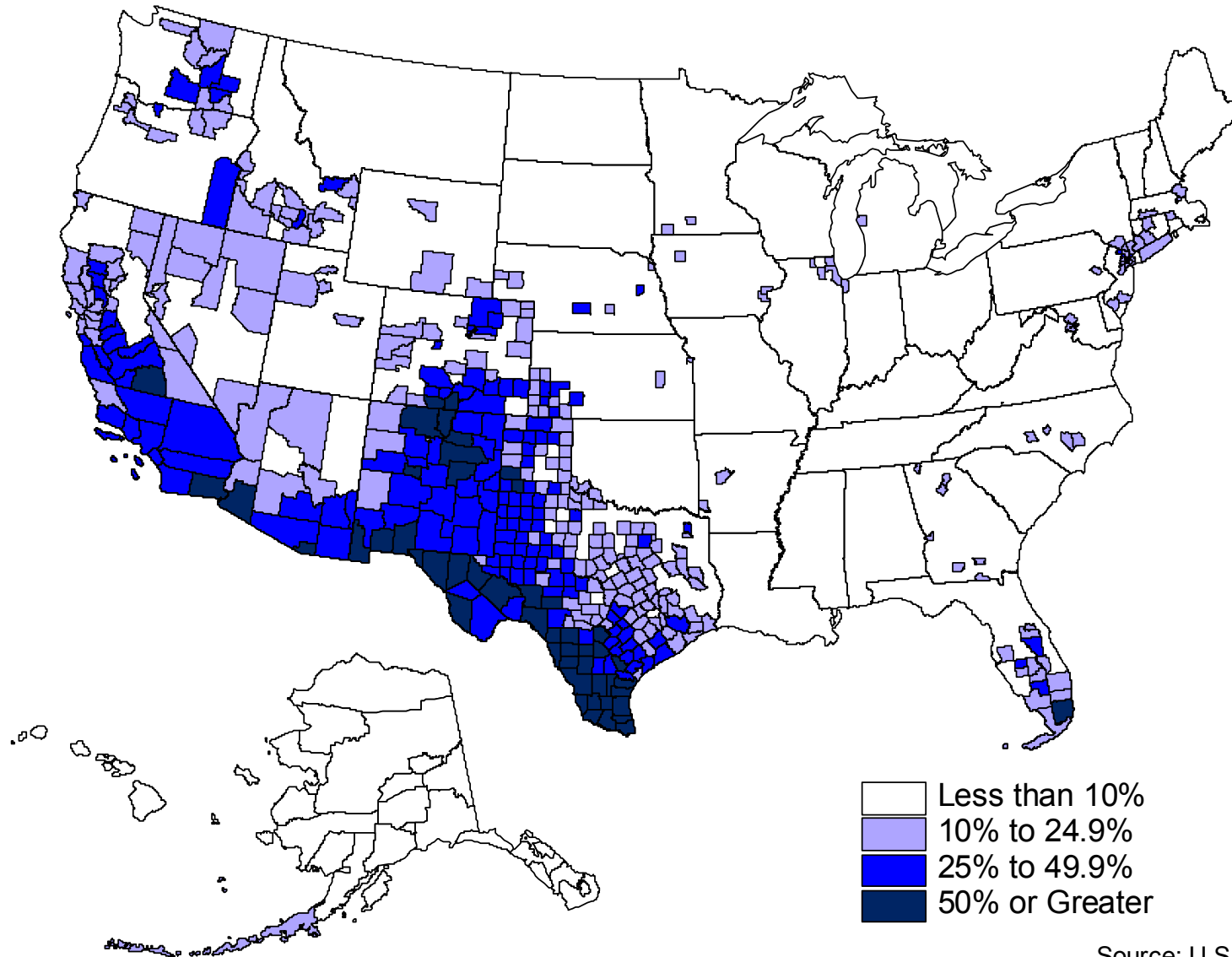
Kansas Minority Population 2000

Source: U.S. Census, 2000



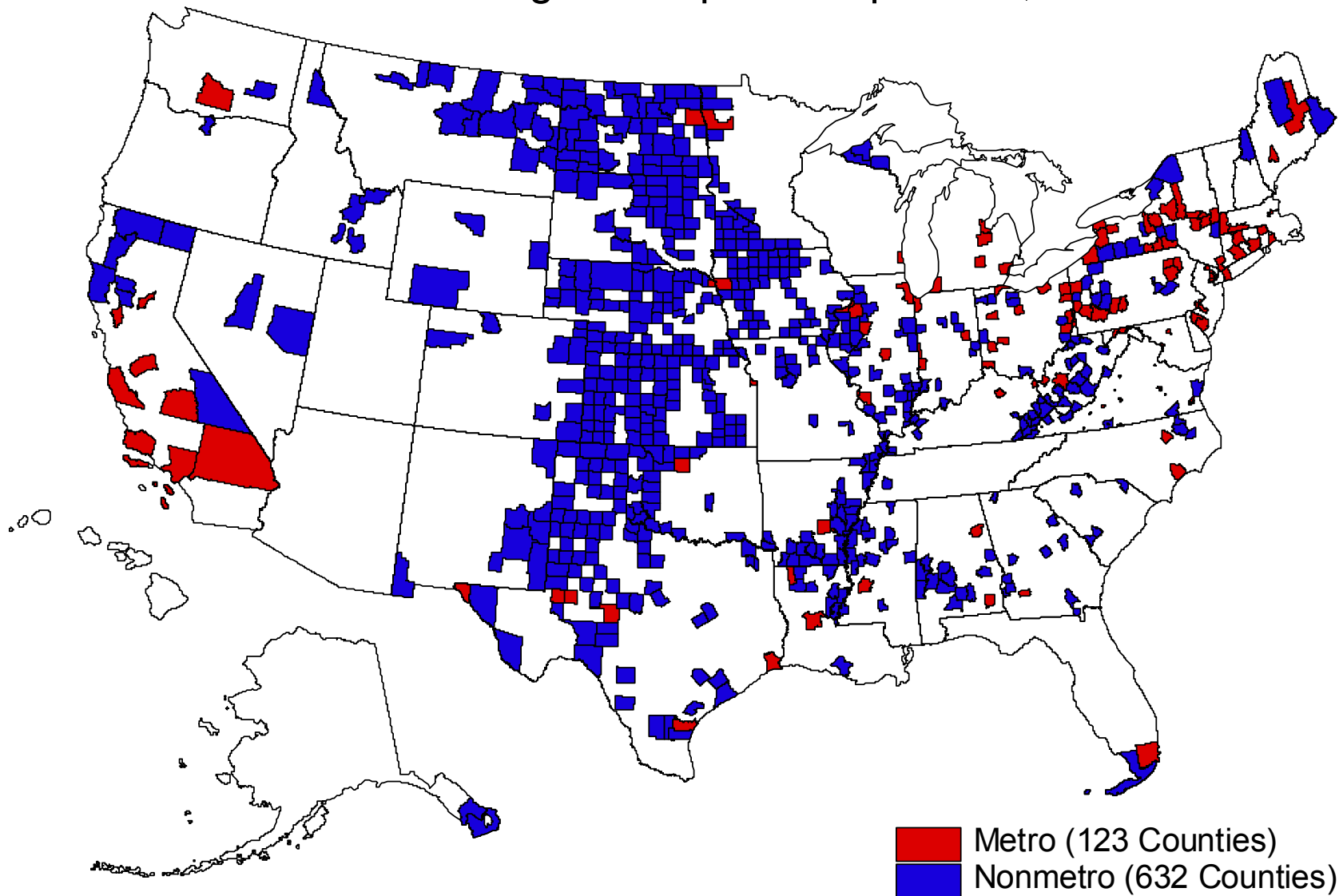
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Hispanics as a Percent of Total Population, 2000



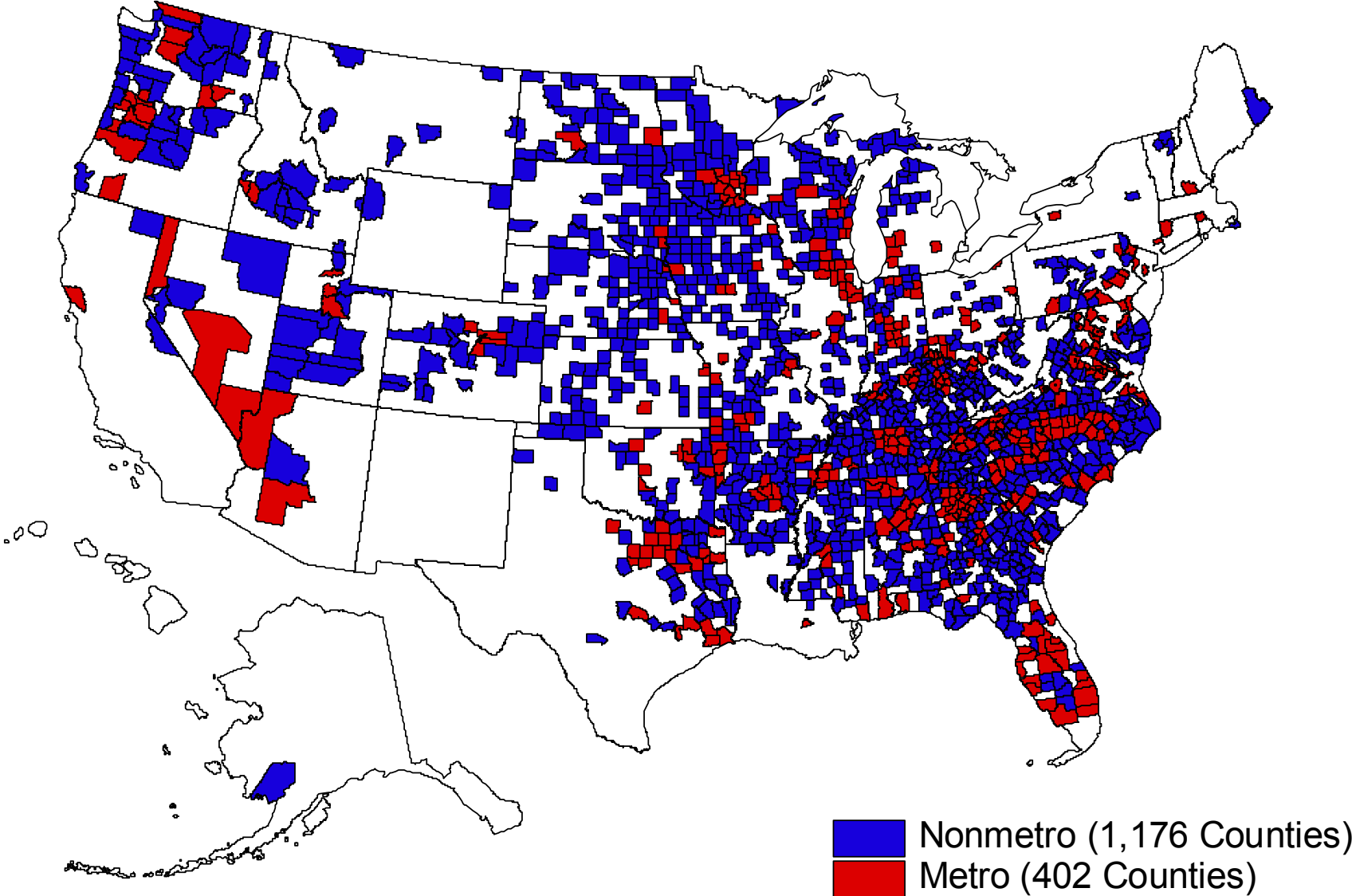
Source: U.S. Census Bureau
Map Prepared by RUPRI

Decrease in Non-Hispanic Population, Increase/No Change in Hispanic Population, 1990-2000



Source: U.S. Census Bureau
Map Prepared by RUPRI

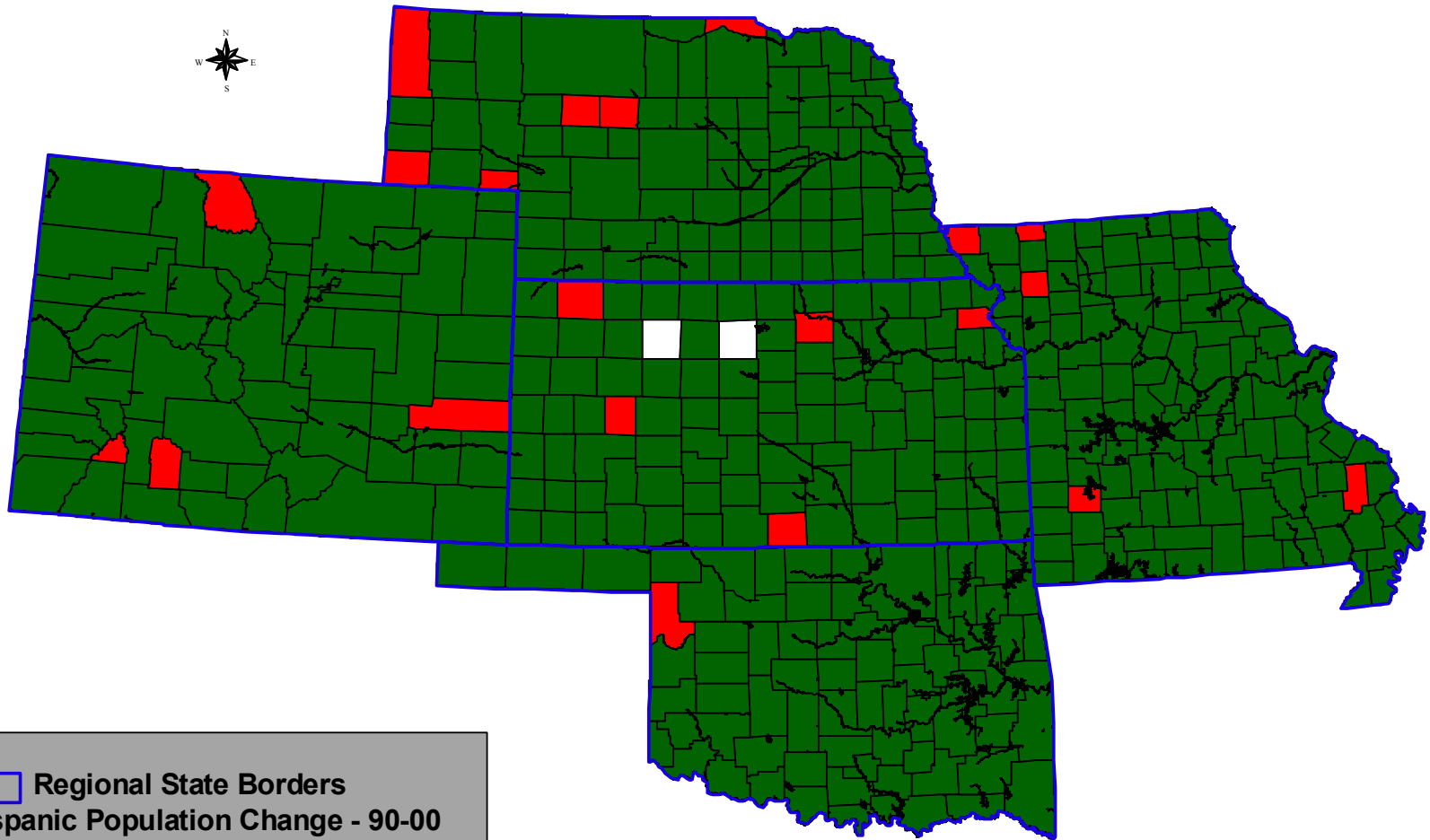
Counties with Increase in Hispanic Population of 100 Percent or More, 1990-2000



Source: U.S. Census Bureau
Map Prepared by RUPRI

Regional Hispanic Population Change - 1990 and 2000

Source: U.S. Census, 2000



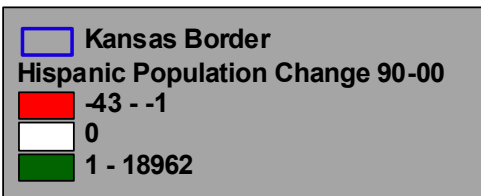
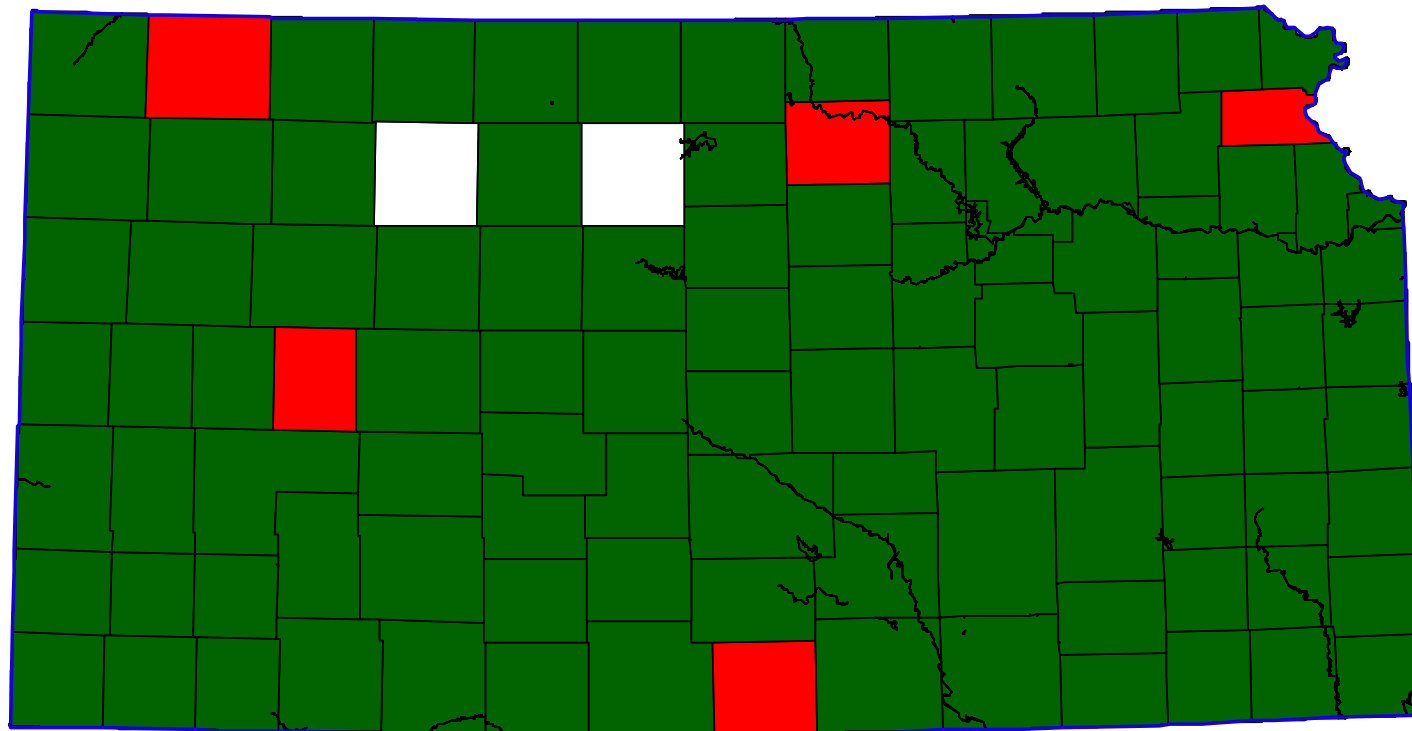
Regional State Borders
Hispanic Population Change - 90-00

- 1905 - -1
- 0
- 1 - 474816

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Kansas Hispanic Population Change 1990 -2000

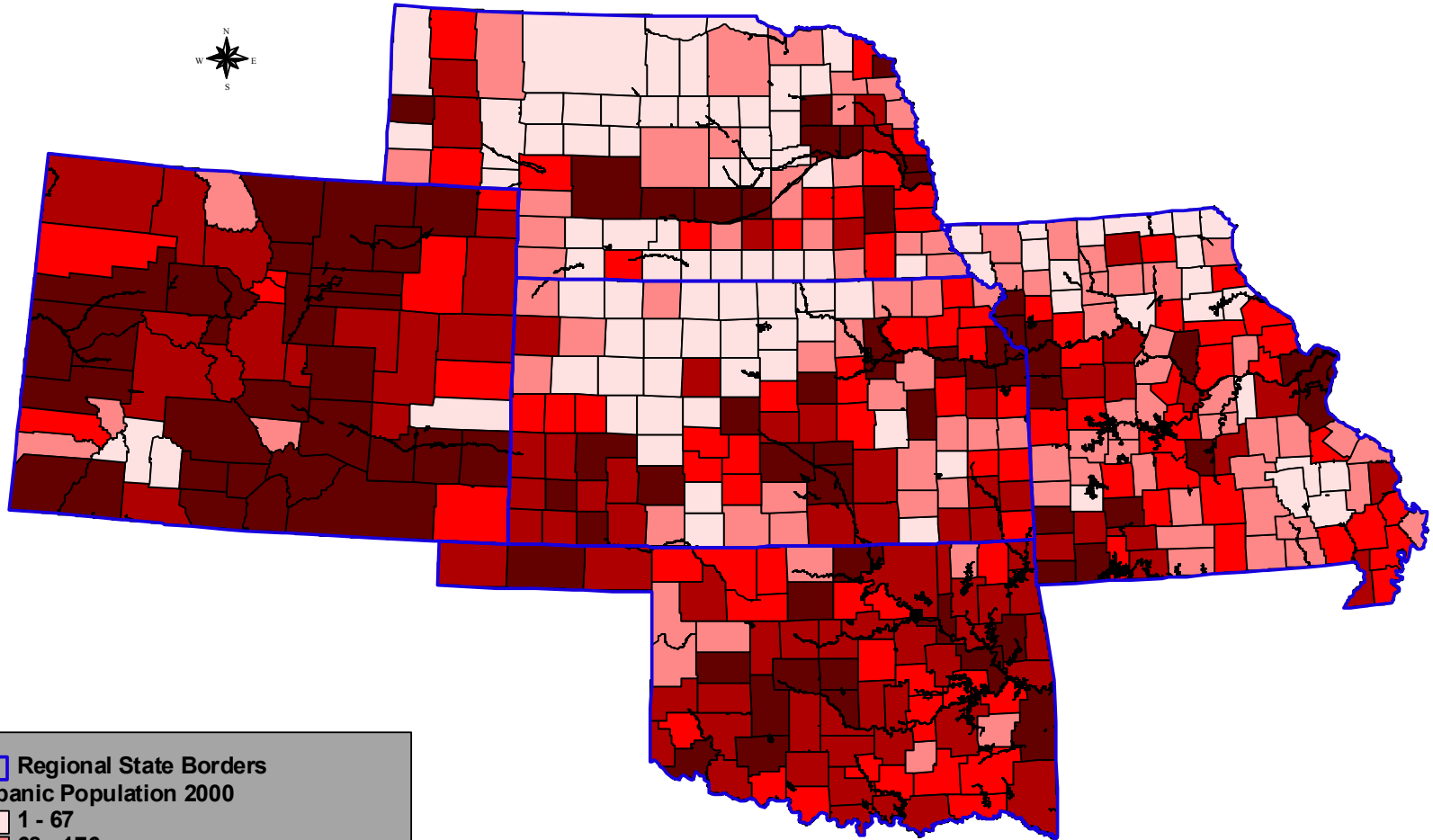
Source: U.S. Census, 2000



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Regional Hispanic Population - 2000

Source: U.S. Census, 2000



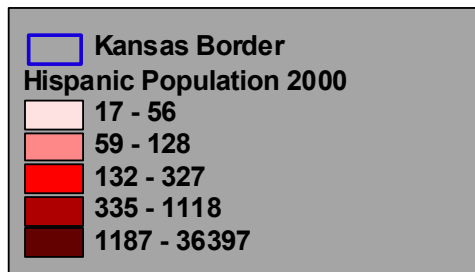
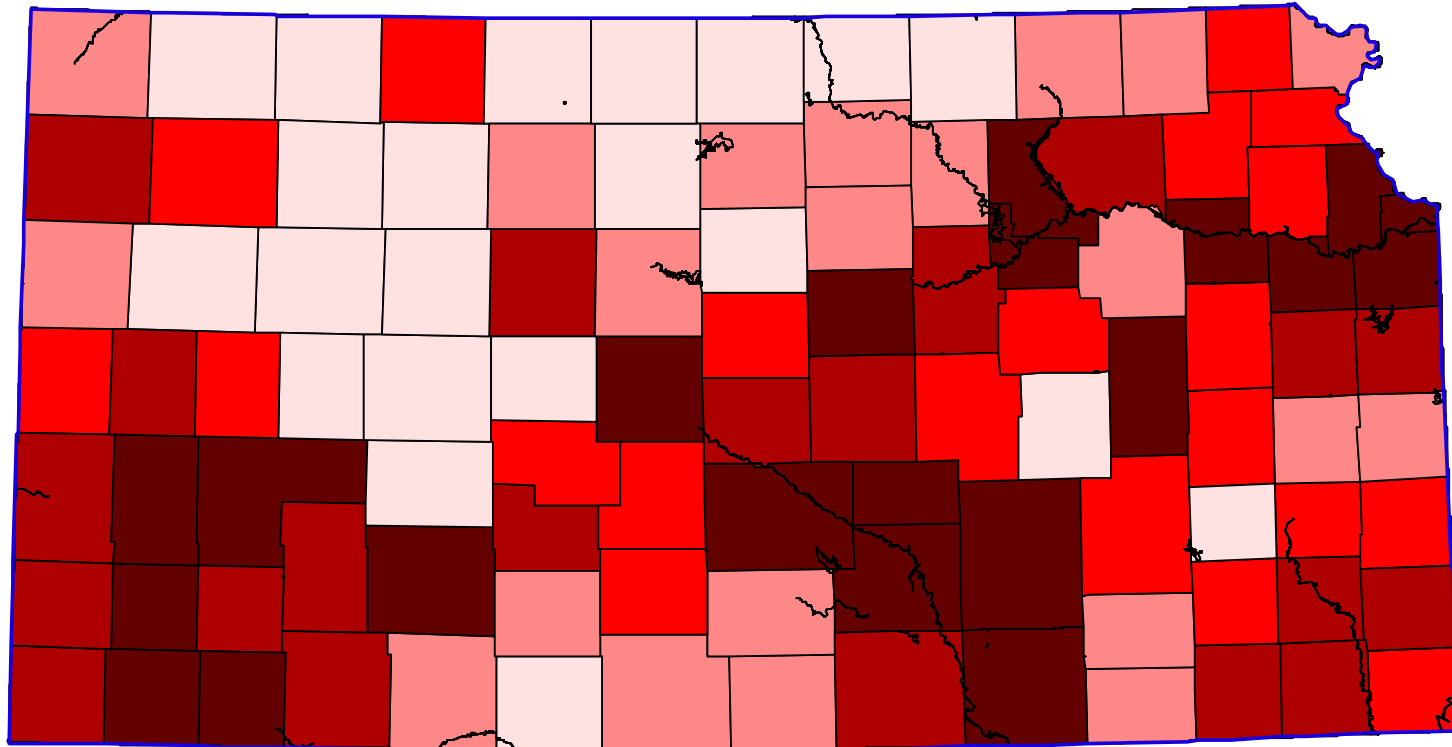
Regional State Borders
Hispanic Population 2000

1 - 67
68 - 176
177 - 483
485 - 1709
1713 - 175704

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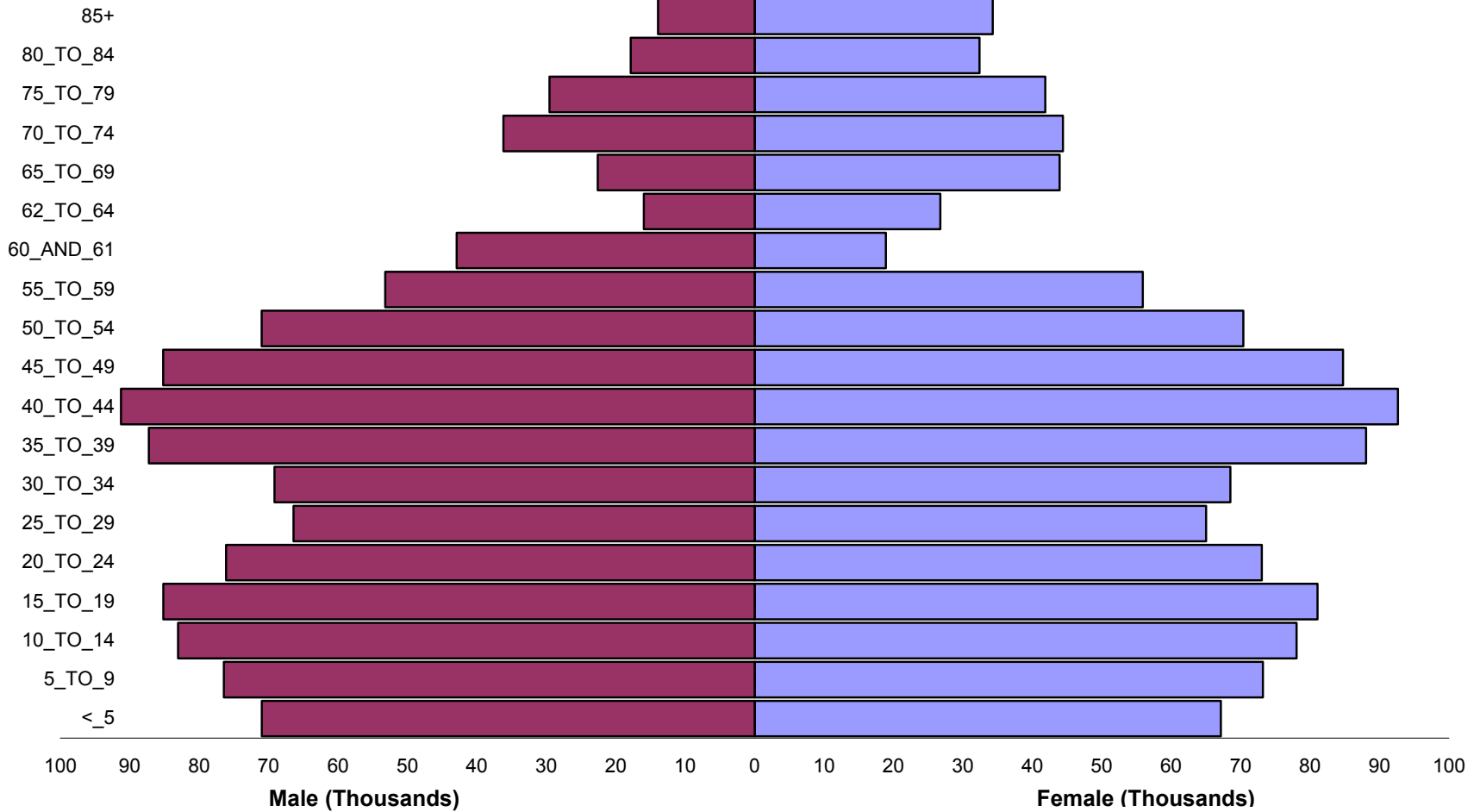
Kansas Hispanic Population 2000

Source: U.S. Census, 2000



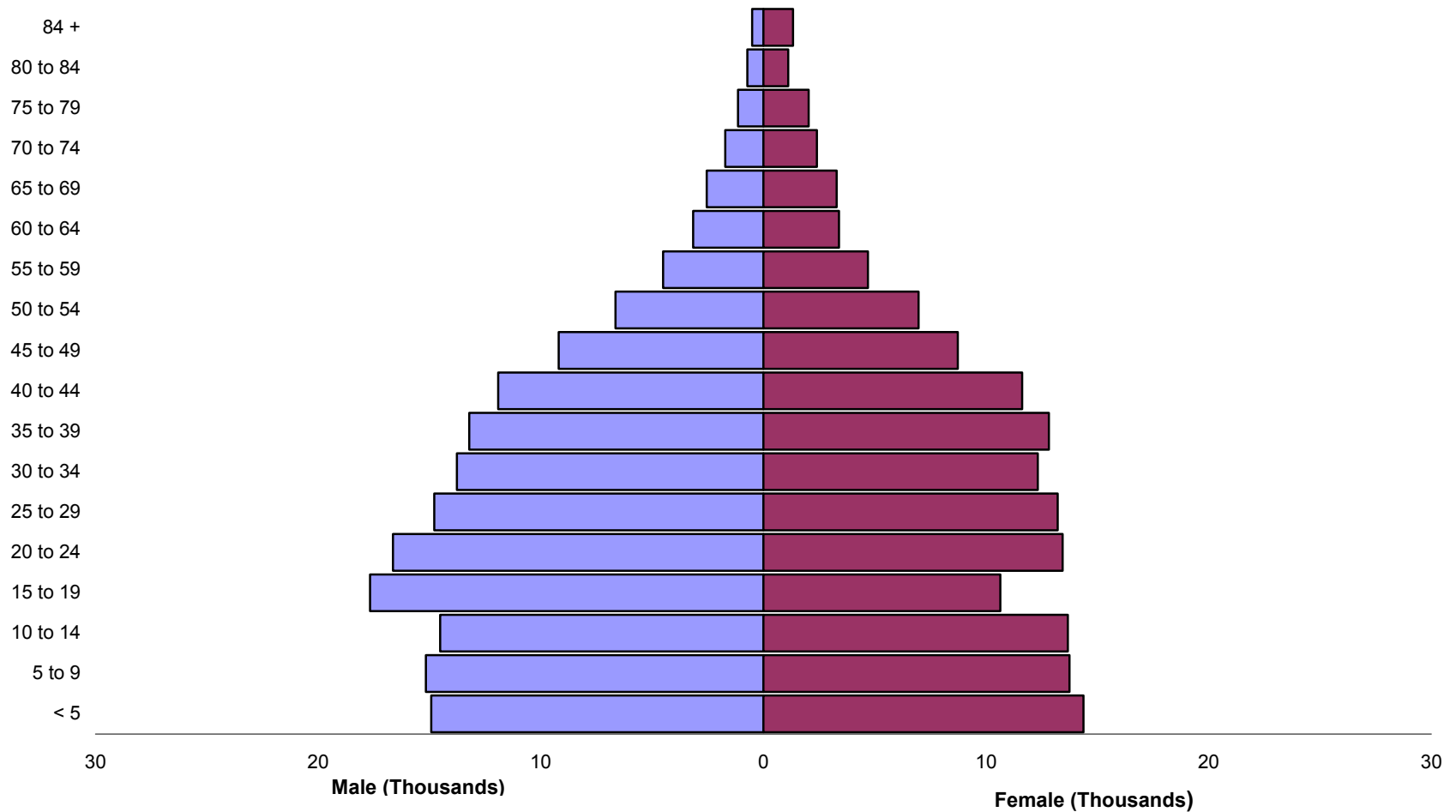
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White Non-Hispanic Population Age and Sex Distribution, Kansas 2003



Source: U.S. Census, 2003.

Minority⁽¹⁾ Population Age and Sex Distribution, Kansas 2003

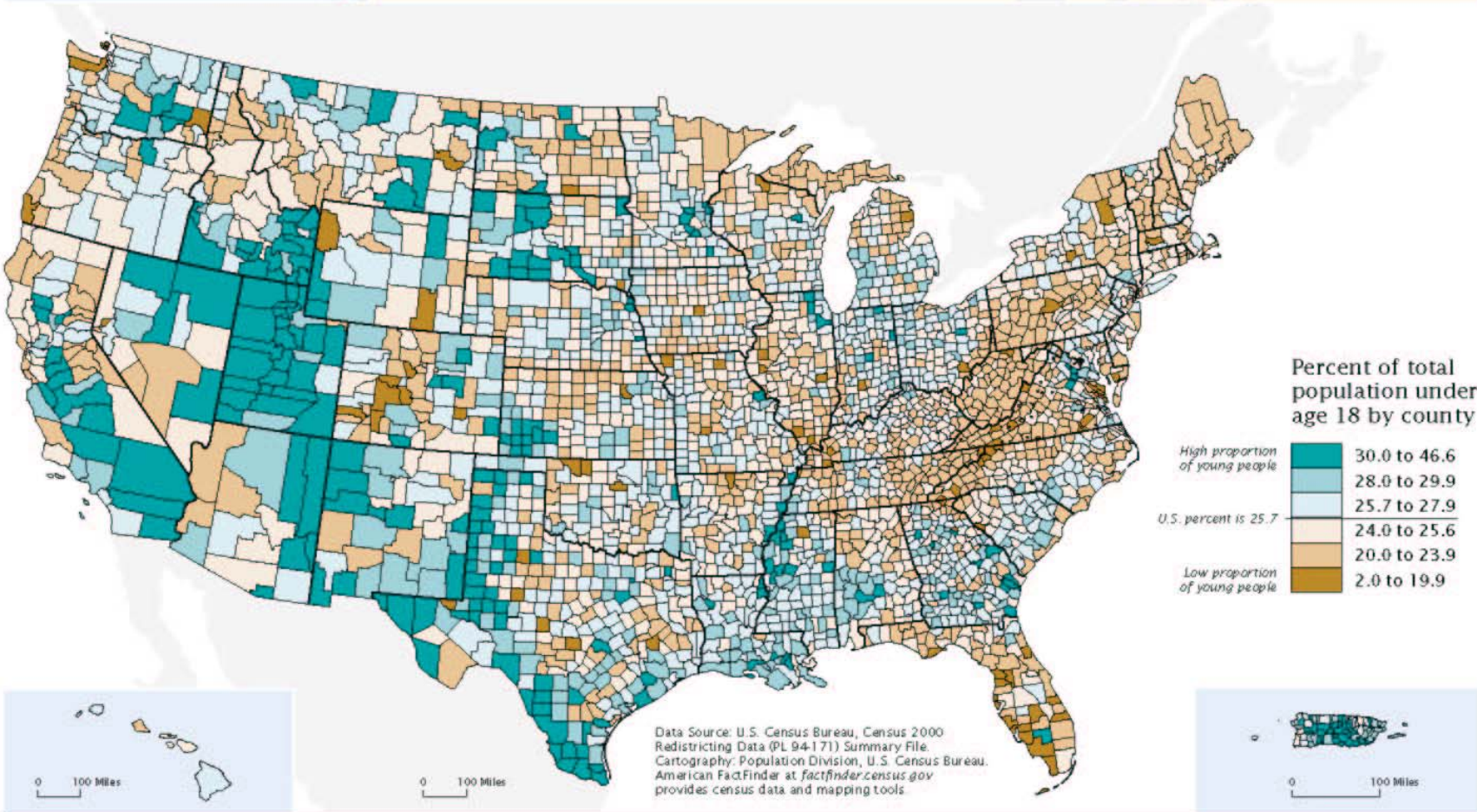
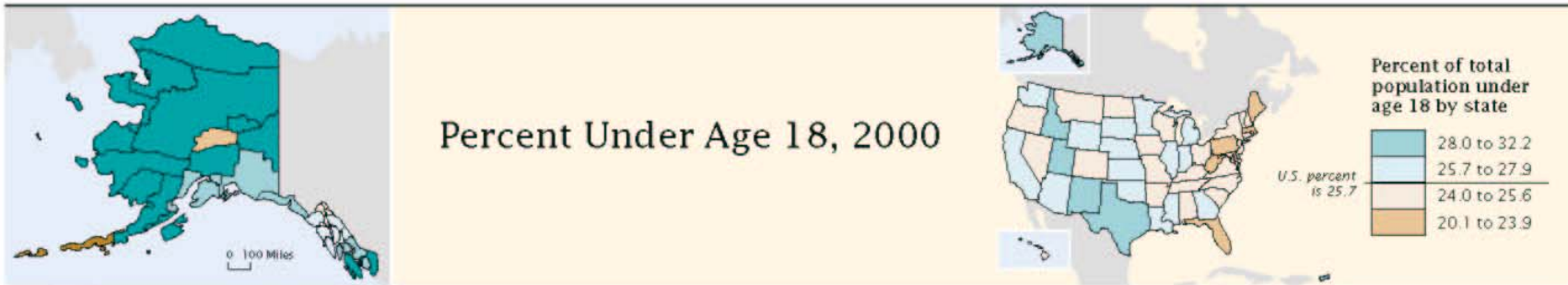


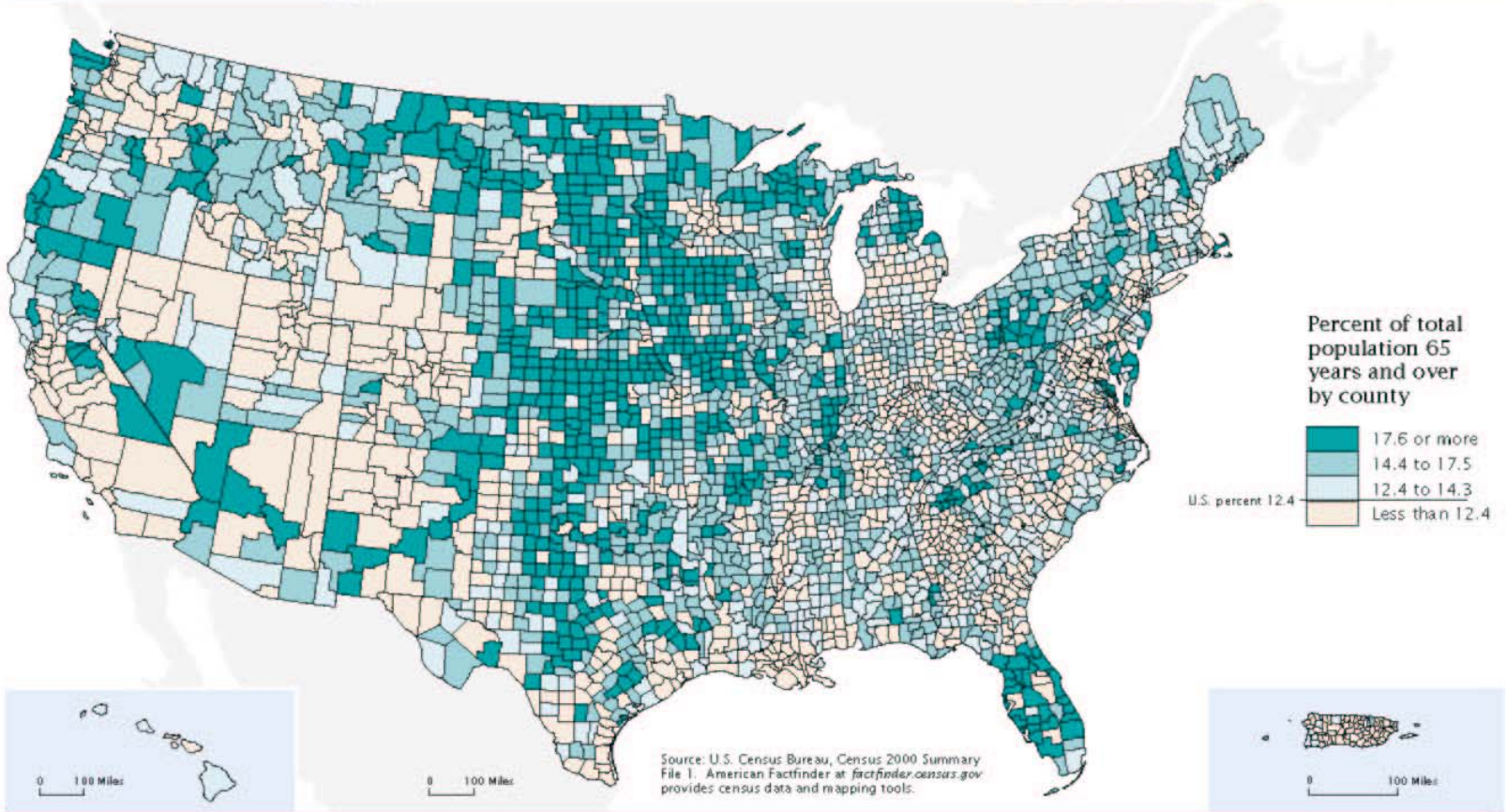
Source: U.S. Census, 2003.

(1) Includes White Hispanic, Black, Native American, Asia, and Persons of Other Race

Who Are Rural Americans?

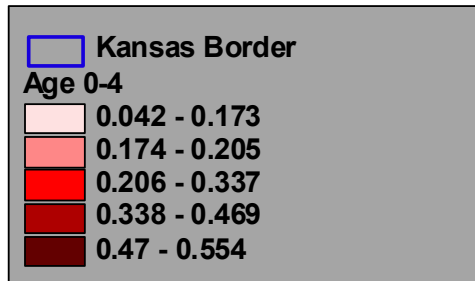
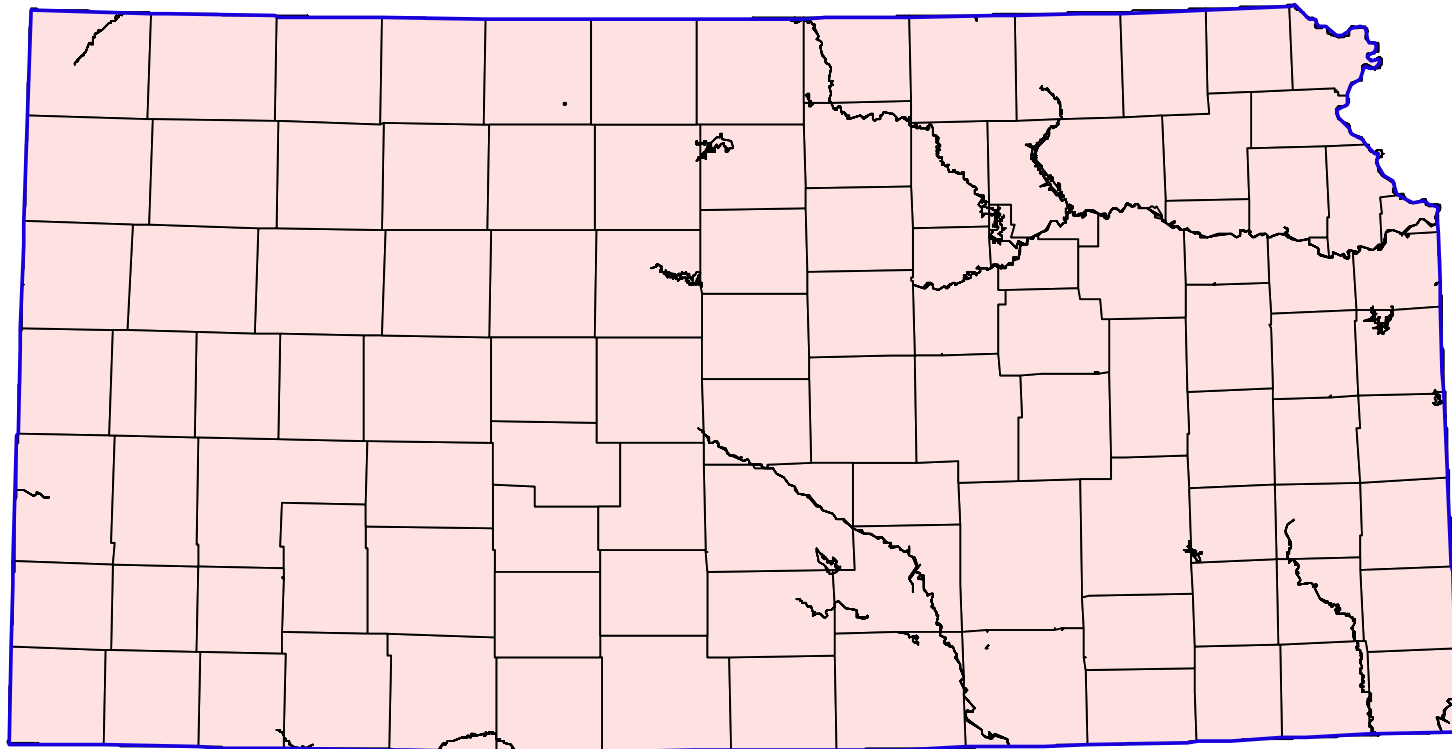
- Age
- Race and Ethnicity
- Income





Age Cohort 0 - 4 as a Percent of Total Population 2000

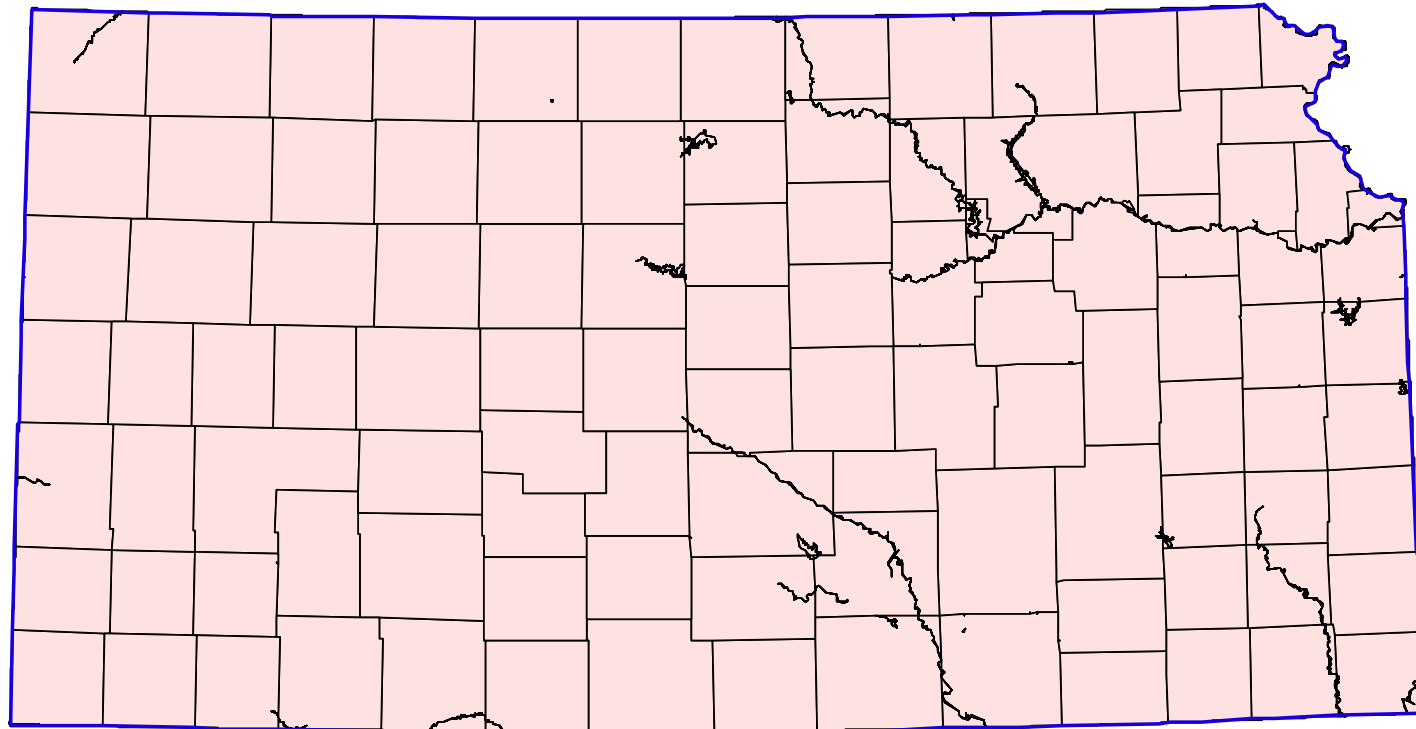
Source: U.S. Census, 2000



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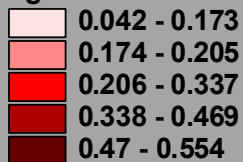
Age Cohort 5 - 9 as a Percent of Total Population 2000

Source: U.S. Census, 2000



 Kansas Border

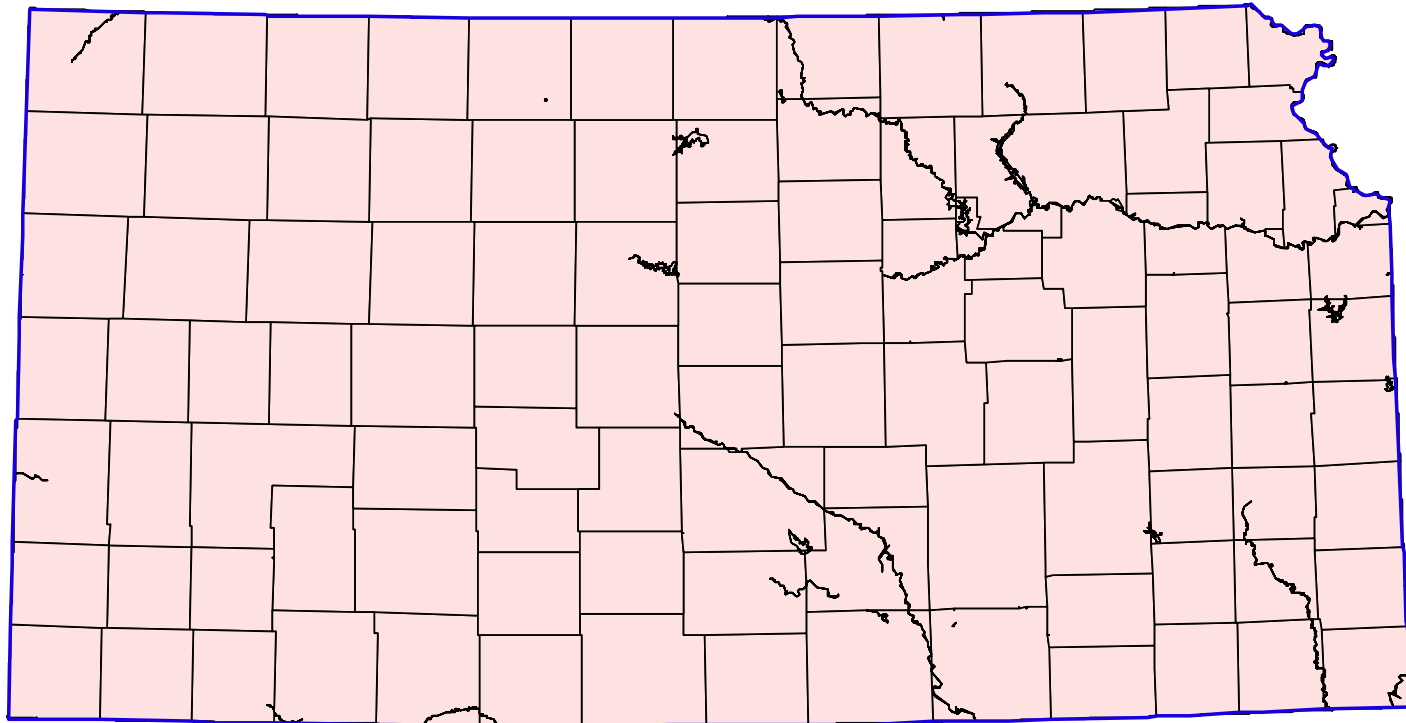
Age 5-9



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Age Cohort 10-17 as a Percent of Total Population 2000

Source: U.S. Census, 2000




 Kansas Border

Age 10-17

 0.042 - 0.173

 0.174 - 0.205

 0.206 - 0.337

 0.338 - 0.469

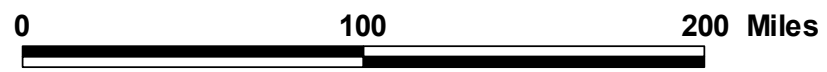
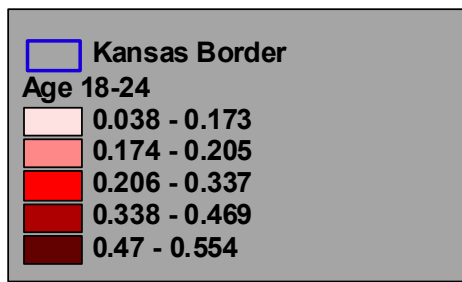
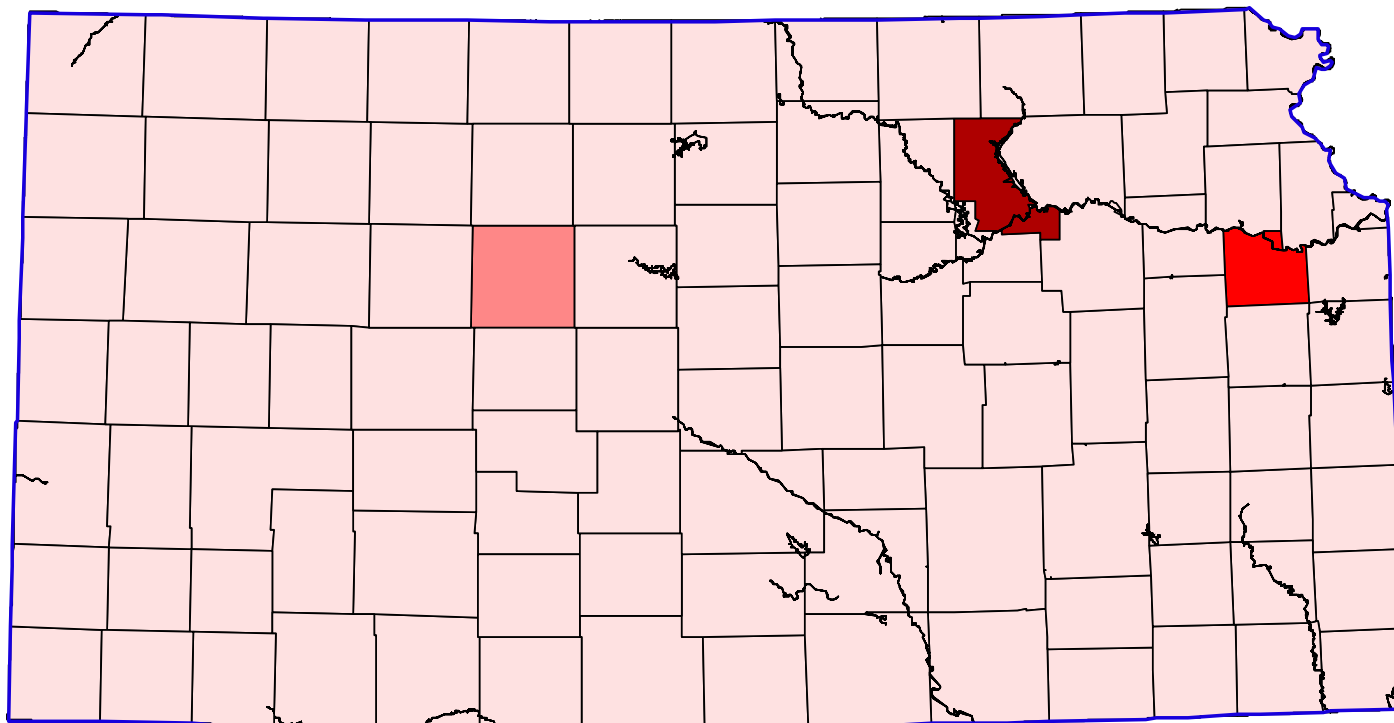
 0.47 - 0.554



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Age Cohort 18 - 24 as a Percent of Total Population 2000

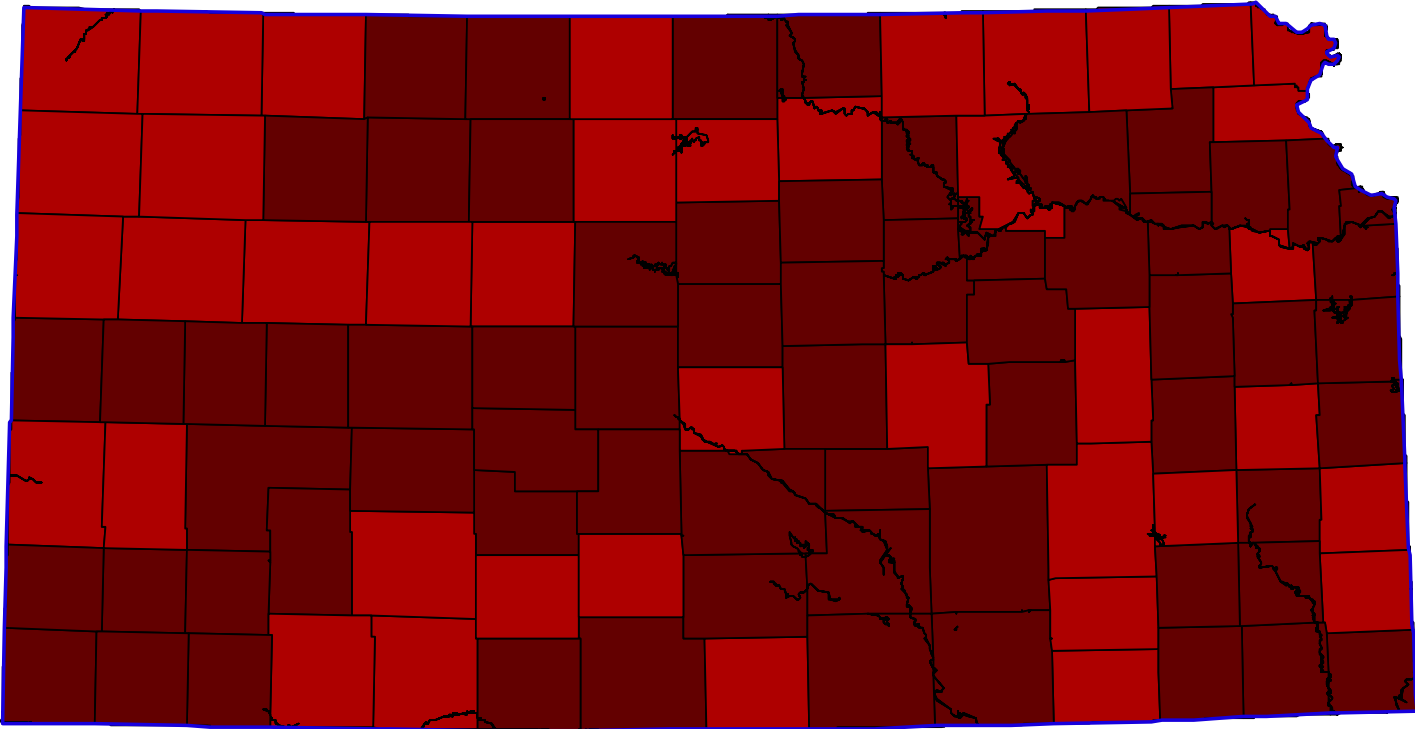
Source: U.S. Census, 2000



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Age Cohort 25 - 64 as a Percent of Total Population 2000

Source: U.S. Census, 2000



 Kansas Border

Age 25-64

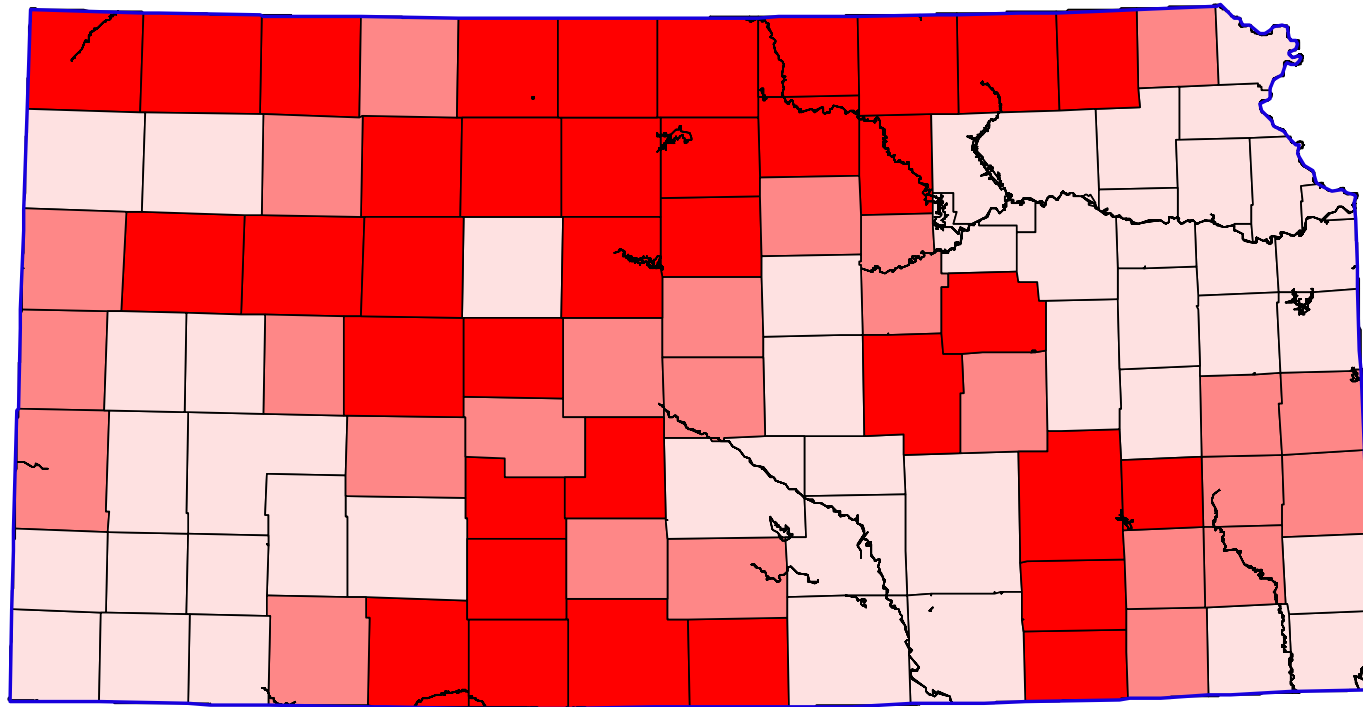
-  0.042 - 0.173
-  0.174 - 0.205
-  0.206 - 0.337
-  0.338 - 0.469
-  0.47 - 0.554



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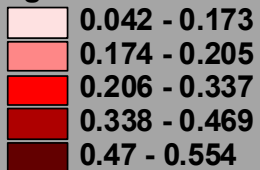
Age Cohort 65 and Older as a Percent of Total Population 2000

Source: U.S. Census, 2000



 Kansas Border

Age 65+



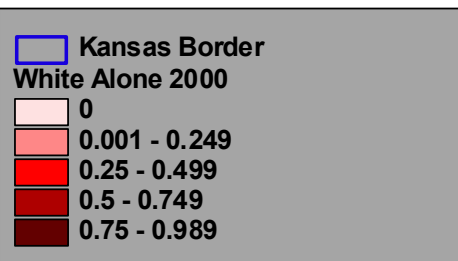
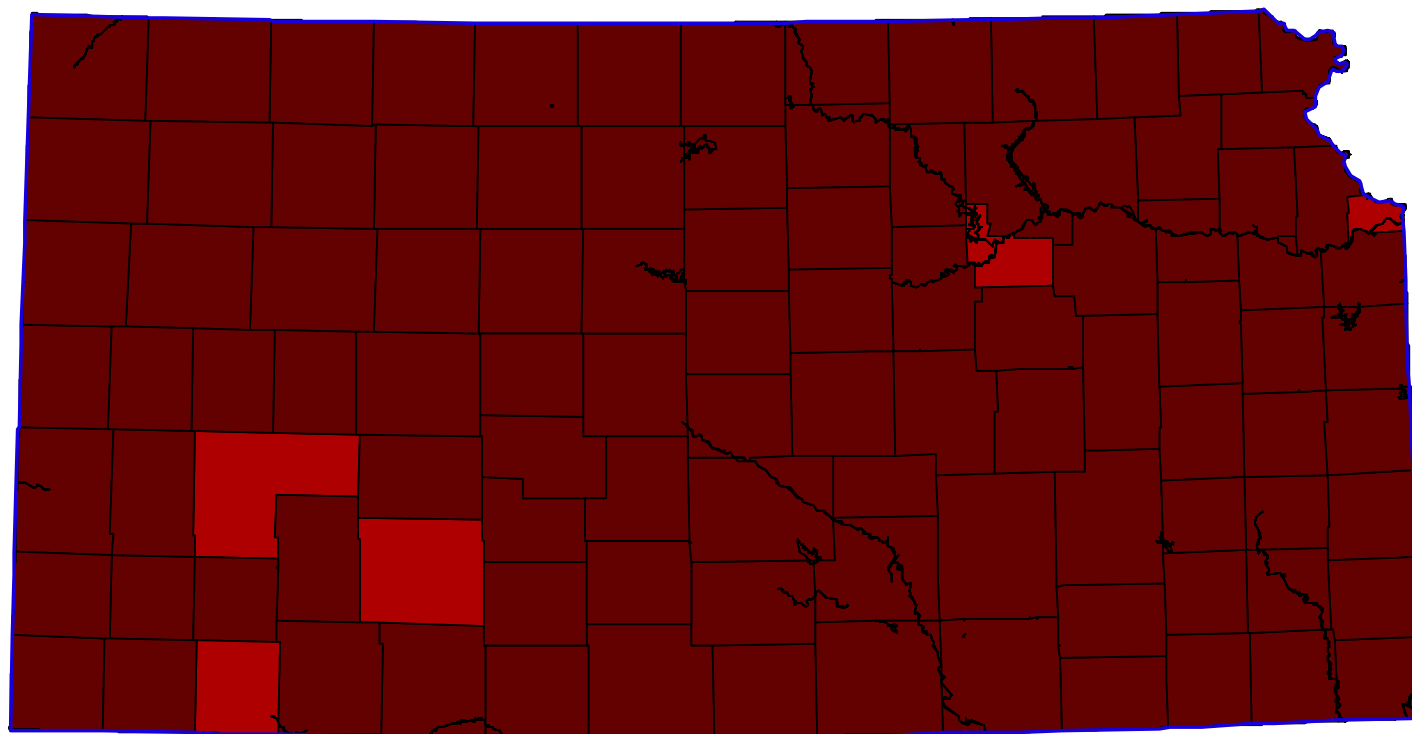
0 100 200 Miles



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White Alone as a Percent of Total Population 2000

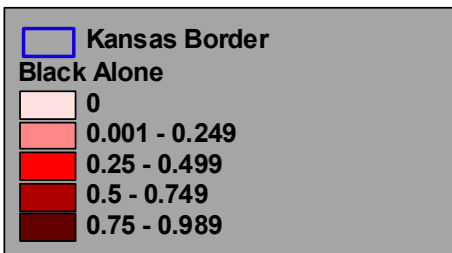
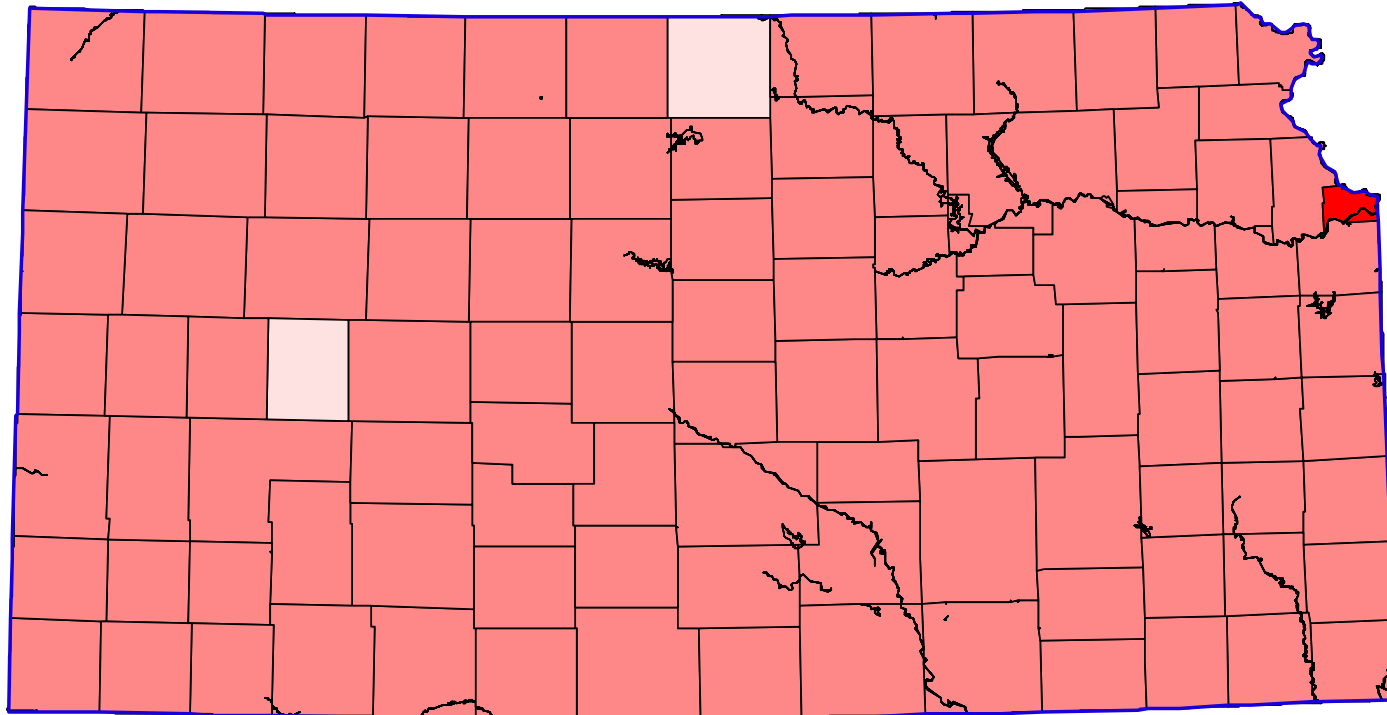
Source: U.S. Census, 2000



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Black Alone as a Percent of Total Population 2000

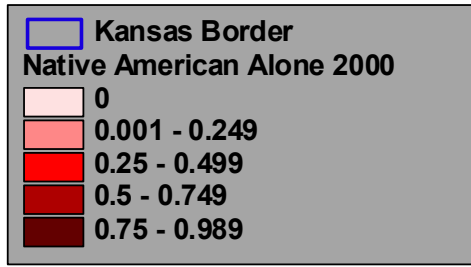
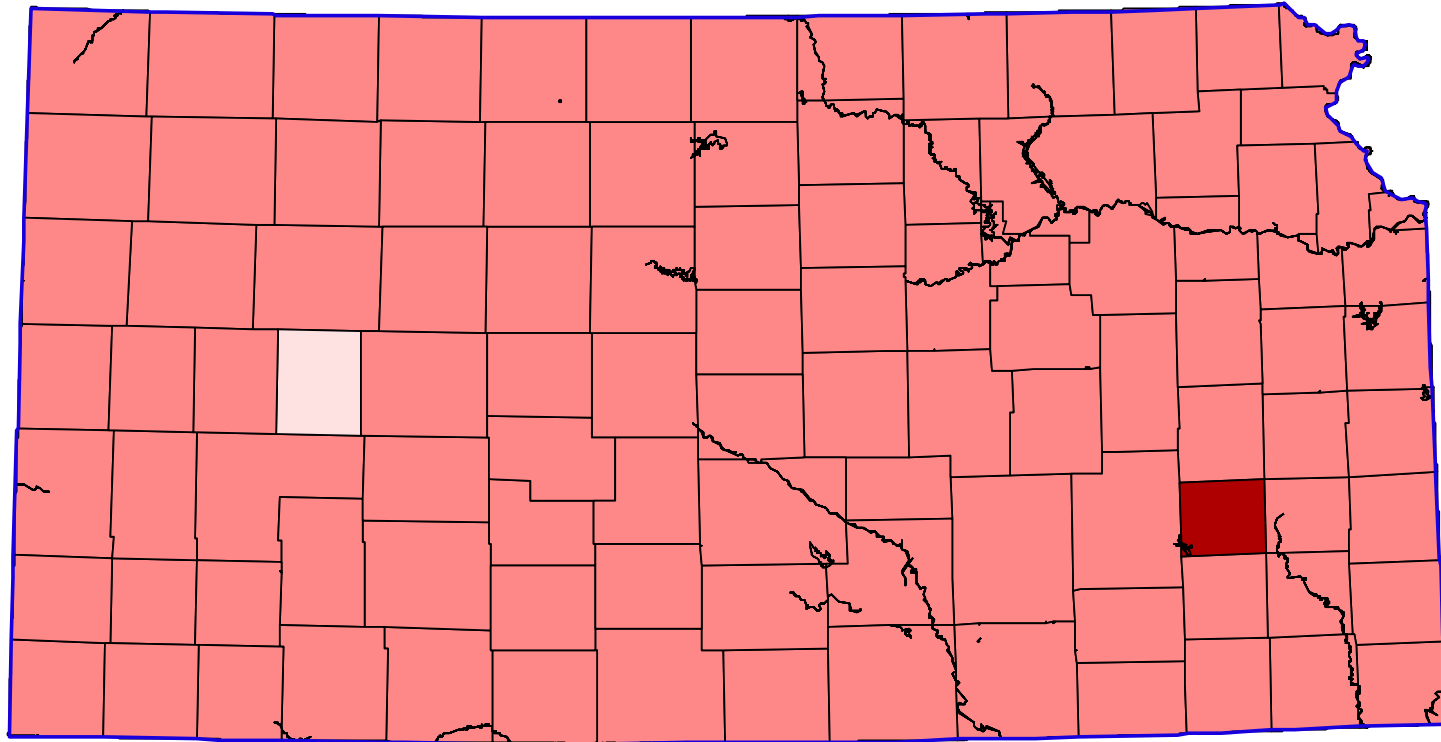
Source: U.S. Census, 2000



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Native American Alone as a Percent of Total Population 2000

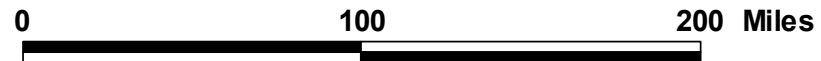
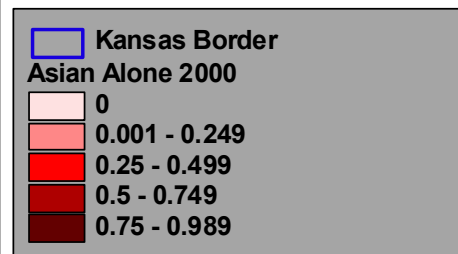
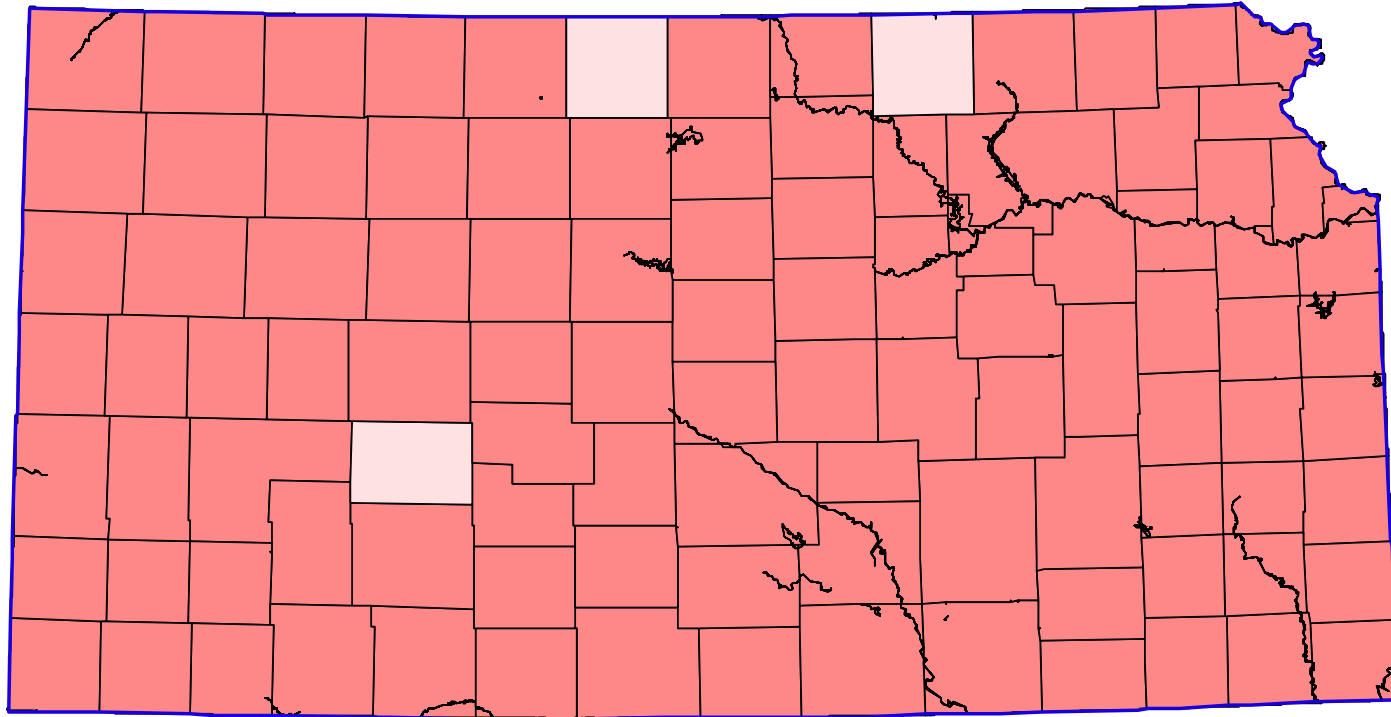
Source: U.S. Census, 2000



Nebraska Center for Rural Health Research, 2003

Asian Alone as a Percent of Total Population 2000

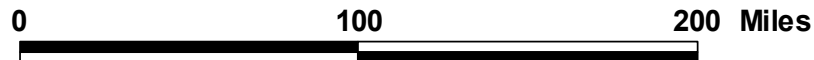
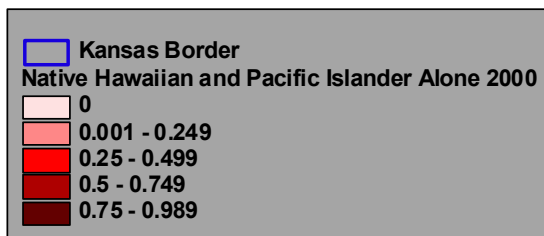
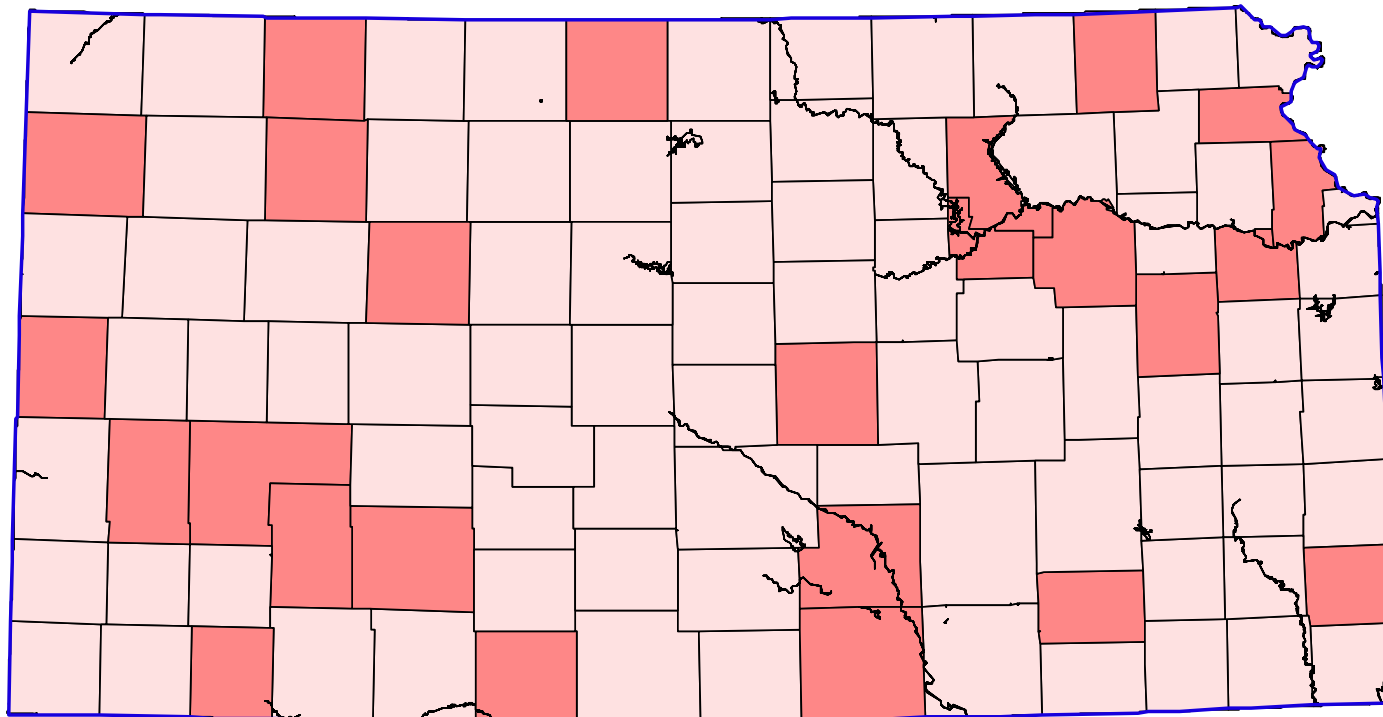
Source: U.S. Census, 2000



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Rural Health Research, 2003

Native Hawaiian and Pacific Islander Alone as a Percent of Total Population 2000

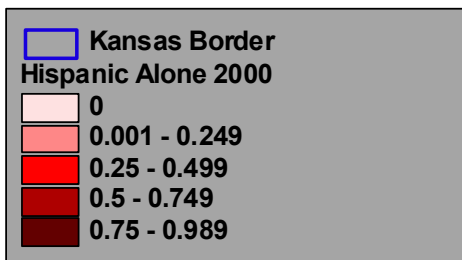
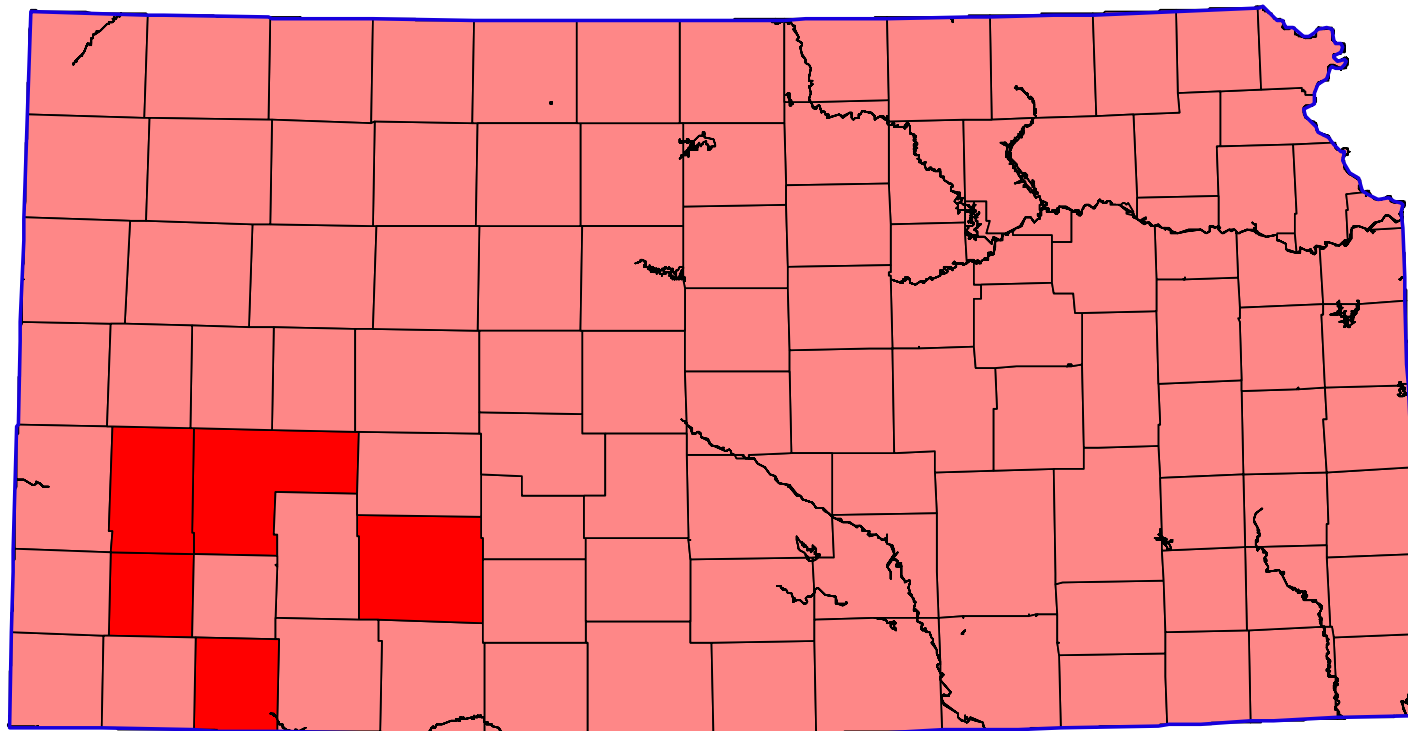
Source: U.S. Census, 2000



Nebraska Center for
Rural Health Research, 2003

Hispanic Alone as a Percent of Total Population 2000

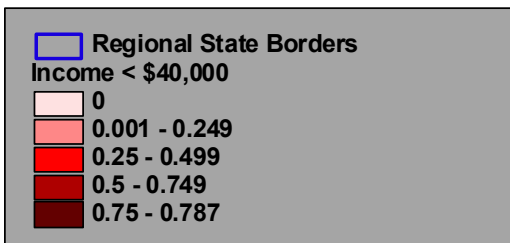
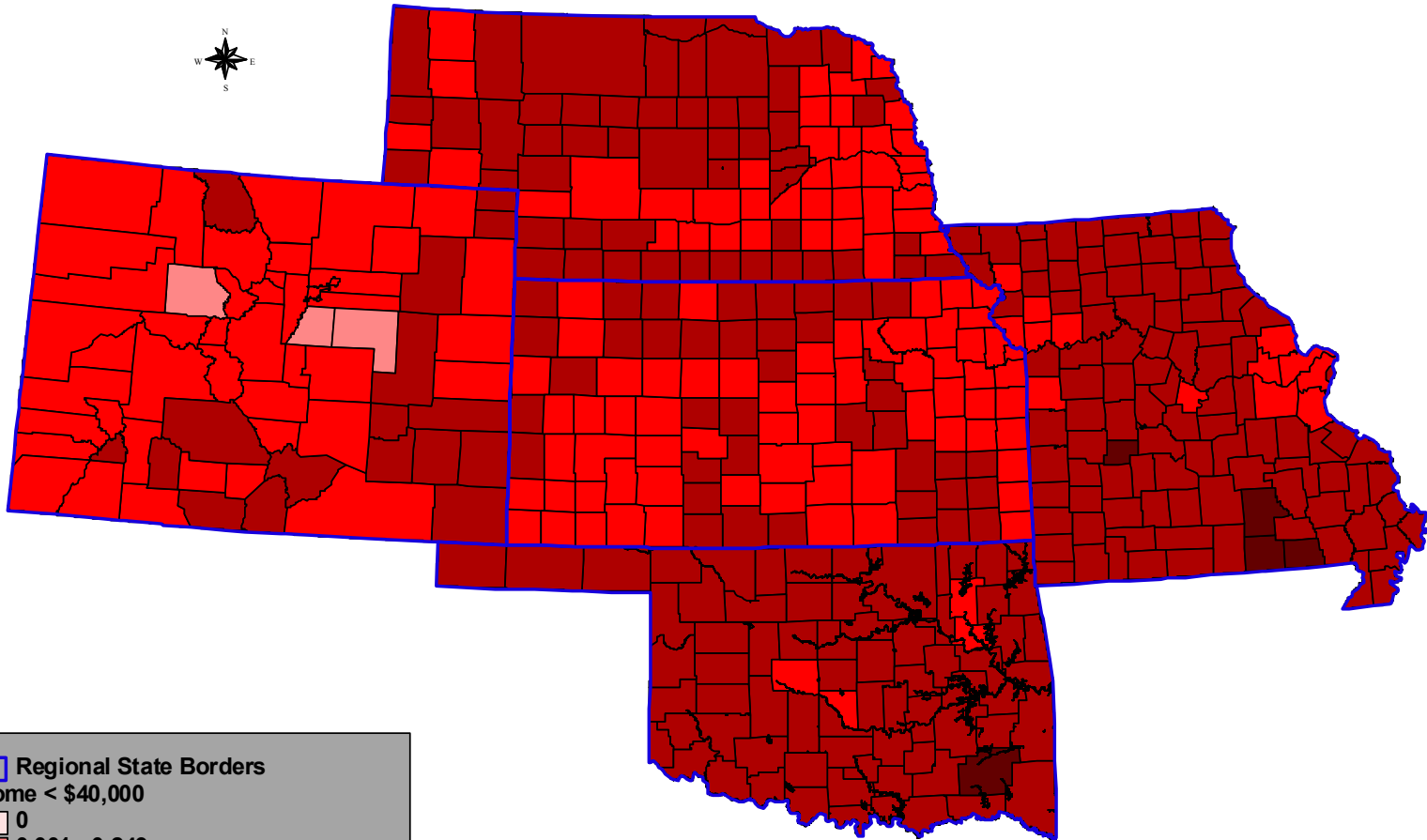
Source: U.S. Census, 2000



Nebraska Center for Rural Health Research, 2003

Percent of Households Whose Income is Less than \$40,000: 2000

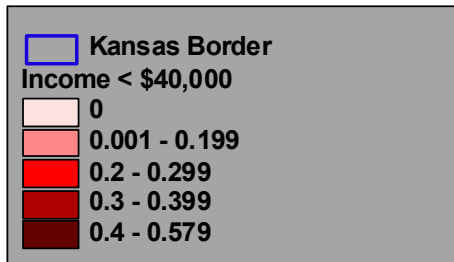
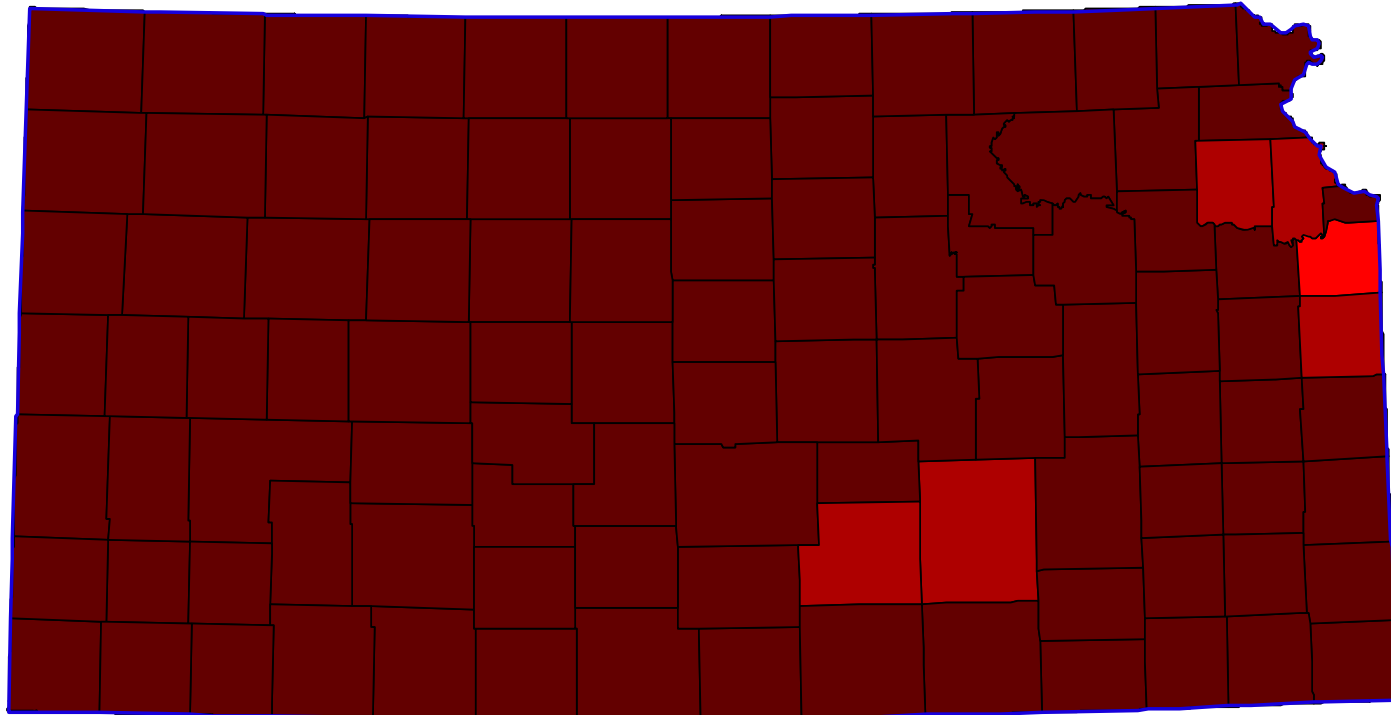
Source: U.S. Census, 2000



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Rural Health Research, 2003

Percent of Households Whose Income is Less than \$40,000: 2000

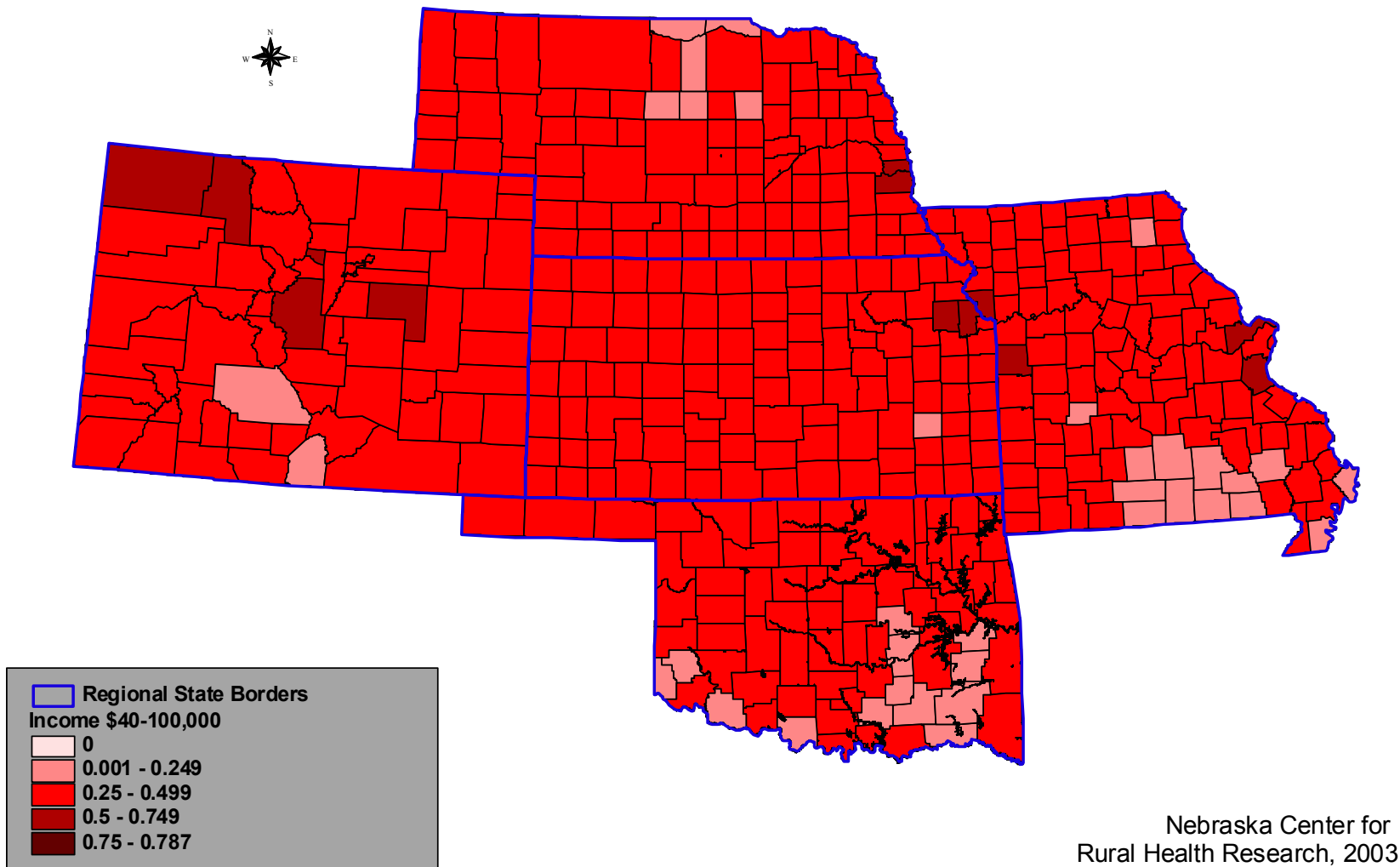
Source: U.S. Census, 2000



Nebraska Center for
Rural Health Research, 2003

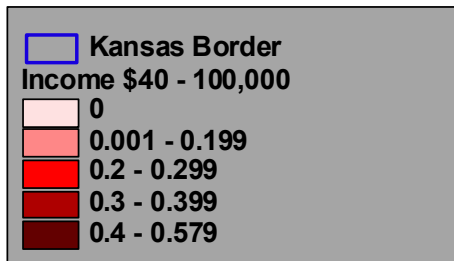
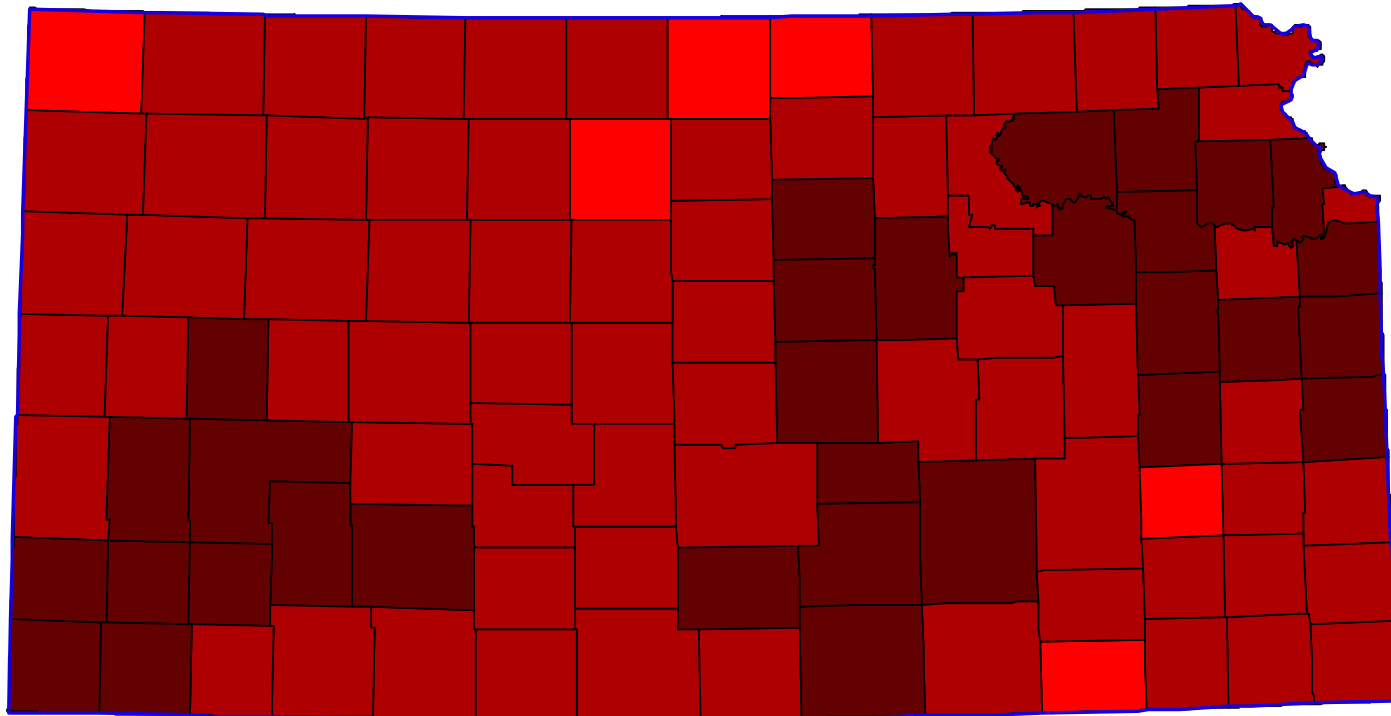
Percent of Households Whose Income is Between \$40,000 and \$100,000: 2000

Source: U.S. Census, 2000



Percent of Households Whose Income is Between \$40,000 and \$100,000: 2000

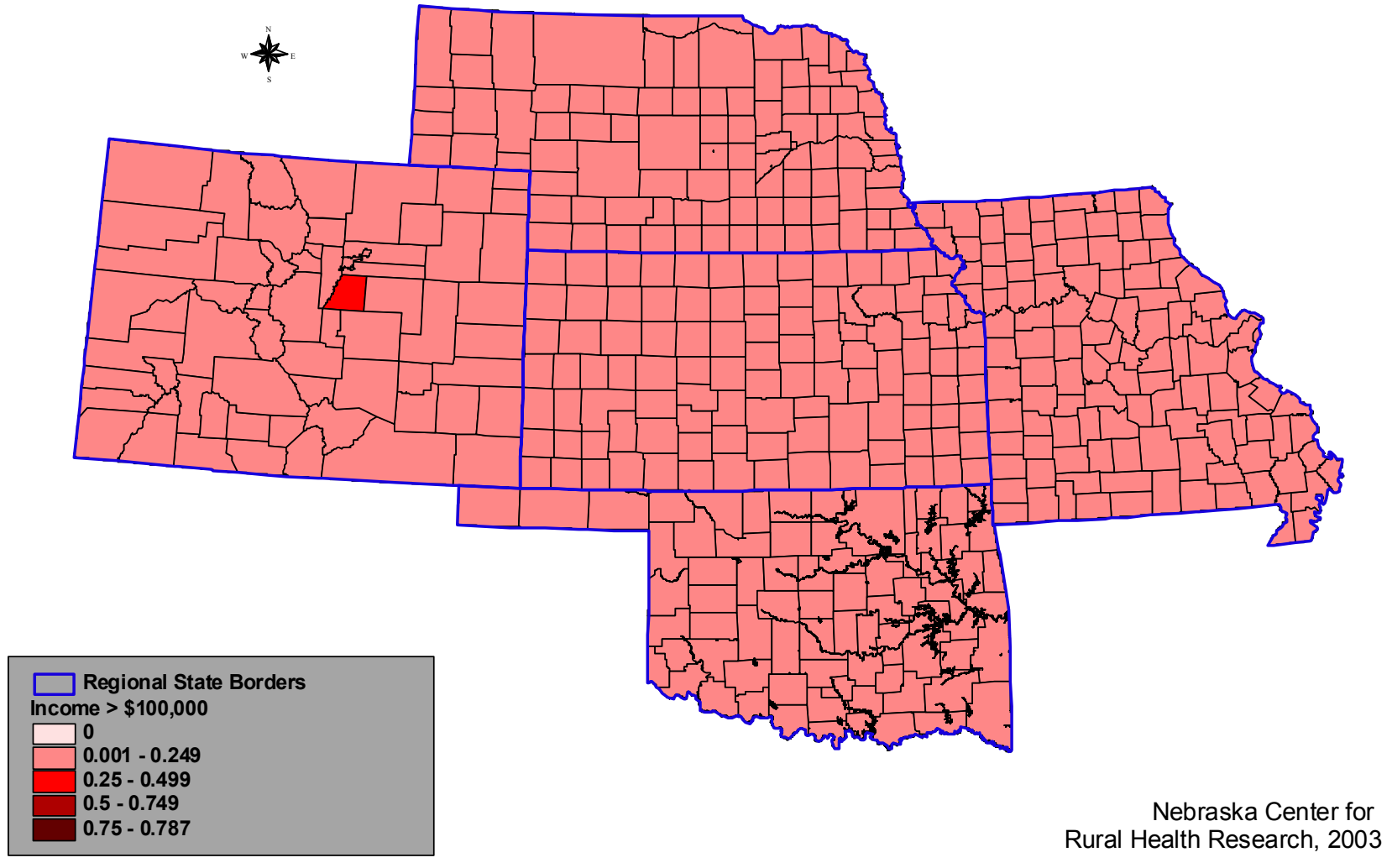
Source: U.S. Census, 2000



Nebraska Center for
Rural Health Research, 2003

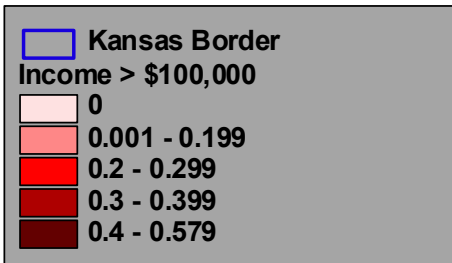
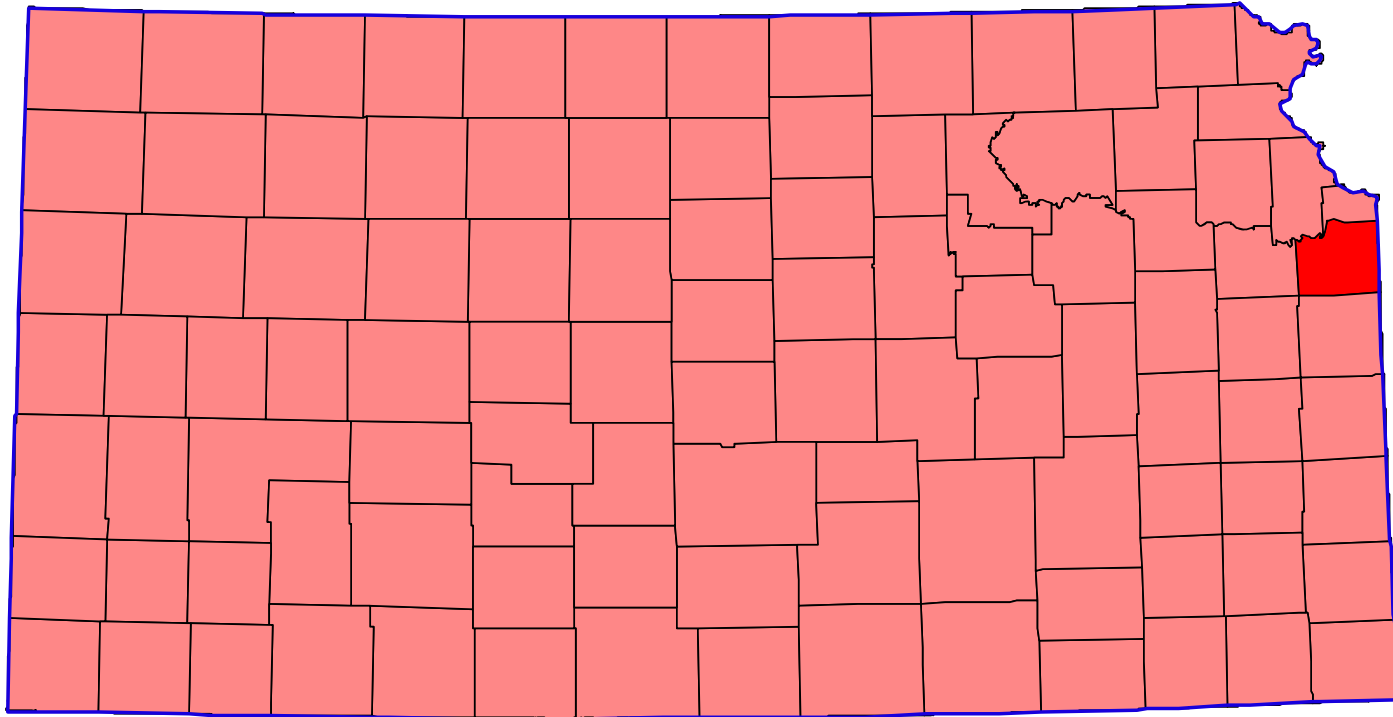
Percent of Households Whose Income is Greater than \$100,000: 2000

Source: U.S. Census, 2000



Percent of Households Whose Income is Over \$100,000: 2000

Source: U.S. Census, 2000

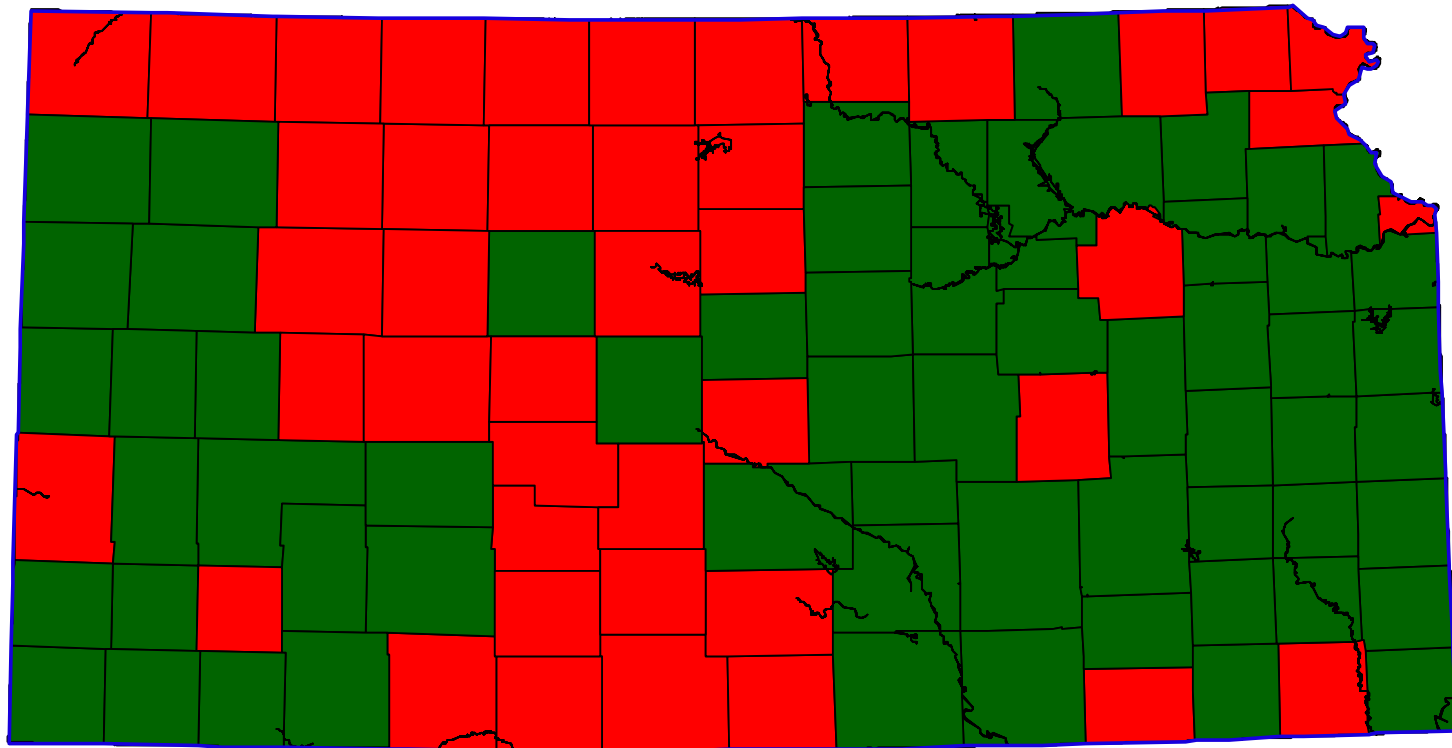



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Where Will Rural Americans Be Living?


Projected Population Change 2000 to 2020


Source: Kansas Water Office, 1999




 Kansas Border

County Population Change 00-20

 -18375 - -1

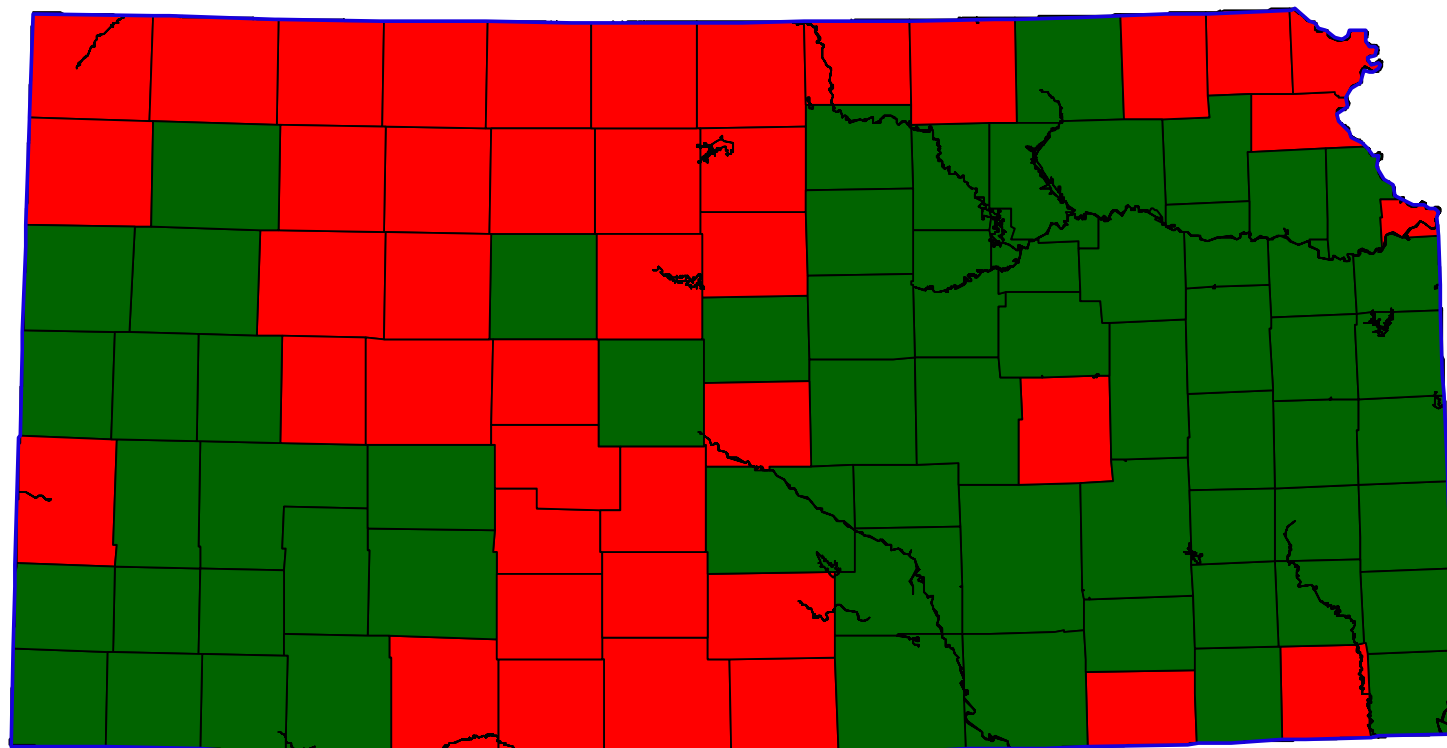
 0

 1 - 134343

Nebraska Center for Rural Health Research, 2003

Projected Population Change 2000 to 2040

Source: Kansas Water Office, 1999



Legend:

- Kansas Border
- County Population Change 00-40**
- 31535 - -1
- 0
- 1 - 285920

Nebraska Center for Rural Health Research, 2003

Where Will Rural Americans Be Living?

- May change by region as function of economic activity
- May change within region
- All will be living in “places,” often anchored by a community

What Do the Settlement Patterns Mean?

Changes in demands for services

- The population that stayed is aging
- The population that is arriving present different needs

Disparities in income magnified by disparities in culture

- Access to health care and other services is both self-regulated and screened by systems
- Income and insurance status major determinants
- Cultural heritage and racial differences are also determinants

Changes in Space and People

- More “wide open spaces” – meaning in distance between population centers
- Implications for the future of the labor pool in rural America

Changes Mean Rethinking Assets

The land and natural assets

from Kent Meyers of South Dakota, author of *Witness of Combines, The River Warren: A Novel*, contributing to a collection of comments on why rural matters:

A healthy rural community is healthy precisely because it sustains itself at the same time that it sustains the land around it, and work done for financial benefit often cannot be separated from work for environmental benefit.

Rethinking Assets

- The new labor pool
 - Training
 - Using
- People who need services: the graying of rural America
- Retaining the best of the past and present in rural values, communities
- Building for the future

Signals to Policy Makers

- Different populations to serve
- Different activities to support and nurture
- Times they are a changing
But values can endure

Generates Differences in Policy Paradigms

- How to focus economic development policies
- How to focus education policies
- Paradigm is place-based policies, and targeting people in those places
- Ride tide of change, but also redirect when opportunities are present (entrepreneurial activities)

Directions for Public Policies

- Community Development
- Shifting to Place-Based Policies

Community Development Policies

Clues to Rural Community Survival: Heartland Center for Leadership Development

www.heartlandcenter.info

1. Evidence of Community Pride
2. Emphasis on Quality in Business and Community Life
3. Willingness to Invest in the Future
4. Participatory Approach to Community Decision Making
5. Cooperative Community Spirit

6. Realistic Appraisal of Future Opportunities
7. Awareness of Competitive Positioning
8. Knowledge of the Physical Environment
9. Active Economic Development Program
10. Deliberate Transition of Power to a Younger Generation of Leaders
11. Acceptance of Women in Leadership Roles
12. Strong Belief and Support for Education

13. Problem-solving Approach to Providing Health Care
14. Strong Multi-generational Family Orientation
15. Strong Presence of Traditional Institutions that are Integral to Community Life
16. Sound and well-maintained Infrastructure
17. Careful use of Fiscal Resources
18. Sophisticated Use of Information Resources
19. Willingness to Seek Help from the Outside
20. Conviction that, in the Long Run, You Have to Do It Yourself

Making it Happen

- Farm Security and Rural Investment Act of 2002
Title VI: Rural Development
Subtitle A: Consolidated Farm and Rural Development Act
- Rural Strategic Investment Program
- National Board on Rural America
- Broadband Services in Rural America
- Rural Business Investment Program
- Rural Firefighter and Emergency Personnel Grant Program

Shaping Place-Based Policy

Congressional Perspectives:

- “Another policy I will promote in Washington is to exempt the one hundred poorest counties in the country from any federal match for any federal funding whatsoever, whether it’s highways or healthcare. It is simply counterproductive to tell counties which have trouble maintaining an operating budget as it is, that they get no federal money unless they come up with matching funds. We might as well be honest and tell them we can’t help at all in the first place.”
- “A short list of items always on my radar screen include: fixing the Medicare payment disparity and securing benefits for Medicare dependent hospitals and healthcare clinics.”

Common Goals Among Members of Congress

- increasing resources to family farmers and rectifying the inequities in the Farm Bill
- expanding access to broadband
- improving the rural healthcare system
- generating incentives for new business starts and job creation in rural communities
- preserving the rural environment

Source: "Perceptions of Rural America: Congressional Perspectives"
W.K. Kellogg Foundation (bipartisan survey of 26 members of Congress between December 2001 and April 2002)

Where Do Hospitals Fit In?

- Part of strategic policy
- providing services
- leaders in health care

Policies that Matter to Hospitals

- Payment Policies
- Work Force
- Regulatory
- Investment

Payment Policies

Current morass of specific payments to different categories

- Critical Access Hospitals: improvements being considered
- Sole Community Hospitals: impacted by CAH designations
- Rural Referral Centers
- Medicare Dependent Hospitals

Hospital updates and standardized payment

Work Force Policies

- Impact of population movement
 - need among elderly
 - future work force among new arrivals
- Continued pressing, immediate needs
 - reauthorized National Health Service Corps
 - reauthorized Conrad 20 program
 - support loan repayment policies
 - support targeted education programs

Regulatory Policies

- Regulatory reform within Centers for Medicare and Medicaid Services (CMS)
- Regulatory reform within HHS
- Considerations for Congress

Investment

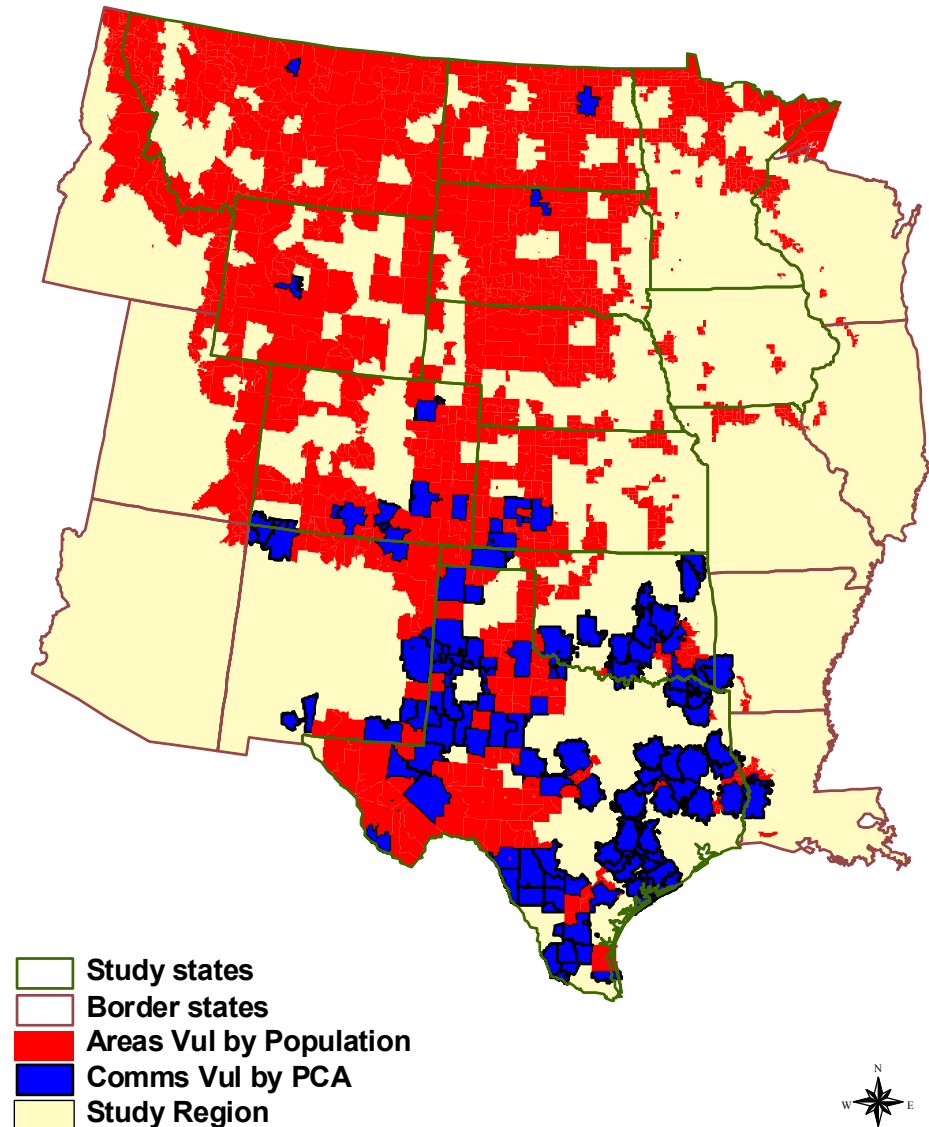
- Capital loan programs in HUD, USDA
- Considerations for a new Hill-Burton approach

A New Approach to Identifying Places in Need

- Vulnerable places based on
- Sparsely populated
- Low potential for generating patient revenue

Vulnerable Places in Non-Metropolitan Areas in Selected States, 2000

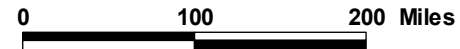
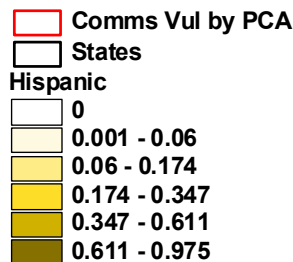
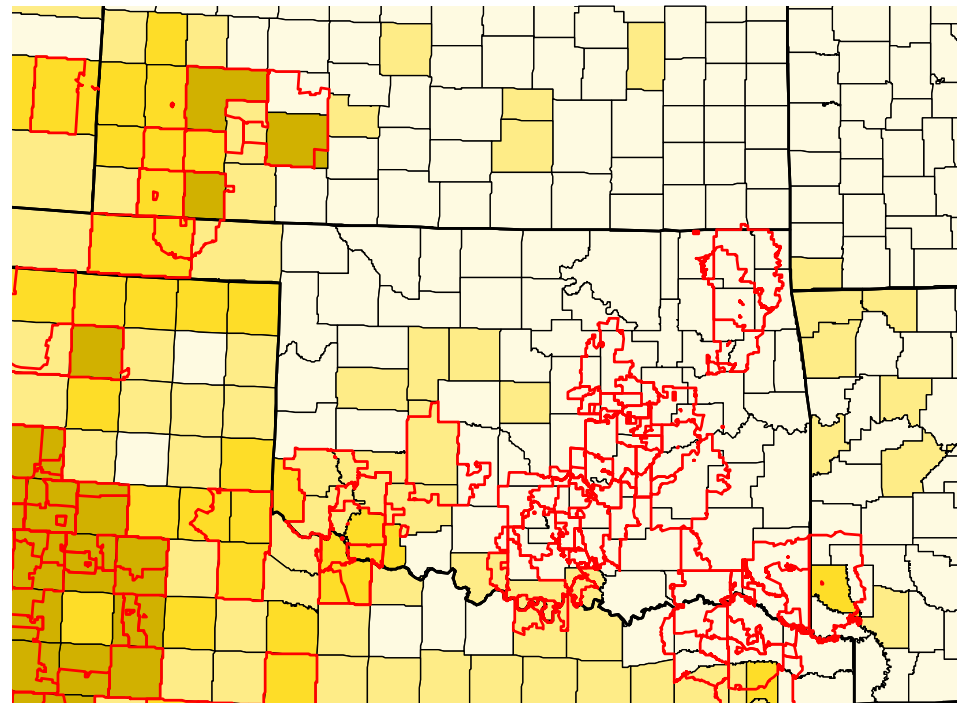
Communities Vulnerable by Principal Components Analysis
and Areas Vulnerable by Low Population Density



Source: U.S. Census, 2000

Vulnerable Places in Southern Kansas and Oklahoma in Relation to Hispanic Populations, 2000

Hispanic Population in Relation to Potentially Vulnerable Communities of Southwestern Kansas and Oklahoma



Source: U.S. Census, 2000

Principles for a New Rural Policy

- from the Nebraska City Declaration:
- importance of a place-based framework
- necessity of greater local autonomy
- enhancement of the human and social capital in rural America
- acknowledgment of the essential role government, at all levels, must play
- integration of community efforts within a regional framework

Principles for a New Rural Policy (con't)

- achievement of a sustainable, nondestructive development
- increased access to technological advances with a recognition that such access is not the only challenge
- investment of the resources required to achieve the results desired
- balancing funding sources for these required investments

Principles for a New Rural Policy (con't)

- recognition that public and private entrepreneurship, and the optimization of regional competitive advantage, is the most promising trajectory
- expanding our attention to the critical role which natural resources and landscape must play in a holistic rural development strategy
- recognition and action to nurture the richness of our diverse cultures, and the strength which our growing rural diversity offers

In this Room

- critical stakeholders in local health care delivery systems
- effective advocates for rural health policy
- leaders for health care services in their communities
- potential leaders for a new rural policy that fits specific pieces into the larger puzzle

RUPRI Center for Rural Health Policy Analysis



www.rupri.org/healthpolicy