United Way of Northern Shenandoah Valley

Community Needs Update 2014 – 2017

A report of conditions, trends and human service priorities impacting the critical needs of the people of the Northern Shenandoah Valley

April 2014

United Way of Northern Shenandoah Valley
In partnership with Lord Fairfax Community College

April 2014

Dear Community Members,

It has been a pleasure to serve as the Chair for the *Community Needs Update: 2014-2017* for the United Way of Northern Shenandoah Valley. The following report tracks our progress toward meeting critical needs, advances our priority areas of Education, Income, and Health, and identifies additional targets for concentration through 2017.

Three years ago, the United Way of Northern Shenandoah Valley worked with community partners such as Valley Health and Shenandoah University to produce the report "Community Needs Update: 2010-2013." This report was the result of a half year of planning and brainstorming about the needs of the community. It set forth clear and measurable goals with which the United Way and community organizations could demonstrate the impact they are making on the community.

Now it's time to evaluate how much impact has been made over the past three years. This 2014 Progress Report provides data on each of three goal areas: (1) education, (2) income, and (3) health. It documents progress for each of the jurisdictions served by the United Way, including the City of Winchester and Clarke, Frederick, and Shenandoah counties, as well as Page and Warren counties. Where available, overall data for the Northern Shenandoah Valley Planning District are also provided.

In the 2010 report, additional information about demographic and social indicators was included to provide context for organizational planning. These indicators are updated in this Progress Report, along with several more relevant data sources.

I would like to thank our committee members for all their hard work; Jorge Guterierrez - BMOC, Diana Ketterman - Community Representative, John Lamanna - Timber Ridge, John Milam - LFCC, Connie Nutter - NAMI, Randy Reed - VH Behavioral Health, Martha Shickle - NSV Regional Planning Commission, and Joe Shtulman - United Way NSV. Thanks also to Mary Zufall - Valley Health, and Tamara Green - DSS Frederick County for sharing the results of their respective need studies. Special thanks to John Milam - LFCC for preparing the updated demographic and social statistics and to the United Way staff for their support and leadership throughout this process.

Sincerely,

Dr. Cheryl Thompson-Stacy, Chair
Community Impact

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OVERVIEW

The United Way of Northern Shenandoah Valley is your Community Impact partner, working to link people in need with the resources to meet those needs.   Every three years, UWNSV assesses demographic and social trends in order to update priorities and target contributed funds to the needs that matter most to the people of Northern Shenandoah Valley. Community Impact priorities are used as a tool for planning and as a guide for fund distribution.   Over the past year, UWNSV has worked with planning partners to focus on mental Health issues, update population data and assess our progress, as a community, in dealing with education, income and health conditions. In addition, the Community Impact committee has reviewed priorities identified in the recent Valley Health Needs Assessment and the DSS Safe and Stable Families Initiative, to help target areas for concentration through 2017.

This year's report provides a progress report on the social conditions targeted in 2010. Education, Income and Health issues are recommended for continuing action. Priorities through 2017 include:

EDUCATION/ACHIEVING POTENTIAL
- Reduce truancy and school dropout rates.
- Prepare children for school readiness.
- Advance learning and career development.
- Leadership and workforce development, including youth program collaboration.

INCOME/FINANCIAL STABILITY
- Employment Assistance.
- Life skills training (financial literacy, job preparation, literacy).
- Support for families to meet basic needs (food, shelter, utilities).

HEALTH/RISK BEHAVIORS/SAFETY
- Affordable and accessible health/mental health care for people in need.
- Health needs of an increasing senior population.
- Prevention of the effects of risk behaviors (i.e. obesity, abuse/neglect, teen pregnancy and substance abuse).
- Mental Health education and access to care.

CONTRIBUTING ISSUES (Affecting all focus areas)
- Increasing Senior Population
- Families/Individuals with limited life skills
- Housing and Homelessness
- Youth and community concerns over crime and substance abuse
- Access to care (information, transportation, case management)
- Economic Conditions

PROGRESS REPORT: EDUCATION + INCOME + HEALTH

Three goal areas were articulated for impact, including:

(1) Education: Improve on-time graduation and advanced learning – three goals;
(2) Income: Decrease number of financially unstable families – one goal; and
(3) Health: Reduce the incidence and prevalence of risk behaviors – five goals.

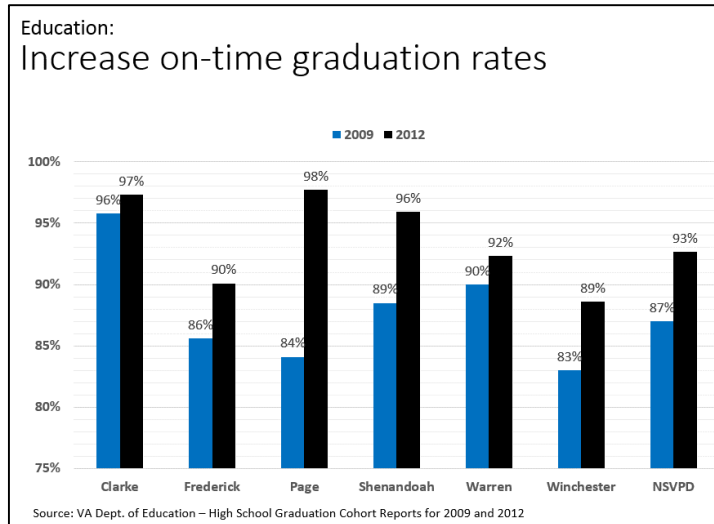The following table documents overall progress on these goals for the jurisdictions served.

Goal	NSVPD	Clarke	Frederick	Page	Shenandoah	Warren	Winchester
Education/Achieving Potential							
Increase on-time high school graduation	↑	↑	↑	↑	↑	↑	↑
Decrease % need for Kindergarten remediation	N/A	↑	↔	↔	↑	↑	↑
Increase college participation	↓	↓	↑	↓	↓	↔	↓
Income/Financial Stability							
Decrease % family households earning <$25,000 per year	↔	↑	↑	↑	↓	↔	↓
Health Risks/Behaviors							
Increase rank for adult smoking	N/A	↑	↓	↓	↓	↑	↑
Increase rank for diet & exercise	N/A	↓	↑	↓	↓	↑	↓
Increase rank for alcohol use	N/A	↑	↑	↑	↑	↑	↑
Increase rank for STDs	N/A	↑	↑	↑	↑	↑	↑
Increase rank for access to care	N/A	↑	↓	↔	↓	↓	↓
Legend: ↑ = Increase ↓ = Decrease ↔ = No change							

The following section provides graphical results for each goal and a brief narrative about progress.
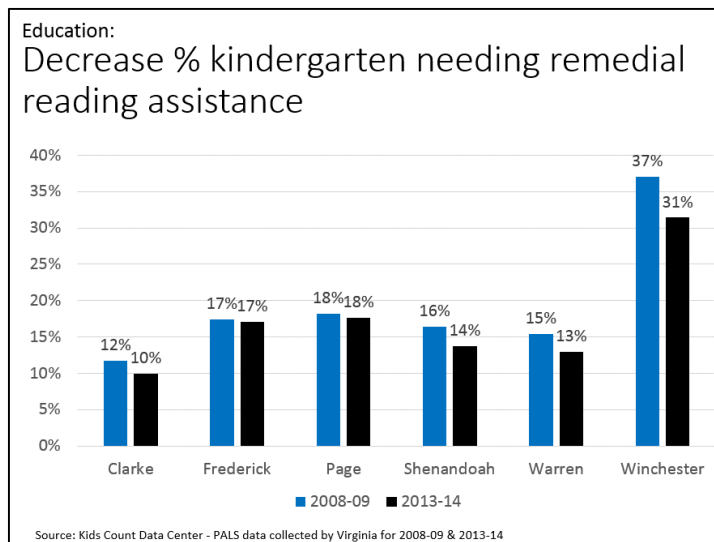
EDUCATION

Increase on-time high school graduation

The Virginia Department of Education calculates the Virginia On-Time Graduation Rate – the percentage of students in a cohort who earned a Board of Education-approved diploma within four years of entering high school for the first time. Comparing the 2009 and 2012 cohorts, all six jurisdictions increased their on-time high school graduation rate. The overall rate increased from 87% to 93%.
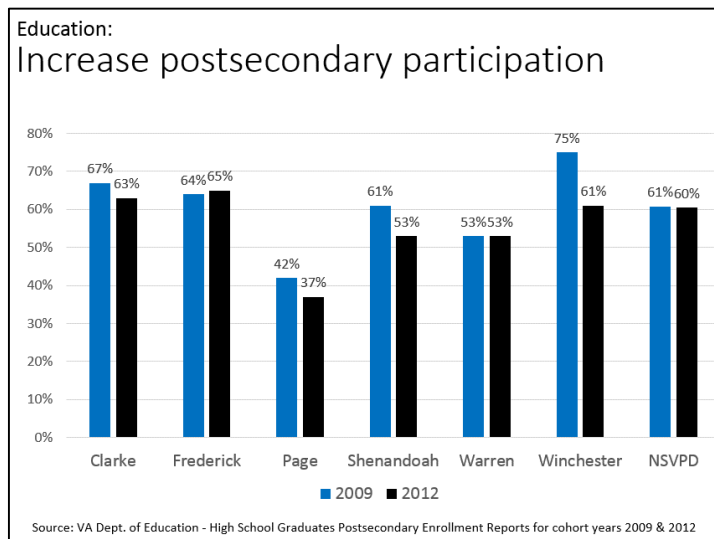
Education:
Increase on-time graduation rates

■ 2009 ■ 2012

	Clarke	Frederick	Page	Shenandoah	Warren	Winchester	NSVPD
2009	96%	86%	84%	89%	90%	83%	87%
2012	97%	90%	98%	96%	92%	89%	93%

Source: VA Dept. of Education – High School Graduation Cohort Reports for 2009 and 2012

Decrease % need for Kindergarten remediation

The PALS-K is used to identify kindergarten students who are relatively behind in their acquisition of fundamental literacy skills. Between 2008-09 and 2013-14, the need for remedial assistance decreased in four of the six jurisdictions and was approximately the same in the other two.

Education:
Decrease % kindergarten needing remedial reading assistance

	Clarke	Frederick	Page	Shenandoah	Warren	Winchester
2008-09	12%	17%	18%	16%	15%	37%
2013-14	10%	17%	18%	14%	13%	31%

■ 2008-09 ■ 2013-14

Source: Kids Count Data Center - PALS data collected by Virginia for 2008-09 & 2013-14
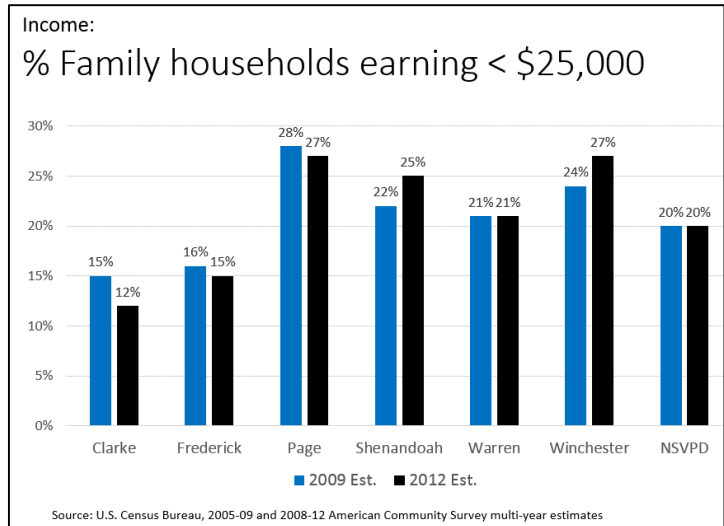
Increase college participation

The Virginia Department of Education helped create the Virginia Longitudinal Data System to track student success from K-12 through college. Using the National Student Clearinghouse, cohort reports track students who enroll in any higher education institution within 16 months of earning a federally recognized high school diploma. Comparing the 2009 and 2012 cohorts of graduates, one county increased slightly the percent of graduates going on to college, while one stayed the same while the rest went down.

Education:
Increase postsecondary participation

	Clarke	Frederick	Page	Shenandoah	Warren	Winchester	NSVPD
2009	67%	64%	42%	61%	53%	75%	61%
2012	63%	65%	37%	53%	53%	61%	60%

■ 2009 ■ 2012

Source: VA Dept. of Education - High School Graduates Postsecondary Enrollment Reports for cohort years 2009 & 2012

INCOME

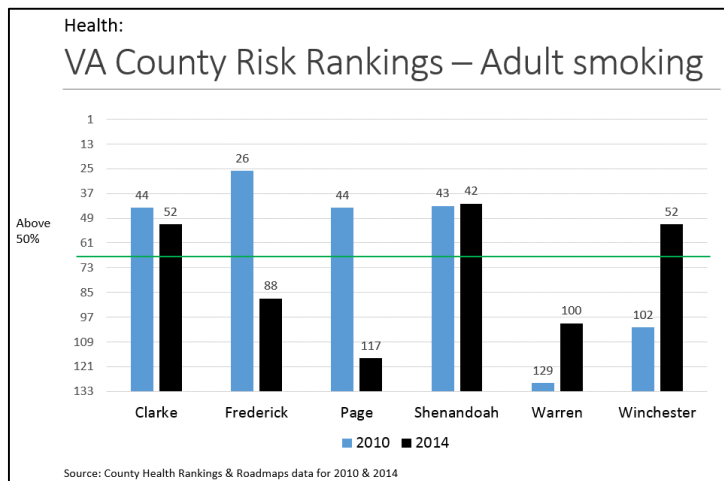**Decrease % family households earning <$25,000 per year**

The American Community Survey supplements U.S. Census Bureau data with local five-year estimates of family household income. Comparing the 2009 and 2012 estimates, three counties decreased the percent of households earning less than $25,000. Two jurisdictions increased the percentage and one stayed the same.

Income:

% Family households earning < $25,000

Source: U.S. Census Bureau, 2005-09 and 2008-12 American Community Survey multi-year estimates
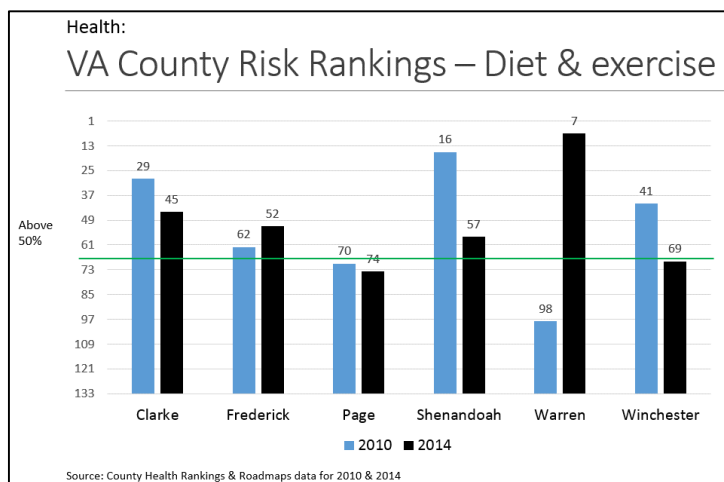
HEALTH

Adult Smoking

The County Health Rankings & Roadmaps program is a collaboration between the Robert Wood Johnson Foundation and the University of Wisconsin Population Health Institute. Rankings for each county and city in Virginia were compared between 2010 and 2014. Three jurisdictions increased their rankings for adult smoking over the three years, while three went down. Three of the jurisdictions are above the 50% ranking in 2014, down from four in 2010.

Health:

VA County Risk Rankings – Adult smoking

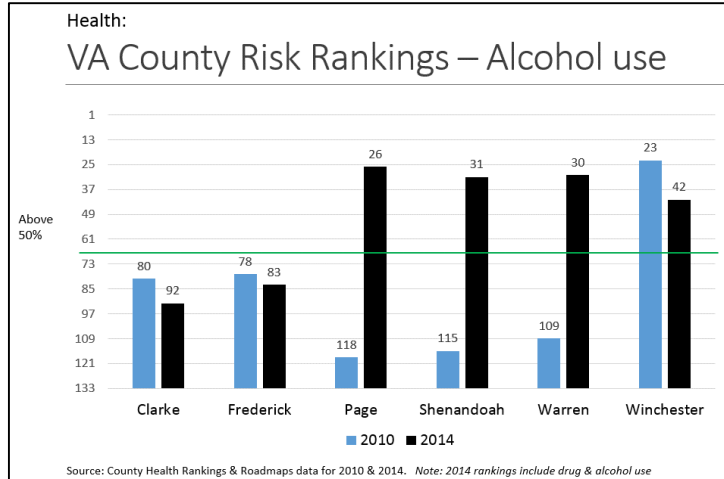Source: County Health Rankings & Roadmaps data for 2010 & 2014

Diet and Exercise

In the rankings for diet and exercise, two jurisdictions went up, while four went down. Four jurisdictions are above the 50% ranking in 2014, the same number as in 2010.
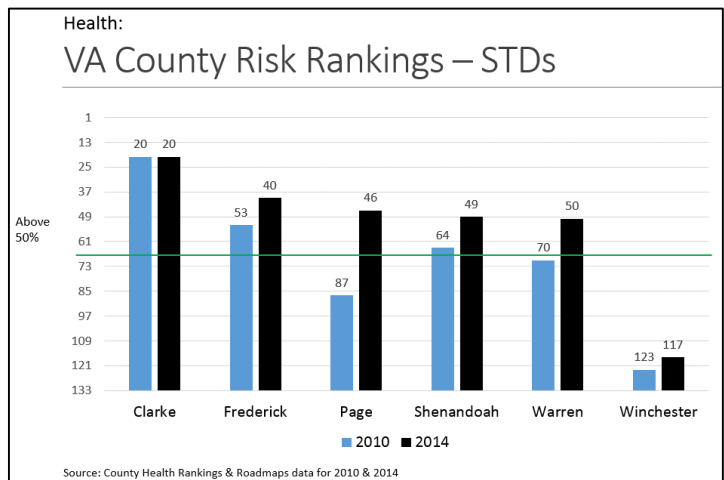
Health:

VA County Risk Rankings – Diet & exercise

Source: County Health Rankings & Roadmaps data for 2010 & 2014

Alcohol Use

Three jurisdictions increased their rankings for alcohol use between 2010 and 2014. Four jurisdictions are above the 50% ranking in 2014, up from one in 2010.
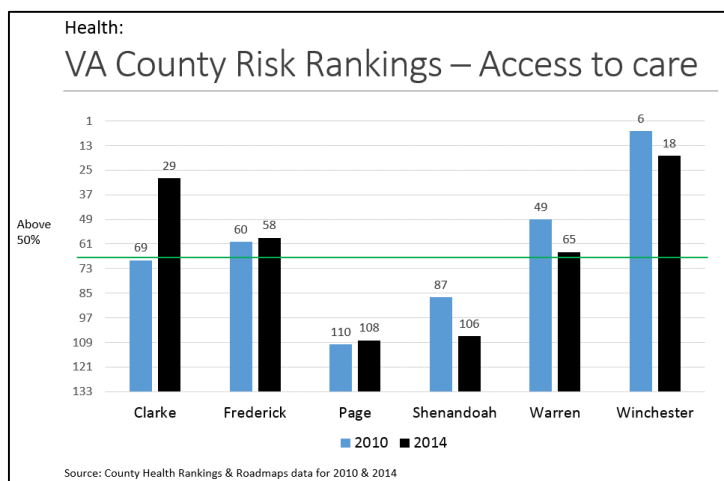
Health:
VA County Risk Rankings – Alcohol use

Jurisdiction	2010	2014
Clarke	80	92
Frederick	78	83
Page	118	26
Shenandoah	115	31
Warren	109	30
Winchester	23	42

Above 50%

Source: County Health Rankings & Roadmaps data for 2010 & 2014. *Note: 2014 rankings include drug & alcohol use*

Sexually Transmitted Diseases

The County Risk Rankings include data on additional STDs in 2014. Five jurisdictions increased their rankings for STDs and one stayed the same between 2010 and 2014. Five jurisdictions are above the 50% ranking in 2014, up from three in 2010.

Health:
VA County Risk Rankings – STDs

Jurisdiction	2010	2014
Clarke	20	20
Frederick	53	40
Page	87	46
Shenandoah	64	49
Warren	70	50
Winchester	123	117

Above 50%

Source: County Health Rankings & Roadmaps data for 2010 & 2014

Access to Care

Three jurisdictions increased their ranking for access to care between 2010 and 2014 and three went down. Four jurisdictions are above the 50% ranking in 2014, up from three in 2010.

Health:
VA County Risk Rankings – Access to care

Jurisdiction	2010	2014
Clarke	69	29
Frederick	60	58
Page	110	108
Shenandoah	87	106
Warren	49	65
Winchester	6	18

Above 50%

Source: County Health Rankings & Roadmaps data for 2010 & 2014

CONTEXT FOR HEALTH RANKINGS

The County Health Rankings & Roadmaps program provides additional data as context for understanding changes in the rankings. Five additional data points are provider in this section.
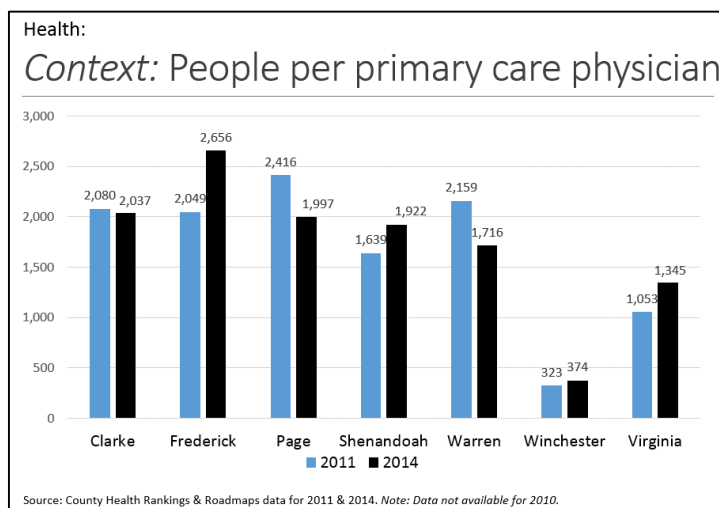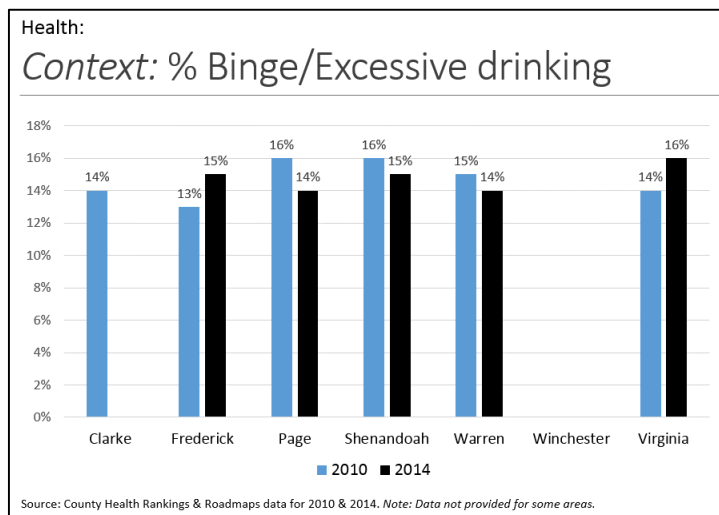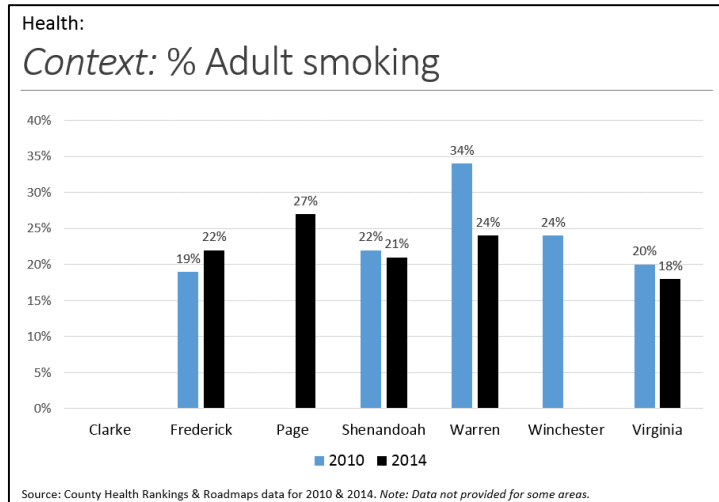
Adult smoking percentage
Four jurisdictions show marked changes between 2010 and 2014 in their ranking on adult smoking. For example, Frederick County went from 26 to 88. The County Health ranking calculation appears to be sensitive to fluctuations in the actual percentage of adults smoking, which in Frederick County increased from 19% to 22%. The ranking for Page County went from 44 to 117. However, there were no data available for Page County in 2010, which may have artificially increased that year's ranking. Similarly, the Clarke County ranking is influenced by the lack of data for this jurisdiction in the comparison years.

Binge/excessive drinking percentage
Three jurisdictions showed dramatic increases in their rankings for alcohol use between 2010 and 2014. This calculation appears to be sensitive to fluctuations in the actual percentage of adults with binge/excessive drinking. For Page County, where the ranking went from 118 to 26, the percent with binge/excessive drinking behavior went from 16% to 14%.
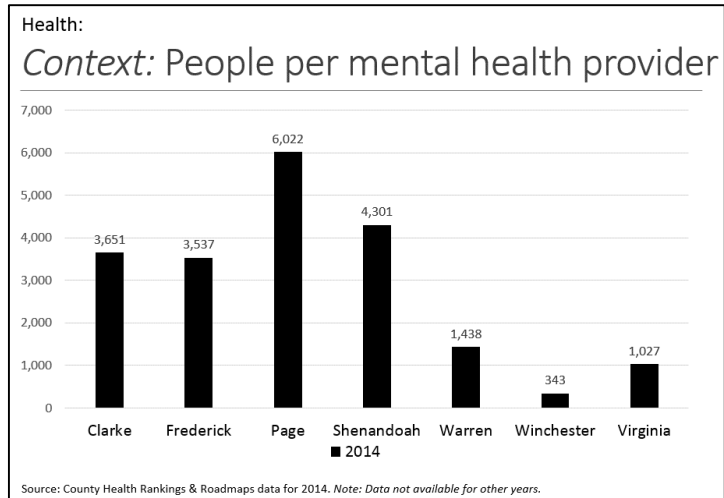
People per primary care physician
The County Health ranking for access to care is calculated using data on the number of uninsured persons, along with the number of primary care physicians and the number of mental health providers in a county. The number of people per primary care physician improved (decreased) in three jurisdictions.

Health:
Context: % Adult smoking

Source: County Health Rankings & Roadmaps data for 2010 & 2014. *Note: Data not provided for some areas.*

Health:
Context: % Binge/Excessive drinking

Source: County Health Rankings & Roadmaps data for 2010 & 2014. *Note: Data not provided for some areas.*

Health:
Context: People per primary care physician

Source: County Health Rankings & Roadmaps data for 2011 & 2014. *Note: Data not available for 2010.*
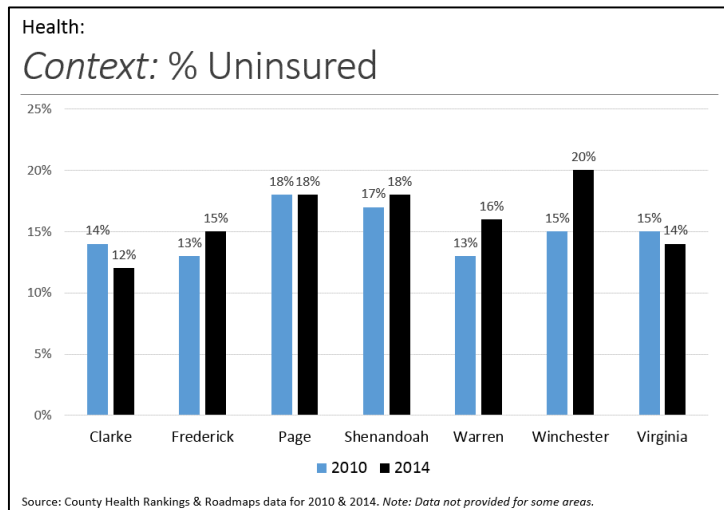
People per mental health provider

The number of people per mental health provider is a new indicator provided for 2014. The specific impact of this measure on the access to care ranking is unclear. As an example in using the data, Winchester has the highest ratios of physicians and mental health providers and has the highest ranking on access to care among the six jurisdictions. Additional documentation about the access to care indicator is provided at: http://www.countyhealthrankings.org/our-approach/health-factors/access-care.

Health:

Context: People per mental health provider

Clarke	3,651
Frederick	3,537
Page	6,022
Shenandoah	4,301
Warren	1,438
Winchester	343
Virginia	1,027

■ 2014

Source: County Health Rankings & Roadmaps data for 2014. *Note: Data not available for other years.*

Uninsured percentage

Between 2010 and 2014, the percentage of uninsured persons went up in four jurisdictions, declined in one, and remained the same in another. Where the overall ranking for access to care decreased in some jurisdictions, it appears to be linked to an increase in the three related indicators: (1) the number of people per primary care physician; (2) the number of people per mental health provider; and (3) the percentage of people who are uninsured.

Health:

Context: % Uninsured

	2010	2014
Clarke	14%	12%
Frederick	13%	15%
Page	18%	18%
Shenandoah	17%	18%
Warren	13%	16%
Winchester	15%	20%
Virginia	15%	14%

Source: County Health Rankings & Roadmaps data for 2010 & 2014. *Note: Data not provided for some areas.*
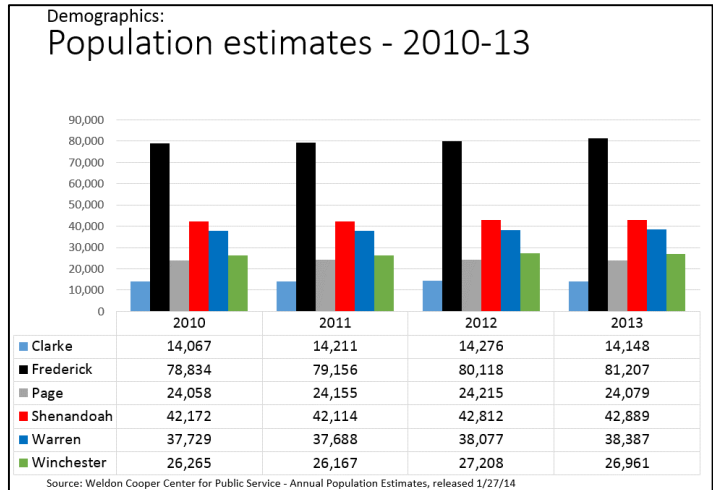
DEMOGRAPHIC AND SOCIAL INDICATORS

Additional demographic and social indicators provide context for the three goal areas and are described in this section.
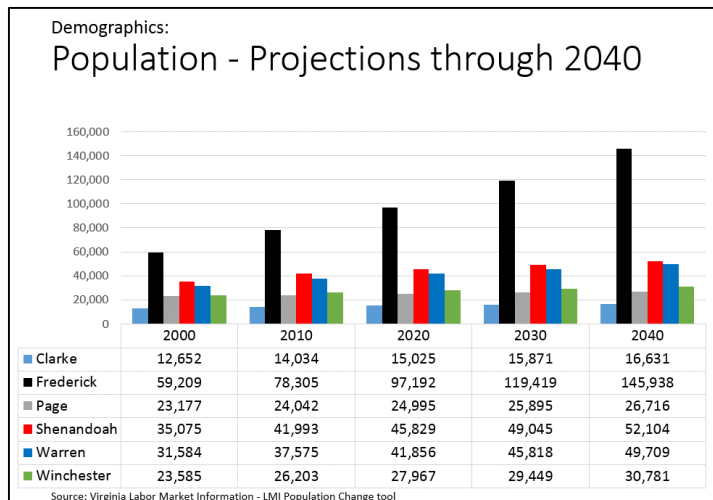
Population estimates – 2010-13
Data from the Weldon Cooper Center provide annual population estimates for the United Way jurisdictions
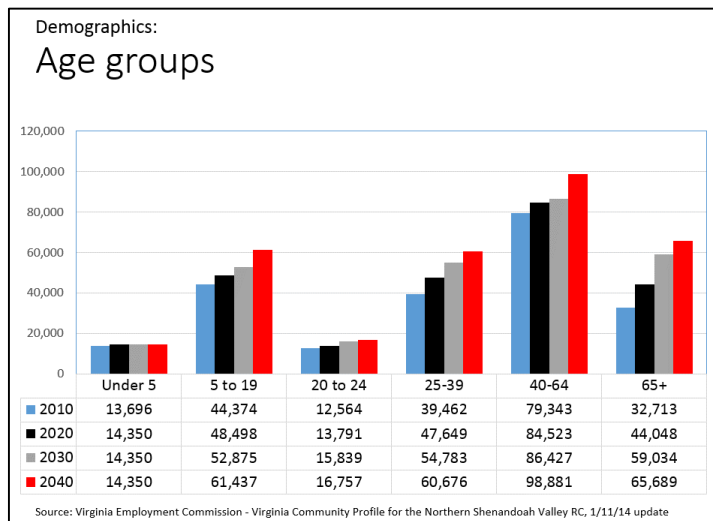
Population projections through 2040
Projections of population growth show dramatic increases in Frederick County, with smaller changes in the other five jurisdictions.
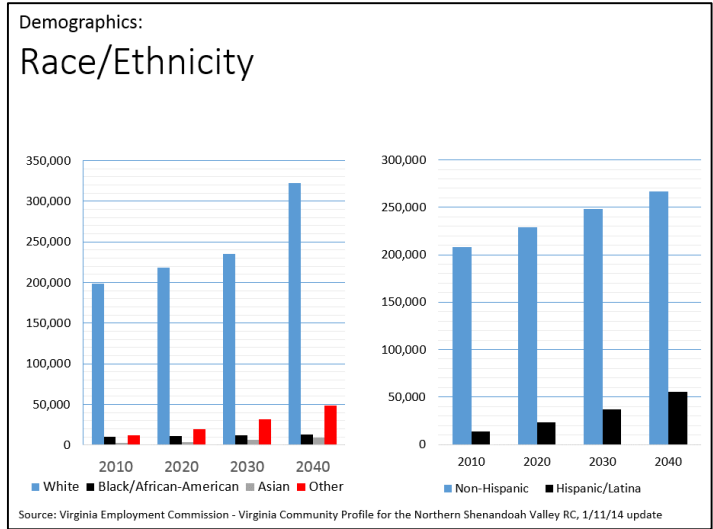
Increase college participation
Enrollment projections by age group show relatively flat numbers for those under age five and college age. However, dramatic growth is predicted for those age 40 to 64 and age 65 and older.
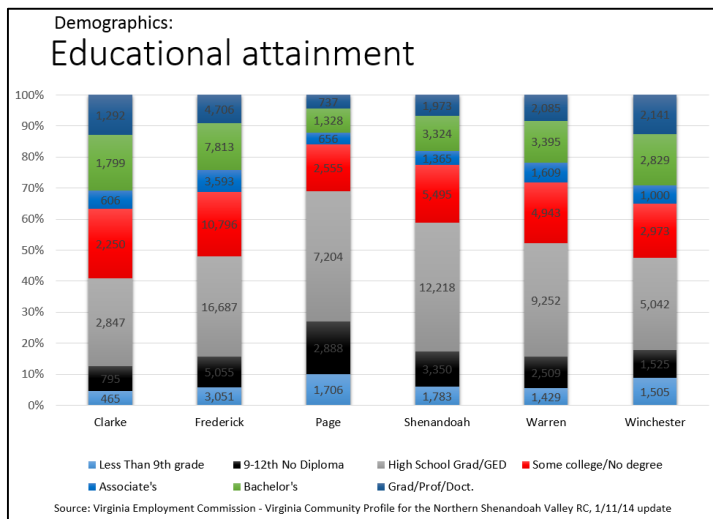
Demographics:
Population estimates - 2010-13

	2010	2011	2012	2013
Clarke	14,067	14,211	14,276	14,148
Frederick	78,834	79,156	80,118	81,207
Page	24,058	24,155	24,215	24,079
Shenandoah	42,172	42,114	42,812	42,889
Warren	37,729	37,688	38,077	38,387
Winchester	26,265	26,167	27,208	26,961

Source: Weldon Cooper Center for Public Service - Annual Population Estimates, released 1/27/14

Demographics:
Population - Projections through 2040

	2000	2010	2020	2030	2040
Clarke	12,652	14,034	15,025	15,871	16,631
Frederick	59,209	78,305	97,192	119,419	145,938
Page	23,177	24,042	24,995	25,895	26,716
Shenandoah	35,075	41,993	45,829	49,045	52,104
Warren	31,584	37,575	41,856	45,818	49,709
Winchester	23,585	26,203	27,967	29,449	30,781

Source: Virginia Labor Market Information - LMI Population Change tool

Demographics:
Age groups

	Under 5	5 to 19	20 to 24	25-39	40-64	65+
2010	13,696	44,374	12,564	39,462	79,343	32,713
2020	14,350	48,498	13,791	47,649	84,523	44,048
2030	14,350	52,875	15,839	54,783	86,427	59,034
2040	14,350	61,437	16,757	60,676	98,881	65,689

Source: Virginia Employment Commission - Virginia Community Profile for the Northern Shenandoah Valley RC, 1/11/14 update

Population estimates by race/ethnicity and Hispanic origin
While population projections for growth are forecast primarily in white/Caucasian, there is increasing growth to 2040 in the Hispanic/Latina population.
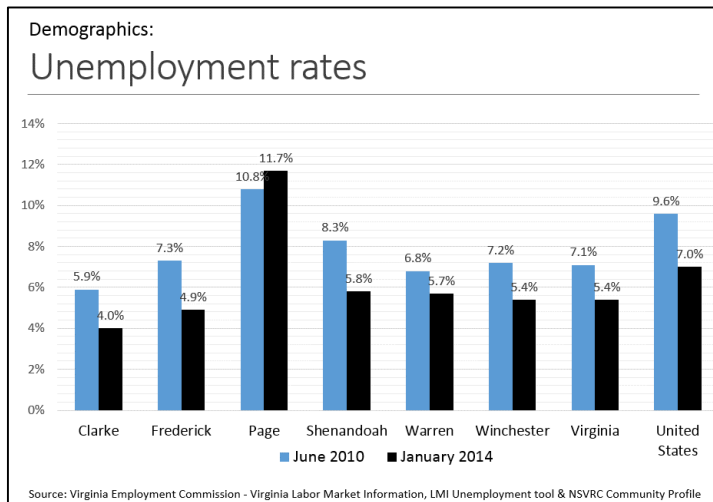

Demographics:
Race/Ethnicity

White ■ Black/African-American ■ Asian ■ Other
Non-Hispanic ■ Hispanic/Latina

Source: Virginia Employment Commission - Virginia Community Profile for the Northern Shenandoah Valley RC, 1/11/14 update

Educational attainment
The American Community Survey expands upon U.S. Census data in order to document patterns over time at the local level. The 2008-12 estimate shows noticeable variation between the jurisdictions in terms of educational attainment. For example, Clarke County has the highest percentage with graduate/doctoral/professional degrees, while Frederick County has the highest number of adults with less than a 9th grade education.
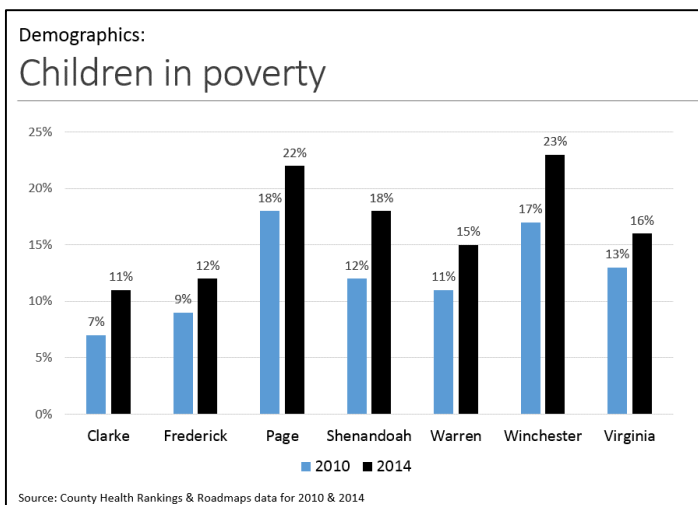

Demographics:
Educational attainment

■ Less Than 9th grade   ■ 9-12th No Diploma   ■ High School Grad/GED   ■ Some college/No degree
■ Associate's   ■ Bachelor's   ■ Grad/Prof/Doct.

Source: Virginia Employment Commission - Virginia Community Profile for the Northern Shenandoah Valley RC, 1/11/14 update

Unemployment rates
A comparison of unemployment rates from the Virginia Employment Commission shows noticeable decreases in all jurisdictions except one between June 2010 and January 2014. Three jurisdictions are at or below the Virginia average and all but one are below the U.S. average for January 2014.
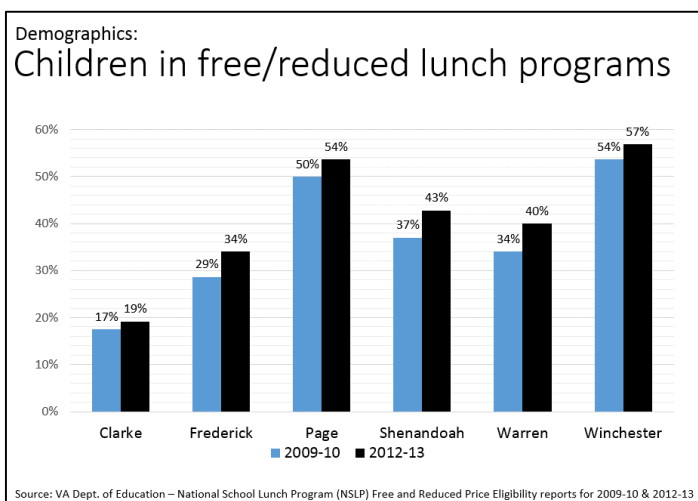

Demographics:
Unemployment rates

■ June 2010   ■ January 2014

Source: Virginia Employment Commission - Virginia Labor Market Information, LMI Unemployment tool & NSVRC Community Profile

Children in poverty

Data from the County Health Rankings and Roadmaps project document the percentage of children in poverty. This percentage went up in all six jurisdictions and statewide between 2010 and 2014.
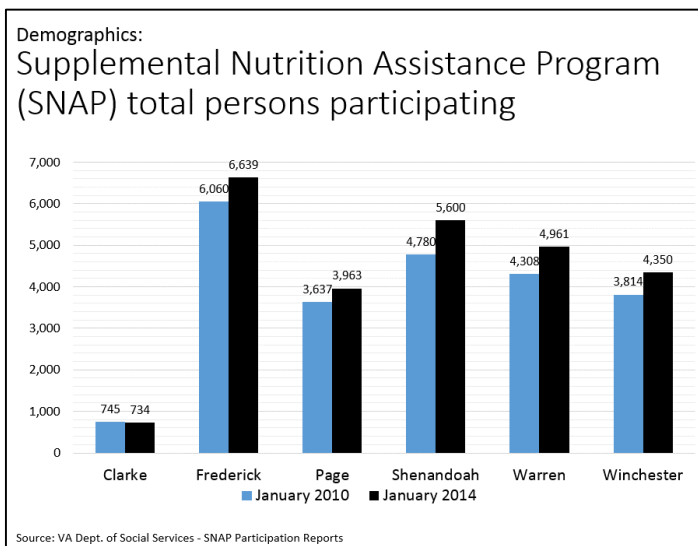

Demographics:
Children in poverty

Source: County Health Rankings & Roadmaps data for 2010 & 2014

Children in free/reduced lunch programs

Virginia Department of Education data on the National School Lunch Program document the percentage of children eligible for free and reduced lunch. This percentage went up between 2009-10 and 2012-13 in all six jurisdictions.
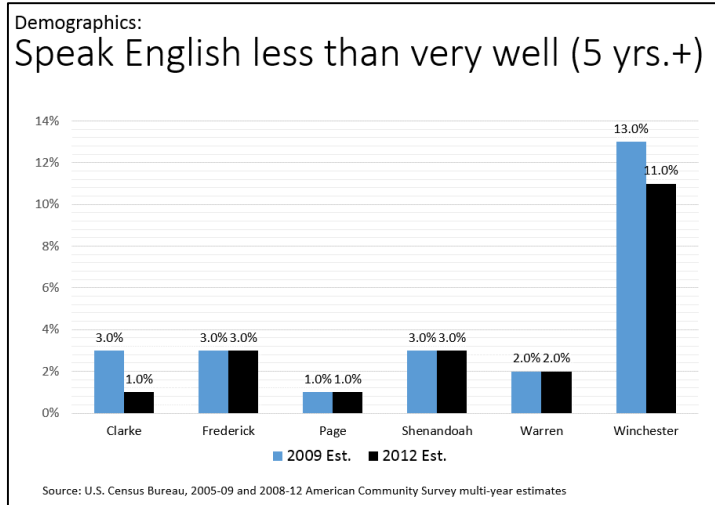

Demographics:
Children in free/reduced lunch programs

Source: VA Dept. of Education – National School Lunch Program (NSLP) Free and Reduced Price Eligibility reports for 2009-10 & 2012-13

SNAP participation

The Virginia Department of Social Services tracks the number of persons participating in the Supplemental Nutrition Assistance Program (SNAP). Between January 2010 and January 2014, the number participating went up in five of the six jurisdictions and down slightly in one.
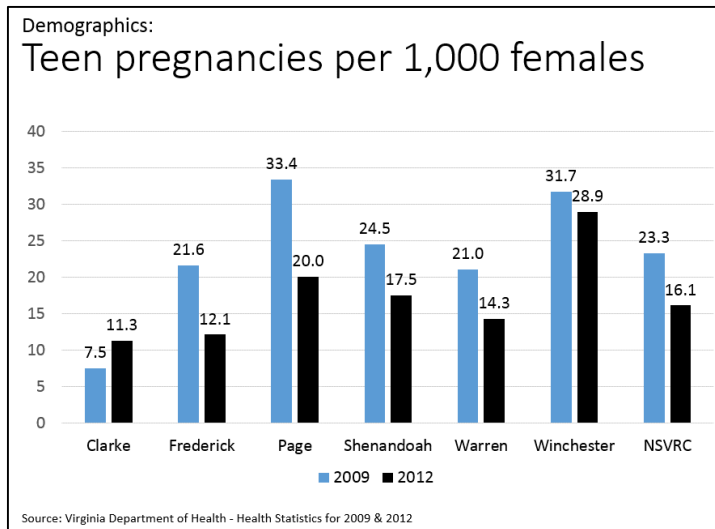

Demographics:
Supplemental Nutrition Assistance Program (SNAP) total persons participating

Source: VA Dept. of Social Services - SNAP Participation Reports

11

Speak English less than very well
American Community Survey/U.S. Census Bureau data show the percentage of people who speak English less than very well for the 2009 and 2012 five-year estimates. This percentage stayed the same in four jurisdictions, but went down in two.
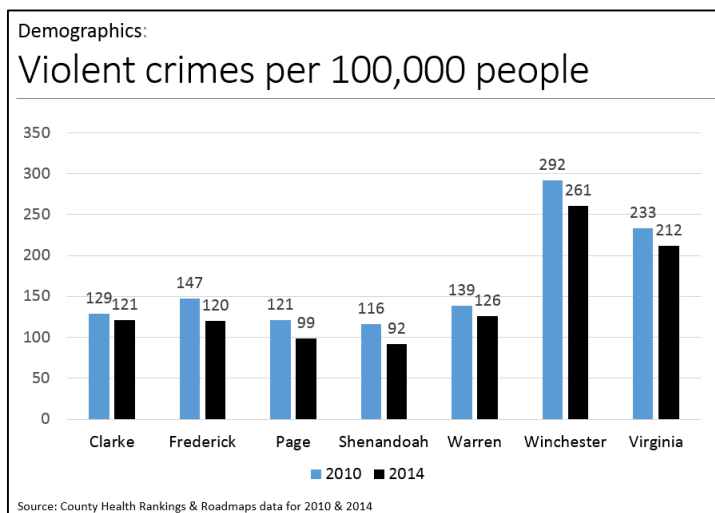
Demographics:
Speak English less than very well (5 yrs.+)

Source: U.S. Census Bureau, 2005-09 and 2008-12 American Community Survey multi-year estimates

Teen pregnancies
Virginia Department of Health data document the number of teen pregnancies per 1,000 females. Between 2009 and 2012, the number went down in five jurisdictions and up in one.

Demographics:
Teen pregnancies per 1,000 females

Source: Virginia Department of Health - Health Statistics for 2009 & 2012

Violent crimes
Data from the County Health Rankings and Roadmaps project document the number of violent crimes per 100,000 people. This went down in all six jurisdictions and statewide between 2010 and 2014.

Demographics:
Violent crimes per 100,000 people

Source: County Health Rankings & Roadmaps data for 2010 & 2014

12

DATA SOURCES

- High school graduation rates - Virginia Department of Education Cohort Reports for 2009 and 2013.
  http://www.doe.virginia.gov/statistics_reports/graduation_completion/cohort_reports/index.shtml

- Kindergarten remedial need – Kids Count Data Center for 2008-09 & 2013-14 for PALS testing in Virginia
  http://datacenter.kidscount.org/data/tables/3254-kindergarteners-whose-fall-pals-k-scores-were-below-
  kindergarten-readiness-levels?loc=48#detailed/5/6812-
  6946/false/1232,1123,1031,923,920/any/14863,10559

- Postsecondary participation – Virginia Department of Education High School Graduates, Postsecondary
  Enrollment Reports for cohort years 2009 & 2012
  https://p1pe.doe.virginia.gov/postsec_public/postsec.do?dowhat=LOAD_REPORT_C11

- Family income – U.S. Census Bureau, 2009 and 2012 American Community Survey five year estimates,
  American FactFinder, table ID B19001, Household income in the past 12 months (in 2012 inflation-adjusted
  dollars)
  http://factfinder2.census.gov/faces/nav/jsf/pages/searchresults.xhtml?refresh=t

- Health/risk behaviors - County Health Risk Rankings & Roadmaps data for 2010, 2011, 2013, and 2014.
  http://www.countyhealthrankings.org/app/#!/virginia/2014/downloads

- Population estimates 2010-13 – Weldon Cooper Center for Public Service, Annual Population Estimates,
  released January 27, 2014. http://www.coopercenter.org/demographics/virginia-population-estimates

- Population projections – Virginia Labor Market Information, LMI Population Change tool
  http://bi.virginialmi.com/rdPage.aspx?rdReport=lmitools_demographics&tabsDemographics=tpnlPopulationC
  hange&rdNoShowWait=True&rdWaitCaption=Loading

- Age group projections - Virginia Community Profile for the Northern Shenandoah Valley RC, Virginia
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