



# Kansas: Assessing State Gaming Legislation and Engaging Diverse Stakeholders

Washington, D.C. · April 4, 2012

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Tatiana Y. Lin, M.A.

Caitlin McMurtry

Kansas Health Institute



# PRESENTATION OUTLINE

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- Brief Project Overview
  - Snapshot of Southeast Kansas
  - Methodology primer
  - Project timeline
- Engaging Diverse Stakeholders
- Strategies for Effective Communication
- Selected Findings and Recommendations
- Closing Thoughts



# BRIEF OVERVIEW: SNAPSHOT OF KANSAS

- Total counties in Kansas: 105
  - Only 10 have a pop. greater than 50K
  - More than 50% of the state's pop. lives in 5 counties
- Southeast Kansas (SEK):

	<b>Cherokee</b>	<b>Crawford</b>	<b>Kansas</b>
Population	21,064	38,869	2.8 million
Median household income	\$37,621	\$37,289	\$50,174
Premature death	11,727	9,236	7.084
Poor or fair health	21%	17%	13%



# BRIEF OVERVIEW: WHY FOCUS ON CASINO HIA?

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- First HIA in the Great Plains
- Opportunity to:
  - Partner with KU School of Medicine – Wichita
  - Inform debate during the legislative session
  - Identify potential health benefits and risks of casino development in Southeast Kansas
  - Bring the concept of HIAs to Kansas
  - Build capacity to conduct future HIAs



# BRIEF OVERVIEW: METHODOLOGY

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- Bill selection
  - Collaborated with key contacts and partners (Kan. Legislative Research Dept.)
  - Identified recurring topics of debate
- Literature review
- Qualitative methods
  - Community and stakeholder meetings
  - Key-informant interviews
- Quantitative methods
  - Data analysis



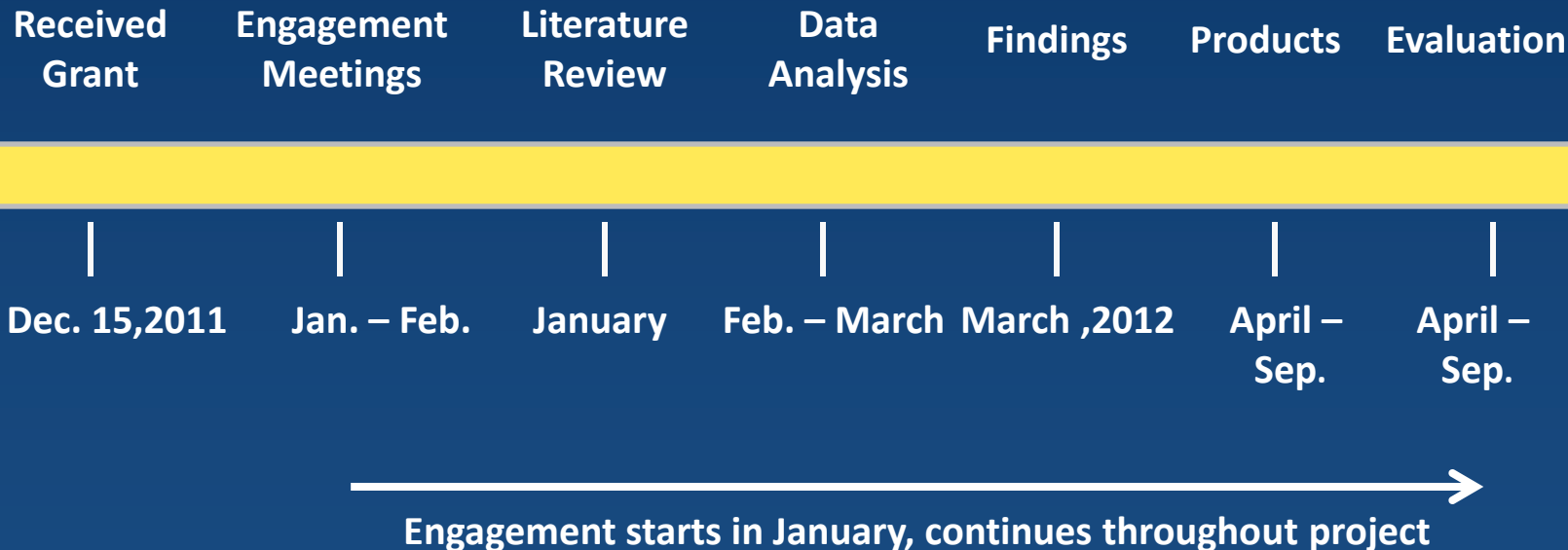
# BRIEF OVERVIEW: SCOPE

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- Employment and Residency
  - Job creation
  - Population growth and social disorder
  - Traffic and alcohol-related accidents
- Tourism
  - Surrounding businesses
  - Tax and casino revenue
- Access to Casino
  - Problem and pathological gambling
  - Comorbid risky health behaviors



# BRIEF OVERVIEW: PROJECT TIMELINE





# ENGAGING STATE-LEVEL STAKEHOLDERS

- An informational meeting and testimony introduced the concept of HIA.
- Individual discussions reinforced KHI's interest in dialogue.
- The HIA Advisory Panel and regular email updates helped maintain interest and connection.



**State Senator Pete Brungardt discusses his interest in HIA with stakeholders from the Racing & Gaming Commission and the Legislative Research Department.**





# ENGAGING COMMUNITY MEMBERS



Duane Goossen of KHI, center, discusses regional concerns with members of a development association called SEK, Inc.

- Two discussion meetings in SEK, one in Topeka.
  - Two at night, one in the afternoon.
- Provided information about HIA, answered questions from community, addressed concerns.
- Aimed to build trust and awareness.



# STRATEGIES FOR EFFECTIVE COMMUNICATION

- All HIA meetings focused on the concept of HIA, not the topic.
  - Topic concerns were addressed, if initiated by attendees.
- Stressed a balanced assessment approach to bolster political neutrality.
- Emphasized a two-way information exchange
  - Not just a lecture, but a discussion. We have opportunities to learn, too.



# WRITTEN COMMUNICATION STRATEGIES

- Email updates
  - Sent out bimonthly to keep meeting attendees and stakeholders abreast of progress.
- Informational brochures
  - Written to be short, easy-to-understand.
  - Hand-delivered.



KANSAS HEALTH INSTITUTE

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### What's happening?

#### Training

A group of Kansas Health Institute staff members joined representatives of state agencies and Southeast Kansas stakeholder groups for a day of training in Topeka on health impact assessments.

The training is part of the grant that KHI and the University of Kansas School of Medicine - Wichita received to conduct an HIA on a bill involving a Southeast Kansas casino development. During the training, participants learned how to support work on this HIA and build their capacity to conduct future HIAs.



A day of health impact assessment training included time for discussion.

Training sessions focused on the HIA process and steps, and how an HIA can be effectively used to help policymakers. The training was led by staff members at the Georgia Health Policy Center and The Pew Charitable Trusts.

#### Literature review

Members of the KHI team recently completed a literature review on the effects of casinos. While learning more about the topic from this review of scholarly articles, books and other sources, they discovered why some of the issues around casinos can be confusing.



# VERBAL COMMUNICATION STRATEGIES

- Key informant interviews
  - Conducted by KUSM-W and KHI
  - Incorporated feedback into pathway diagram and assessment.
- HIA Advisory Panel
  - 7 members representing 4 sectors
  - Keeps stakeholder meeting attendees engaged through monthly input sessions.
  - Provide feedback at all stages of HIA.



# SELECTED FINDINGS

Indicator of Interest	Expected Effect	Impact	Finding	Evidence
Hospitality industry employment	Increase	Positive	Sources indicate and expected increase of about 350 jobs.	<ul style="list-style-type: none"><li>• Data: Actual jobs reported by comparison casino.</li><li>• Multiplier developed by WSU in 2007.</li></ul>
Local employment	Increase	Positive	Sources indicate 280 casino employees, less than 20 of whom would relocate.	<ul style="list-style-type: none"><li>• Data: Correspondence with Butler National Corporation (March 16, 2012).</li></ul>
Population change	Increase	Neutral	Sources indicate an expected increase of about 1791 to the area.	Data: U.S. Census Bureau population estimates (2010).



# SELECTED RECOMMENDATION

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- Provide restaurant and hospitality workforce development programs.
  - Partnership between casino and local educational institutions.
- Use local hiring practices, especially among welfare recipients.
  - Partnership between casino and local social service offices.



# CLOSING THOUGHTS

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- Recognize and value the experiences of stakeholders
  - We have expertise in research and data
  - Residents are experts on their community
- Tailor messaging and outreach
  - Legislators read and interpret information differently than state administrative staff or residents of a community.
- Allow adequate time to conduct HIA and don't hesitate to narrow the scope.



# Contact Information

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Kansas Health Institute  
212 Eighth Ave., Suite 300  
Topeka, KS 66603  
Phone: (785) 233- 5443  
Website: [www.khi.org](http://www.khi.org)





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