



**2019 Community  
Needs Assessment  
United Way of the River Cities**

## Letter from the Executive Director

On any given day hundreds of area residents are served and supported by United Way of the River Cities (UWRC): parents bringing newborns home with Success By 6 resource bags, students in after-school and community centers hearing substance misuse prevention messages, and elementary students receiving food packs to feed them over the weekend. These are just a few of the dozens of programs and partners UWRC works with.

We are committed to collaborative work that focuses on solving our community's most pressing concerns. We approach this by identifying need in our four focus areas – health, education, financial stability and basic needs. Then we search out the most effective ways to address those needs.

Conducting the 2019 Community Needs Assessment (CNA) is the first step of a regular, recurring process of refining our understanding of the 5-county population we serve. Hearing from our area's residents through the CNA allows us to deepen partnerships and identify potential new collaborative partners. In turn, this grows our ability to align resources in ways that foster healthy development of our community.

The 2019 CNA compiles months of research including key stakeholder interviews, a dozen community conversations and hundreds of completed surveys. Collected with assistance from EPIC Mission, we use this information to identify our community's most pressing needs. From there, we engage a group of committed expert volunteers to create community-wide goals and strategies to have the greatest possible positive impact

Thank you to our collaborative partners, board members, staff, and most importantly to our community for your continued input and support. It is a privilege to serve our region as a leader in collective impact.

Sincerely,

Carol H. Bailey

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# About the CNA

## Introduction

United Way of the River Cities (UWRC) envisions a community where every individual has an opportunity to thrive. We focus on critical needs in our four focus areas of health, education, Financial Stability, and basic needs. The purpose of the 2019 Community Needs Assessment (CNA) is to use community input to prioritize needs and inform the creation of a community impact agenda with related goals and strategies.

This report provides a snapshot of the counties that UWRC serves: Cabell, Lincoln, Mason and Wayne Counties in West Virginia and Lawrence County, Ohio. This report was completed from responses and concerns that were generated from the people in these counties through in-depth surveys, community conversations, stakeholder interviews, and targeted meetings with professionals in human service positions. This report identifies what areas are viewed as the most critical issues across the five counties that can be addressed through collaboration, strategic funding, coordination of resources/ services, increased communication, and expanded knowledge of and access to available community resources. UWRC intends to use this report to help guide future fund distribution and target specific areas of concern.

## Community Needs Assessment Methodology

The overarching goal for the 2019 Community Needs Assessment was to obtain community input to identify and measure critical needs related to education, Financial Stability, health, and basic needs to better focus UWRC's efforts and the efforts of the community as a whole to create positive change. With assistance from a local consulting firm (EPIC Mission), a multi-step process was developed to incorporate several entities and persons throughout the five-county service area.

### 1. Visioning & Planning

- UWRC & EPIC Mission visioning meeting
- UWRC & EPIC Mission planning meetings

### 2. Community Engagement

- Community Champions Convening
- Household Survey
- Community Leaders Survey
- Agency Executives Survey
- Community Discussions
- Stakeholder Interviews

### 3. Research & Analysis

- Primary Research
- Secondary Research
- Materials Review

The results of the surveys, community conversations, and stakeholder interviews were combined with priority levels being assigned a numerical value. The result of numerical value assignments and calculations provide us with the rankings that are shown in the charts throughout the CNA.

## Agency Service Area Overview

The region served by United Way of the River Cities has an estimated 246,461 residents across two states, five counties, and dozens of communities. Of the nearly 250,000 residents, 21% are under the age of 18, 20% are over the age of 65, and 49% of the population are employed in non-military, non-federal government positions.

	Female Population	Male Population	Median Age
Cabell, WV	51.1%	48.9%	38.3
Lawrence, OH	51.3%	49.7%	41.5
Lincoln, WV	50.5%	49.5%	42.7
Mason, WV	51.6%	48.4%	44.0
Wayne, WV	51.1%	48.9%	43.3
Average	51.12%	48.88%	41.96

There was only six years difference in median age across the five counties.

Racial diversity is minimal in each county except Cabell.

	White	Black	2 Or More Races	Hispanic	Asian
Cabell, WV	90.1%	4.9%	2.9%	1.4%	1.26%
Lawrence, OH	94.9%	1.93%	1.75%	.93%	.43%
Lincoln, WV	98.0%	.55%	.46%	.61%	<.25%
Mason, WV	96.8%	.319%	1.86%	.65%	<.25%
Wayne, WV	97.5%	.28%	1.22%	.63%	<.25%

## Respondents Demographics

### Community Needs Survey Respondents and Discussion Participants

Three separate surveys were created and conducted during the summer of 2019: Household Survey, Community Leader Survey, and Agency Leader Survey. Two hundred twenty (220) surveys were completed across the three versions.

A total of 13 community discussions were offered throughout the five-county service region. There were a total of 105 participants for the community discussions. These community discussions were open to anyone from the community to attend.

**UWRC survey respondents and community discussion participants selected the following as the county of residence.**

County of Residence	Percentage Of Respondents	Percent of Participants in Community Discussions	Percent of Total Service Area Population
Cabell, WV	46%	49%	39%
Lincoln, WV	14%	10%	8%
Wayne, WV	14%	23%	17%
Lawrence, OH	14%	9%	25%
Mason, WV	4%	14%	11%
Other (17)	8%		

County population percentages are included in this chart to help show how representation from each county is broken down. Most counties are represented proportionally to the percentage of the population in the service area except Lawrence County. *The 8% of respondents that did not live in the five-county service region worked in one of the five counties.*

Socio-economically, the respondents to the UWRC survey indicated the following income levels:

HOUSEHOLD INCOME	PERCENT OF RESPONDENTS
Less than \$10,000/year	2%
\$10,000-\$14,999	2%
\$15,000-\$24,999	4%
\$25,000-\$34,999	10%
\$35,000-\$49,999	17%
\$50,000-\$74,999	17%
\$75,000-\$99,999	16%
\$100,000-\$149,999	19%
\$150,000-\$199,999	5%
>\$200,000	3%
No response	5%

The average household income within the five-county service area of UWRC is \$39,648. 17% of the respondents to the survey fall within this range. Nearly 22% of households within the service area fall under the poverty line, only 4-8% of respondents to the survey could fall under the national poverty line (under \$25,750 for a household of four or under \$12,490 for a household of one). This is important to show as those who may benefit or utilize the services funded by or provided by UWRC may be underrepresented.

	18 OR LESS	18 - 24	25 - 34	35 - 44	45 - 54	55 - 64	65 - 75	75 AND OVER
Age Of Survey Respondents	1	6	24	46	55	41	17	1

Of the survey respondents, 76% were female, and 97% stated they were white. Out of all the respondents, 93% said that they volunteered within their community either through church, school, hospital, non-profit, or community organization.

Respondents to the surveys were asked to rank their familiarity with UWRC. More than half of all those who responded that they were Very Familiar or Somewhat Familiar with UWRC were from Cabell County (51%).

RELATIVE FAMILIARITY	PERCENTAGE OF RESPONDENTS
Very Familiar with UWRC	32%
Somewhat Familiar with UWRC	42%
Heard of UWRC but don't know what they do	13%
Unfamiliar with UWRC	13%

### Most Important Focus Areas

Respondents to the survey were asked to rank the importance of addressing the following areas:

	1	2	3	4
Education – nurturing children’s potential in preparation for the future	84	71	35	2
Financial Stability – fostering individual & family financial security	80	60	44	8
Health – improving people’s overall physical and emotional wellness	61	44	83	3
Other	9	4	3	30

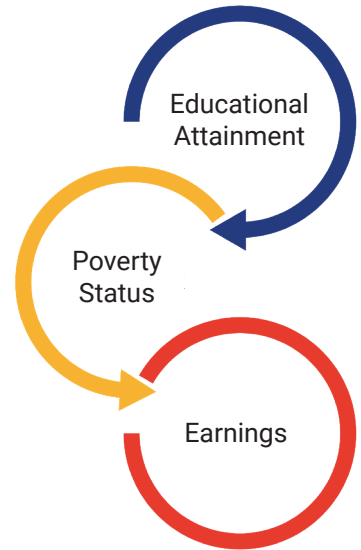


# Education

Education has a significant cumulative effect on life options and opportunities, and on the capacity to fully participate in social issues. Education is a fundamental building block for individual success and plays a major role in financial status and lifetime earnings.

In this survey education, was ranked as the number one overall concern AND the most important of the three UWRC impact areas.

The following chart represents the results from the four methods in which participants in the needs assessment addressed the following prompts about education:



• **Survey Rankings**

*Please prioritize the importance of addressing the issues listed as they relate to education in your community, ranking them where 1 is the highest priority (within each box), 2 is the second-highest priority (within each box), and so on.*

• **Survey Concerns**

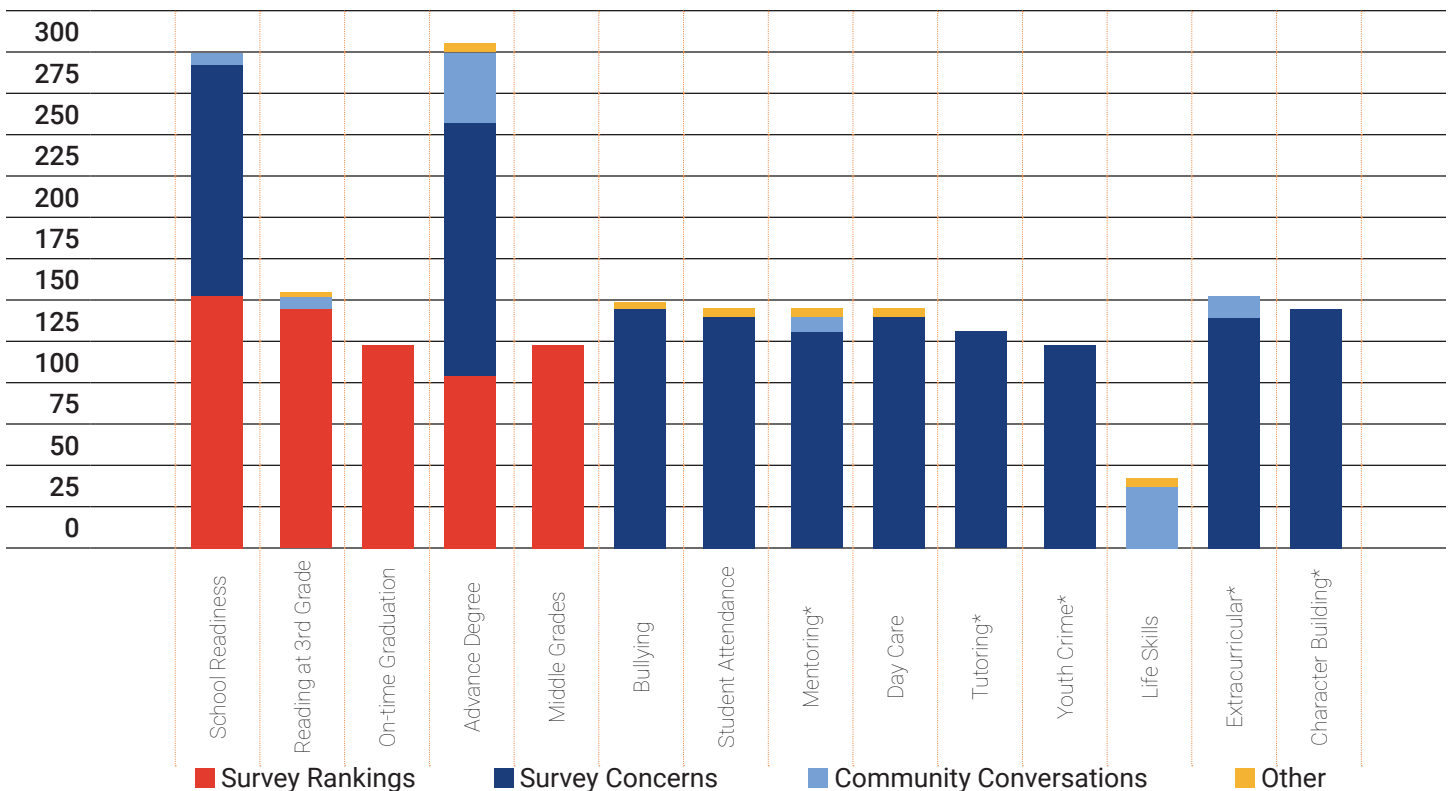
*People and families often face problems and look for help. For each education concern listed below, please tell whether – in your opinion – it has been a major concern, a moderate concern, a minor concern, or not a concern for households within your community.*

• **Community Conversations**

*What facets of education are most important for preparing children to be successful adults, and what are the greatest needs in your community for both children and adults?*

• **Other**

*Other comments reported throughout the CNA process.*



\*Many before, after- and out-of-school programs may cross over into other areas of education concerns such as mentoring programs or character-building programs.

When comparing the results, we can see that there are two areas of greatest concern and several of nearly equal concern. In this report, we will look at the top four areas of concern, recognizing that all areas may be positively impacted by improvement in the top four areas of concern:

- *School Readiness (Early Childhood Education, Preschool)*
- *Reading at third grade (Third Grade Reading Level, Literacy Concerns)*
- *Extracurricular Activities (Before & After School Services)*
- *Vocational/Higher Education (Completing Postsecondary Degrees, Preparing for the Workforce)*

The following results are reported chronologically from youngest to oldest students affected.

## School Readiness

Early childhood is a crucial time period for the development of the mental functions of children. By age 3, 90% of a child's brain development has already occurred. The chart below breaks down the population of the counties served to five years and under, enrollment in preschool programs based on age, and kindergarten enrollment.

	Cabell			Lincoln			Mason			Wayne			Lawrence
Percentage of Population 5 Years and Under	6.5%			6.9%			6.5%			6.4%			6.7%
Population 5 Years and Under (Estimated)	6,059			1,421			1,737			2,556			4,011
Population 5 Years (Estimated)	1,008			237			290			426			669
Participants in Preschool Programs	769			235			251			378			298 (717*)
Age	3	4	5+	3	4	5+	3	4	5+	3	4	5+	N/A
Percent of Enrollees by Age in Preschool Programs	7.8%	27.6%	64.6%	3.4%	45.5%	51.1%	.8%	35.7%	63.5%	3.4%	28%	68.6%	
Participants in Kindergarten Programs	823			202			246			399			706

\* In Lawrence County, Ohio, eligibility for Head Start is generally based on family income at or below the poverty level according to the Poverty Guidelines published by the federal government. Children in foster care, children experiencing homelessness, and children from families receiving public assistance (TANF or SSI) are eligible regardless of income.

Since the introduction of West Virginia Universal Pre-K in 2002, West Virginia has been a national pioneer in developing and maintaining a statewide pre-k program for all four-year-olds and three-year-olds with special needs. The conception of pre-k in the state began as early as 1983 with legislation that provided local school boards the ability to offer preschool. Following this initial legislation, localized efforts were made to support pre-k during the 1980s and 1990s. State lawmakers solidified the state's commitment to pre-k with the passage of an early childhood education program bill at the conclusion of the 2002 legislative session. From that point forward, W.Va. Code §18-5-44 has mandated that the West Virginia Board of Education, in collaboration with the Secretary of the West Virginia Department of Health and Human Resources, ensure that every eligible child has access to high-quality pre-k by the 2012-2013 school year.

The larger the gap when a child enters school, the harder it is for them to catch up. Children who enter school at a disadvantage are more likely to perform worse than their peers in elementary and high school, attain less education, and be unemployed in adulthood.



## Reading on Grade Level

From the time children start to read through third grade, children are learning to read. After third grade, this shifts from learning to read to reading to learn. The chart below shows us that, in those counties served by UWRC in West Virginia, less than 50% of students are reading at grade level during third grade.

3Rd Grade Reading On-Level				
Cabell	Lincoln	Mason	Wayne	Lawrence (4th Grade)
48%	32%	37%	45%	69.5 (Rock Hill) 81.7 (South Point)

## Extracurricular Activities

Ensuring that children can be successful in school through graduation requires a wide network of social supports and enrichment activities that improve academic performance and reduce high-risk behavior. Key strategies in this effort include mentoring, high quality after-school/out-of-school programming, family engagement, and community school models.

These programs are proven to increase academic success and overall development for young people by helping them improve their attendance, academic achievement, work/study habits, socio-emotional skills, interests, and engagement in learning, reduce youth crime, and improve grades and standardized test performance. These improved skills can help lead students through school to graduation, higher education, and workplace success.

While local data on extracurricular activities are limited, the After-School Alliance shows that for every child in after school programs, two more would participate. Seventy-one percent (71%) of parents in West Virginia say that after-school programs help them keep jobs. After-school programs can also help reduce the rate of juvenile crime by keeping students involved and active – juvenile crime occurrence peaks between the hours of 2 p.m. and 6 p.m.

## Vocational/Higher Education

It is estimated that in the future, nearly 80% of job openings will require postsecondary training or education. Preparing school-aged children for college and career is more important than ever to their future employment prospects and Financial Stability.

### Degree Rates

	Cabell	Lincoln	Mason	Wayne	Lawrence
High School Graduate or Higher	87.6%	79.2%	85.3%	78.6%	85.9%
Bachelor's Degree or Higher	25.7%	8.9%	11.0%	13.0%	14.5%

### Tuition Fees (Average Estimated Amounts)

	Post High School Certificate Programs & Associates Programs				Bachelor Programs		
	OC Collins	Mountwest	Huntington Junior College	Cabell Career Technology Center	Marshall	Ohio University Southern	Tri-State Bible College
In-State	\$8,750	\$3,888	\$8,100	\$3,500	\$7,154	\$4,872	\$9,100
Out-of-State		\$9,672		\$3,500	\$16,382	\$6,718	

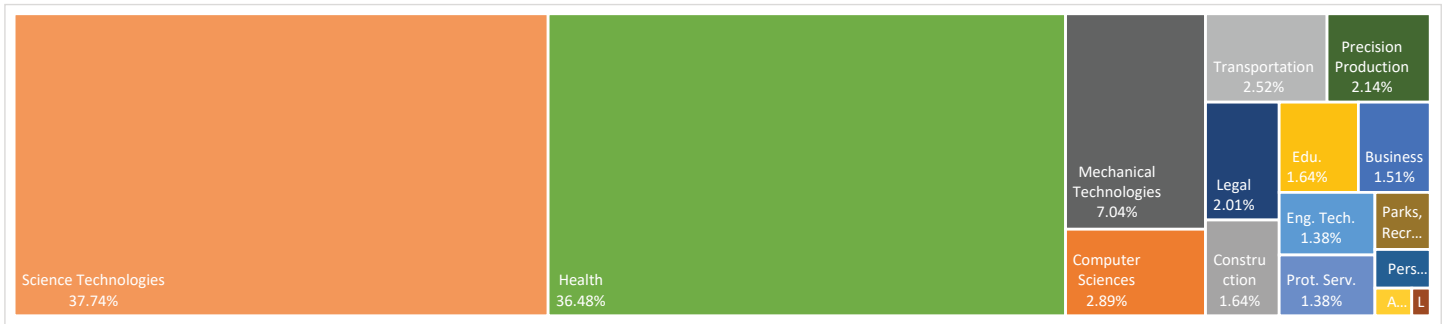
*West Virginia Invests* is a state-funded grant program that covers the full cost of basic tuition and fees for select certificate and associate degree programs at a West Virginia public two- or four-year institution. Priority is given to programs in high-demand fields as determined by the West Virginia Department of Commerce. This is a last-dollar-in program, meaning that it will pay for any amount up to the total cost of tuition and fees that aren't already covered by other grants or scholarships.

## Program Completion Percentages

The National Center of Education statistics found that only half of high school graduates are academically prepared for college-level study. Among students who enroll in postsecondary education, 28% require remedial courses, a number that rises to 42% at community colleges. Whether students are academically unprepared, have financial troubles, or face other social problems, less than 60% of students who enter a four-year college complete a bachelor's degree and only 25% of students entering two-year programs complete the degree.

The following charts show the completion of degrees from postsecondary programs from the available sources within the five counties served.

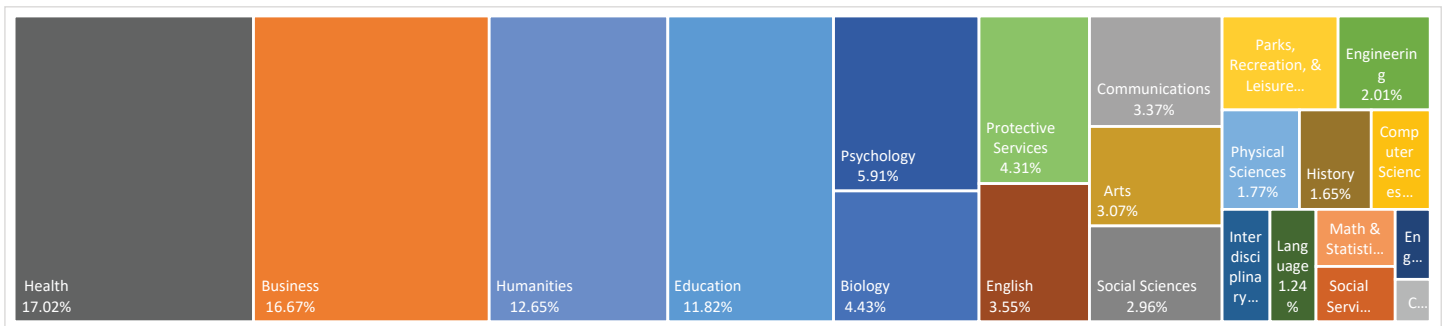
### Post High School Certificate Programs (795 completed during 2016)



### Associates Degree Programs (747 completed during 2016)



### Bachelor Degree Programs (1692 completed during 2016)



To see a full breakdown of these degree programs, view page 33 under Appendix C.



# Financial Stability

Poverty is a significant issue for local families and individuals. People in financial crisis often turn to community resources for assistance with basic needs such as food and clothing, assistance with rent and utilities, and other resources.

The following chart represents the results from the four methods in which participants in the needs assessment addressed the following prompts about education:

- **Survey Rankings**

*Please prioritize the importance of addressing the issues listed as they relate to Financial Stability in your community, ranking them where 1 is the highest priority (within each box), 2 is the second-highest priority (within each box), and so on.*

- **Survey Concerns**

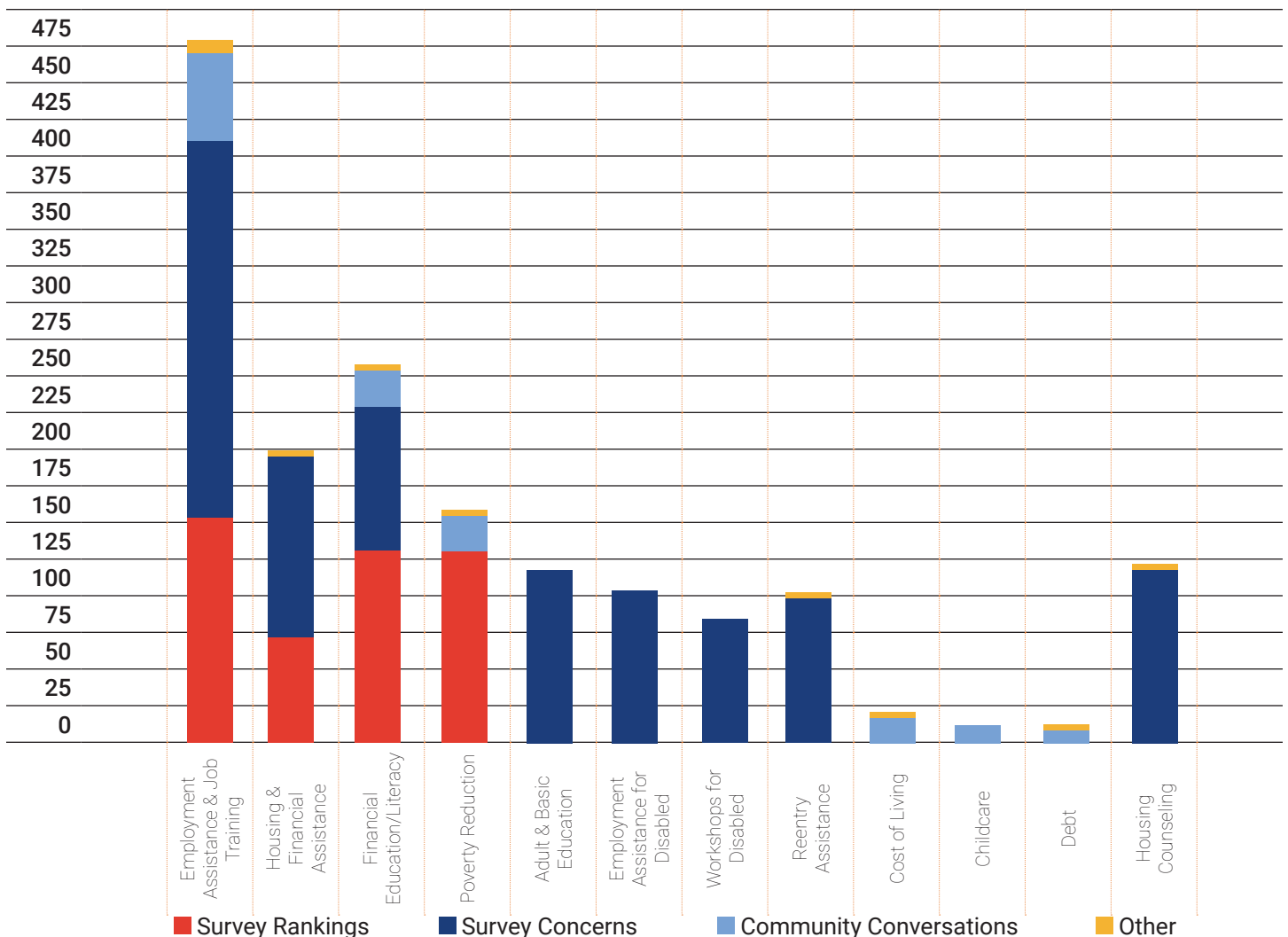
*People and families often face problems and look for help. For each Financial Stability concern listed below, please tell whether – in your opinion – it has been a major concern, a moderate concern, a minor concern, or not a concern for households within your community.*

- **Community Conversations**

*What does Financial Stability mean to you, and, in your community, what are the greatest challenges to achieving Financial Stability faced by individuals and families locally?*

- **Other**

*Other comments reported throughout the CNA process.*

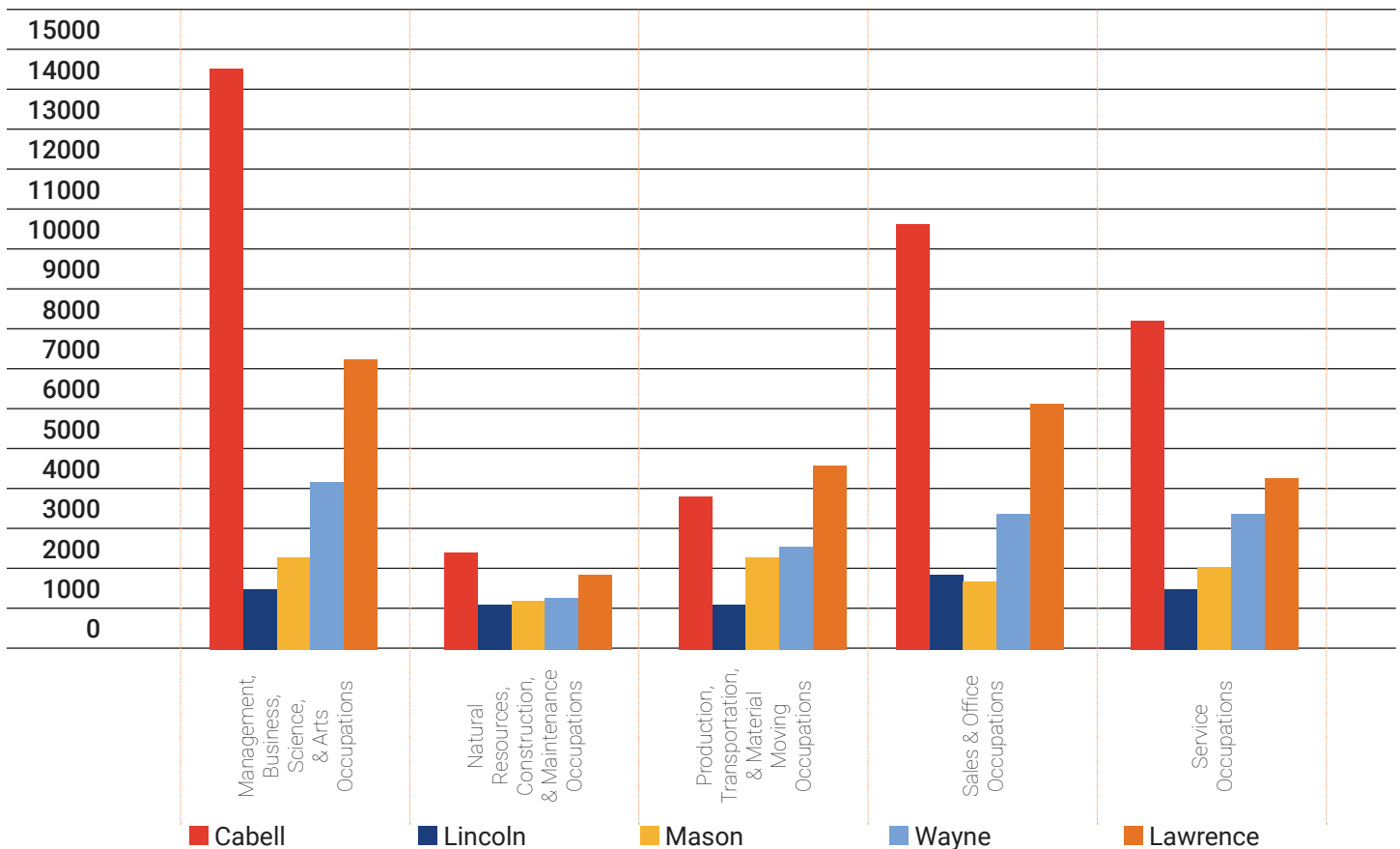


When comparing the results, we can see that the following issues are the most significant areas of concern for Financial Stability issues.

- *Employment Assistance & Job Training*
- *Financial Education/Literacy*
- *Housing & Financial Assistance (Utilities)*
- *Poverty Reduction*

## Job Training/Re-training

Educational attainment has a significant impact on later employment, and ultimately on income. The chart below shows the general breakdown of the currently employed persons from the five counties. To see a full breakdown of these service areas, view page 35 under Appendix C.



Having a trained workforce means workers are learning new skills that can improve production, cut time spent in the creation of products (or services), reduce production costs, reduce mistakes, build confidence, and create a better working environment.

## Financial Education/Literacy

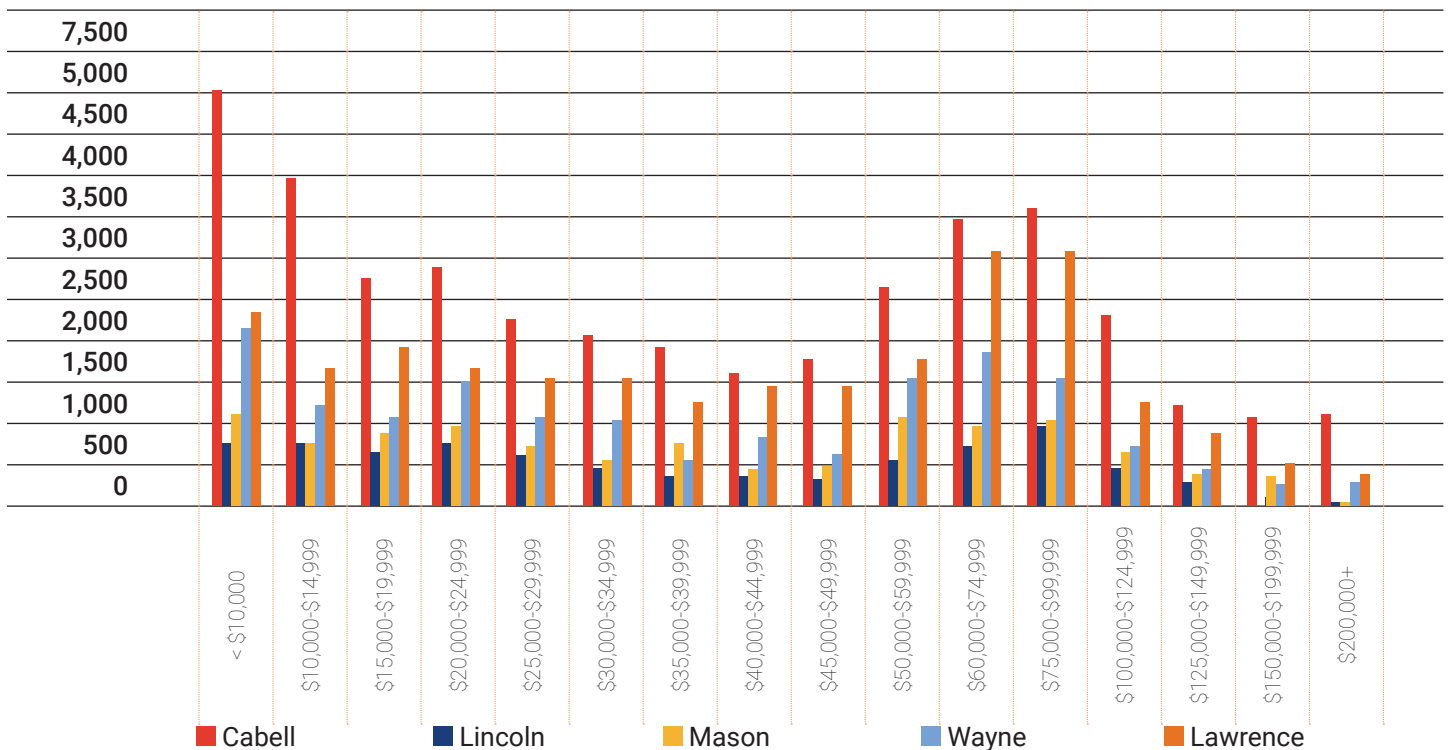
At a time when nearly 22% of the population in our five counties live in poverty, financial literacy is sorely needed. Financial literacy equips us with the knowledge and skills we need to manage money effectively. Without it, financial decisions lack a solid foundation for success.

Those in financial crises, which are not financially literate, are particularly susceptible to predatory financial practices. This includes refund anticipation, payday loans, non-bank money orders, check cashing services, high-cost credit cards, pawnbrokers, and rent-to-own establishments, which typically target disadvantaged individuals and those living in areas of poverty. These practices make it easy for individuals to obtain cash or other goods without established or good credit, or often even a bank account. On average, the people of West Virginia have 2.7 credit cards, with an average balance totaling nearly \$5,600. Those in Ohio have an average of 3 credit cards with an average balance of just over \$5,900.

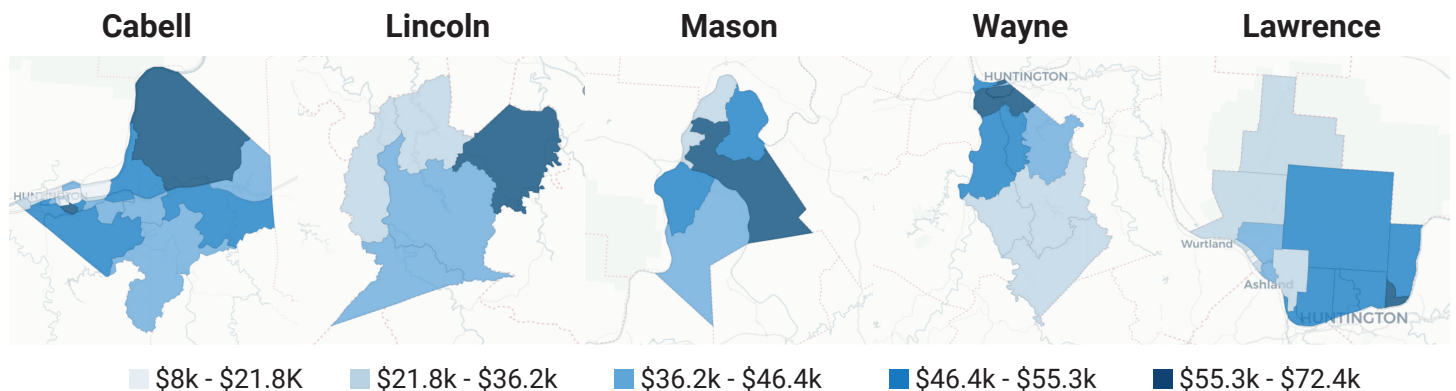
## Poverty Reduction

Poverty is defined as a state of privation and a lack of necessities. It is also defined as the state of one who doesn't have a usual or socially adequate amount of money or material possessions. The 2019 poverty rate is set at an annual income of \$12,490 for a single person household and \$25,750 for a family of four. Poverty is considered a key indicator of economic, community, and physical health.

ALICE (Asset Limited, Income Constrained, Employed) is a United Way initiative that focuses on the individuals and families who are working but are unable to afford the basic necessities of housing, food, childcare, health care, and transportation. The ALICE methodology was conceived to develop real-time data on income and expenses, establishing a more comprehensive analysis of the state of financial instability. ALICE looks closer at what a person requires just to survive in their area and does not reflect the same values as the national poverty rates. For Poverty Reduction and Housing and Financial Assistance, we will be looking at both the poverty threshold and ALICE information for each county. The chart below shows the household income levels for each county served. Depending on family size, the largest portion of those below the \$25,000 income threshold lives in poverty.



The following images show the density areas of each of the five counties colored by their Median Household Income.



The chart below breaks out each county and compares their percentage of the population living in poverty, the demographic breakdown of those living in poverty, the median income for the counties, and the ALICE for each county.

	Cabell	Lincoln	Mason	Wayne	Lawrence
<b>Percent of Population in Poverty</b>	23.2%	24.9%	19.3%	20.8%	18.6%
<b>Largest Demographic in Poverty</b>	F 18-24	F 35-44	F 35-44	F 35-44	F 35-44
<b>Second Largest Demographic in Poverty</b>	M 18-24	M 35-44	F 25-34	F 25-34	F 25-34
<b>Third Largest Demographic in Poverty</b>	F 25-34	F 25-34	F 55-64	M 35-44	M 55-64
<b>Median Household Income</b>	\$38,839	\$35,800	\$36,448	\$36,318	\$42,874
<b>Average ALICE Household (Family of four)</b>	\$48,024	\$49,329	\$47,844	\$48,024	\$55,968
<b>At or Below ALICE</b>	42%	54%	46%	43%	44%

Earned Income Tax Credit (EITC) is an important benefit providing a financial boost to working individuals and families. The below chart shows the 2015 tax year EITC usage (most recent available from the IRS):

	Cabell	Lincoln	Mason	Wayne	Lawrence
<b>Returns with EITC</b>	8,139	1,941	2,220	3,744	5,841
<b>Sum of EITC (Dollars)</b>	\$17,954,832.00	\$5,003,527.00	\$5,316,809.00	\$9,605,912.00	\$14,572,488.00

The below chart shows EITC eligibility for the tax year 2015:

<b>Children</b>		Childless	One Child	Two Children	Three or More Children
<b>Maximum Credit</b>		\$529	\$3,526	\$5,828	\$6,557
<b>Maximum Earnings</b>	<b>Single</b>	\$15,570	\$41,094	\$46,703	\$50,162
	<b>Married</b>	\$21,370	\$46,884	\$52,493	\$55,952

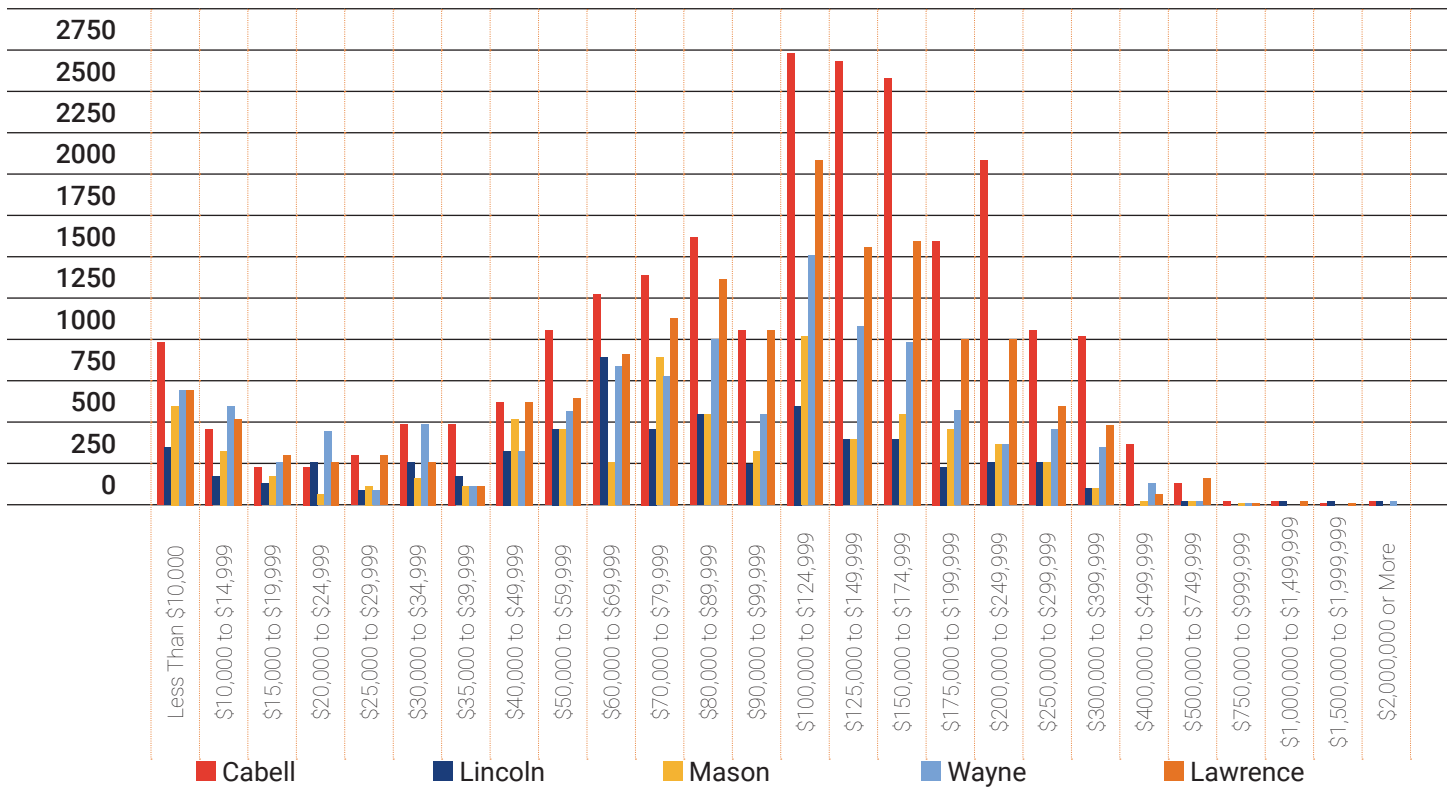
## Housing & Financial Assistance

Of nearly 3,500 calls over six months to Cabell/Wayne Information & Referral, over 350 were calls for utility assistance, and nearly 30 were calls for housing assistance. This is over 10% of the calls received by this specific 211 service.

Of those who participated in the survey, 24% responded that they had missed a rent, mortgage, or utility payment because they did not have the money to cover the costs. While only 8% of respondents were laid off, 58% of those who were laid off missed a utility payment. The following graph shows the percentage of homeownership rates throughout the five counties.

	Cabell	Lincoln	Mason	Wayne	Lawrence
<b>Home Ownership Rates</b>	60.9%	77.3%	77.5%	74.7%	71.8%

The graph below shows the property value of all the homes owned throughout the five-county area.



The chart below shows the ALICE housing costs and wages for each county based on family size. ALICE housing costs include utility costs. The ALICE data looks at the most conservative values for the calculations needed to represent wage and income needs.

	Cabell		Lincoln		Mason		Wayne		Lawrence	
	Single Adult	Family of 4	Single Adult	Family of 4	Single Adult	Family of 4	Single Adult	Family of 4	Single Adult	Family of 4
<b>ALICE Housing Costs</b>	\$380	\$638	\$533	\$714	\$475	\$628	\$380	\$638	\$380	\$638
<b>ALICE Hourly Wage</b>	\$8.14	\$24.01	\$9.44	\$24.70	\$8.95	\$23.92	\$8.14	\$24.01	\$8.24	\$27.98
<b>ALICE Total Income</b>	\$16,272	\$48,024	\$18,876	\$49,392	\$17,892	\$47,844	\$16,272	\$48,024	\$16,476	\$55,968
<b>Poverty Value</b>	\$12,490	\$25,750	\$12,490	\$25,750	\$12,490	\$25,750	\$12,490	\$25,750	\$12,490	\$25,750
<b>Poverty &amp; ALICE Value Difference</b>	\$3,782	\$22,274	\$6,386	\$23,642	\$5,402	\$22,094	\$3,782	\$22,274	\$3,984	\$30,236



# Health

The World Health Organization defines health as a state of complete physical, mental, and social well-being and not merely the absence of disease or infirmity. In addition to the contributions of individual genetic disposition, health is a result of our behaviors, the environment and community in which we live, the public and health policies and practices of our health care and prevention systems, and the clinical care we receive.

The following chart represents the results from the four methods in which participants in the needs assessment addressed the following prompts about education:

- **Survey Rankings**

*Please prioritize the importance of addressing the issues listed as they relate to health in your community, ranking them where 1 is the highest priority (within each box), 2 is the second-highest priority (within each box), and so on.*

- **Survey Concerns**

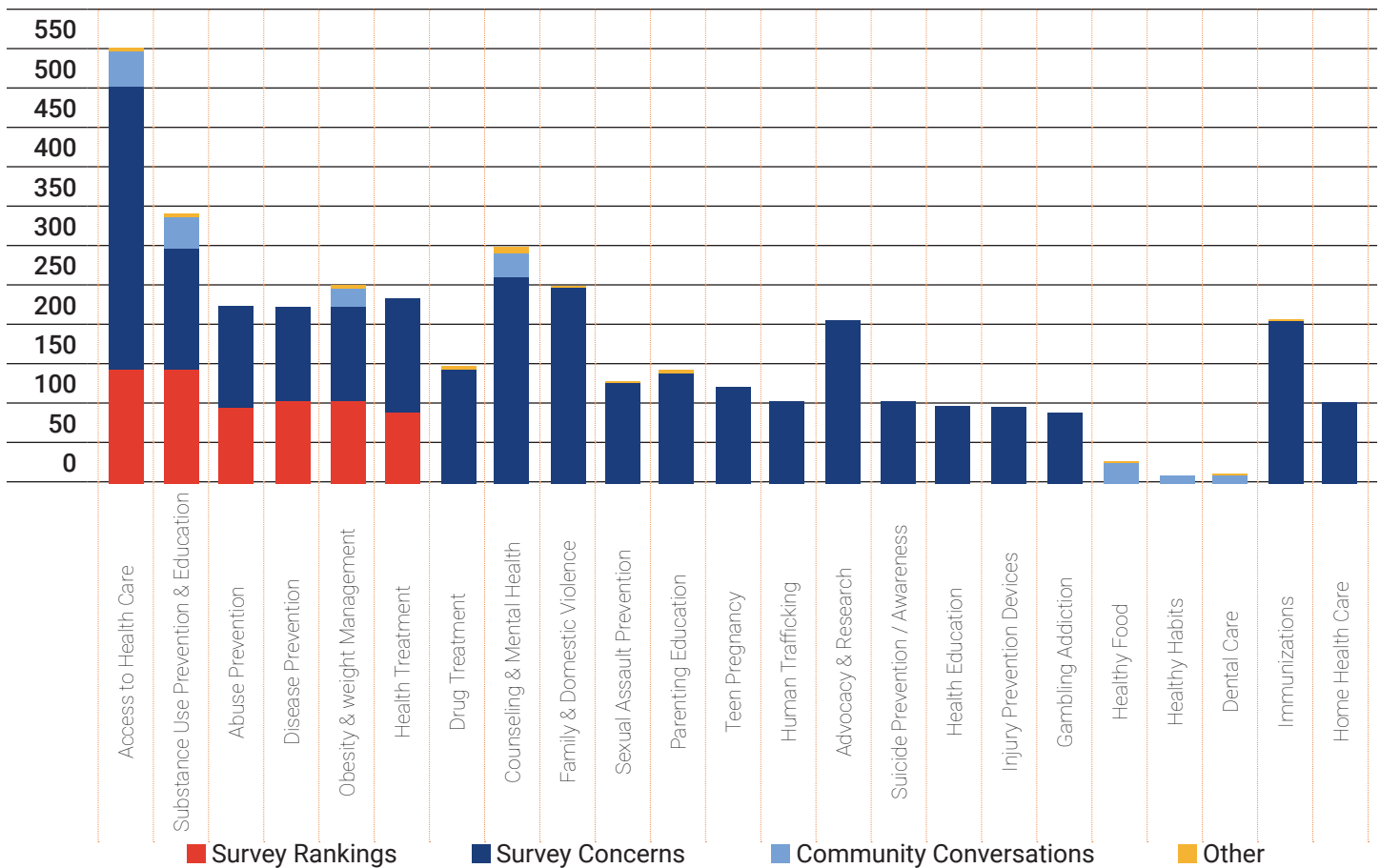
*People and families often face problems and look for help. For each health concern listed below, please tell whether – in your opinion – it has been a major concern, a moderate concern, a minor concern, or not a concern for households within your community.*

- **Community Conversations**

*What are the greatest threats to individual and family health in your community?*

- **Other**

*Other comments reported throughout the CNA process.*





When comparing the results, we can see that access to health care is by far the highest area of concern for health issues.

- Access to Health Care
- Substance Use Prevention & Education
- Counseling & Mental Health
- Obesity & Weight Management

## Access to Health Care

Access to health care means having “the timely use of personal health services to achieve the best health outcomes.” This includes four primary components:

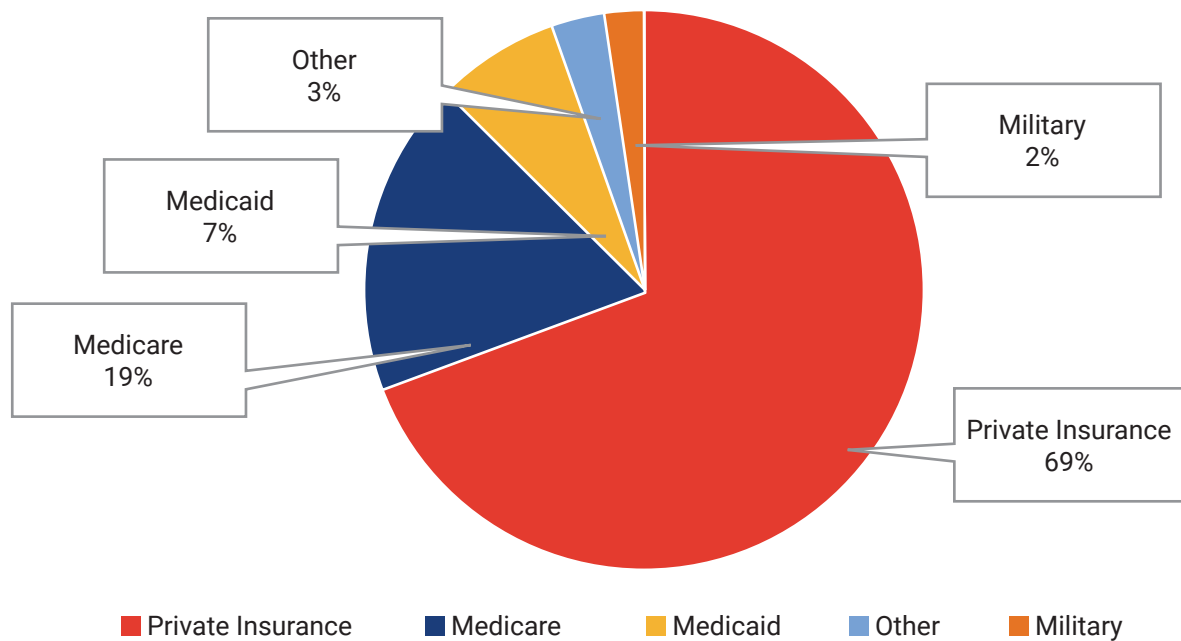
- Coverage - insurance and entry into the health care system
- Services - having a primary system of care with access to recommended screenings and preventative services
- Timeliness - ability to receive care when the need is recognized
- Workforce - qualified and culturally competent providers

## Insurance Coverage

According to US census data, across West Virginia, 14.6% of adults did not go to the doctor due to costs. Across Ohio, this number is lower at 10.7%. The chart below shows the number of individuals and insurance coverage based on type across the five counties.

	Cabell	Lincoln	Mason	Wayne	Lawrence
Uninsured	8400	1718	1677	3788	4698
Medicaid	20799	6501	6067	11508	14521
NonGroup	9069	1800	2570	3827	5750
Medicare	13270	3455	4501	6514	9072
Other Public	1939	357	658	986	1197
Employer	41161	7287	10886	14294	25236

Respondents to the survey were asked about their healthcare coverage.



The below chart pulls in responses to the survey question if care was needed, was care received? We can see from the chart that in the majority of health care service categories, less than 100% responded they received needed care.

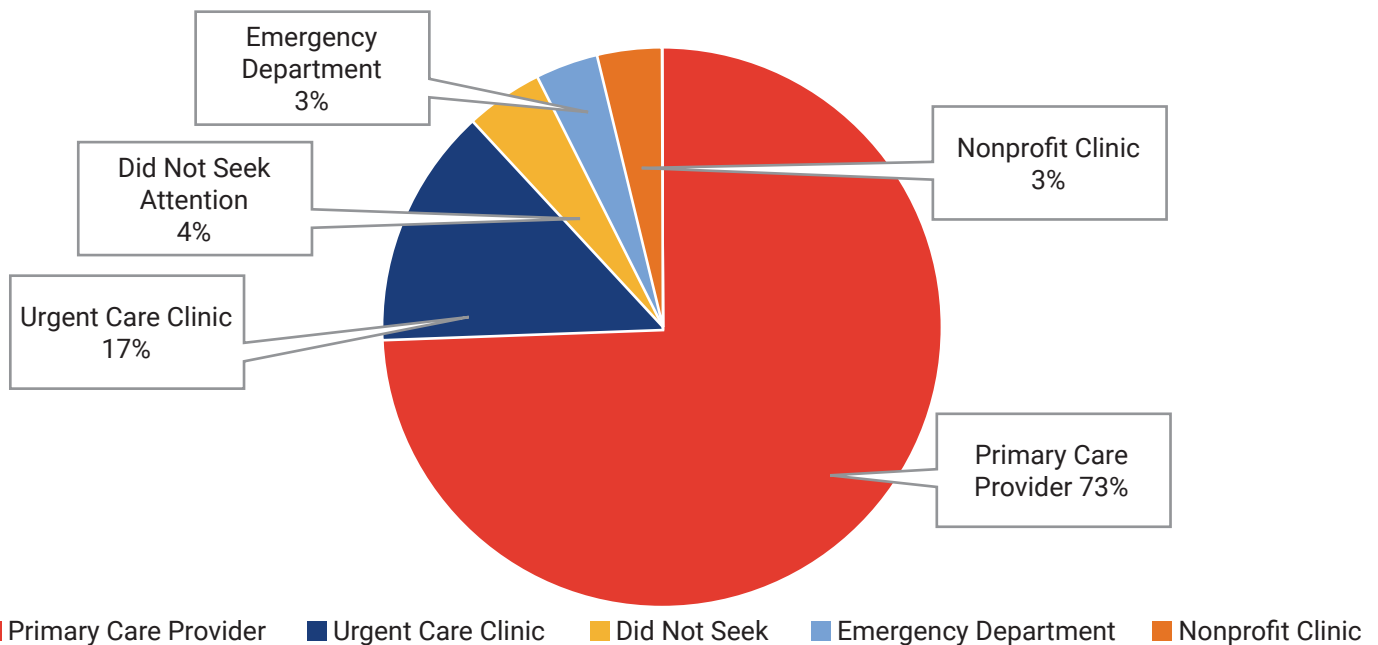
	Yes	No
<b>Needed General Medication Services</b>	92%	8%
Of Those Who Responded "Yes" Received Medical Services	94%	6%
<b>Needed Dental Services</b>	83%	17%
Of Those Who Responded "Yes" Received Dental Services	87%	13%
<b>Needed Mental Health Services</b>	29%	71%
Of Those Who Responded "Yes" Received Mental Health Services	79%	21%
<b>Needed Substance Use Disorder Services</b>	1%	99%
Of Those Who Responded "Yes" Received SUD Services	100%	0%
<b>Needed Prenatal Services</b>	4%	96%
Of Those Who Responded "Yes" Received Prenatal Services	100%	0%

Of those who did not receive the care needed, the primary reason was that the care was too expensive/insurance wouldn't cover it. When asked about frustrations with the medical system, costs were noted, as was difficulty scheduling appointments. Also noted were frustrations about not knowing what is covered by insurance and being unable to find out before scheduling an appointment and going on to the office.

The chart below shows us how many patients providers see per year. Cabell County, being a medical hub in the region, has the highest number of providers in all areas listed in the chart.

	Cabell	Lincoln	Mason	Wayne	Lawrence
<b>Patient to Primary Care Physician Ratio</b>	613 : 1	3059 : 1	1802 : 1	1639 : 1	2182 : 1
<b>Patient to Dentist Ratio</b>	1846 : 1	4246 : 1	3353 : 1	3118 : 1	2899 : 1
<b>Patient to Primary Care Provider Ratio</b>	436 : 1	1769 : 1	2682 : 1	1267 : 1	2536 : 1
<b>Patient to Mental Health Provider Ratio</b>	468 : 1	2654 : 1	6706 : 1	737 : 1	1217 : 1

Respondents to the survey were asked what type of health facility they visit when they seek care.



## Obesity

	Cabell	Lincoln	Mason	Wayne	Lawrence
<b>Percent of Population with Access to Exercise</b>	82.4%	20.2%	54.5%	48.0%	53.1%

In 2018, West Virginia ranked the highest in the nation for the number of adults with a body mass index of 30.0 or greater. West Virginia reported that 38.1% of the adult population fits into this category compared to the national average of 31.3%. As reported by the Lincoln County Board of Education, 29% of WV high school students are overweight or at risk of becoming overweight. Meanwhile, 28% of low-income children between ages 2 and 5 years are overweight or at risk of becoming overweight.

Not only is one's quality of life is decreased by obesity, the costs associated with obesity and obesity-related health problems also have a negative economic impact. Adults with obesity spend an average of \$3,429 more per person annually on medical care.

### Nationally, trends indicate that the greatest prevalence of obesity is among those who are:

- Middle-aged adults;
- Racial, ethnic groups (Asian being lowest and black being the highest);
- Adults living in rural areas;
- Adults with lower educational attainment;
- And lower-income adults (especially those with income less than \$25,000 per year).

## Mental Health Care

As we saw in the Patient to Provider Ratio table, many mental health providers have a ratio of several thousand patients a year due to a lack of services in the area. The county with the best rates on Patient to Mental Health Provider is Cabell County, which, once again, reflects Cabell's position as a medical hub for the region. In 2016, West Virginia had the highest prevalence of adults with a major depressive episode in the U.S., with 8.26% of the population affected.

	West Virginia	Ohio
<b>Major Depressive Disorder</b>	8.26%	7.85%
<b>Serious Mental Illness</b>	5.18%	5.13%
<b>Use of Mental Health Services Among Adults</b>	48.6%	47.1%

Less than half of those throughout West Virginia and Ohio who need mental health services use available services. The two major areas that impact those who need the services are:

- Access - those who need services might not be able to receive services in a timely manner, or the provider may not be taking patients due to a full case-load.
- Cost - those who need services might not be able to afford to pay for services, and their insurance might not cover mental health services in part or entirety.

## Substance Use Prevention/Education

The risk of drug use increases greatly during times of transition and stress. For adults, loss of employment or untreated medical issues may increase the risk of drug use. In 2016, West Virginia had the highest drug overdose death rate in the U.S., with 52 deaths per 100,000 people. The second highest was Ohio, with 39.1 deaths.

For teens, moving, family divorce, or changing schools may increase their risk. Advancing from elementary to middle school exposes children to new challenges and risks. Children are exposed to substances such as cigarettes and alcohol for the first time. Teens may encounter greater availability of drugs, drug use by older teens, and social activities where drugs are used as they go from middle school to high school. Substance use among teens across West Virginia was 6.22%, while Ohio was significantly higher at 7.88%.

Because the brain is still developing, using drugs at this age has more potential to disrupt brain function in areas critical to motivation, memory, learning, judgment, and behavior control. Teens who use alcohol and other drugs are at a higher risk of having family and social problems, poor academic performance, health-related problems (including mental health conditions), and involvement with the juvenile justice system.

The programs that are most effective in substance use prevention and education to boost protective factors and eliminate or reduce the risk factors. These programs are designed for various ages and can be used in individual or group settings, such as the school and home. These programs include:

- Universal programming - addresses the risk and protective factors common to all in a given setting, such as a school or community.
- Selective programming - focuses on groups who have specific factors that put them at increased risk of drug use.
- Indicated programming - are designed for those who have already started using drugs.



# Basic Needs

Basic needs assistance is constant. Until the time comes when all the critical issues facing our service area are met, assistance with basic needs will still be needed. While UWRC supports partner programs with funding to help meet these needs, the ultimate goal is to help create solutions for the root cause of these issues.

The following chart represents the results from the four methods in which participants in the needs assessment addressed the following prompts about education:

- **Survey Concerns**

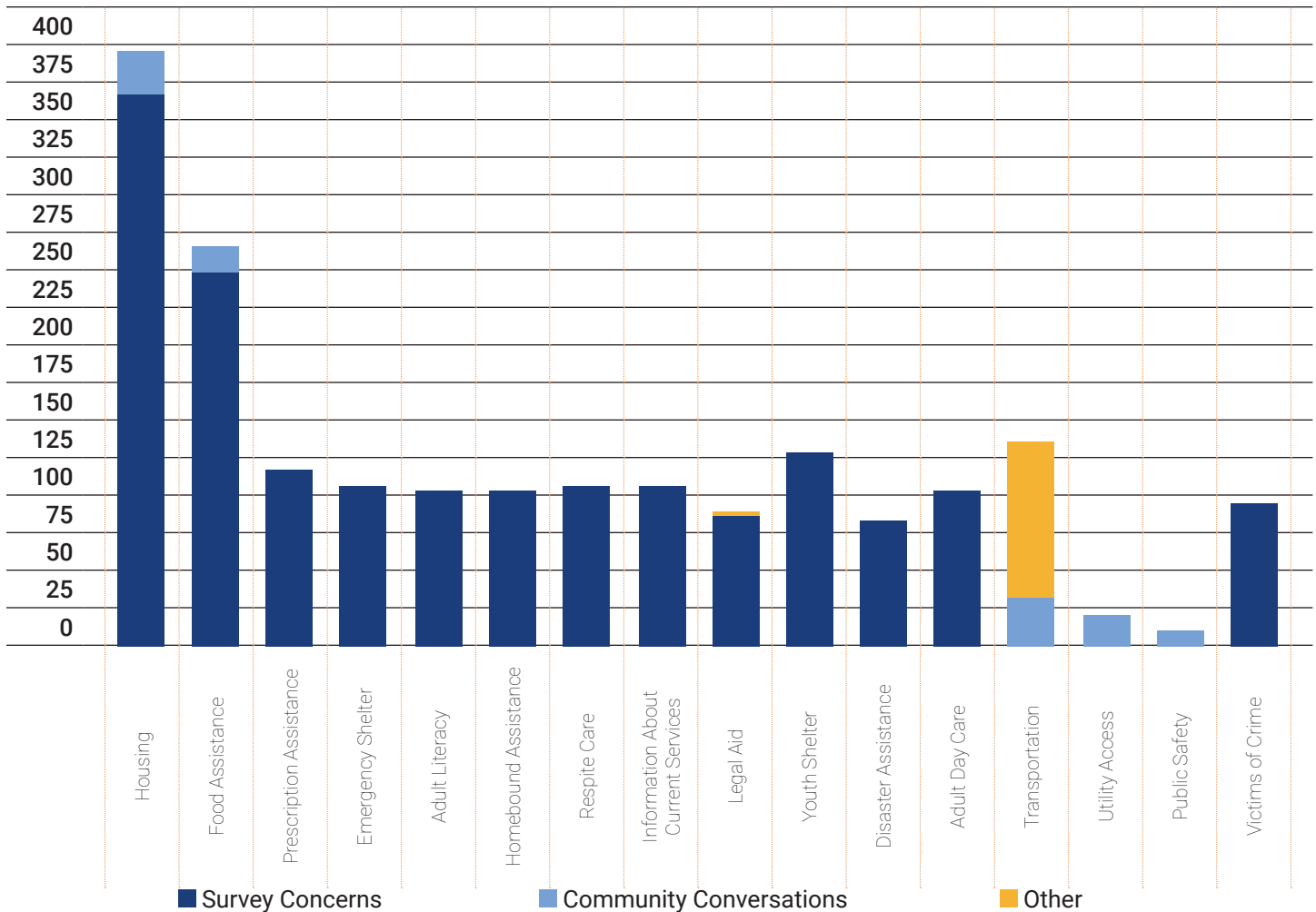
*People and families often face problems and look for help. For each basic needs concern listed below, please tell whether – in your opinion – it has been a major concern, a moderate concern, a minor concern, or not a concern for households within your community.*

- **Community Conversations**

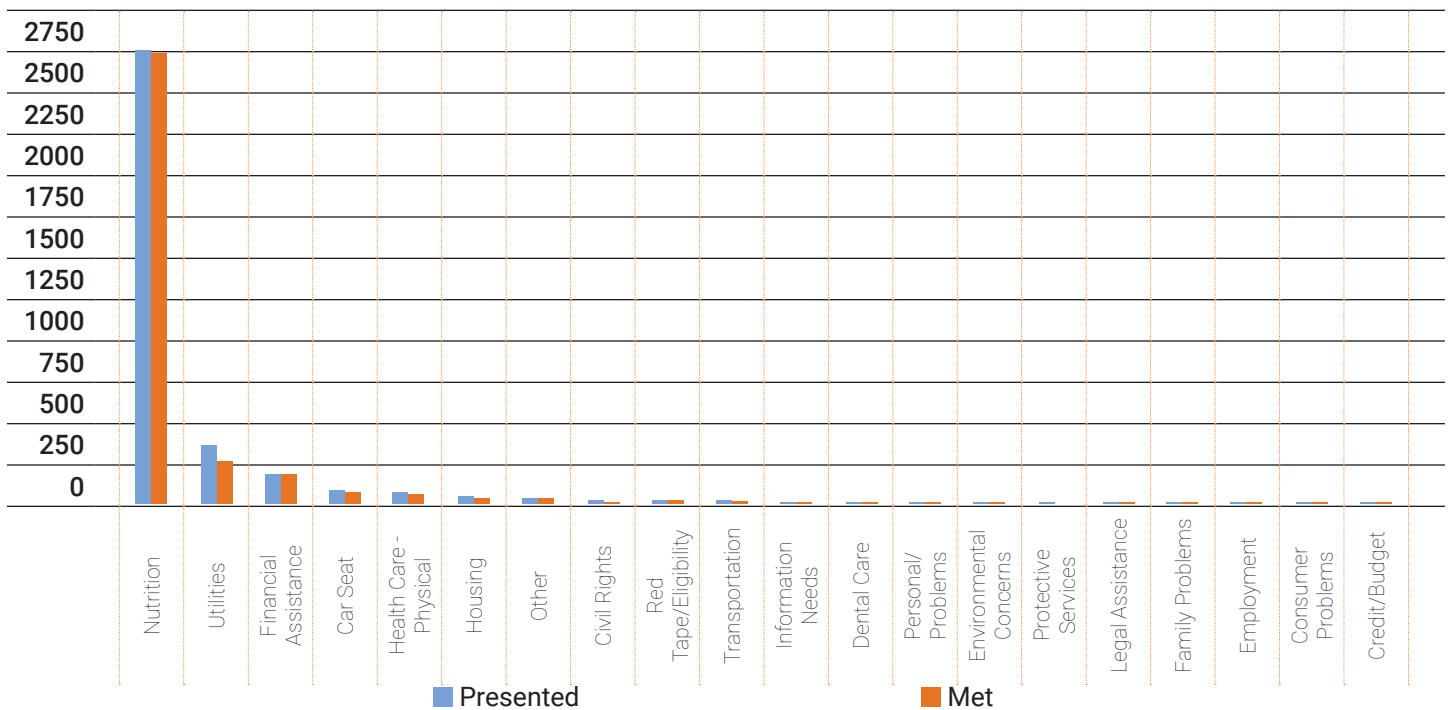
*How do you describe or define an individual's or family's basic needs, and what are the greatest such needs in your community?*

- **Other**

*Other comments reported throughout the CNA process.*



The graph below shows results for Cabell-Wayne Information & Referral Calls from March to October 2019.



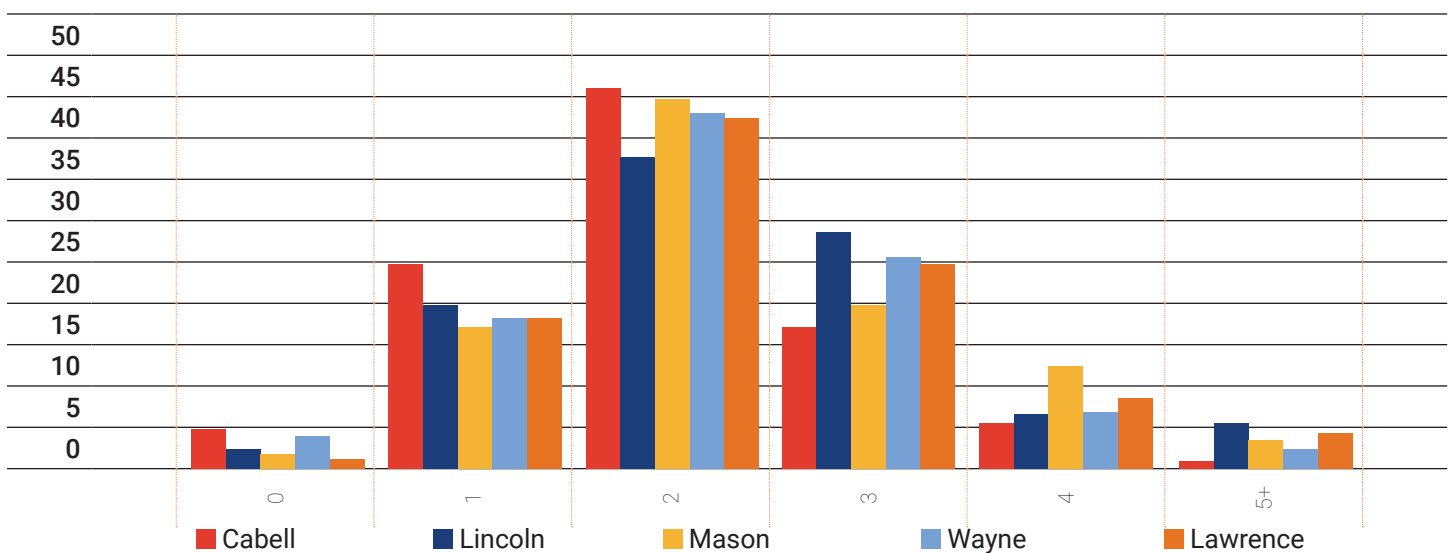
The following section on basic needs will focus on transportation. While nutrition/food assistance, housing, and youth shelter were also among the top four areas mentioned under basic needs, these items are either already touched on throughout other sections of this report or are issues that may result from one of the other three focus areas.

## Transportation

Transportation was a common topic of concern across each area of the survey and mentioned throughout the community conversations.

Those who responded to the survey, only three stated that they did not have a reliable form of transportation. One hundred eighty-five (185) of the respondents mentioned that transportation is an issue in their community in some form. The three top areas among the survey respondents were transportation to work, transportation to health services, and transportation for after-school based programs.

The graph below shows the average car per household in the five counties.



The chart below shows the average commute time for each county served, as well as the percentage of the population who utilizes specific modes of transportation for workers.

	<b>Cabell</b>	<b>Lincoln</b>	<b>Mason</b>	<b>Wayne</b>	<b>Lawrence</b>
<b>Average Commute Time</b>	19.9 mins	34.8 mins	31.7 mins	25.8 mins	23.1 mins
<b>Public Transit</b>	1.3%	.04%	.19%	.54%	.3%
<b>Worked at Home</b>	2.9%	1.9%	1.7%	3.3%	1.8%
<b>Drove Alone</b>	83%	84%	86%	85%	88%
<b>Motorcycle</b>	.05%	.6%	0%	.09%	.02%
<b>Bicycle</b>	.5%	0%	0%	.18%	.03%
<b>Car Pool</b>	7.4%	9.7%	10%	7.9%	7.5%
<b>Other</b>	1.3%	.9%	.4%	1.4%	1%
<b>Taxi</b>	.1%	0%	0%	0%	.18%
<b>Walked</b>	3.8%	2.3%	1.4%	1.3%	1.5%



# Appendix

## Appendix A- Community Discussion Notes

Crum Community Discussion – July 15, 2019 @ 1:00 p.m.  
Crum PK-8

### 1. How do you describe or define an individual's or family's basic needs and what are the greatest such needs in your community?

- Caring for the children
- Food for the children on weekends and summer
- Food, shelter, clothing
- Families need larger quantity
- Elderly people need care
- Affordable housing
- Mental health services
- Jobs
- Public Transportation
- Families are having to live with other families
- Children need to be nurtured
- Drug epidemic
- The school is planning to provide laundry services (They have washers and will wash clothes for the children)

### 2. What does Financial Stability mean to you and, in your community, what are the greatest challenges to achieving Financial Stability faced by individuals and families locally?

- Homelessness has a different meaning in our community. Homelessness doesn't mean you don't have a home. It means you live with family members.
- Poor law enforcement/Law enforcement shortage
- Prevention Resource Officers at all high schools
- Financial Stability means having the ability to meet your needs, having a job, and having a nest egg
- Transportation and traveling expenses are weighing heavily on those who have jobs because of a lack of jobs in the area.
- Education: The need to understand how finances work and the importance of having a job.
- Need College or career readiness
- Inadequate insurance
- Missing work due to poor healthcare
- Taking on the care of others
- The government is giving people things, but not teaching them to fish.
- Unforeseen circumstances
- Grand families
- The cost of living

### 3. What are the greatest threats to individual and family health in your community?

- Drug epidemic
- The railroad is blocking the access roads, at times. This causes residents to be stranded.
- Tobacco Use
- Obesity
- Diabetes
- Lack of physical activity
- The school would like to provide an outdoor basketball court, tennis court, and walking track.

- The lack of fresh fruits and vegetables for families.
- The lack of access to a specialist.
- Community-based mental health experts.

### 4. What facets of education are most important for preparing children to be successful adults and what are the greatest educational needs in your community for both children and adults?

- How many children have a good home life and are taught structure?
- Life skills?
- 75% could do well on their own
- The UMWA trains displaced workers
- GED classes at Tolsia High School
- Literacy – Grade level reading
- STEM
- Matching educational training to job market
- Retaining displaced workers
- Successful adults are financially independent
- Emotional stability
- Lack of access to role models
- Lack of life skills
- Teaching children to prioritize
- Teaching children to take responsibility
- How to make and manage money
- Cooperative learning/how to work well with others

### 5. What is your vision for the ideal future of your community? What do you see/not see? What is present/absent?

- A transportation system
- Housing
- Businesses
- Crum to be incorporated
- Activities for children: swimming pools, parks, recreation facilities
- Litter control/community pride
- Increased self-esteem
- Kayaking and a clean river
- Access to the river
- Improved tax environment
- Road improvements
- Library
- Restaurants
- Fire Department, Police, and Ambulance
- Technology being used to create jobs and retain workers
- A more cooperative political environment
- Preparing kids for the future
- Unified Community vision
- Recycling center
- STEM/STEAM training
- Natural resources: How to harness and use them



**Huntington Community Discussion Group #1 – July 17, 2019 @ 10:00 a.m.**  
**Cabell Huntington Health Department**

**1. How do you describe or define an individual's or family's basic needs and what are the greatest such needs in your community?**

Basic Needs Means to you:

- Food
- Shelter/housing
- Running Water
- Furniture/Beds
- Help with electricity
- Emotional Support/Spiritual support/counseling
- A sense of community
- Jobs/Livable income
- Affordable, safe housing
- Affordable childcare and senior care
- Higher education options (college, trade school, etc.)
- Support system of family and friends
- Healthcare
- Healthy food access
- Clothes
- Anything to survive

Greatest Needs in our Community:

- Loving adults
- Education (Life skills, balance check books, read bus schedules, money management, planning for retirement)
- Safe place to go after school
- Emotional Support
- A way to cook (stove, hot plate, etc.)
- Aren't sure how to prepare food
- Transportation (Possibly look at longer hours/expand to run on Sundays)
- Transportation for Senior adults (Doctor appointments)
- Creating a hub/convener of needed services (food bank, farmers market, etc.)
- Access to healthcare
- Access to food
- Access to healthcare
- Security/Better street lighting
- Job market
- Access to recreational activities
- Recovery programs for individuals and families

**2. What does Financial Stability mean to you and, in your community, what are the greatest challenges to achieving Financial Stability faced by individuals and families locally?**

Financial Stability means

- being able to meet your basic needs and standard living expenses
- Healthcare
- Skills to budget money that you have
- Preparing meals – wise purchases to have leftovers and/or take their lunch to work
- Able to pay bills and put a little aside

Greatest challenges

- Low paying jobs
- Lack of education
- Know where to go to get services
- Cost of childcare
- Need for transitional services to get people back into the workforce
- Mixed age housing (single parents with seniors, etc.)
- Importance of preventative healthcare (regular well-child visits, dental exams, etc.)
- Financial training in elementary, middle school, and high

- schools
- Grandparents raising grandchildren
- Jobs/job training
- Strong familial support network
- Affordable housing
- Mentoring – More than just giving a phone number or brochure
- Multigenerational poverty
- No credit or bad credit
- Access to someone to co-sign for a loan
- passing drug tests to gain employment

**3. What are the greatest threats to individual and family health in your community?**

- Opioids/Drug usage (Needles left lying around)
- Fragmented families
- Unsafe housing
- Support systems lacking
- Childcare providers
- Water supply contaminated (chemicals from fracking)
- Mental health (In-home care visits, confidence builders, caregiver and children)
- Air supply
- Physical inactivity (Affordable programs/"Gabriel project" for used sports equipment)
- Obesity
- Asthma/COPD
- Diabetes
- Cancer
- Tobacco usage/vaping
- Limited access to healthy food options
- Caregiver support (seniors, grandparents raising grandchildren)
- Transportation to healthcare, fitness, healthy foods
- Safe water
- Violence
- Economic status
- No recycling program
- Renewable energy not emphasized
- Dementia/Aging
- Stigma attached to drug addicts or mentally impaired individuals
- Low income
- Unsafe sex
- Alcohol use while pregnant
- Proper nutrition is lacking
- Rising rates of autism
- Access to spiritual care due to lack of transportation

**4. What facets of education are most important for preparing children to be successful adults and what are the greatest needs in your community for both children and adults?**

- Faith in Action
- Need teaching of practical skills
- Integrate Habitat and Goodwill Shop classes
- WVU Extension "Reality Stores" to middle schools (Students given a scenario and have to manage their budget to buy a car, insurance, etc.)
- Literacy/Reading comprehension
- Dolly Parton's Imagination Library
- Newspaper
- Bridge the gap – Help people make do with what they have

(If you don't have access/transportation to the library) for education opportunities

- Spelling
- Communication skills
- Basic math skills
- Consistency in the curriculum
- Mentoring
- Financial education
- Lack of communication skills due to overuse of technology
- Access to arts and humanities
- Fully funded arts and education
- Encourage creativity
- Access to education/trade skills
- Encourage job skills training
- Teaching healthy eating/cooking (Home economics classes in public schools)
- Citizenship education
- Safe technology usage education
- Moral education
- How to get along with others
- Reading comprehension
- Spelling
- Practical math

#### **5. What is your vision for the ideal future of your community?**

##### **What do you see/not see? What is present/absent?**

- More green spaces and more gardening (specifically in the West End of Huntington)
- Work with WV Forestry Division and Arbor Day Foundation
- Provide accessible, free opportunities for families (pool, water/spray pad)
- Arts/Humanities
- Cultural Opportunities
- More support of current museums and libraries
- Outdoor recreation opportunities
- Zipline

- River recreation
- Beech Fork
- ACE Adventure
- Cincinnati Riverfront
- Amphitheater (bring back Harris Riverfront Park (canopies, shade, etc))
- Organizational Collaboration
- Amplification of impact
- Opportunities to utilize funding
- More jobs – More businesses – more locally owned
- Access to education for all
- More farmers' markets to sell food
- Universal healthcare
- Engagement of government and community
- Healthier community
- All-inclusive community – celebrate diversity
- Solve the drug problem
- Improved infrastructure
- Eradicate homelessness
- Affordable housing
- Beautiful landscaping/outdoor gathering place
- Dilapidated houses gone
- Better air quality and water
- Reworked tax system represents current economy
- Arts are revered
- Quality of life- live longer and healthier
- No drug use
- Less/No people on the streets
- Abundance of public transportation
- Clean parks and recreational facilities
- Better communication amongst organizations and agencies
- Housing market improved
- More youth staying around
- Healthier – Mentally and physically
- Clean up town – Less focus on Pullman

### **Huntington Community Discussion Group #2– August 6, 2019 @ 11 a.m. Cabell Huntington Health Department, focused on local business community**

#### **1. How do you describe or define an individual's or family's basic needs and what are the greatest such needs in your community?**

Basic Needs Means to you:

- Food
- Shelter/housing
- Healthcare
- Behavioral Health – especially for those with addiction
- Education
- Jobs/Employment
- Transportation
- Childcare
- Clothing
- Toiletries
- Entertainment/Community Diversion (stuff for kids to do)
- Quality of Life – Safety
- Family type unit support system
- Sustainability
- Resource Center – where someone can go for any needs they have
- Coordination of effort
- Food
- School lunch programs
- Housing
- Work
- Education

- Health
- Hand up vs Hand down/hand out
- Give a purpose in life

#### **2. What does Financial Stability mean to you and, in your community, what are the greatest challenges to achieving Financial Stability faced by individuals and families locally?**

Financial Stability means

- Opioids are a challenge
- Ability to put food on the table and clothes for the family
- Not working three jobs
- Being able to hold a job
- Increase minimum wage
- ability to have skills to enter workforce
- Being able to support someone beyond just yourself
- More access to jobs
- Job hopping – look beyond it for skills
- Need to help people get out in the workforce
- Change attitude towards people with issues
- Advertise Vo-Tech to those who aren't familiar with it
- Provide transportation
- Help with childcare
- Money in Reserve
- Live More than payday to payday
- Hard decisions (such as elective decisions vs buying

- medicines, for example)
- Culture
- Role Models
- Positive vs negative attitudes
- Entitlement feelings
- Work ethic
- Minimum wage vs welfare
- Working poor vs Entitlement mentality
- Parenting by grandparents

### **3. What are the greatest threats to individual and family health in your community?**

- Dirty Streets
- Drugs
- Psychological Stress from exposure to drugs/prostitution
- Lack of Health Insurance/Urgent care
- Abandoned housing
- Access to healthy food
- Meth manufacturing
- Get the back stuff away from the schools
- Non-positive environment
- Obesity
- Basic lack of respect and self-respect
- Not seeing the positives
- Mental health resources
- Dirty Needles
- Not enough opportunities for indoor activities
- Not pushing to improve downtown and other areas of the community
- Need resource center
- Know how to live a healthy lifestyle
- Healthy infrastructure
- Lack of activity
- Public safety
- Healthy choices – Inactivity and fast food

### **4. What facets of education are most important for preparing children to be successful adults and what are the greatest needs in your community for both children and adults?**

- Family Support/Community Support
- Keep them fed
- Work force development after high school
- Need to change mindset of those in difficult household situations

- Help people think outside of the box
- Build confidence
- Allow kids to see what is possible
- Build relationships with good mentors
- Need cradle to Pre-K programming to catch issues early
- Access to childcare
- Literacy help
- Provision of basic needs
- More basic and life skills
- Generational difficulties – Break away from just one way to do things
- Parental involvement
- Career development
- Mentoring – Public schools
- Job shadowing
- Vocational training
- Social/emotional upbringing
- Teaching Coping skills

### **5. What is your vision for the ideal future of your community?**

#### **What do you see/not see? What is present/absent?**

- More positive attitude
- Continuation of beautification efforts
- Programs for fun
- Continue effort like Greater Huntington Walks, My Huntington, Flowers downtown
- Clean neighborhoods
- Healthy Decisions
- Re-establish trust in people
- Community working together
- Build nice neighborhoods
- Employment opportunities
- Clear out housing that is abandoned
- More individually focused efforts to help people
- Resource Center
- Need to be family focused
- More activities for individuals, kids, and/or families
- Better health
- Elevate Huntington Community to top 10 in country rather than bottom 10
- Instapots for all-provision of healthy cooking/cookbooks
- Pay for a meal Instapot
- Return of industries
- Take back neighborhoods

## **Barboursville Community Discussion Group – August 14, 2019 @ 2:00 p.m. Ohio Valley Bank**

### **1. How do you describe or define an individual's or family's basic needs and what are the greatest such needs in your community?**

Basic Needs Means to you:

- Food/Foster care
- Education
- Healthcare
- Water/electric
- Viable Transportation
- Career
- Spiritual/mental health
- Clothing
- Food shortages addressed by summer food programs
- Assisted Living housing
- Aftercare for school age
- Resources for nontraditional homes
- Healthy food options
- Whatever is needed to keep us vibrant, alive, and thriving

- Standard of living – good education, quality meals, clean water, warm/cool place to live
- Relational needs – safe and positive. Increase sense of community
- Educational opportunities that allow for different learning styles and abilities
- Gainful employment
- Intergenerational
- Community development to draw in higher paying jobs

### **2. What does Financial Stability mean to you and, in your community, what are the greatest challenges to achieving Financial Stability faced by individuals and families locally?**

Financial Stability means

- Enough to pay bills
- Small nest egg
- Retirement options

- Training for trade
- Jobs lost need new training
- Savings in event of job loss/loss wages
- Poor credit
- Good paying jobs
- viable job market
- Transportation
- High cost of living
- Basic Financial Education (budgeting)
- Increasing debt at young age
- Overspending
- Educating students how to budget money
- Educational system reform to address real-life skills
- parents of millennials drive the problem of wanting more and more
- Ability to meet basic needs and finding what contentment is
- Don't hear anyone saying, "I'm saving up for."

### **3. What are the greatest threats to individual and family health in your community?**

- Tobacco use/vaping/drug exposure/use
- Access to basic healthcare/dental care
- Preventative healthcare
- Access to healthy food options (education)
- Transportation to appointments (senior adults)
- Mental healthcare (resources post detox, etc.)
- Resources for fitness/exercise
- Can't afford to go to the doctor
- Hospitals need to spend less money on advertising and more on community projects
- Teach healthy habits early
- Teach parents how to budget for meals and grocery shopping
- Lost art of canning and freezing fresh vegetables
- Stretching meals
- Community garden is under-utilized
- Farm to table for local student groups
- Substance abuse issues

### **4. What facets of education are most important for preparing children to be successful adults and what are the greatest needs in your community for both children and adults?**

- Reading/literacy (for both adults and children)
- Basic financial understanding

- Summer engagement programs
- Lack of independence for children
- Nontraditional households
- After-school help (stigma associated with it)
- Internet access
- Pre-school gap
- Tasks/chores, etc.
- Extracurricular activities
- Resources available for foster children/families?
- Kids learn what success is (health, physical, mental, financial, spiritual)
- Speakers in schools to show different careers
- Career literacy
- Teach skills of contentment (social media doesn't define you)
- Teach "You are good enough"
- Teach problem solving, perseverance, where to find resources needed, planning and personal management, your past doesn't define your future, need skill set to be able to move beyond problems

### **5. What is your vision for the ideal future of your community? What do you see/not see? What is present/absent?**

- Strong Job Market
- Higher paying jobs
- Safety
- Strong medical detox
- More locally-owned businesses
- More cultural opportunities/museums, ice rink, riverfront amphitheaters
- Children's hospital expansion
- Greenspace – trails, camping, water access
- More handicapped options
- Upgrade Camden Park
- Increase tourism opportunities
- Community self-sufficiency
- Pockets of community are more than a zip code
- Need to increase relationship building (empathy, sympathy, face to face skills)
- Educational system - do more teaching and less administrative paperwork
- Need more "social me" instead of "social media"

## **Ironton Community Discussion Group – August 9, 2019 @ 2:00 p.m. Ohio University Southern Campus**

### **1. How do you describe or define an individual's or family's basic needs and what are the greatest such needs in your community?**

- Basic Needs Means to you:
- Affordable housing
- Security
- Stability
- Access to resources & services necessary for typical life
- Food & shelter
- Employment
- Education
- Healthcare
- Mental healthcare
- Addiction recovery systems
- Transportation
- Childcare
- Eldercare
- Background checks
- Healthy affordable foods

- Cultural awareness through events and activities
- Community connections
- Broad band and phone access
- Water/sewage
- Lack of alternative living for senior adults
- Legal services
- Law enforcement (due to reduced resources)

### **2. What does Financial Stability mean to you and, in your community, what are the greatest challenges to achieving Financial Stability faced by individuals and families locally?** Financial Stability means

- Need to be able to pay bills and have a little left over
- Educational supplies are too expensive
- Financial illiteracy
- No skills in money management
- No reliable transportation
- Low wages

- High medical costs
- Lack of marketable job skills
- Lack of decent jobs
- Adverse criminal record
- Cultural idea of “place”
- Attitude of entitlement mindset
- Generational welfare families
- Lack of retirement planning
- Economic downturn/plant closures
- Lack of vision on the part of local government
- Lack of access to resources (to help with children’s development)

**3. What are the greatest threats to individual and family health in your community?**

- No community hospital in county
- Opioid and other drugs
- Lack of primary care physician and specialists
- Healthcare is not affordable
- Long wait time for mental healthcare
- Prescription costs are too high
- Limited parks and recreation
- Smoking & vaping
- Geographical location
- Suicidal ideation
- Water breaks/running water problems
- Affordable Healthy food
- Industrial contaminants
- Prenatal care has limited access
- Limited advocacy for people with developmental limitations

**4. What facets of education are most important for preparing children to be successful adults and what are the greatest needs**

**in your community for both children and adults?**

- Basic life skills (homemaking skills)
- Literacy/communication skills
- Critical thinking skills
- Reading for information
- Interpersonal skills
- Creativity and entrepreneurship
- Encouraging innovation
- Future planning/career exploration
- Vocational counseling
- Age 18 – released from home
- Meaningful interventions for children affected by substance use in the home
- Foster care training/options

**5. What is your vision for the ideal future of your community? What do you see/not see? What is present/absent?**

- More positive attitude
- Accessibility and responsiveness of community
- Nonprofit groups working together more
- More light industry
- Farmers market every day
- Community and individual empowerment
- More people willing to think outside the box
- Less restrictions for startup projects
- More arts and culture
- Increase foot traffic downtown
- Happy people with community pride
- Friday night events to get community out
- Need thrift stores and consignment shops
- More promotion of Lake Vesuvius
- More emphasis on a “Rally on the River”

**Milton Community Discussion Group – August 8, 2019 @ 2:00 p.m.  
Milton City Council Chambers**

**1. How do you describe or define an individual's or family's basic needs and what are the greatest such needs in your community?**

Basic Needs Means to you:

- Affordable housing
- Financial assistance with food, rent, utilities
- Rural transportation
- Living wage jobs
- Jobs with benefits
- Childcare with extended hours
- Affordable, accessible substance abuse treatment with follow up and support from community

- Poor diet
- Affordability of healthy food options
- Lack of physical activity
- Lack of sufficient insurance and income available for health bills
- Rural lack of access to health care
- Lack of access to dental care

Health is:

- Lack of illness
- Endurance & physical strength
- Substance abuse and addiction
- Depression & fatalistic outlook

**2. What does Financial Stability mean to you and, in your community, what are the greatest challenges to achieving Financial Stability faced by individuals and families locally?**

Financial Stability means

- Sufficient reliable income at a level which meets current needs and allows for emergency savings
- Lack of living wage employment
- Criminal history
- Substance abuse
- Financial issues caused by medical issues
- Debt from student loans, credit cards, and medical bills
- Barriers to support for disabled individuals
- Lack of financial education at home or school

**4. What facets of education are most important for preparing children to be successful adults and what are the greatest needs in your community for both children and adults?**

- Life skills & financial skills
- Critical thinking skills
- Knowledge of options for postsecondary education (not just college)
- Know how skills and interests can translate into sustainable employment
- Learning how to pick out valid information from propaganda
- DIY skills for home and auto
- Alternative ways to pay for higher education
- Parent engagement
- Support services for students

**3. What are the greatest threats to individual and family health in your community?**

## 5. What is your vision for the ideal future of your community?

### What do you see/not see? What is present/absent?

- Flooding issues resolved (levee completed)
- Additional employment opportunities
- Increased diversity, new ideas, younger population
- More housing options once the floodplain issue is addressed
- Redevelop older areas of town

- Community is strong now but losing younger residents – could be reversed by increasing employment opportunities
- Increased variety of restaurants, shopping, cultural events and festivals
- Improved sustainability – recycling, green space, naturalized areas, stormwater/rainwater collections
- Roads and infrastructure

## Proctorville Community Discussion Group – August 6, 2019 @ 2:00 p.m. Ohio University Proctorville Campus

## 1. How do you describe or define an individual's or family's basic needs and what are the greatest such needs in your community?

Basic Needs Means to you:

- Medical care
- Transportation
- Housing
- Food
- Clothing
- Access to Culture
- Employment
- Facilities for those in poverty
- Sports/recreation/access to gyms
- Childcare
- Drug-free activities
- Community/human connection

Defined: Something necessary for a satisfactory life, not just to survive but to thrive.

Need healthy coping mechanism, self-care, mental health care and healthy food.

- Stigma and cultural barriers
- Taking advantage and access to healthcare, education, public spaces, prevention, education
- Cycles of bad decision making
- Lack of communication
- Lack of access for low-income stuck in the environment
- Lack of positive reinforcement

## 2. What does Financial Stability mean to you and, in your community, what are the greatest challenges to achieving Financial Stability faced by individuals and families locally?

Financial Stability means

- Be able to be independently supportive and be able to enjoy life.
- Lack of good paying jobs with benefits
- Unhealthy spending habits (Keeping up with the Joneses)
- Generational poverty
- Low expectations/lack of incentives
- Systemic issues
- Limited access to education
- Cost of childcare
- Lack of centralized information
- Evolving family structure
- Over-reliance on technology
- Bad decision making

## 4. What facets of education are most important for preparing children to be successful adults and what are the greatest needs in your community for both children and adults?

- Reading
- Positive role models for healthy decisions
- Incentives for learning and developing a desire
- After school programs
- Tutoring and more help outside of the school days
- Organizations such as churches helping the community
- Affordable/free programming
- Promotion and communication of current offerings
- Availability of transportation
- Trade schools
- Good paying jobs

## 3. What are the greatest threats to individual and family health in your community?

- Substance Abuse Disorder
- Chemical/coal contaminants
- Poor Mental health and limited access to help
- Culture of bad health decisions

## 5. What is your vision for the ideal future of your community? What do you see/not see? What is present/absent?

- Holistic approach to the person by seeing the needs of the whole person
- Help people find the balance of life
- Appreciation of nature – value of natural resources
- Education the value and respect
- Family structure – teaching values of respect and more traditional values
- Envision less substance abuse
- More prevention and education
- More drug free activities
- Better community connection
- Use our natural and man-made activities and resources to strengthen the community
- Cultural center for folk music
- Continue to be medical leaders
- More unity in faith community and nonprofits
- Collaboration and communication between entrepreneurship and guidance for them

## Point Pleasant Community Discussion Group – August 20, 2019 @ 2:30 p.m. WVU Extension Office

## 1. How do you describe or define an individual's or family's basic needs and what are the greatest such needs in your community?

Basic Needs Means to you:

- Substance abuse treatment/prevention
- Mental health
- Transportation

- Adequate Employment
- Activities for kids and families
- Stable homelife
- Support for families
- Healthy food education
- Budgeting for healthy food
- Good quality Housing that is affordable

- Mentoring for students
- Mentoring for young adults
- Motivation

**2. What does Financial Stability mean to you and, in your community, what are the greatest challenges to achieving Financial Stability faced by individuals and families locally?**

Financial Stability means

- Instant gratification is expected
- Education
- Profitable employment
- Livable wages
- Criminal background
- Credit issues
- Substance Use
- Mental/physical illness
- Negative attitude/entitlement attitude
- Fear
- Not knowing resources available
- Stigma of accessing resources
- Poor planning/decision-making
- More education about what Financial Stability is
- Cultural norms and faulty beliefs
- Lack of financial planning
- "Keeping up with the Joneses"
- Debt
- Acquired Credit Fraud

**3. What are the greatest threats to individual and family health in your community?**

- Substance Abuse Disorder
- Mental Health
- Affordability of health insurance and vision/dental
- Co-pays and prescription costs are high
- Poor diet
- Slightly over cut off for medical coverage and other benefits
- Health insurance rates and demand
- Traditions and poor health habits are established
- Limited access to good food and good health habit education
- Limited access to clean water
- Geographical isolation

- Sanitary conditions of homes not good
- Physical fitness opportunities are limited
- Affordability of extracurricular activities
- Need community centers

**4. What facets of education are most important for preparing children to be successful adults and what are the greatest needs in your community for both children and adults?**

- Life skills
- School systems push them through
- Services for adults and children with special needs
- Career center is not utilized for adults – Needs more advertisement and awareness
- Emphasis too much on athletics
- Need Basic computer skills
- Promote vocational programs
- Personal finance and home economics for high school
- Lack of resources for 2/3 high school – facility has needs
- Planning for the future
- Not enough options for graduation
- Need good/qualified teachers
- People are moving out of the county, taking money out

**5. What is your vision for the ideal future of your community? What do you see/not see? What is present/absent?**

- Build better transportation system
- Community Centers
- Livable wage jobs
- Business and land development
- Safe adequate housing
- Tourism
- More mainstream retail
- Mentoring programs
- Better jobs for youth
- Level playing field for young adults
- Community Resource Fair
- More stuff for veterans (activities, support groups)
- Activities for teens
- Community involvement
- Adequate community leadership

**South Point Community Discussion Group – August 8, 2019 @ 10:00 a.m.  
South Point School Board Office**

**1. How do you describe or define an individual's or family's basic needs and what are the greatest such needs in your community?**

Basic Needs Means to you:

- Food
- Clothing
- Shelter
- Income
- Transportation
- Access to Health Care
- Resources for survival
- Love, nurturing environment
- Improved community connectedness
- Personal networks
- Mental health care

- Financial literacy is needed
- Credit and criminal reports
- Job loss
- Life skills, coping mechanisms
- Debt to income ratio
- Medical debt
- Educational access, support for betterment

**3. What facets of education are most important for preparing children to be successful adults and what are the greatest needs in your community for both children and adults?**

- Healthy food – proximity and cost
- Health literacy
- Too much sugar in diet
- Lack of good mental behavioral health
- Substance abuse
- Community/Family norms
- Cable, late bedtimes, lack of sleep
- Water
- Safe, clean housing

**2. What are the greatest threats to individual and family health in your community?**

- Better income
- Reliability and consistency
- Should choose needs over wants

- Domesticated pets inside only
- Domestic violence
- Gun violence
- Improving health care systems
- Safe areas to walk
- Healthy role models
- Short term thinking/instant gratification

#### 4. What is your vision for the ideal future of your community?

##### What do you see/not see? What is present/absent?

- Sleep and nutrition
- Determine child's potential and push them toward that
- Home support
- Structure (Possibly a relaxed environment)
- Peer support
- Keeping children focused
- Ready access to counselors
- Adults need child rearing classes
- Access to tutors
- Internet service and cell phones
- Socioeconomics makes a difference
- Faith-based programs, i.e. after school programs

#### 5. What is your vision for the ideal future of your community?

##### What do you see/not see?

- Clean, safe, affordable housing
- Good health ratings
- No substance abuse
- Improved mental health options
- Boys/Girls Clubs
- Activities for youth
- More physical activity
- Social media problems
- No bullying
- Revitalization of neighborhoods
- Less transient population
- Sense of purpose
- Good work ethic
- Two parent families
- Desire for education
- Steady Employment
- Volunteerism
- Healthy Bodies
- Less entitlement, more working together
- Unified vision
- Community spirit
- More farmers markets
- Less litter
- More smiles

### Wayne Community Discussion Group – August 21, 2019 @ 10:00 a.m. Wayne County Health Department

#### 1. How do you describe or define an individual's or family's basic needs and what are the greatest such needs in your community?

Basic Needs Means to you:

- Access to healthcare, transportation, education
- Employment opportunities with good income
- Shelter/housing
- Childcare
- Access to food/Too many food deserts
- Access to treatment for abuse
- Access to clothing
- Access to phone and/or internet
- Businesses being open to hiring second chance employees
- Transportation
- Education/Skill trainings
- Motivation/drive and ambition through engagement
- Human connection/love
- Nutritional food (knowledge how to prepare it)

#### 2. What does Financial Stability mean to you and, in your community, what are the greatest challenges to achieving Financial Stability faced by individuals and families locally?

Financial Stability means

- Reliable income
- Provide basic needs of household
- Prepare for emergency funds
- Have funds for fun and entertainment
- Owning your own home and vehicles
- Retirement, insurance, and benefits
- Don't have to live paycheck to paycheck
- Having a savings account
- Challenges are
- Limited employment opportunities
- Filing for financial aid and school enrollment
- Lack of understanding how much money their needs and/or wants cost
- Lack of goal setting

- Lack of planning for the future, budgeting, skills, education
- Drug Use
- Unable to communicate or express needs
- Drug conviction prohibiting employment
- Felony convictions prohibiting employment
- Not enough living wage jobs
- Budgeting needs to be taught in school
- Some people don't want to get a good job so they can keep their Medicaid card

#### 3. What are the greatest threats to individual and family health in your community?

- Lack of adequate healthcare
- Unable to afford medicines/prescriptions
- Medical bills and debt
- Lack of access to healthy foods, clean water, and electricity
- Limited access to Mental health and stigma
- Dental care is limited, leading to poor self-esteem and other issues
- Poor infrastructure leads to frequent power outages and boil water advisories
- Proper nutrition that is affordable
- Generational attitudes (e.g. Don't take care of baby teeth because you love them)

#### 4. What facets of education are most important for preparing children to be successful adults and what are the greatest needs in your community for both children and adults?

- Manners
- Communication
- Emotional awareness/expression
- Life skills – cooking, sewing, cleaning, driving, money
- Decision-making skills
- Independence
- Math, English skills
- Computer skills



- Tutoring through after-school programs
- HS Diploma/GED
- Driver's License
- Parenting education
- Exposure to life outside of rural community
- Skills training
- Computer skills, typing
- Job application skills – resumes, interviews, etc.
- Education about pre-schools, LINK, etc.
- Need backpack programs to help hungry kids

- Grocery stores with healthy food accessible
- Affordable housing
- Free education
- Free healthcare
- Treatment facilities
- Safe neighborhoods
- Bike lanes/sidewalks
- Safe roads
- Cleaner environment (no litter, clean water, solar energy)
- Better infrastructure (city water, broadband, good roads)
- Affordable housing
- Unlimited access to healthcare (universal/affordable)
- Reliable technology
- Community Centers
- People realize and take advantage of things that are already available
- Everything is free
- Baby pantry

#### **5. What is your vision for the ideal future of your community?**

##### **What do you see/not see? What is present/absent?**

- Passenger rail system linking rural communities to Charleston and other larger cities
- Public transportation with widespread coverage
- Mobile health/dental care
- Employment opportunities – Career and better paying jobs

### **Hamlin Community Discussion Group – August 21, 2019 @ 10:00 a.m. Hamlin Public Library**

#### **1. How do you describe or define an individual's or family's basic needs and what are the greatest such needs in your community?**

- Keep you safe and healthy
- Food
- Housing/Safe housing
- Love
- Physical/Mental Health
- Security
- Financial Stability
- Job Accessibility
- Transportation
- Access to Education
- Communication
- Things to Survive a Productive Lifestyle
- Hope

- Lack of local job availability – leads to bad behavior
- ACES
- Transportation/Utility Assistance
- Trauma with Kids
- Parental Absence
- Hygiene
- Clothing
- Access to Local Healthcare (e.g. X-rays/Ultrasound)
- Vision/Dental care

#### **2. What does Financial Stability mean to you and, in your community, what are the greatest challenges to achieving Financial Stability faced by individuals and families locally?**

Financial Stability means being able to financially provide for yourself and family. Having the ability to pay for the unexpected.

- Transportation
- Good paying jobs
- Health and Wellness – Parents/children
- Ability to find a job that will be able to provide for family/self without having to rely on outside services
- Educational Ability to get a job
- Communication
- Always in crisis and setbacks
- Health issues – panic attacks
- Income
- Separated from support system
- Education Obstacles
- Criminal record – addiction
- Generational poverty

#### **4. What facets of education are most important for preparing children to be successful adults and what are the greatest needs in your community for both children and adults?**

- Life Skills
- Reading
- Social/emotional learning
- Parent Involvement
- Homework Assistance
- Internet Availability
- Activities for students outside of school (local)
- Early Childhood Education and Intervention
- Positive Role Models
- Time Management
- Higher Education is not available locally

#### **5. What is your vision for the ideal future of your community?**

##### **What do you see/not see? What is present/absent?**

- State of the Art Vocational School
- Transitional Housing
- Safe Place for Children
- Jobs
- Funding
- Smaller Classroom Sizes
- Access to Quality Healthcare
- Traveling Dental Clinic
- Church Collaboration
- Community Growth
- Small Business
- Healthcare
- Diminish Drug Epidemic
- More affordable housing
- Good “small” support systems

#### **3. What are the greatest threats to individual and family health in your community?**

- Addiction – Mental Health
- Not having access to fresh foods
- Not able to afford insurance
- Poverty
- Tobacco Use

## Appendix B- Stakeholder Interview Comments

In service to gaining additional deep insights to inform this report, EPIC Mission conducted 1-on-1 interviews with the following persons from a larger list of individuals identified by UWRC Executive Director Carol Bailey as high value targets. Wisdom shared by these individuals is woven in throughout this report.

### Bulleled Responses by Category

See below for responses from the completed stakeholder interviews. Only non-duplicative responses are listed below. Certain statements have been paraphrased to remove unique language that may clearly identify the speaker. Participants were promised anonymity to encourage open dialogue and sharing of ideas. As is typical in conversations such as these, responses tend to focus more on needs, problems and deficiencies rather than solutions.

#### BASIC NEEDS:

- Definition of basic needs varies by individual, community, organization and this makes addressing these needs confusing
- Programs/ services to address basic needs must adjust to the specific needs of the area
- Livable housing is often too expensive for many who are piecemealing their income with multiple menial jobs (or there's not enough of it)
- Many elderly persons and low-income individuals can't afford home repairs
- Need better access to affordable higher quality, fresh foods, especially for lower income people. If fresh foods are available, they are too expensive compared to bagged, processed foods. Too many people live in food deserts.
- Transportation is an issue, especially in rural areas people can't work if they can't get to work and back reliably
- Vehicle maintenance is too expensive for many low-income people, so they lose transportation and jobs when their cars break down
- Need access to reliable high-speed internet, especially in rural areas
- Need to get kids out of foster care and into loving homes
- Need more community policing so people feel safe in their neighborhoods
- Need to ensure proper hygiene products are available
- Need more food and clothing pantries with items for babies
- Need to have more cultural events that are inclusive for varied socioeconomic backgrounds

#### EDUCATION:

- Children cannot learn if they are not in school and if they're hungry when there
- Literacy is a crucial success factor for life and career. Need more books in homes.
- School systems are under-resourced, so help must come from elsewhere
- Learning life skills (like home economics used to teach) is crucial
- Learning how to learn and how to teach yourself new skills is important
- Knowledge/ awareness of educational & training resources needs to improve
- Need to use modernized techniques to teach and train young people for jobs that haven't yet been created
- Need more training/ educational resources for those coming out of recovery programs
- Children and adults need more training on basic and business communication skills
- College isn't for everyone, so we need to quit telling kids that
- Need to teach children how to behave in public and in business settings
- Need to teach empathy and how to express themselves in a healthy manner
- Children need to learn how to make decisions and solve problems on their own
- Children need to learn what is available beyond their hometown
- Adults and children need to learn about resumes, applying for jobs, interview skills, etc.
- Need more hands-on training for children and adults: less theory, more application
- Need to teach people how to be good parents
- Need more mentoring programs for young people
- Children and adults need to learn basic computing skills. Coding is a bonus.
- Need more vocational opportunities for children and adults
- Need more training opportunities for those who are underemployed/ lost jobs
- Need to teach how to create and execute a life plan
- Need to teach time management and organization to children and adults
- Poor internet/ lack of internet makes learning difficult in rural communities
- Current educational systems is broken, inefficient and ineffective
- Need more support for teachers, more qualified teachers
- Need to teach children about those with special needs to help with inclusion
- Children need more and better role models to emulate
- Need a greater focus on STEM/ STEAM education and entrepreneurship
- College is too expensive and the process is too complicated

**HEALTH:**

- Access to quality healthcare needs to expand to include mental/ behavioral health
- Quality healthcare is either too expensive or not available
- Fear of medical debt/ inability to pay current debt keep people from seeing the doctor
- Need more alternative treatments other than prescribing drugs
- Infrastructure issues make getting to the doctor really hard at times
- Dental health needs more attention and more resources to increase availability
- Substance abuse has given rise to grandfamilies, so children are growing up without parents and grandparents are inheriting additional stress, financial and emotional
- Need more of a focus on teaching proper nutrition
- Generational bad habits are getting passed down
- Lack of physical activity paired with poor diet is a huge threat across WV
- Need more affordable extracurricular activities (little league is expensive)
- Tobacco use/ vaping is reaching epidemic level in WV, especially rural, poor communities
- Geographic isolation negatively impacts mental, physical, spiritual, dental health
- Need to leverage more innovative strategies to solve core health issues rather than treating symptoms only using same old same old (see what is being done elsewhere)
- Need better access to free/ affordable preventative care (physical, dental, mental)
- Need more summer food and health programs for students
- Need more transportation options for seniors to get to and from doctors, etc.
- Need more access to prenatal care, especially for low-income & rural families
- Lack of jobs with benefits negatively impacting individual and family health
- Need to get a handle on negative use of social media (cyber-bullying)

**Financial Stability:**

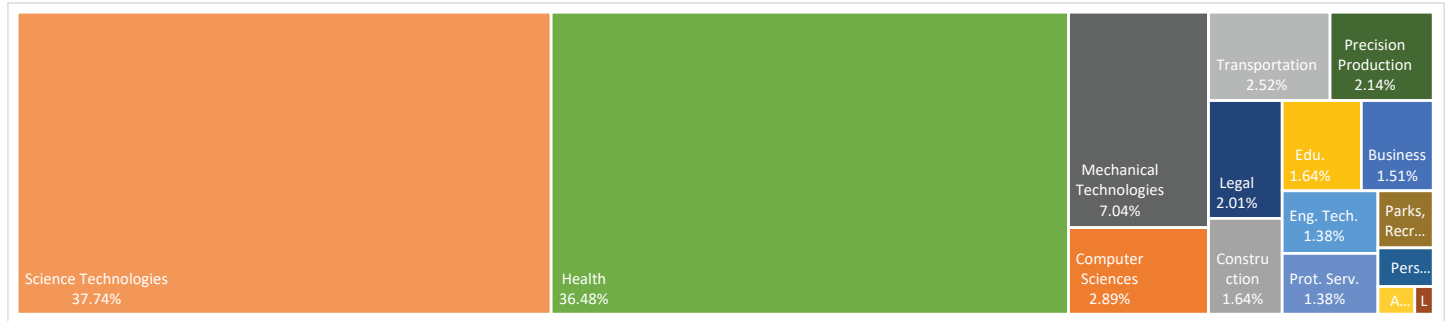
- Children/ families need to better understand how to manage their money, i.e. budgeting
- People need to be taught how to plan ahead beyond impulse buys and wants
- People need to know how insurance works (health, life, home, auto, etc.)
- Substance use is interfering with many people in their ability to get and keep a job
- VITA work is amazing and needs to be expanded
- Need more job opportunities for those with criminal records
- Need more affordable childcare options so that parents can afford to go to work
- Need better understanding of credit and how to fix bad credit
- Stigma associated with leveraging available resources keeps some from getting what they need
- Entitlement mindset has many waiting for someone else to save them/ no ownership
- Generational poverty and poverty mindset are keeping many from success
- Student loan debt is oppressive and overly burdensome

**VISION:**

- Want greater collaboration among public-private entities. Can UWRC facilitate?
- Need to know more of how UWRC makes an impact. More transparency.
- Want UWRC taking more of a role of funder, project manager and community advocate and less of a direct service provider role
- Glad to see UWRC undergoing this assessment to help shape future programming and services. They are doing many right things, but there is much more work to be done.
- UWRC needs to make sure they know what other agencies and organizations are doing so as not to copy and step on their toes. Support them, don't squash them.
- Want to see our region look outside the area and begin to do things others are doing successfully so that we can catch up to the outside world a little
- Need more biking lanes and better awareness of how to share the road
- Need more livable wage jobs created/ brought to the area
- Need more treatment for those in recovery and more prevention efforts
- Need to make better use of solar, wind and water energy opportunities
- Would love to see more mobile healthcare, dental care, behavioral care
- Need more community centers so children have safe recreational opportunities
- Need to make better use of tourism as a job creator and revenue producer
- Want more/ better collaboration within the faith community and with nonprofit sector
- Need to support more small businesses and business startup
- Need more community involvement to take ownership of upkeep of land, buildings
- Want more revitalization of downtowns and preservation of historic buildings
- Would love to see a one-stop resource shop in every community

## Appendix C- Chart Breakdown Areas

### Post High School Certificate Programs (from page 7)



#### Business - 1.51%

- Accounting Technology & Bookkeeping | 1.51%

#### Computer and Information Sciences and Support Services - 2.89%

- Vendor & Product Certification Computer Programming | 0.38%
- Network & System Administration | 1.76%
- Other Computer & Information Support Services | 0.75%

#### Construction - 1.64%

- Electrician | 1.64%

#### Education - 1.64%

- Teacher Assistant & Aides | 1.64%

#### Engineering Technologies - 1.38%

- HVAC & Refrigeration Engineering Technology | 1.38%

#### Health - 36.48%

- Phlebotomy Technician | 0.13%
- Nursing Assistant & Patient Care Assistant | 3.14%
- Medical Insurance Coding Specialist | 1.38%
- Pharmacy Technician | 0.13%
- Emergency Medical Technician (EMT Paramedic) | 1.64%
- Electrocardiograph Technician | 0.75%
- Licensed Practical & Vocational Nurse Training | 13.33%
- Radiographer | 1.13%
- Surgical Technologist | 2.52%
- Medical Assistant | 1.26%
- Licensed Practical & Vocational Nurse Training | 1.64%
- Emergency Medical Technician (EMT Paramedic) | 0.00%
- Other Allied Health & Medical Assisting Services | 7.30%
- Pharmacy Technician | 0.13%
- Medical Insurance Coding Specialist | 1.89%
- Dental Laboratory Technology | 0.13%

#### Legal - 2.01%

- Paralegal | 2.01%

#### Library Science - 0.13%

- Library & Archives Assisting | 0.13%

#### Mechanical Technologies - 7.04%

- Heavy Industrial Equipment Maintenance | 0.25%
- Automobile Mechanics Technology | 0.50%
- Autobody & Collision Repair Technology | 0.75%
- HVAC Maintenance | 2.01%
- Automobile Mechanics Technology | 0.75%
- Autobody & Collision Repair Technology | 0.13%
- Other Electrical Maintenance & Repair Technology | 2.64%

#### Parks, Recreation, & Leisure - 0.75%

- Kinesiology & Exercise Science | 0.75%

#### Personal & Culinary Services - 0.50%

- General Cosmetology | 0.25%
- Culinary Arts & Chef Training | 0.25%

#### Precision Production - 2.14%

- Welding Technology | 1.89%
- Machine Shop Technology | 0.25%

#### Protective Services - 1.38%

- Criminal Justice - Police Science | 1.38%

#### Science Technologies - 37.74%

- Other Science Technologies | 37.74%

#### Transportation - 2.52%

- Other Transportation & Materials Moving | 2.52%

#### Visual & Performing Arts - 0.25%

- Graphic Design | 0.25%

### Associates Degree Programs (from page 7)



#### Agriculture - 1.07%

- Equestrian Studies | 1.07%

#### Business - 14.06%

- General Business Administration & Management | 3.08%
- General Hospitality Management | 1.34%
- General Administrative Assistant & Secretarial Science | 2.14%
- General Business | 2.54%

#### Transportation Management | 1.20%

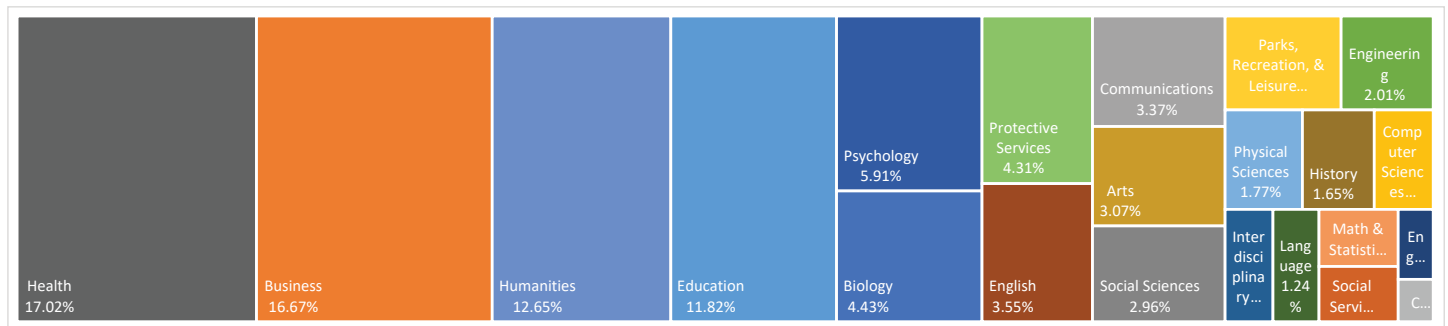
- Accounting | 1.07%
- General Business Administration & Management | 0.80%
- General Management Information Systems | 1.34%
- Tourism & Travel Services Management | 0.13%
- Accounting Technology & Bookkeeping | 0.40%

#### Communication Technologies - 1.47%

- Radio & Television Broadcasting Technology | 1.47%
- Computer and Information Sciences and Support Services - 4.02%
- Information Technology | 4.02%
- Education - 1.74%
- Early Childhood Education & Teaching | 1.74%
- Engineering Technologies - 1.47%
- Electrical & Communications Engineering Technology | 0.27%
  - Biomedical Technology | 0.80%
  - Manufacturing Engineering Technology | 0.40%
- Health - 42.70%
- Clinical Laboratory Technician | 1.34%
  - Respiratory Care Therapist | 1.20%
  - Massage Therapy | 0.80%
  - Radiation Therapist | 1.20%
  - Emergency Medical Technician (EMT Paramedic) | 0.80%
  - Other Allied Health & Medical Assisting Services | 6.29%
  - Physical Therapy Technician | 3.21%
  - Registered Nursing | 10.04%
  - Pharmacy Technician | 1.20%
  - Clinical Laboratory Assistant | 0.00%
  - Medical Assistant | 2.14%
  - Medical Insurance Coding Specialist | 2.95%
  - Other Health Professions & Related Clinical Sciences | 0.13%
  - Health Information & Medical Records Technology | 1.47%
  - Dental Laboratory Technology | 0.27%
  - Dental Assisting | 3.48%
  - Other Health Professions & Related Clinical Sciences | 1.07%
  - Registered Nursing | 4.95%
  - Medical Assistant | 0.13%
- Human Sciences - 1.47%

- Child Development | 1.47%
- Interdisciplinary Studies - 4.69%
- Other Multidisciplinary Studies | 4.69%
- Language & Linguistics - 1.20%
- American Sign Language (ASL) | 1.20%
- Legal - 2.14%
- Paralegal | 1.74%
  - Court Reporting | 0.40%
- Liberal Arts & Humanities - 14.46%
- General Studies | 9.10%
  - Liberal Arts & Sciences | 1.34%
  - Liberal Arts & Sciences | 2.81%
  - Humanistic Studies | 1.20%
- Library Science - 0.27%
- Library & Information Science | 0.27%
- Precision Production - 2.81%
- Computer Numerically Controlled Machinist Technology | 1.87%
  - Welding Technology | 0.94%
- Protective Services - 3.75%
- Criminal Justice - Police Science | 2.95%
  - Criminal Justice - Safety Studies | 0.00%
  - Criminal Justice - Police Science | 0.80%
- Science Technologies - 2.01%
- Other Science Technologies | 2.01%
- Theology - 0.27%
- Other Theology & Religious Vocations | 0.27%
- Visual & Performing Arts - 0.40%
- Graphic Design | 0.40%

## Bachelor Degree Programs (from page 7)



- Biology - 4.43%
- General Biological Sciences | 4.43%
- Business - 16.67%
- Accounting | 1.30%
  - Business & Managerial Economics | 0.95%
  - General Business Administration & Management | 7.33%
  - General Finance | 2.13%
  - General Management Information Systems | 1.06%
  - General Marketing & Marketing Management | 3.07%
  - Insurance | 0.12%
  - International Business, Trade, & Commerce | 0.71%
- Communications - 3.37%
- Journalism | 3.37%
- Computer and Information Sciences and Support Services - 1.36%
- Computer & Information Systems Security | 0.71%
  - General Computer & Information Sciences | 0.65%
- Education - 11.82%
- Elementary Education & Teaching | 5.79%
  - Kindergarten & Preschool Education | 0.24%
  - Physical Education Teaching & Coaching | 1.77%
  - Secondary Education & Teaching | 4.02%
- Engineering - 2.01%
- General Engineering | 1.42%
- Engineering Technologies - 0.59%
- Occupational Safety & Health Technology | 0.59%
- English - 3.55%
- General English Language & Literature | 2.96%
  - Rhetoric & Composition | 0.59%
- Health - 17.02%
- Athletic Trainer | 0.53%
  - Clinical Laboratory Technologist | 0.59%
  - Cytotechnologist | 0.06%
  - Dietetics | 0.59%
  - General Public Health | 1.06%
  - Other Health Preparatory Programs | 3.61%
  - Radiographer | 0.89%
  - Registered Nursing | 6.80%
  - Respiratory Care Therapist | 0.95%
  - Speech-Language Pathology | 1.95%
- History - 1.65%
- General History | 1.65%
- Interdisciplinary Studies - 1.24%
- Systems Science & Theory | 1.24%
- Language & Linguistics - 1.24%
- General Foreign Languages & Literatures | 1.24%

Liberal Arts & Humanities - 12.65%

- General Studies | 12.06%
- Humanistic Studies | 0.59%

Math & Statistics - 1.06%

- General Mathematics | 1.06%

Natural Resources & Conservation - 0.35%

- Environmental Science | 0.35%

Parks, Recreation, & Leisure - 2.54%

- Parks, Recreation, & Leisure Facilities Management | 0.53%
- Kinesiology & Exercise Science | 2.01%

Physical Sciences - 1.77%

- General Chemistry | 1.54%
- General Geology & Earth Science | 0.12%
- General Physics | 0.12%

Protective Services - 4.31%

- Criminal Justice - Safety Studies | 4.31%

Psychology - 5.91%

- General Psychology | 5.91%

Public Administration and Social Service - 1.00%

- Social Work | 1.00%

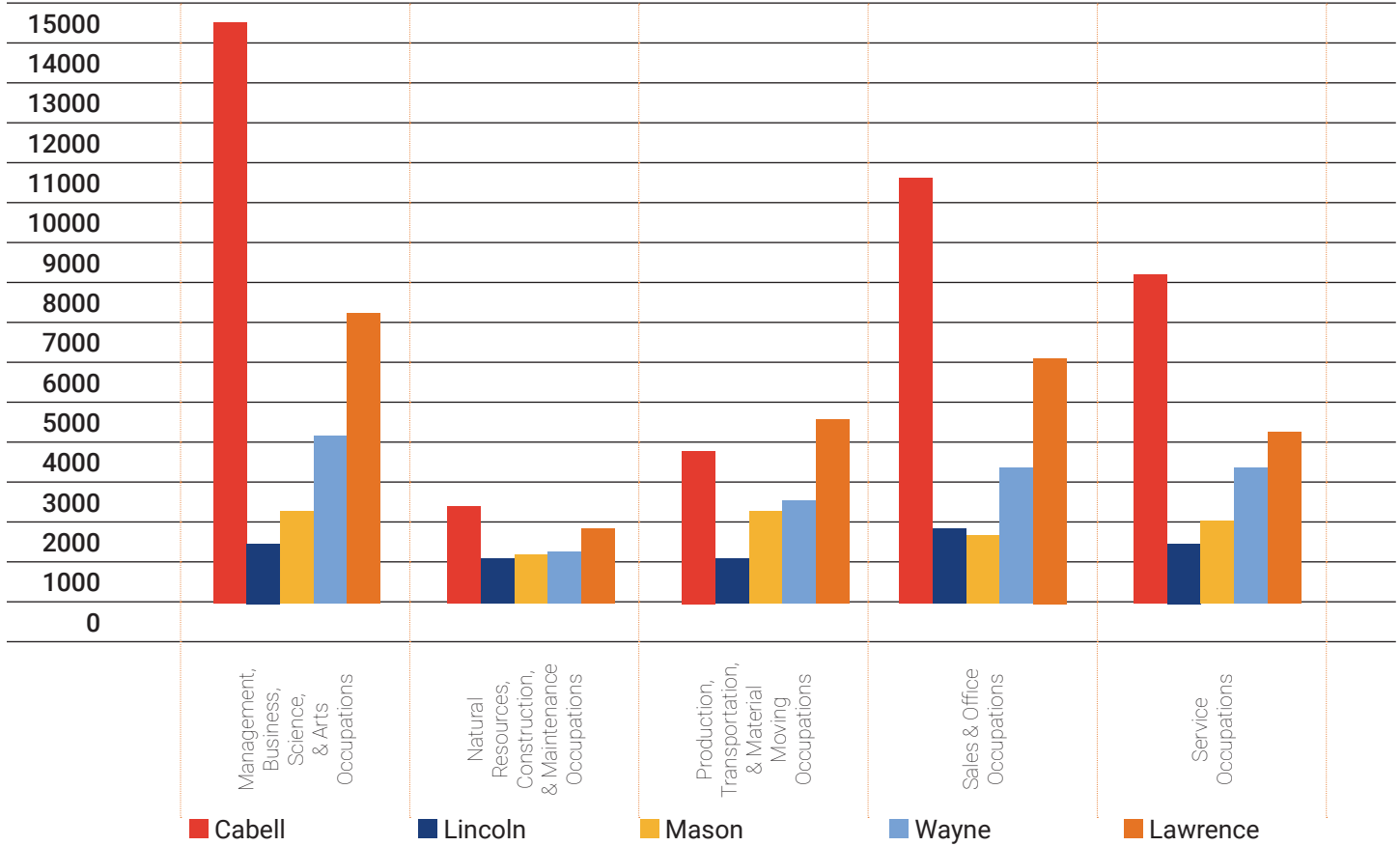
Social Sciences - 2.96%

- General Political Science & Government | 1.24%
- Geography | 0.71%
- International Relations & Affairs | 0.35%
- Sociology | 0.65%

Visual & Performing Arts - 3.07%

- General Art Studies | 3.01%
- General Visual & Performing Arts | 0.0

### Currently Employed Persons From The Five Counties (from page 9)



#### Management, Business, Science, & Arts Occupations

- Education, Training, & Library Occupations
- Management Occupations
- Business & Financial Operations Occupations
- Computer & Mathematical Occupations
- Architecture & Engineering Occupations
- Health Technologists & Technicians
- Life, Physical, & Social Science Occupations
- Health Diagnosing & Treating Practitioners & Other Technical Occupations
- Community & Social Service Occupations
- Arts, Design, Entertainment, Sports, & Media Occupations
- Legal Occupations

#### Natural Resources, Construction, & Maintenance Occupations

- Installation, Maintenance, & Repair Occupations
- Construction & Extraction Occupations

#### Farming, Fishing, & Forestry Occupations

#### Production, Transportation, & Material Moving Occupations

- Material Moving Occupations
- Transportation Occupations
- Production Occupations

#### Sales & Office Occupations

- Sales & Related Occupations
- Office & Administrative Support Occupations

#### Service Occupations

- Building & Grounds Cleaning & Maintenance Occupations
- Fire Fighting & Prevention, & Other Protective Service Workers Including Supervisors
- Food Preparation & Serving Related Occupations
- Law Enforcement Workers Including Supervisors
- Healthcare Support Occupations

## Appendix D- Asset Limited, Income Constrained, Employed (ALICE) Data

ALICE, an acronym which stands for **Asset Limited, Income Constrained, Employed**, represents the growing number of individuals and families who are working, but are unable to afford the basic necessities of housing, food, childcare, health care, and transportation. We see ALICE every day – hard workers who keep the River Cities economy running. We find ALICE working behind cash registers, serving us in restaurants and retail stores, and caring for our young and elderly. They are our friends, family, and people we rely on every day. Yet they aren't always sure that they can put food on their own tables or gas in their cars.

The ALICE methodology was conceived to develop real-time data on income and expenses, establishing a more a comprehensive analysis of the state of financial instability in our communities.

### WHY ALICE MATTERS

ALICE workers are essential to the fabric of our society. ALICE works in jobs that are integral to our communities, from childcare educators and home health aides to mechanics – all workers we rely on every day. The future success of our communities is directly tied to the financial stability of ALICE households. When ALICE suffers and is forced to make difficult choices, we all face serious consequences.

### The Consequences of Insufficient Household Income

Over 40 percent of U.S. households earn below the ALICE Threshold, which means that millions of families are forced to make difficult choices and risky trade-offs every day.

#### Housing

Housing is the cornerstone to stability, but it is also the most expensive item in most families' budget. Without safe, affordable housing, families cannot maintain stability in other areas of life like school and work attendance, or access to health care and healthy food. They may also face long commutes to work, the inability to save for emergencies, and excessive stress.

#### Child Care and Education

Child care is essential for parents to work and children to be prepared for kindergarten, and education is one of the best predictors of financial well-being in the U.S. Yet child care is also the second most expensive item in the family budget, and ALICE families face challenges finding quality education at every level. Without quality child care, children may not be ready for school and can face health and safety risks, and parents cannot work. Without quality K-12 education, students do not gain the important skills they need to advance to sustainable jobs. And without affordable higher education, students incur debt and forgo job advancement.

#### Food

Food is the most basic of all needs. A healthy diet builds overall good health and fuels working and learning throughout the day. In the short term, food is the easiest place for a family to skimp on cost, but in the long term, the consequences of a poor diet or food insecurity can include developmental delays in children, compromised performance at school or work, and chronic disease in adults. ALICE families living in food deserts also face challenges in getting access to healthy foods, such as fresh fruits and vegetables.

#### Transportation

Transportation is necessary to get to jobs, housing, grocery stores, child care, school, and health care providers, as well as for social and faith-based activities. Though public transportation is cheaper than vehicle ownership, it is unavailable in much of the country, so owning a car is essential for many and a purchase most ALICE families struggle to afford. The consequences of buying less expensive vehicles include sacrificing reliability and safety, risking travel delays, and adding costs for repairs, insurance, registration, and traffic fines.

#### Health Care

Health care is the hardest item to budget and is both a consequence and a cause of financial instability. Depending on age, illnesses, and overall health, costs vary widely between families. While health insurance has become more available to lower-income families since the introduction of the Affordable Care Act in 2014, there are still millions without insurance and even more who cannot access quality, regular health care due to initial cost outlays, work and family obligations, and doctor shortages, particularly in primary care and in rural areas.

## **Technology**

Technology has become an essential part of the modern economy, so families need access to basic technology, such as smartphones and home internet, in order to participate. Yet smartphones and home internet add costs to ALICE's budget. Without access, ALICE families are disadvantaged in job searches and job performance, school performance, accessing public benefits, and health care. Subsidized phone and internet programs exist, but there are significant limitations to performance, eligibility, and enrollment.

## **Taxes**

Taxes are a necessary additional expense for working ALICE households. Because most ALICE families are not eligible for public assistance, they are net contributors and, on average, pay a higher rate of state and local taxes than households in the highest income bracket. Earned income and child tax credits provide important relief to working families, though primarily those with children under the age of 18.

Because the problems facing ALICE families are interconnected, effective solutions must be, too. Working toward these solutions will require innovation and vision, to both recognize local factors and address as many areas of struggle as possible. With this clear documentation of how the issues are interconnected, community stakeholders – family, friends, nonprofits, businesses, and the government – can start to work together to build solutions that are right for their neighborhoods, towns, cities, counties, and states. Ultimately, if ALICE households can become financially stable, state economies across the country will be stronger and communities more vibrant, improving life not just for ALICE, but for everyone.



# ALICE IN CABELL COUNTY, WV

(2015 Point-in-Time Data)

**Population:** 96,844 | **Number of Households:** 39,303

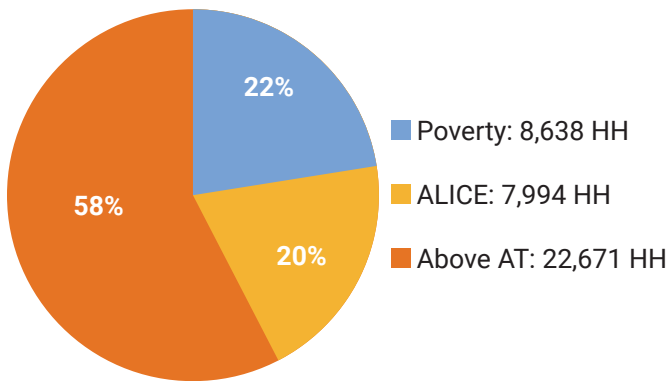
**Median Household Income:** \$38,839 (state average: \$42,019)

**Unemployment Rate:** 6.5% (state average: 7.3%)

**Gini Coefficient** (zero = equality; one = inequality): 0.48 (state average: 0.46)

## How many households are struggling?

ALICE, an acronym for Asset Limited, Income Constrained, Employed, are households that earn more than the Federal Poverty Level, but less than the basic cost of living for the county (the ALICE Threshold, or AT). Combined, the number of poverty and ALICE households equals the total population struggling to afford basic needs.



## What does it cost to afford the basic necessities?

This bare-minimum budget does not allow for any savings, leaving a household vulnerable to unexpected expenses. Affording only a very modest living in each community, this budget is still significantly more than the Federal Poverty Level of \$11,770 for a single adult and \$24,250 for a family of four.

Household Survival Budget, Cabell County		
	Single Adult	2 Adults, 1 Infant, 1 Preschooler
<b>Monthly Costs</b>		
Housing	\$380	\$638
Child Care	\$-	\$800
Food	\$184	\$609
Transportation	\$322	\$644
Health Care	\$165	\$634
Miscellaneous	\$123	\$364
Taxes	\$182	\$313
Monthly Total	\$1,356	\$4,002
<b>ANNUAL TOTAL</b>	<b>\$16,272</b>	<b>\$48,024</b>
Hourly Wage	\$8.14	\$24.01

Source: American Community Survey, Bureau of Labor Statistics (BLS), Internal Revenue Service (IRS), U.S. Census, U.S. Department of Agriculture (USDA), U.S. Department of Housing and Urban Development (HUD), U.S. Election Assistance Commission, West Virginia State Tax Department, and West Virginia Department of Health and Human Resources, 2015.

Cabell, 2015		
Places	Total HH	% ALICE & Poverty
Barboursville	1,535	34%
Culloden	1,229	29%
Huntington	21,012	51%
Lesage	651	40%
Milton	1,166	43%
Pea Ridge	2,827	33%
Salt Rock	254	40%

*Note: Municipal-level data on this page is for Places, which include Census Designated Places (CDP). These are overlapping geographies so totals will not match county level data. Municipal-level data often relies on 5-year averages and is not available for the smallest towns that do not report income.*

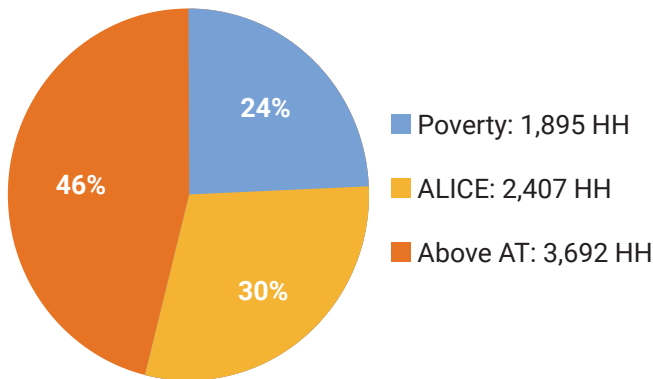
# ALICE IN LINCOLN COUNTY, WV

(2015 Point-in-Time Data)

**Population:** 21,560 | **Number of Households:** 7,994  
**Median Household Income:** \$35,800 (state average: \$42,019)  
**Unemployment Rate:** 10.1% (state average: 7.3%)  
**Gini Coefficient** (zero = equality; one = inequality): 0.45 (state average: 0.46)

## How many households are struggling?

ALICE, an acronym for Asset Limited, Income Constrained, Employed, are households that earn more than the Federal Poverty Level, but less than the basic cost of living for the county (the ALICE Threshold, or AT). Combined, the number of poverty and ALICE households equals the total population struggling to afford basic needs.



## What does it cost to afford the basic necessities?

This bare-minimum budget does not allow for any savings, leaving a household vulnerable to unexpected expenses. Affording only a very modest living in each community, this budget is still significantly more than the Federal Poverty Level of \$11,770 for a single adult and \$24,250 for a family of four.

Household Survival Budget, Lincoln County		
	Single Adult	2 Adults, 1 Infant, 1 Preschooler
<b>Monthly Costs</b>		
Housing	\$533	\$714
Child Care	\$-	\$800
Food	\$184	\$609
Transportation	\$322	\$644
Health Care	\$165	\$634
Miscellaneous	\$143	\$374
Taxes	\$226	\$341
Monthly Total	\$1,573	\$4,116
<b>ANNUAL TOTAL</b>	<b>\$18,876</b>	<b>\$49,392</b>
Hourly Wage	\$9.44	\$24.70

Source: American Community Survey, Bureau of Labor Statistics (BLS), Internal Revenue Service (IRS), U.S. Census, U.S. Department of Agriculture (USDA), U.S. Department of Housing and Urban Development (HUD), U.S. Election Assistance Commission, West Virginia State Tax Department, and West Virginia Department of Health and Human Resources, 2015.

Lincoln, 2015		
Places	Total HH	% ALICE & Poverty
Alum Creek	741	60%
Hamlin	587	52%
Harts	219	56%
West Hamlin	346	79%

*Note: Municipal-level data on this page is for Places, which include Census Designated Places (CDP). These are overlapping geographies so totals will not match county level data. Municipal-level data often relies on 5-year averages and is not available for the smallest towns that do not report income.*

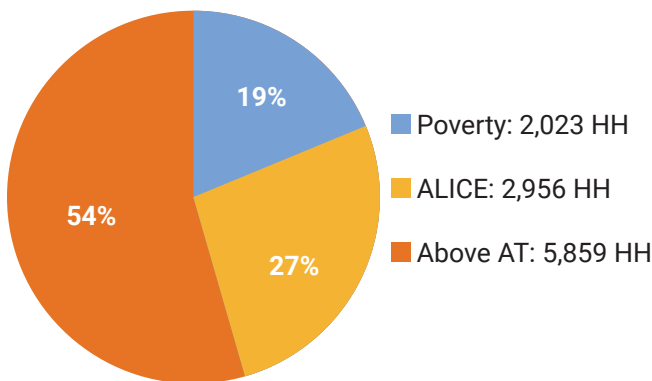
# ALICE IN MASON COUNTY, WV

(2015 Point-in-Time Data)

**Population:** 27,177 | **Number of Households:** 10,838  
**Median Household Income:** \$36,448 (state average: \$42,019)  
**Unemployment Rate:** 10.3% (state average: 7.3%)  
**Gini Coefficient** (zero = equality; one = inequality): 0.43 (state average: 0.46)

## How many households are struggling?

ALICE, an acronym for Asset Limited, Income Constrained, Employed, are households that earn more than the Federal Poverty Level, but less than the basic cost of living for the county (the ALICE Threshold, or AT). Combined, the number of poverty and ALICE households equals the total population struggling to afford basic needs.



## What does it cost to afford the basic necessities?

This bare-minimum budget does not allow for any savings, leaving a household vulnerable to unexpected expenses. Affording only a very modest living in each community, this budget is still significantly more than the Federal Poverty Level of \$11,770 for a single adult and \$24,250 for a family of four.

Household Survival Budget, Mason County		
	Single Adult	2 Adults, 1 Infant, 1 Preschooler
Monthly Costs		
Housing	\$475	\$628
Child Care	\$-	\$800
Food	\$184	\$609
Transportation	\$322	\$644
Health Care	\$165	\$634
Miscellaneous	\$136	\$362
Taxes	\$209	\$310
Monthly Total	\$1,491	\$3,987
ANNUAL TOTAL	\$17,892	\$47,844
Hourly Wage	\$8.95	\$23.92

Source: American Community Survey, Bureau of Labor Statistics (BLS), Internal Revenue Service (IRS), U.S. Census, U.S. Department of Agriculture (USDA), U.S. Department of Housing and Urban Development (HUD), U.S. Election Assistance Commission, West Virginia State Tax Department, and West Virginia Department of Health and Human Resources, 2015.

Mason, 2015		
Places	Total HH	% ALICE & Poverty
Gallipolis Ferry	380	50%
Hartford City	265	55%
Mason	443	51%
New Haven	619	42%
Point Pleasant	2,083	49%

*Note: Municipal-level data on this page is for Places, which include Census Designated Places (CDP). These are overlapping geographies so totals will not match county level data. Municipal-level data often relies on 5-year averages and is not available for the smallest towns that do not report income.*

# ALICE IN WAYNE COUNTY, WV

(2015 Point-in-Time Data)

**Population:** 41,499 | **Number of Households:** 16,691

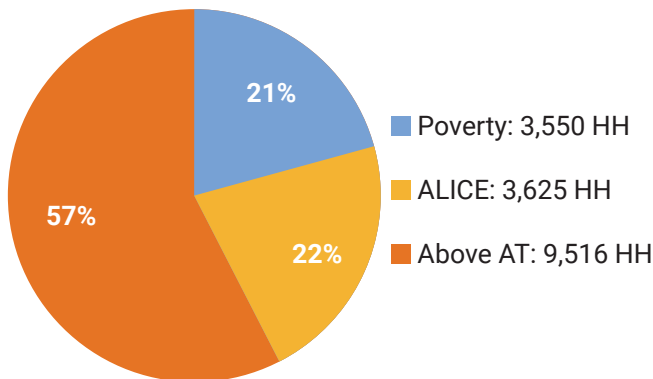
**Median Household Income:** \$36,318 (state average: \$42,019)

**Unemployment Rate:** 9.9% (state average: 7.3%)

**Gini Coefficient** (zero = equality; one = inequality): 0.46 (state average: 0.46)

## How many households are struggling?

ALICE, an acronym for Asset Limited, Income Constrained, Employed, are households that earn more than the Federal Poverty Level, but less than the basic cost of living for the county (the ALICE Threshold, or AT). Combined, the number of poverty and ALICE households equals the total population struggling to afford basic needs.



## What does it cost to afford the basic necessities?

This bare-minimum budget does not allow for any savings, leaving a household vulnerable to unexpected expenses. Affording only a very modest living in each community, this budget is still significantly more than the Federal Poverty Level of \$11,770 for a single adult and \$24,250 for a family of four.

Household Survival Budget, Wayne County		
	Single Adult	2 Adults, 1 Infant, 1 Preschooler
<b>Monthly Costs</b>		
Housing	\$380	\$638
Child Care	\$-	\$800
Food	\$184	\$609
Transportation	\$322	\$644
Health Care	\$165	\$634
Miscellaneous	\$123	\$364
Taxes	\$182	\$313
Monthly Total	\$1,356	\$4,002
ANNUAL TOTAL	\$16,272	\$48,024
Hourly Wage	\$8.14	\$24.01

Source: American Community Survey, Bureau of Labor Statistics (BLS), Internal Revenue Service (IRS), U.S. Census, U.S. Department of Agriculture (USDA), U.S. Department of Housing and Urban Development (HUD), U.S. Election Assistance Commission, West Virginia State Tax Department, and West Virginia Department of Health and Human Resources, 2015.

## Wayne, 2015

Places	Total HH	% ALICE & Poverty
Ceredo	603	39%
Fort Gay	317	76%
Kenova	1,426	44%
Lavalette	452	37%
Prichard	151	35%
Wayne	777	68%

Note: Municipal-level data on this page is for Places, which include Census Designated Places (CDP). These are overlapping geographies so totals will not match county level data. Municipal-level data often relies on 5-year averages and is not available for the smallest towns that do not report income.

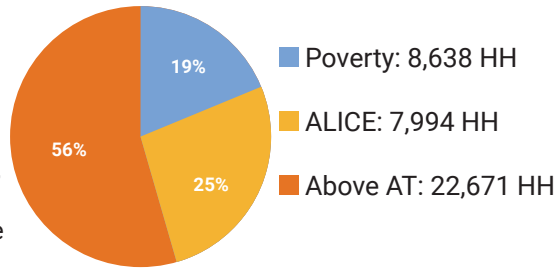
# ALICE IN LAWRENCE COUNTY, OH

(2015 Point-in-Time Data)

**Population:** 61,827 | **Number of Households:** 23,548  
**Median Household Income:** \$42,874 (state average: \$51,075)  
**Unemployment Rate:** 8.0% (state average: 6.4%)  
**Gini Coefficient** (zero = equality; one = inequality): 0.44 (state average: 0.46)

## How many households are struggling?

ALICE, an acronym for Asset Limited, Income Constrained, Employed, are households that earn more than the Federal Poverty Level, but less than the basic cost of living for the county (the ALICE Threshold, or AT). Combined, the number of poverty and ALICE households equals the total population struggling to afford basic needs.



## What are the economic conditions?

The Economic Viability Dashboard evaluates community conditions for ALICE in three core areas. Each is an index with a scale of 1 (worse) to 100 (better).

Housing Affordability	Job Opportunities	Community Resources
72	55	35

## What does it cost to afford the basic necessities?

This bare-minimum budget does not allow for any savings, leaving a household vulnerable to unexpected expenses. Affording only a very modest living in each community, this budget is still significantly more than the Federal Poverty Level of \$11,770 for a single adult and \$24,250 for a family of four.

Household Survival Budget, Lawrence County		
	Single Adult	2 Adults, 1 Infant, 1 Preschooler
<b>Monthly Costs</b>		
Housing	\$380	\$638
Child Care	\$-	\$1,238
Food	\$184	\$609
Transportation	\$349	\$697
Health Care	\$184	\$707
Miscellaneous	\$125	\$424
Taxes	\$151	\$351
Monthly Total	\$1,373	\$4,664
<b>ANNUAL TOTAL</b>	<b>\$16,476</b>	<b>\$55,968</b>
Hourly Wage	\$8.24	\$27.98

Source: American Community Survey, Bureau of Labor Statistics (BLS), Internal Revenue Service (IRS), U.S. Census, U.S. Department of Agriculture (USDA), U.S. Department of Housing and Urban Development (HUD), U.S. Election Assistance Commission, West Virginia State Tax Department, and West Virginia Department of Health and Human Resources, 2015.

Lawrence, 2015		
County Subdivisions	Total HH	% ALICE & Poverty
Aid Township	319	43%
Decatur Township	211	43%
Elizabeth Township	1,017	55%
Fayette Township	3,298	39%
Hamilton Township	743	40%
Lawrence Township	1,129	36%
Mason Township	445	35%
Perry Township	2,548	53%
Rome Township	3,353	31%
Symmes Township	179	35%
Union Township	3,415	47%
Upper Township	6,030	50%
Windsor Township	780	41%

Note: Municipal-level data on this page is for Places, which include Census Designated Places (CDP). These are overlapping geographies so totals will not match county level data. Municipal-level data often relies on 5-year averages and is not available for the smallest towns that do not report income.

## Appendix E- Sources

<https://datausa.io/profile/geo/wayne-county-wv>  
<https://datausa.io/profile/geo/mason-county-wv>  
<https://datausa.io/profile/geo/cabell-county-wv>  
<https://datausa.io/profile/geo/lincoln-county-wv>  
<https://datausa.io/profile/geo/lawrence-county-oh>  
<https://data.wvkidscount.org/#/>  
<http://www.afterschoolalliance.org/policyStateFacts.cfm?state=WV>  
<https://sortablestats.cdc.gov/#/>  
<https://dhr.wv.gov/bms/Members/Documents/Guide%20to%20Medicaid%202019Updated.pdf>  
<https://medicaid.ohio.gov/FOR-OHIOANS/Who-Qualifies>  
<https://aspe.hhs.gov/poverty-guidelines>  
<https://wvde.us/data-management-information-systems/education-data/>  
<https://wvde.us/wp-content/uploads/2018/01/2016-school-readiness-profile.pdf>  
<http://earlychildhoodohio.org/resources/pdf/CoreKnowledge.pdf>  
<https://development.ohio.gov/files/research/C1001.pdf>  
<http://www.earlychildhoodohio.org/index.stm>  
<https://www.census.gov/quickfacts/fact/table/US/PST045219>  
<https://www.eitc.irs.gov/partner-toolkit/basic-marketing-communication-materials/eitc-fast-facts/eitc-fast-facts>  
<http://apps.cbpp.org/3-5-14tax/?state=WV>  
<https://datacenter.commonwealthfund.org/states/west%20virginia>