



Message Points: *Leading Health*

Our bold vision: To make Kansas the healthiest state in the nation. This isn't just a vision; it's a movement powered by you.

We believe a healthier Kansas is a goal we can achieve, and it starts with people like you.

You've been selected as one of 30,000 Kansans to help us expand our definition of **Health**. Collectively, we have the power and influence to shift Health outcomes.

health vs. Health

- Lowercase h, health, is health care. The stuff people usually think about when someone says "health." It's blood pressure and X-rays, doctor visits and surgeries. For some, it's yoga, their daily workout, and taking vitamins.
- "Health" with the capital H is your ability to thrive. Lowercase health is a part of Health, but only a small part. Health is everything. It's future generations being successful, and grandkids enjoying happiness, friendship and love. It's the ability to control your destiny. It is agency over your life.

America's Health Rankings

To ensure every Kansan has the opportunity to thrive the America's Health Rankings serve as a major tool to measure our progress, offering a comprehensive view of the factors that contribute to our collective well-being.

- America's Health Rankings are produced by the United Health Foundation, a nonprofit arm of United Health, the nation's largest insurance company.
- The rankings focus on Health, not just health care.
- There are over 50 measures in the ranking, covering almost everything in civic life: economic opportunity, civic engagement, education, public services and health care.
- American Health Rankings are a reference point to align our efforts and prioritize actions that advance community Health, guiding us on our journey to lead the nation.

This is more than a book; it is a movement. To make a real impact on Health in Kansas, we know we need to work together.

Leading Health is an invitation to move the needle on Health in Kansas, and we invite you to join us in leading the way!

Welcome to the front lines of making Kansas the healthiest state in America, and in doing so, leading the nation.

Discover more and get access to bonus book content here: kansashealth.org/leadinghealth

Book Synopsis

When you think about health, what comes up? Doctors and hospitals. Physical therapy and cancer screenings. Maybe exercise and diet.

In *Leading Health*, Ed O'Malley, President & CEO of the Kansas Health Foundation, wants to expand your definition of Health.

Did you know that voter participation, elementary school literacy rates and broadband access are all predictors of community health and life expectancy? And did you know that Kansas's Health rankings among other states have steadily declined over the past 30 years?

These broad societal measures matter, and we all have a role to play in leading the efforts to improve Health in Kansas. *Leading Health* shows us how.

Prepared to Discuss

1. Why is this book important?
2. Why do the America's Health Rankings matter for Kansas?
3. Why has there been such a decline in our state's health?
4. What is Lowercase health vs. capital Health?
5. How do I play a part?
6. If someone wants a copy of the book, how do they get one?

Message Points

- **We're casting a bold vision to improve Health in Kansas and need your help.**
We believe a healthier Kansas is a goal we can achieve, and it starts with people like you. You've been selected as one of 30,000 Kansans to help us expand our definition of Health.
- **Regardless of your job title or community involvement, you play a part in improving Health.**
- **health vs. Health**
 - Lowercase h, health, is health care. The stuff people usually think about when someone says "health." It's blood pressure and X-rays, doctor visits and surgeries. For some, it's yoga, their daily workout, and taking vitamins.
 - "Health" with the capital H is your ability to thrive. Lowercase health is a part of Health, but only a small part. Health is everything. It's future generations being successful, and grandkids enjoying happiness, friendship, and love. It's the ability to control your destiny. It is agency over your life.
- **Health Rankings: Kansas ranks 27th**
 - Kansas is ranked 27th in the nation, according to America's Health Rankings. We used to be in 8th place; that high point was in 1991, and we have been falling steadily ever since.
 - This has a major impact on the ability of our state, communities, neighborhoods, organizations, and families to thrive. Everything from growing our economy to

retaining our young people to improving our schools is harder because of our ranking.

- In 2023, an estimated 38% of Kansas households were below the [ALICE](#) Threshold – Asset Limited, Income Constrained, Employed, with income above the Federal Poverty Level but less than the basic cost of living.
- With your help, Kansas can lead the nation in Health again.

- **State’s decline in health is based on a leadership challenge**
 - Leadership shapes decisions and policies, and these impact on the health of our state.
 - We believe anyone can lead, it’s an activity and not a position or authority.
 - Collectively, we haven’t focused key decision makers, from state elected officials, to county and city governments to school boards and board rooms on Health.
 - It’s not just politicians, but company leaders, church leaders, elected officials, people in leadership positions that play a part.
 - We need Health to be a priority; we’re all working on together.

- **9 Actionable Ways to Engage**

The 9 mindsets identified in the book will lead to policy and programmatic changes related to Health, and will create better Health outcomes.

 - #1: Work Upstream
 - #2: Work Systemically
 - #3: Race and Racism
 - #4: Create Collaboration
 - #5: Value Process and
 - #6: Policy Over Politics
 - #7: Embrace Bold Vision
 - #8: Leverage Economic
 - #9: Make Metrics Matter

What people are saying

- "Right people + good information + healthy process = progress" - **David Chrislip**
- "You're not using a medical model to improve Health. Yours is a leadership model." - **Doug Easterling**

About

Author Bio

Ed O'Malley is President and CEO of the Kansas Health Foundation. He believes in the power of bold vision and longer-term impact, including KHF's goal to make Kansas the Healthiest state in America. A former state legislator and gubernatorial aide, Ed has co-authored four other books including *Your Leadership Edge* and *When Everyone Leads*.

Kansas Health Foundation

The Kansas Health Foundation (KHF) is a nonprofit organization based in Wichita but statewide in its focus. At KHF, all our work centers on our mission: to improve the health of all Kansans.

As part of the KHF strategic framework, developed by our staff and board of directors, KHF also strives to accomplish three primary purposes: empower Kansas to lead the nation in health; eliminate the inequities that create health disparities; and, for KHF to become THE model for philanthropic impact.

Key Links

- [Ed O'Malley's Headshot](#)
- [Stock imagery](#) and [Ed Speaking](#)
- [Book Cover Art](#)
- [Kansas Health Foundation Logo](#)
- [B-roll](#)