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# Healthy South Dakota

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## HEARD OF THE HEALTHY SOUTH DAKOTA PROGRAM

**Definition:** Respondents who say they have heard about the South Dakota Department of Health program called Healthy South Dakota that encourages South Dakotans to be physically active, eat healthy, and live healthier lives.

### Prevalence of Respondents Who Have Heard of Healthy South Dakota Program

- South Dakota 40.2%
- There is no nationwide median for the *Healthy South Dakota* program

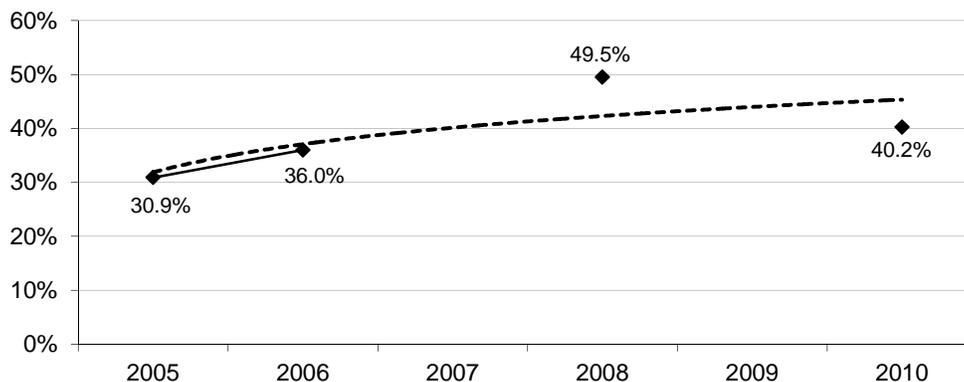
### Healthy People 2010 Objective

There was no stated Healthy People 2010 Objective for respondents who have heard of the Healthy South Dakota program.

### Trend Analysis

This question began in 2005 with 30.9 percent of respondents saying they had heard about the *Healthy South Dakota* program. Since then, the percent of respondents who have heard of the program increased to 49.5 percent in 2008 and 40.2 percent in 2010.

**Figure 84**  
**Percent of Respondents Who Have Heard of**  
**Healthy South Dakota Program, 2005-2006, 2008, and 2010**



Source: The Behavioral Risk Factor Surveillance System, South Dakota Department of Health, 2005-2006, 2008, and 2010

**Table 57**  
**Respondents Who Have Heard of the *Healthy South Dakota* Program, 2010**

	Total			Male			Female		
	# Resp.	%	95% CI	# Resp.	%	95% CI	# Resp.	%	95% CI
<b>Total</b>	<b>6,381</b>	<b>40.2</b>	<b>(38.3-42.1)</b>	<b>2,511</b>	<b>36.5</b>	<b>(33.6-39.4)</b>	<b>3,870</b>	<b>43.8</b>	<b>(41.3-46.3)</b>
<b>Age</b>									
18-24	201	42.4	(33.6-51.6)	*	*	*	*	*	*
25-34	561	34.9	(30.1-40.0)	236	27.0	(20.5-34.7)	325	43.5	(36.8-50.4)
35-44	739	40.5	(36.2-45.0)	292	36.9	(30.5-43.7)	447	44.3	(38.7-50.1)
45-54	1,224	39.9	(36.4-43.4)	511	35.4	(30.3-40.9)	713	44.2	(39.7-48.7)
55-64	1,408	41.4	(38.3-44.6)	592	38.6	(33.9-43.5)	816	44.2	(40.1-48.5)
65-74	1,108	41.6	(38.1-45.2)	443	37.4	(32.1-43.0)	665	45.6	(41.1-50.2)
75+	1,108	43.2	(39.7-46.7)	335	40.4	(34.3-46.8)	773	44.9	(40.8-49.2)
<b>Race</b>									
White	5,409	41.0	(39.1-43.1)	2,141	36.9	(33.9-40.1)	3,268	45.1	(42.5-47.7)
American Indian	743	29.1	(23.1-36.0)	279	31.7	(23.2-41.6)	464	26.9	(18.8-36.9)
<b>Region</b>									
Southeast	1,287	38.2	(34.7-41.7)	506	35.2	(30.0-40.8)	781	41.0	(36.6-45.6)
Northeast	1,366	41.5	(37.8-45.2)	532	37.3	(31.8-43.1)	834	45.3	(40.4-50.2)
Central	1,213	48.6	(44.0-53.2)	476	46.0	(39.1-53.0)	737	51.1	(45.2-57.1)
West	1,268	39.7	(35.8-43.7)	512	34.4	(28.6-40.6)	756	45.4	(40.4-50.5)
American Indian Counties	1,247	31.6	(27.5-35.9)	485	30.5	(24.2-37.7)	762	32.6	(27.9-37.8)
<b>Household Income</b>									
Less than \$15,000	624	39.8	(32.3-47.9)	219	29.8	(19.5-42.7)	405	48.9	(39.4-58.5)
\$15,000-\$19,999	396	43.9	(36.1-52.0)	144	51.2	(37.7-64.5)	252	37.4	(29.5-46.0)
\$20,000-\$24,999	532	34.6	(28.4-41.4)	201	24.7	(17.6-33.3)	331	42.9	(34.0-52.3)
\$25,000-\$34,999	739	42.0	(35.8-48.6)	316	41.9	(32.5-51.9)	423	42.2	(34.7-50.1)
\$35,000-\$49,999	972	37.3	(33.1-41.8)	411	32.5	(26.3-39.4)	561	42.7	(37.3-48.3)
\$50,000-\$74,999	985	40.4	(36.3-44.6)	415	35.5	(29.7-41.8)	570	45.1	(39.7-50.7)
\$75,000+	1,134	42.2	(38.4-46.0)	536	37.9	(32.6-43.5)	598	47.2	(42.0-52.5)
<b>Education</b>									
Less than High School	564	38.5	(31.4-46.1)	253	41.2	(31.2-52.0)	311	33.5	(26.5-41.3)
High School or G.E.D.	2,051	40.2	(36.5-44.1)	833	36.9	(31.3-43.0)	1,218	43.7	(39.1-48.5)
Some Post-High School	1,797	37.3	(33.9-40.8)	657	31.1	(26.3-36.4)	1,140	42.1	(37.6-46.9)
College Graduate	1,962	43.0	(40.0-46.0)	765	38.7	(34.3-43.3)	1,197	47.0	(43.1-51.1)
<b>Marital Status</b>									
Married/Unmarried Couple	3,858	41.4	(39.4-43.5)	1,647	37.3	(34.3-40.4)	2,211	45.6	(42.8-48.4)
Divorced/Separated	802	37.4	(32.8-42.3)	322	29.2	(22.7-36.6)	480	44.7	(38.7-50.8)
Widowed	1,003	38.2	(34.6-41.9)	156	27.5	(19.7-36.9)	847	40.7	(36.8-44.7)
Never Married	711	36.9	(30.4-43.9)	385	37.0	(28.4-46.5)	326	36.6	(27.2-47.2)
<b>Children Status</b>									
Children in Household	1,113	37.9	(34.1-42.0)	422	33.9	(28.3-40.0)	691	41.7	(36.5-47.1)
No Children in Household	387	41.6	(34.2-49.4)	201	38.2	(28.3-49.1)	186	46.7	(36.0-57.7)

Note: \*Results based on sample sizes less than 100 have been suppressed.

Source: The Behavioral Risk Factor Surveillance System, South Dakota Department of Health, 2010