

# United Way of Northern Shenandoah Valley Community Needs Update: 2014-2017

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



March 2014  
3/31/14

# 2014 Progress Report - Outline

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- Target Needs & Indicators/Measures
- Local demographic changes/trends

# Target Needs & Indicators/Measures

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- **Education/Achieving Potential**  
Improve on-time graduation & advanced learning
- **Income/Financial Stability**  
Decrease number of financially unstable families
- **Health/Risk Behaviors**  
Reduce the incidence & prevalence of risk behaviors

# Education/Achieving Potential

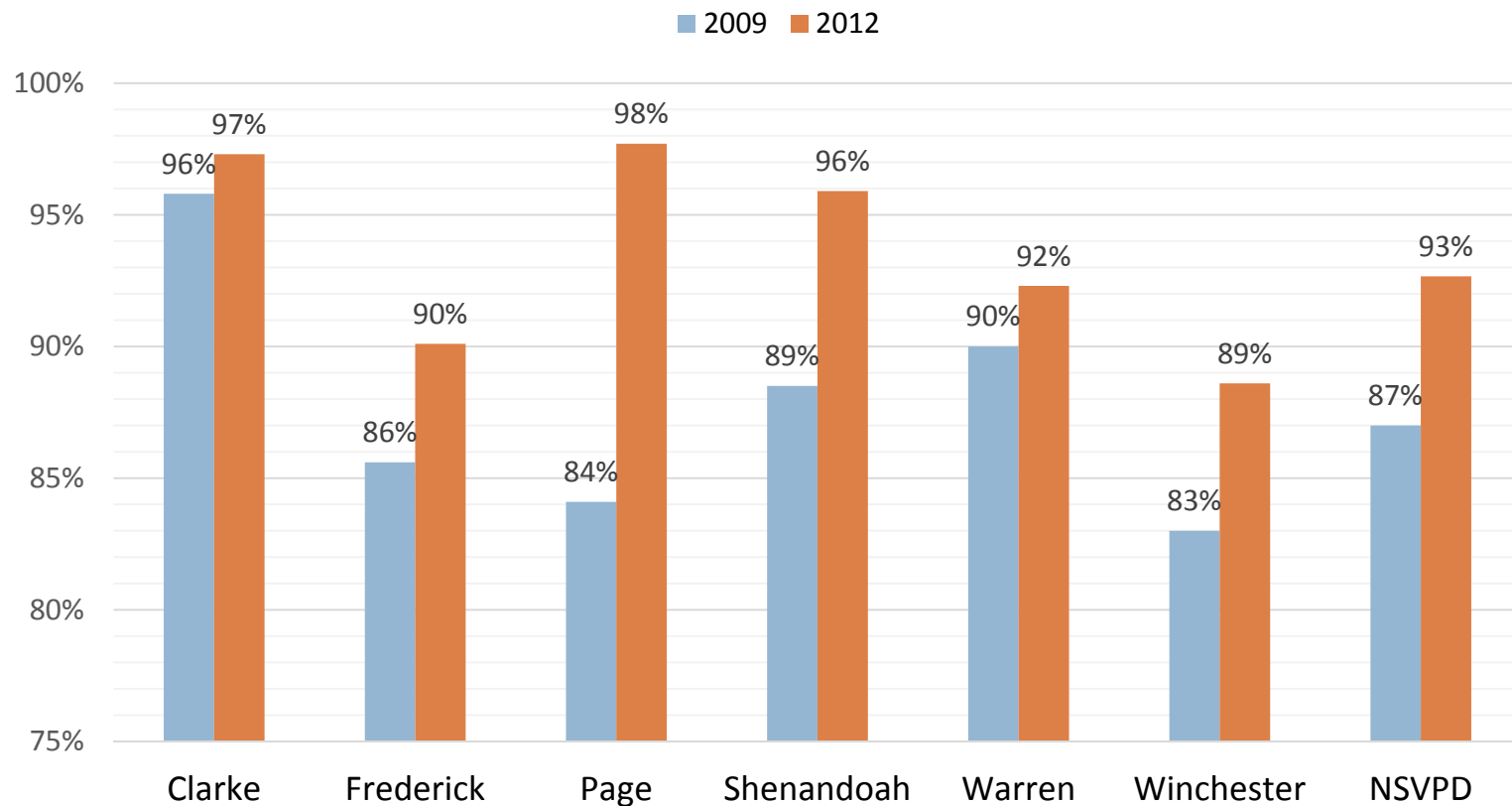
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## Measures:

- Increase public school on-time graduation rates from 86.8% to 90.0%
- Decrease % of children entering kindergarten needing remedial literacy assistance
- Increase % of area students participating in postsecondary education

Education:

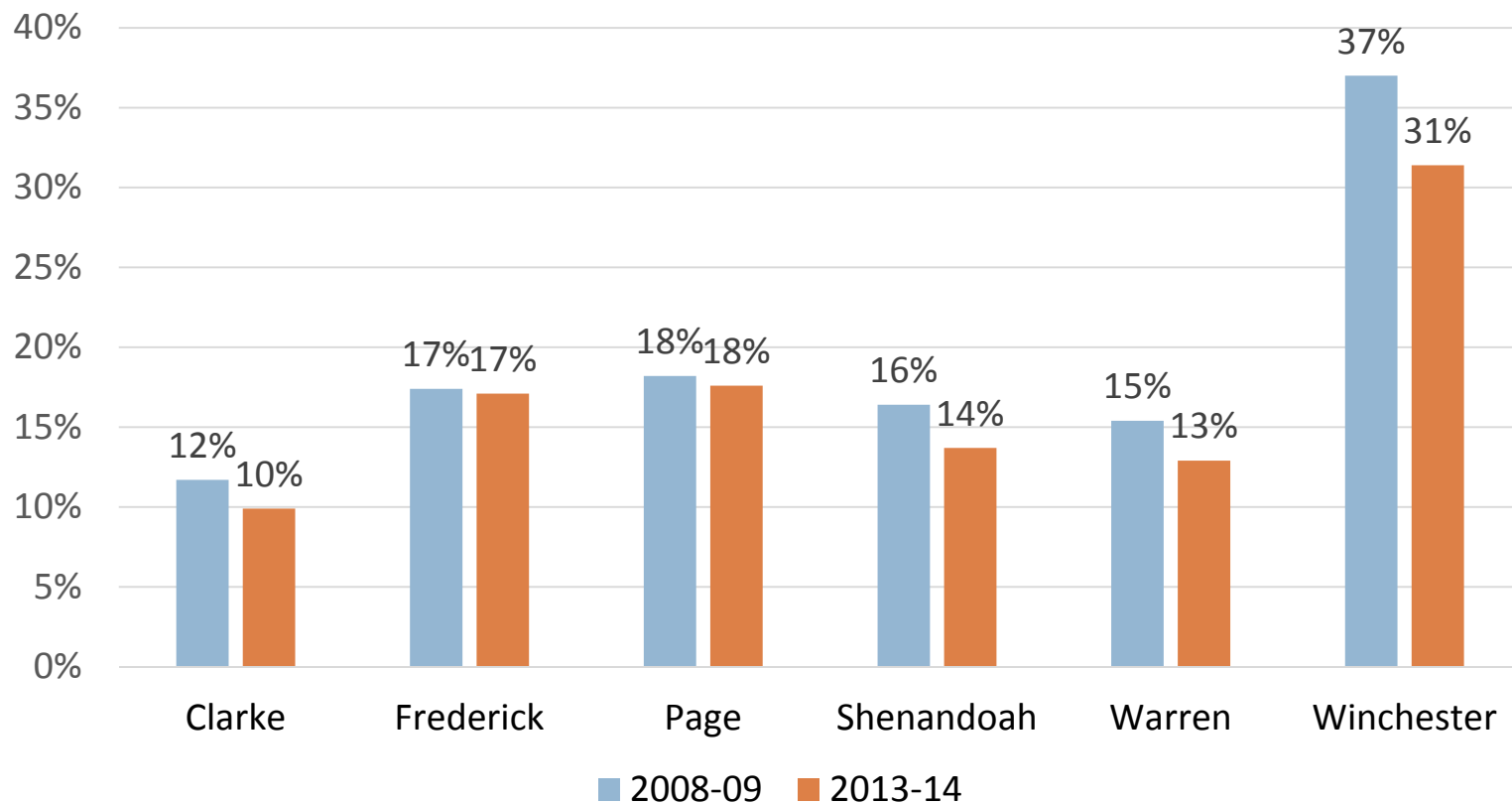
# Increase on-time graduation rates



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

Education:

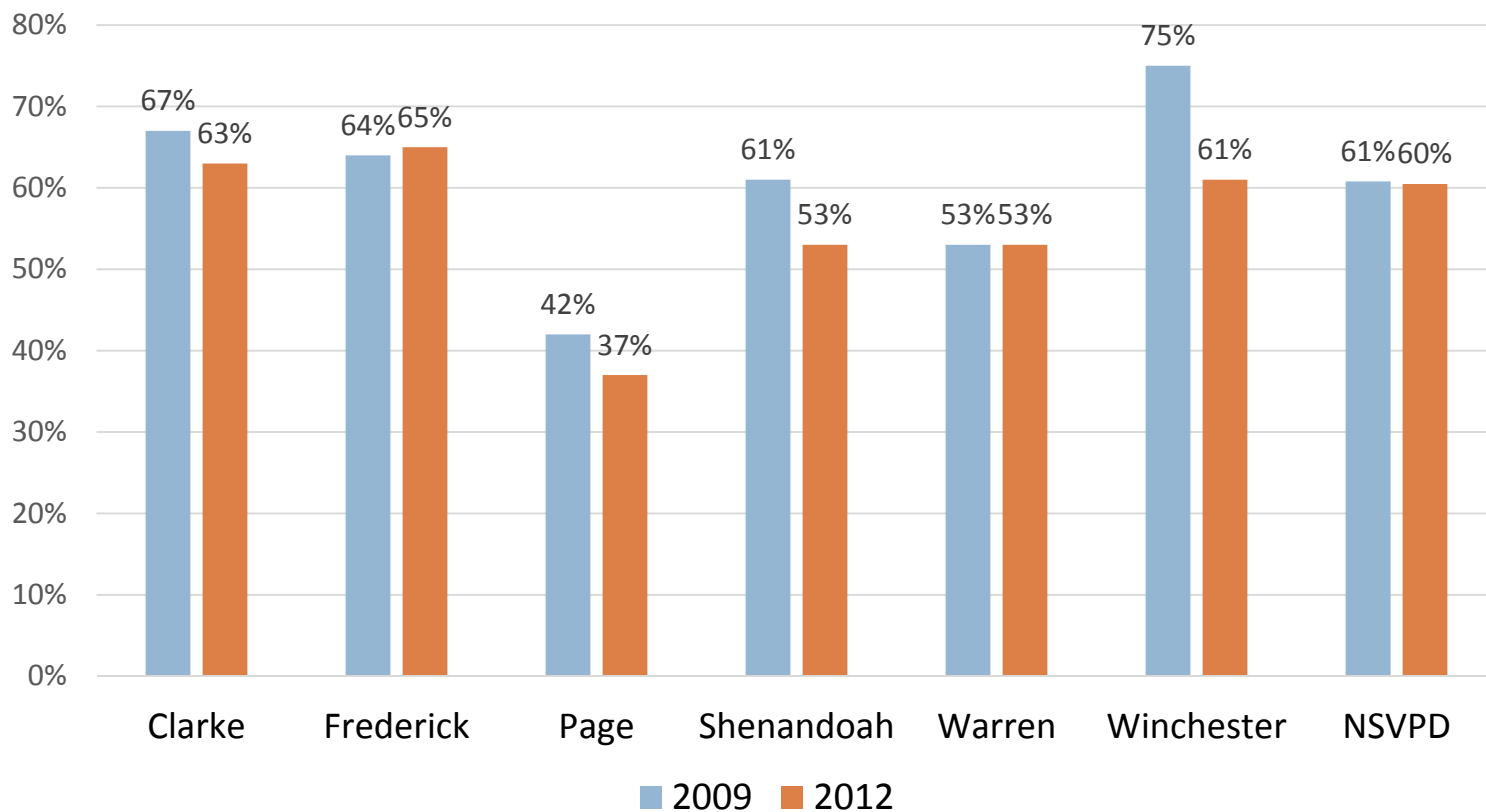
# Decrease % kindergarten needing remedial literacy assistance



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

Education:

# Increase postsecondary participation



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

# Income/Financial Stability

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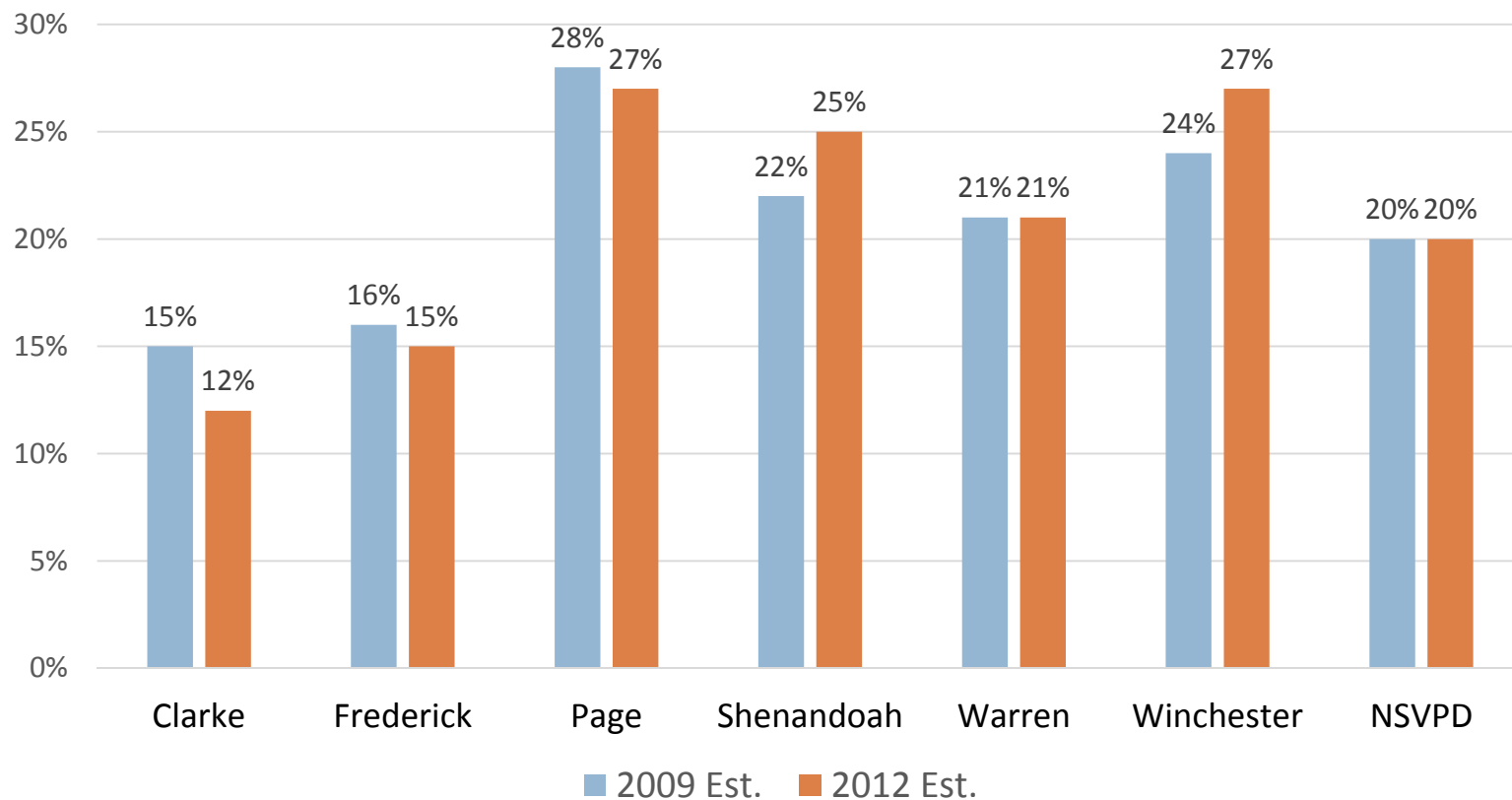
Measure:

- Decrease % of families earning less than \$25K from 18.3% to 15.0%.



Income:

## % Family households earning < \$25,000



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

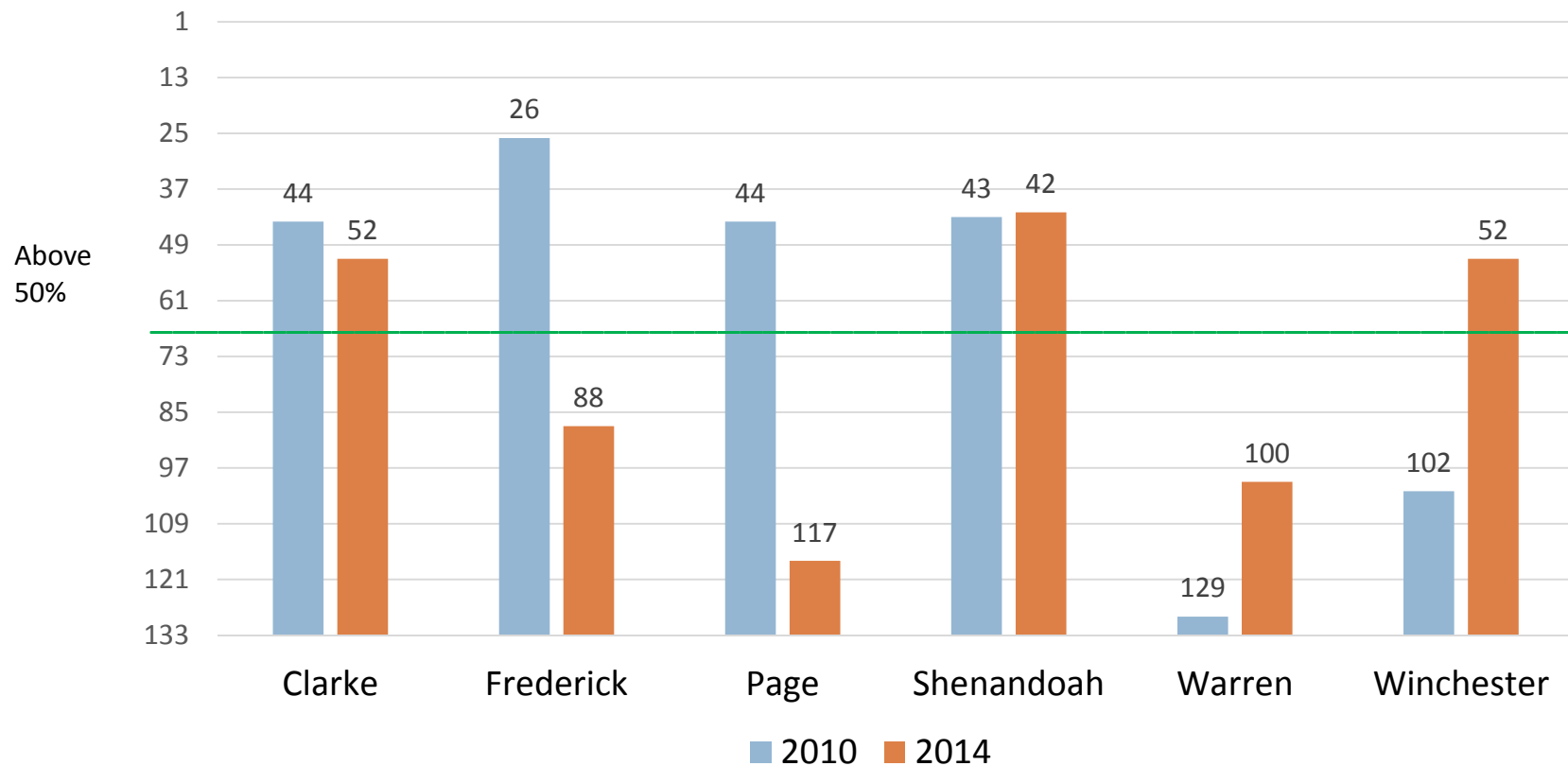
# Health/Risk Behaviors

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- Reduce incidence & prevalence of health risk behaviors to above the 50% ranking for
  - Adult smoking
  - Diet and exercise
  - Alcohol use
  - Sexually transmitted diseases (STDs)
  - Access to care

Health:

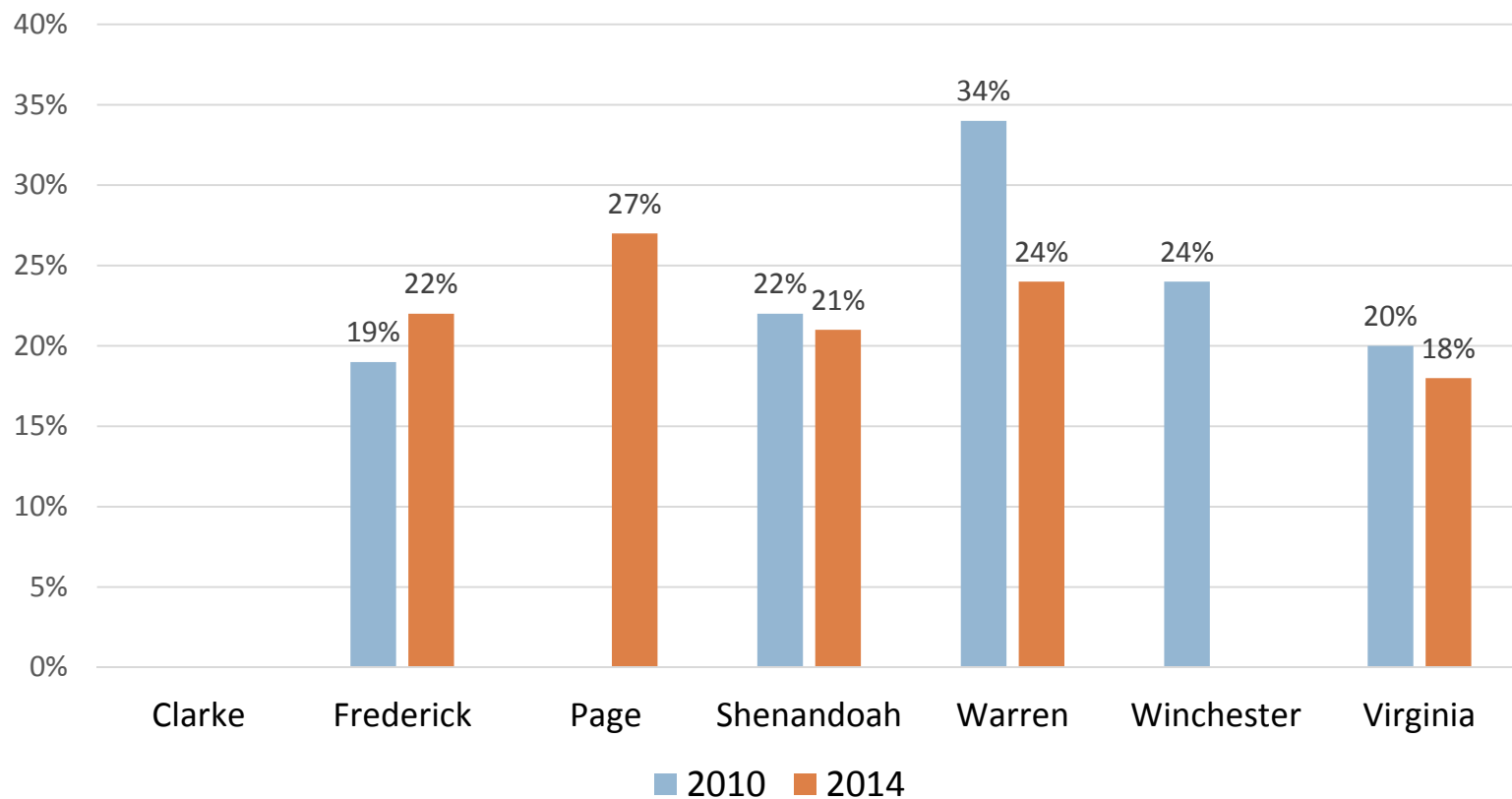
# VA County Risk Rankings – Adult smoking



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

Health:

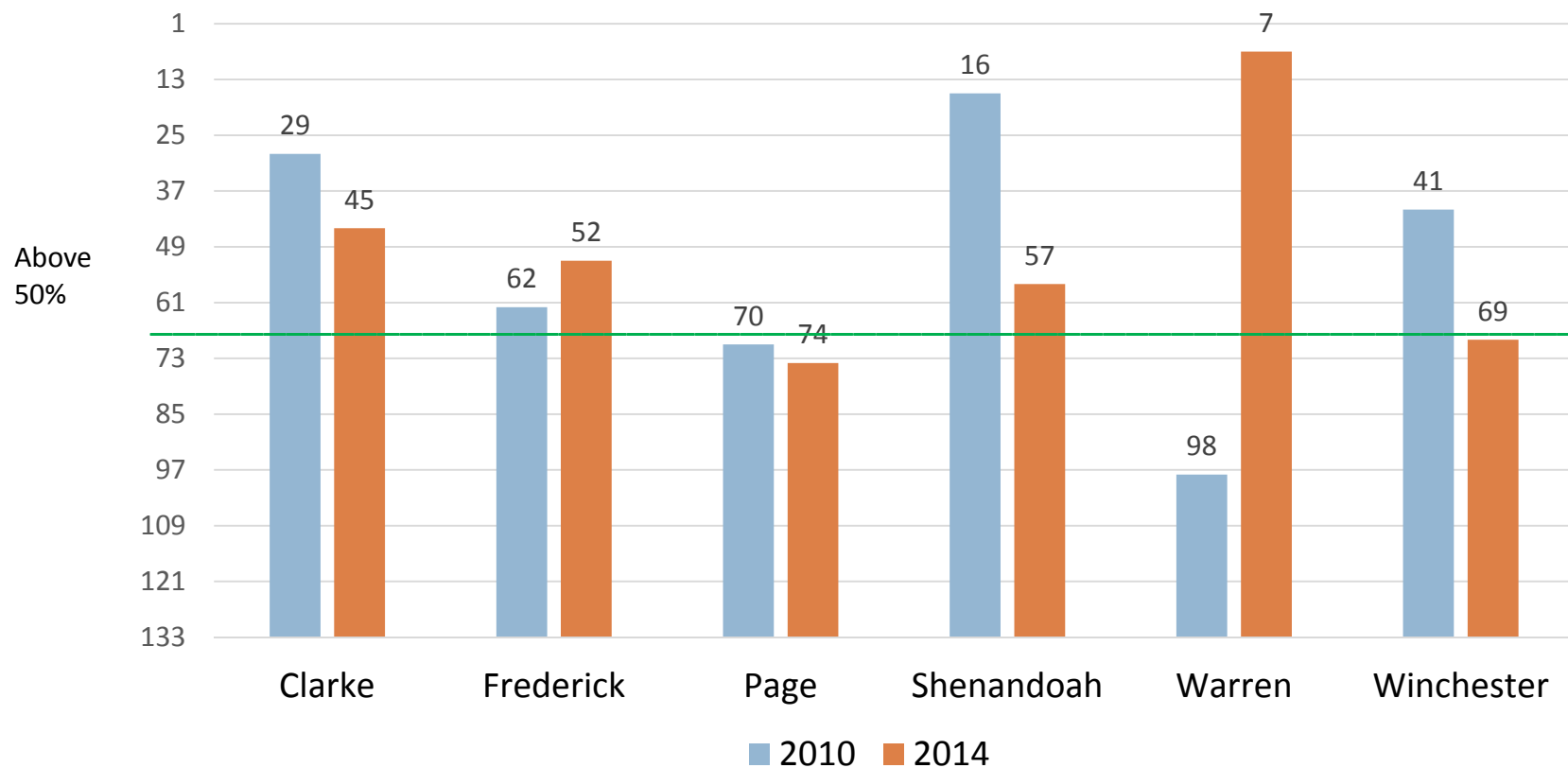
# Context: % Adult smoking



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

Health:

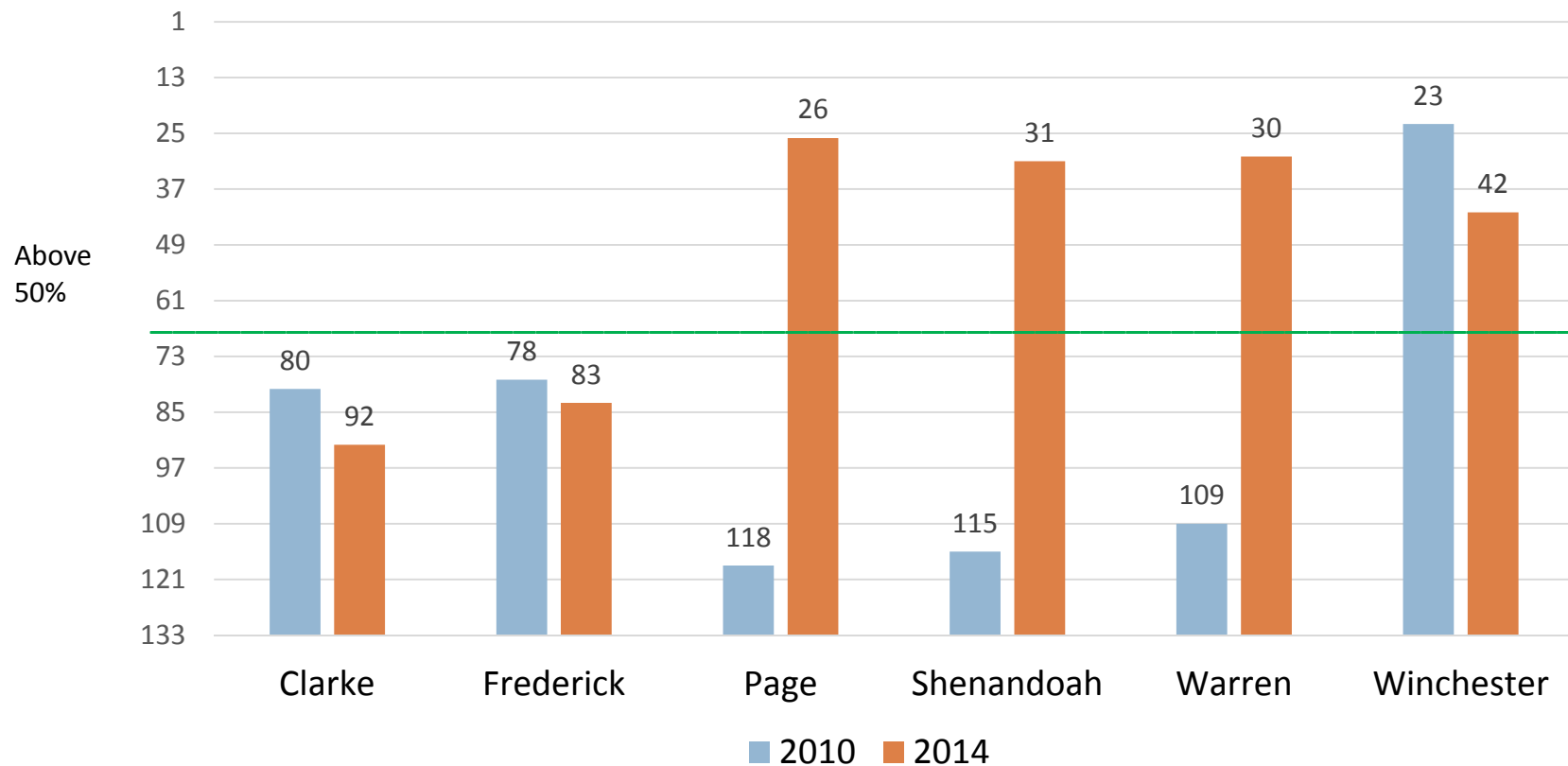
# VA County Risk Rankings – Diet & exercise



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

Health:

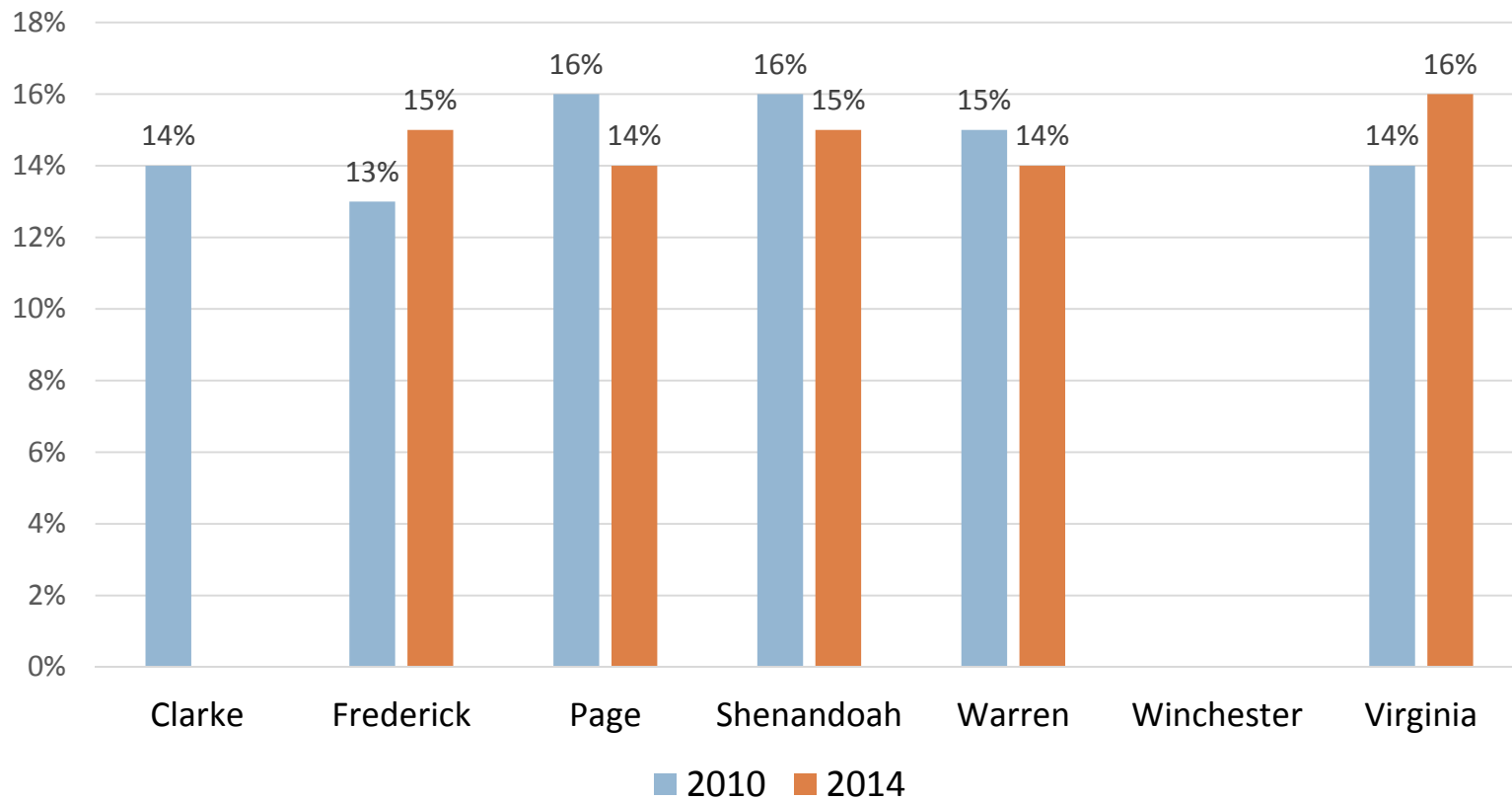
# VA County Risk Rankings – Alcohol use



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

Health:

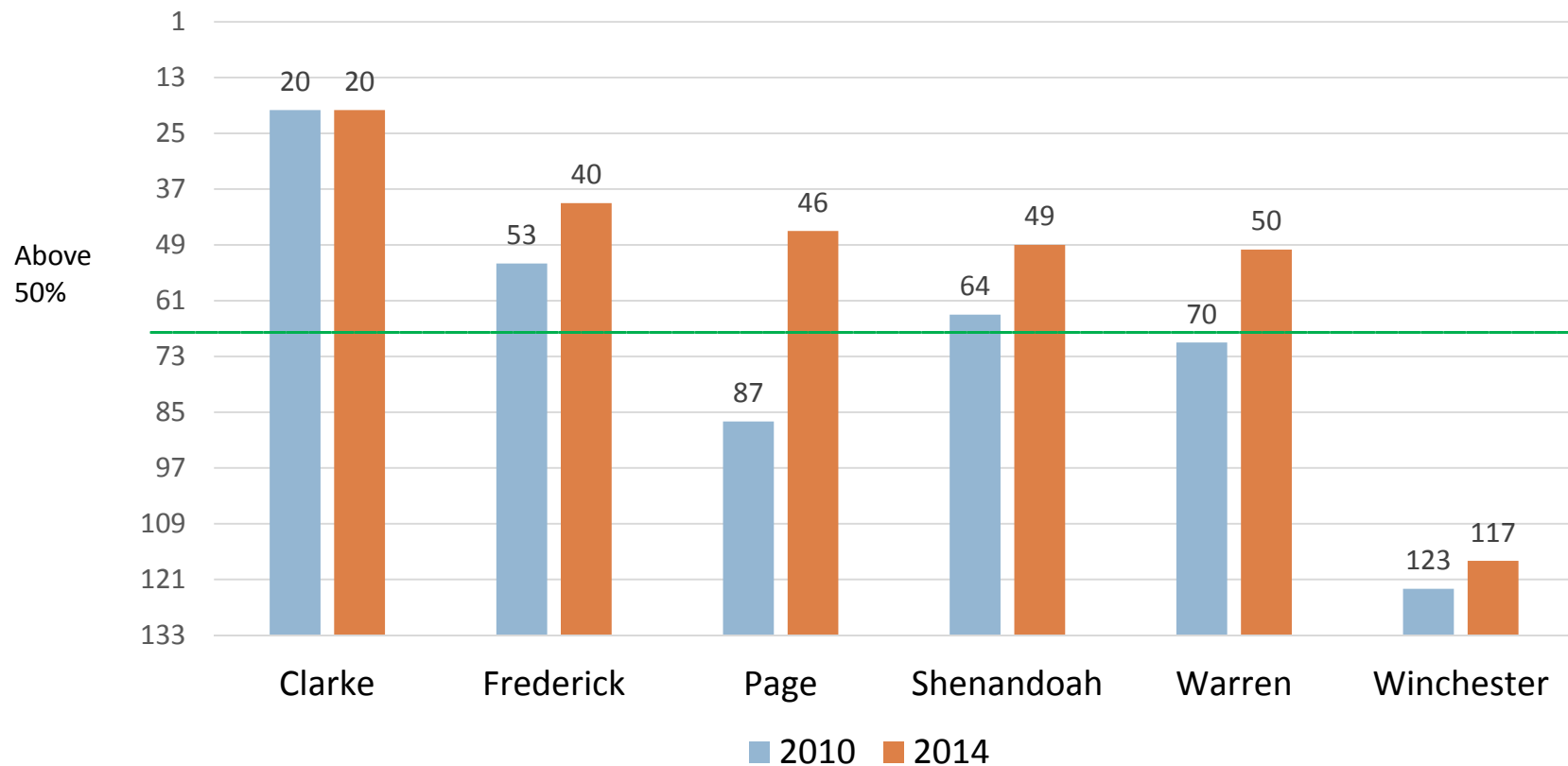
# Context: % Binge/Excessive drinking



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

Health:

# VA County Risk Rankings – STDs

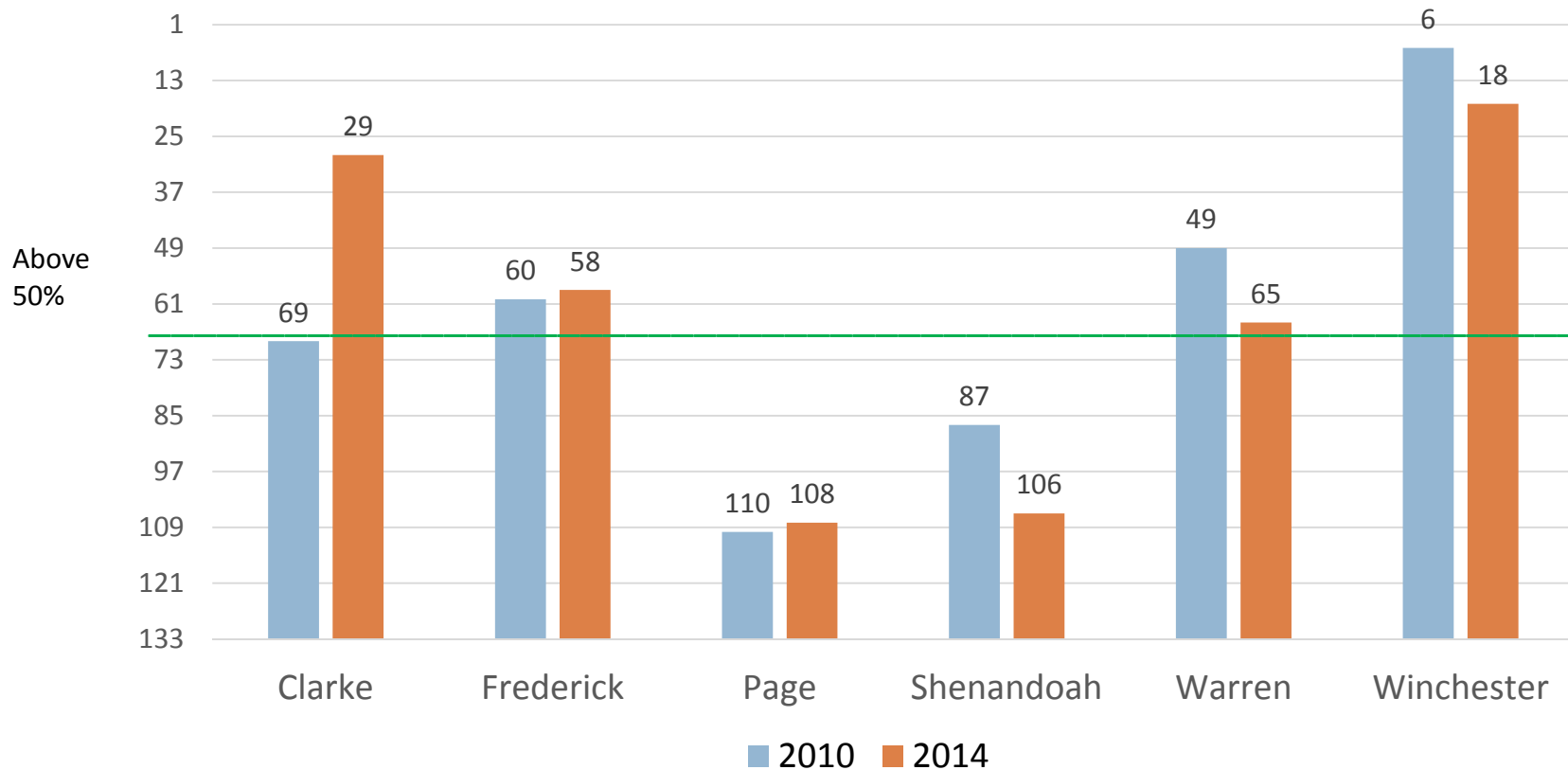


Source: County Health Rankings & Roadmaps data for 2010 & 2014. *Note: 2014 included additional STDs.*



Health:

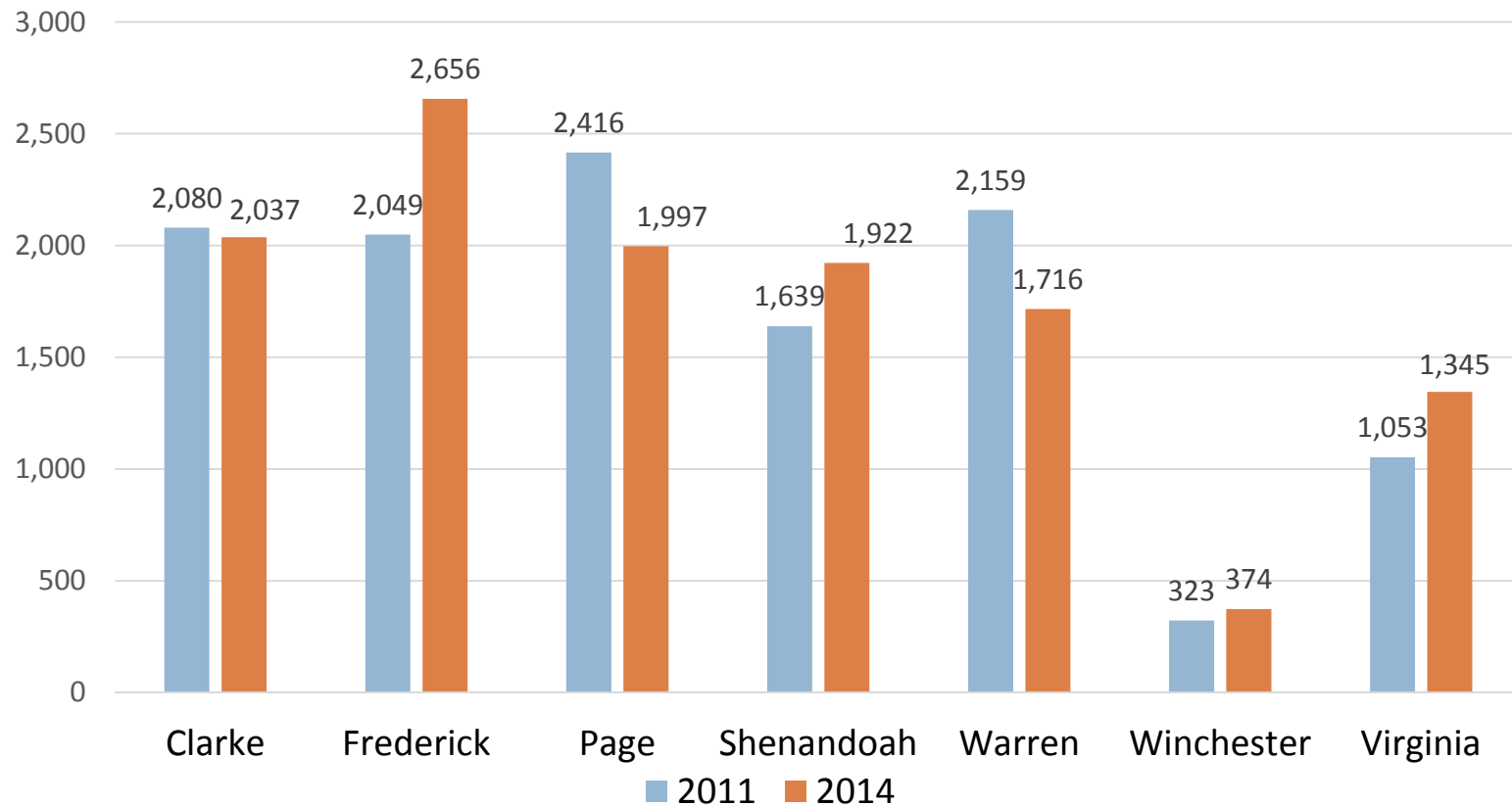
# VA County Risk Rankings – Access to care



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

Health:

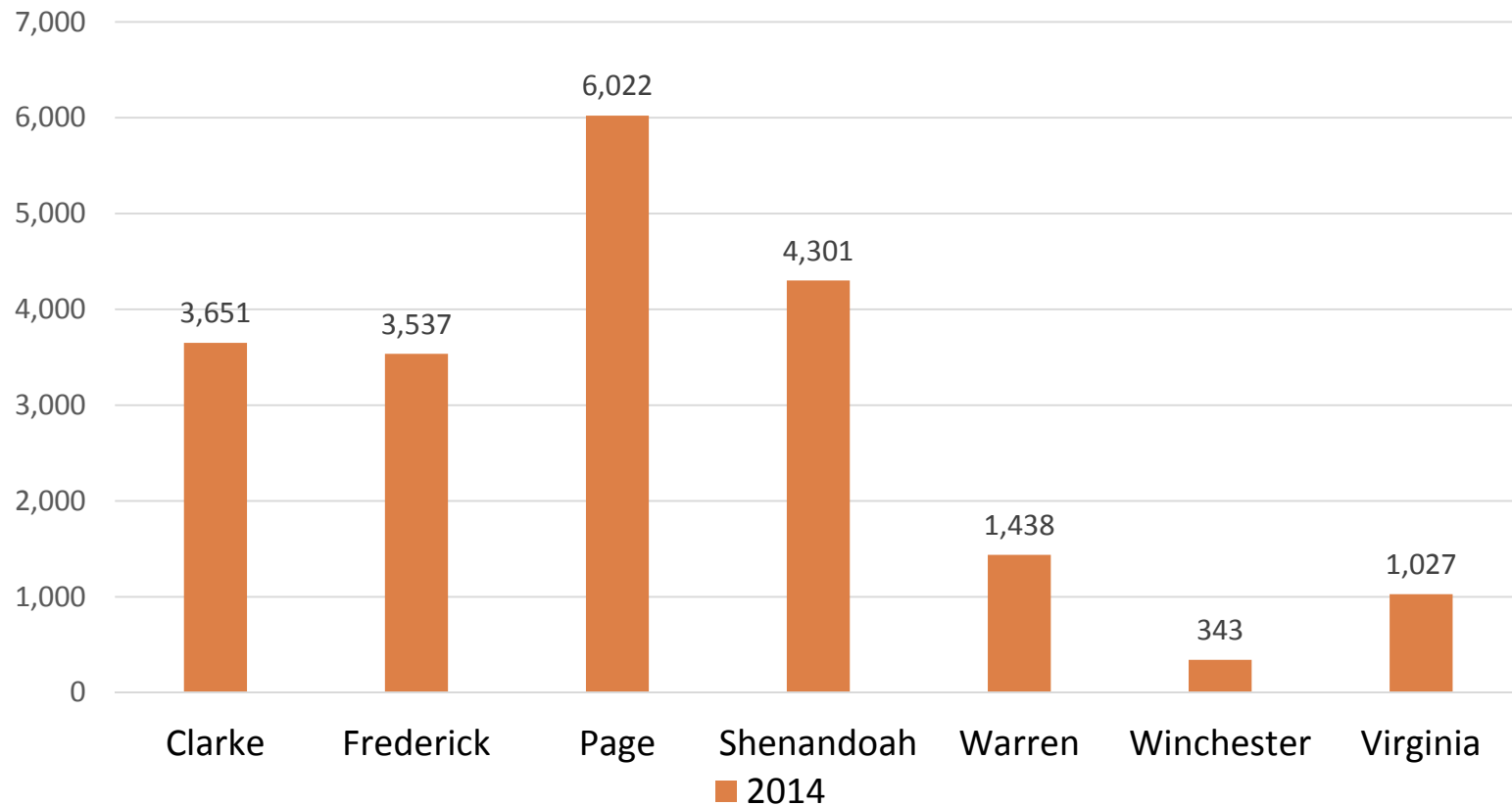
# Context: People per primary care physician



Source: County Health Rankings & Roadmaps data for 2011 & 2014. *Note: Data not available for 2010.*

Health:

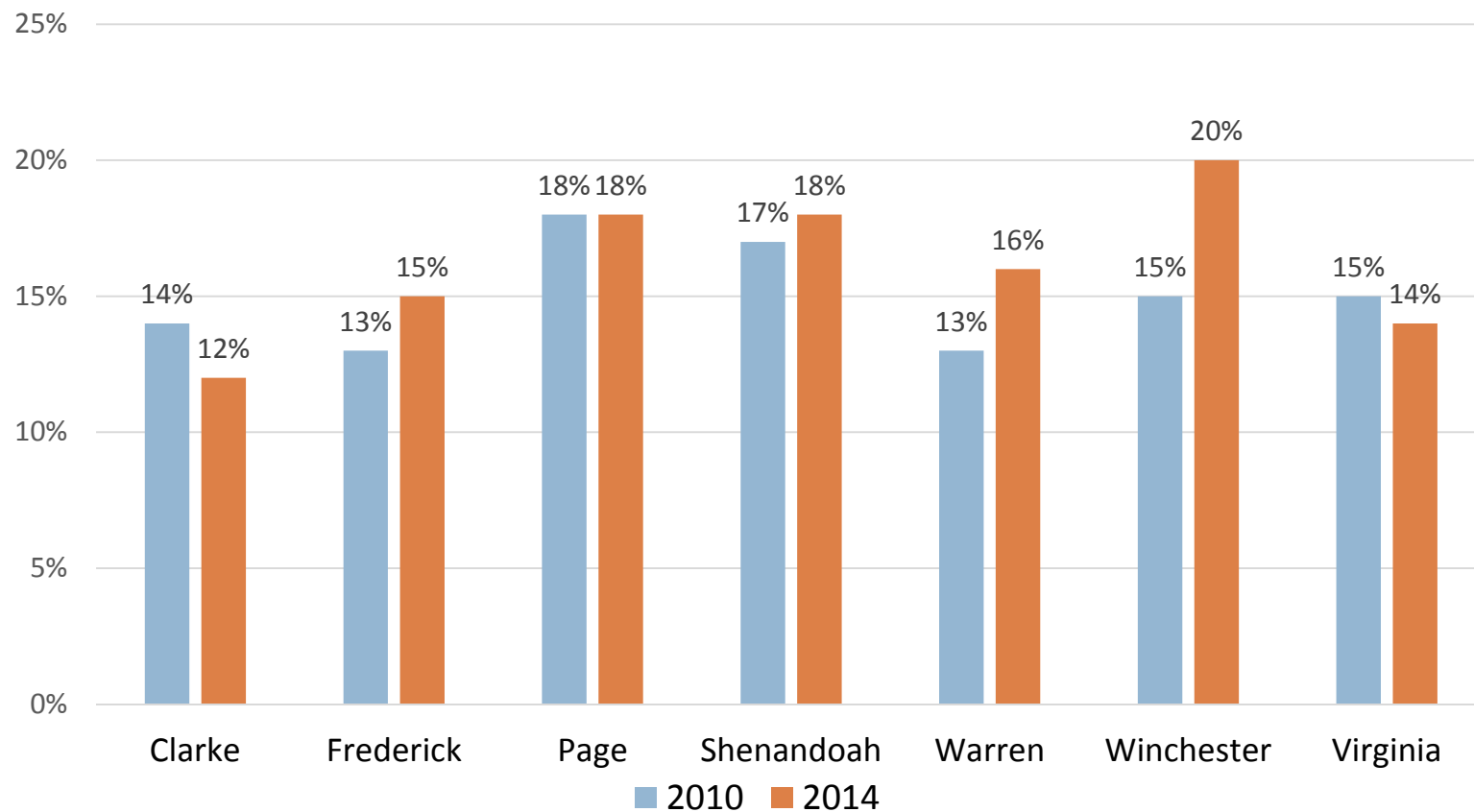
# Context: People per mental health provider



Source: County Health Rankings & Roadmaps data for 2014. Note: this is a new measure provided in 2014.

Health:

## Context: % Uninsured



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

# Review of Changes 2010-2013

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

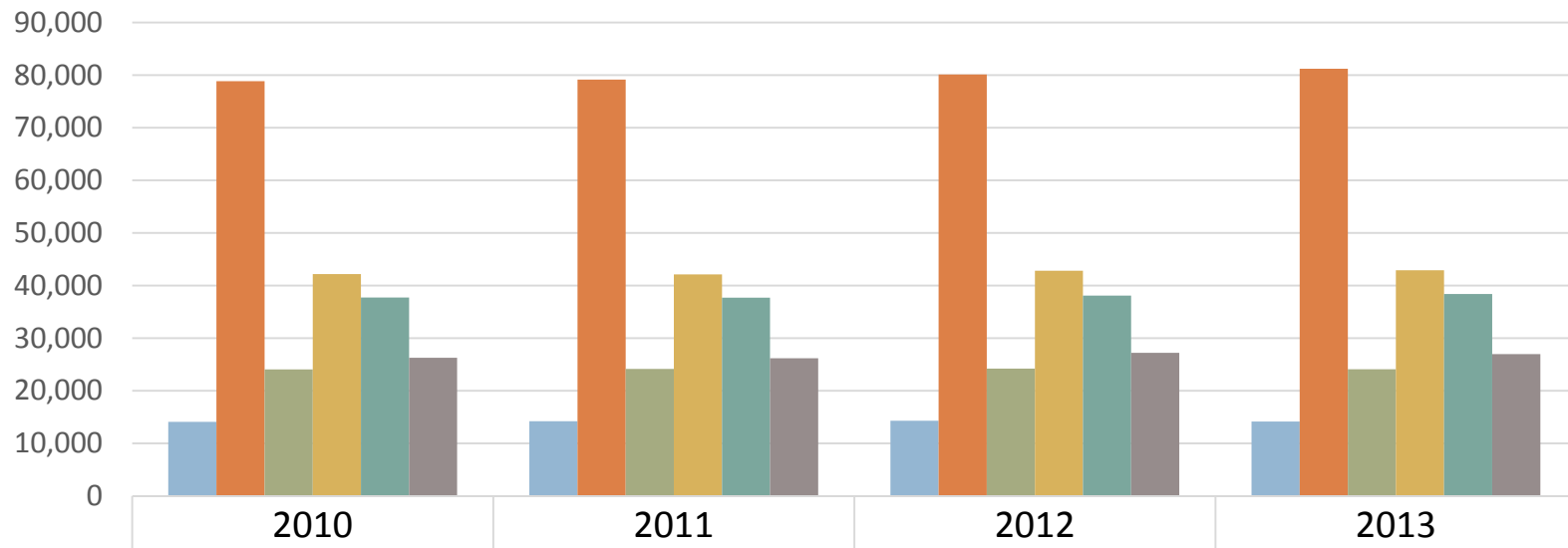
# Local demographic changes/trends

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- Population estimates & projections
- Age groups
- Race/Ethnicity
- Educational attainment
- Unemployment rates
- Children in poverty
- Children in free or reduced lunch programs
- Participants in SNAP
- Speak English less than well
- Teen pregnancies
- Violent crimes per 100,000 people

Demographics:

# Population estimates - 2010-13

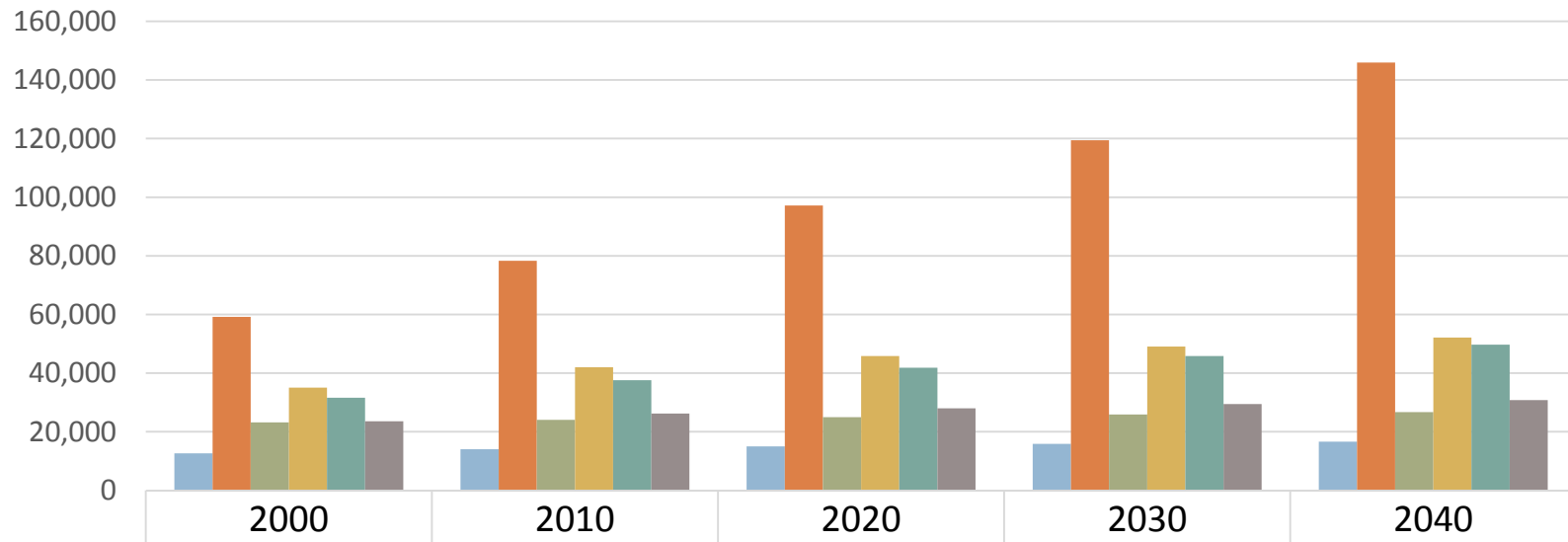


	2010	2011	2012	2013
Clarke	14,067	14,211	14,276	14,148
Frederick	78,834	79,156	80,118	81,207
Page	24,058	24,155	24,215	24,079
Shenandoah	42,172	42,114	42,812	42,889
Warren	37,729	37,688	38,077	38,387
Winchester	26,265	26,167	27,208	26,961

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

Demographics:

# Population - Projections through 2040



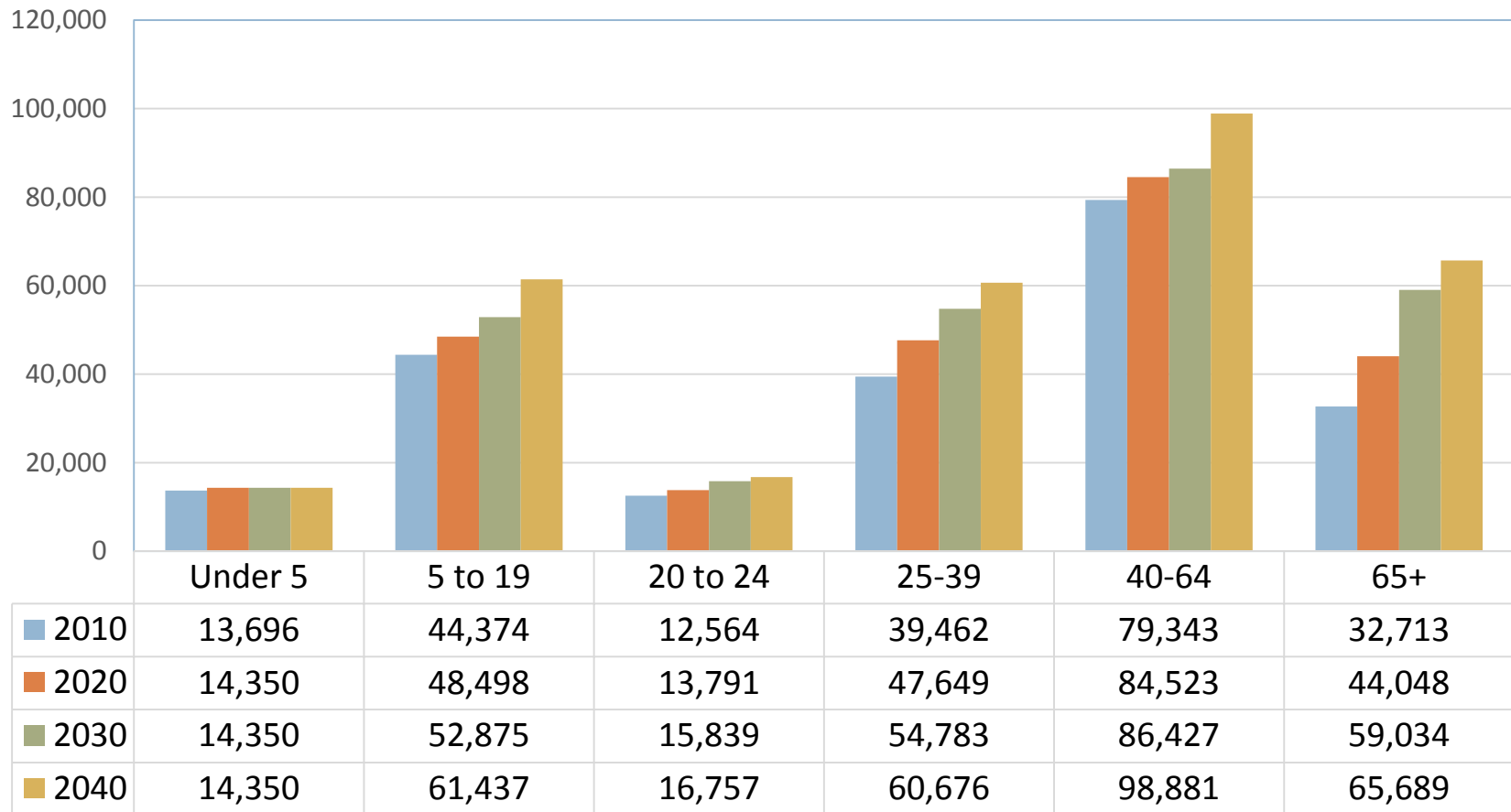
	2000	2010	2020	2030	2040
Clarke	12,652	14,034	15,025	15,871	16,631
Frederick	59,209	78,305	97,192	119,419	145,938
Page	23,177	24,042	24,995	25,895	26,716
Shenandoah	35,075	41,993	45,829	49,045	52,104
Warren	31,584	37,575	41,856	45,818	49,709
Winchester	23,585	26,203	27,967	29,449	30,781

Source: Virginia Labor Market Information - LMI Population Change tool



Demographics:

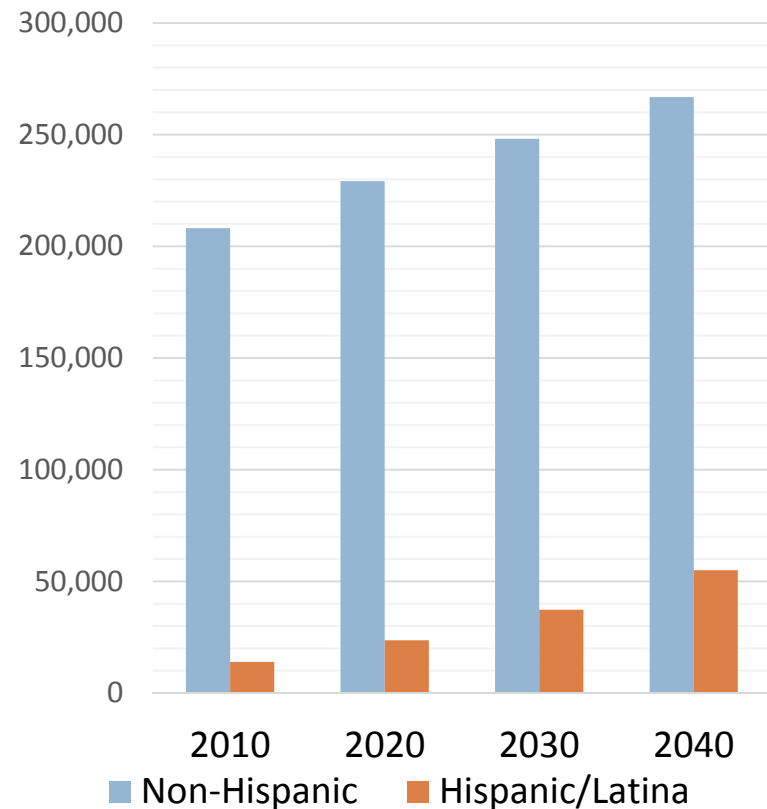
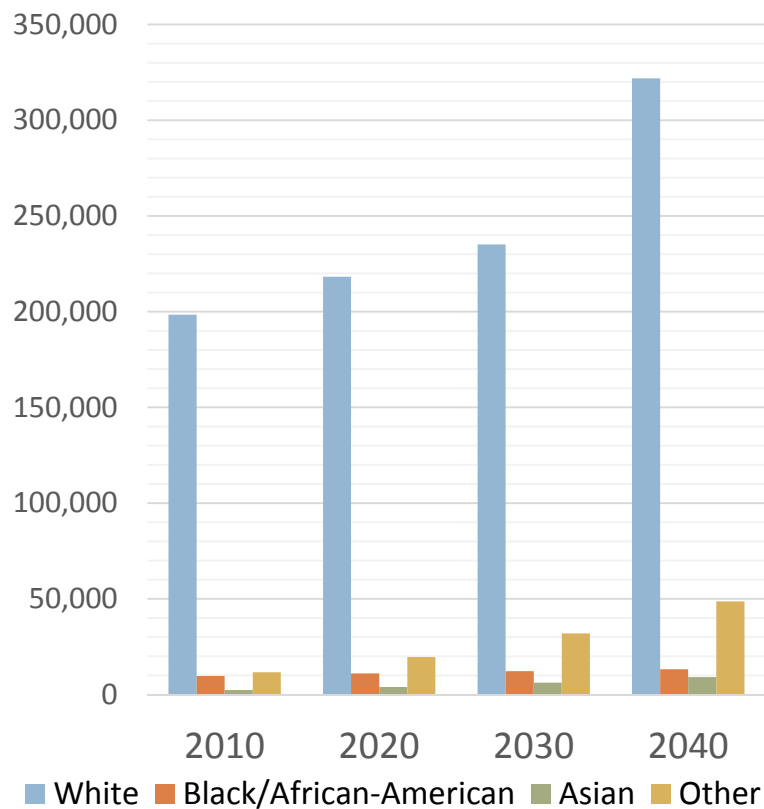
# Age groups



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

Demographics:

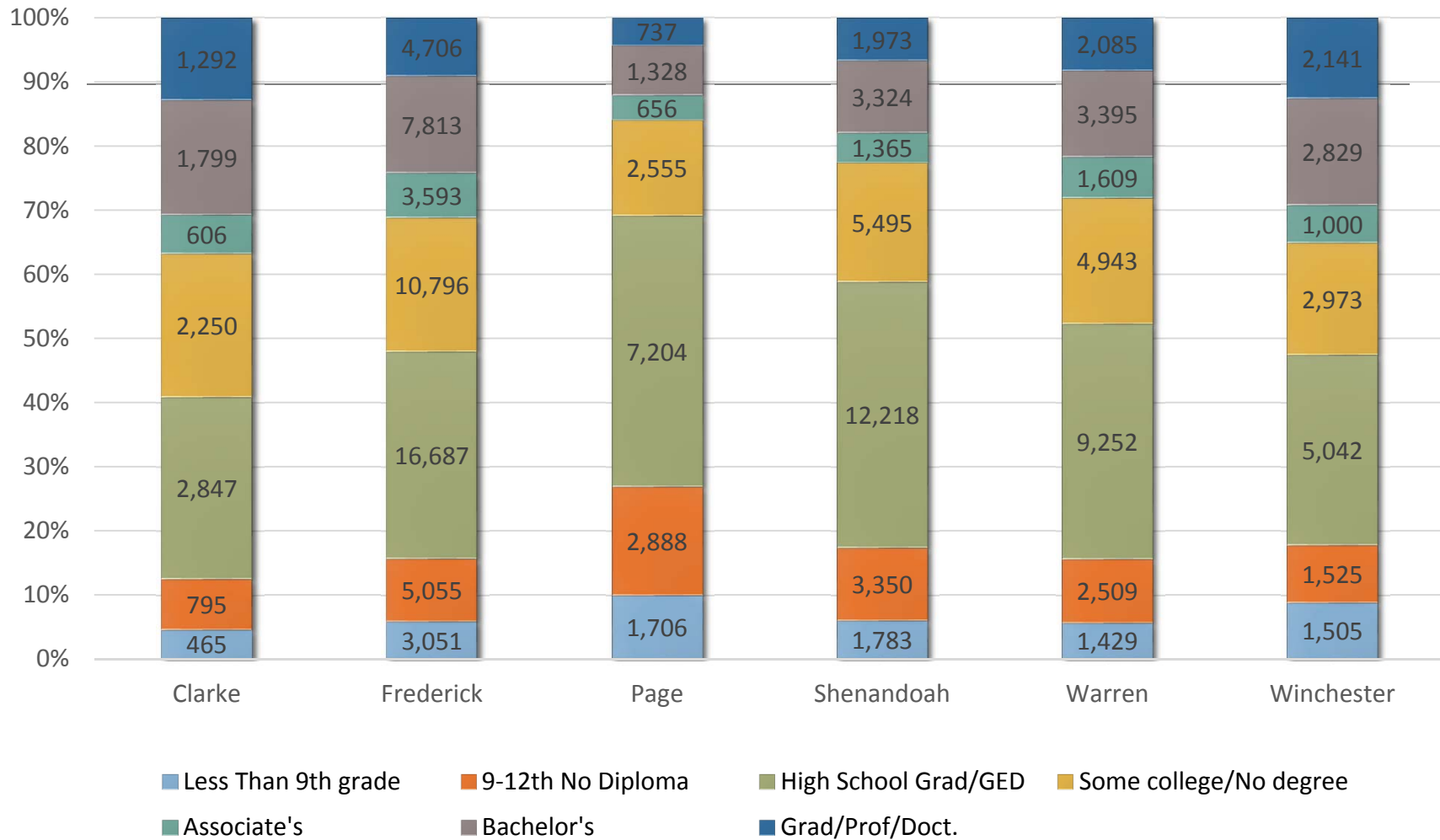
# Race/Ethnicity & Hispanic origin projections



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

Demographics:

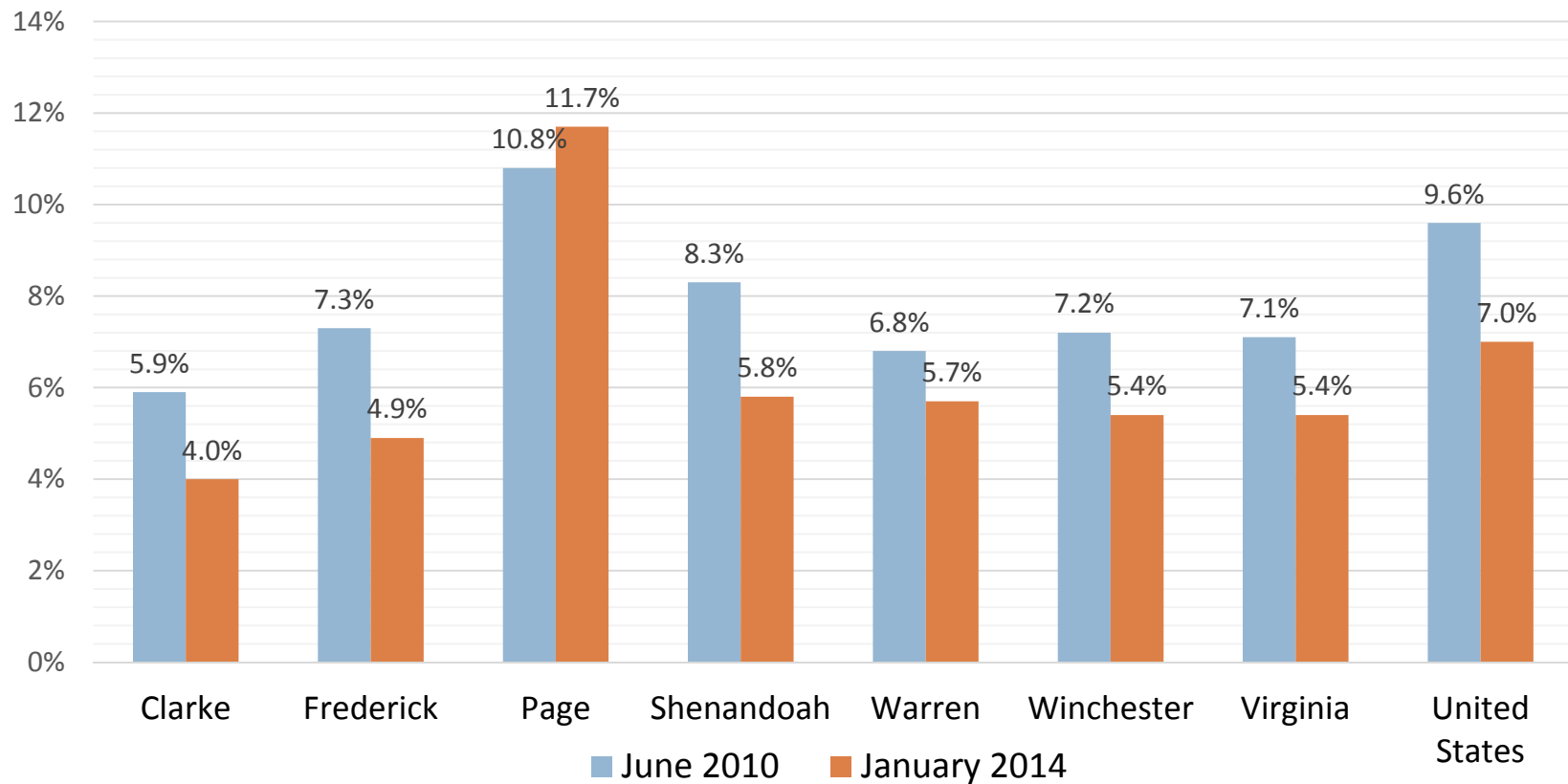
# Educational attainment



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

## Demographics:

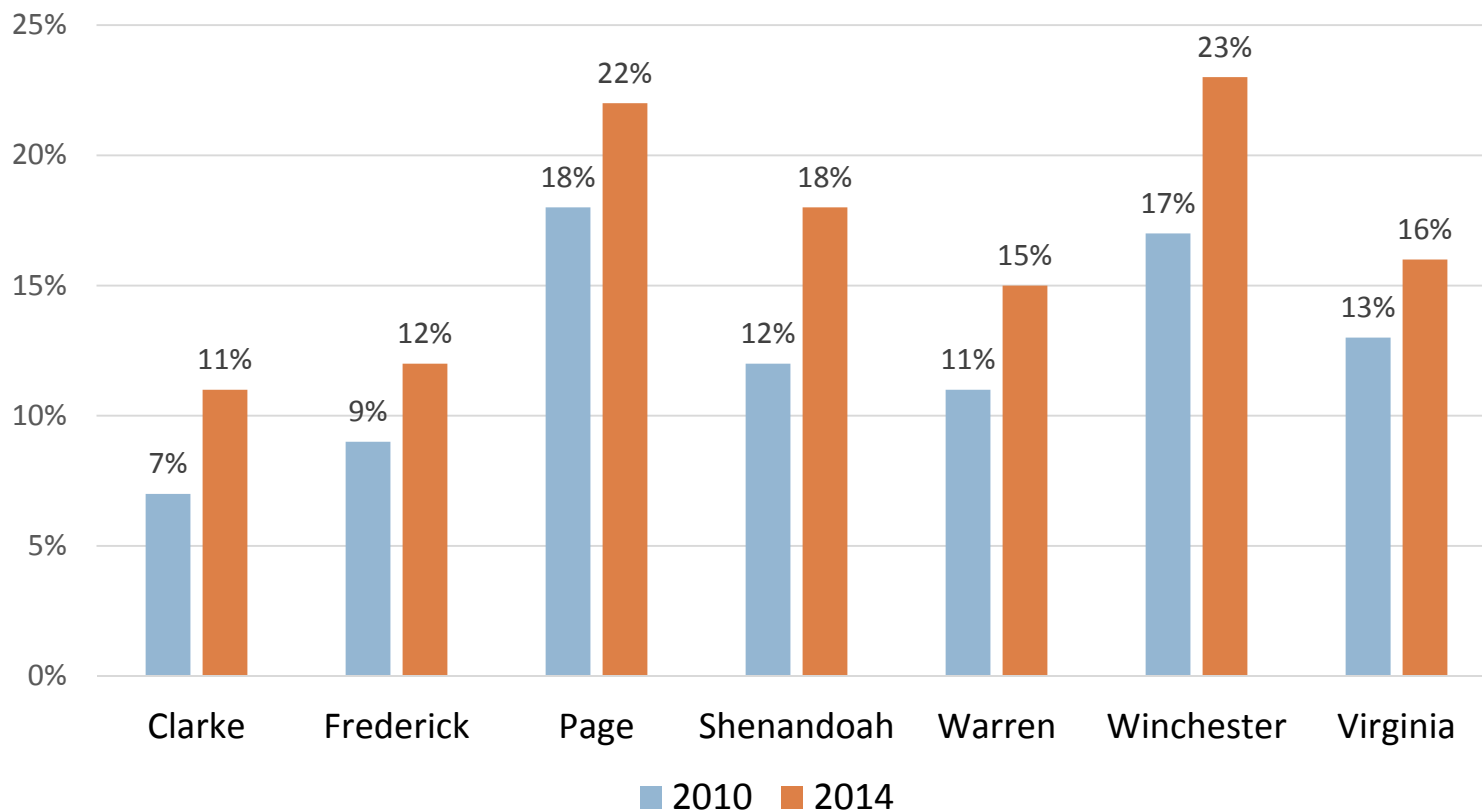
# Unemployment rates



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

Demographics:

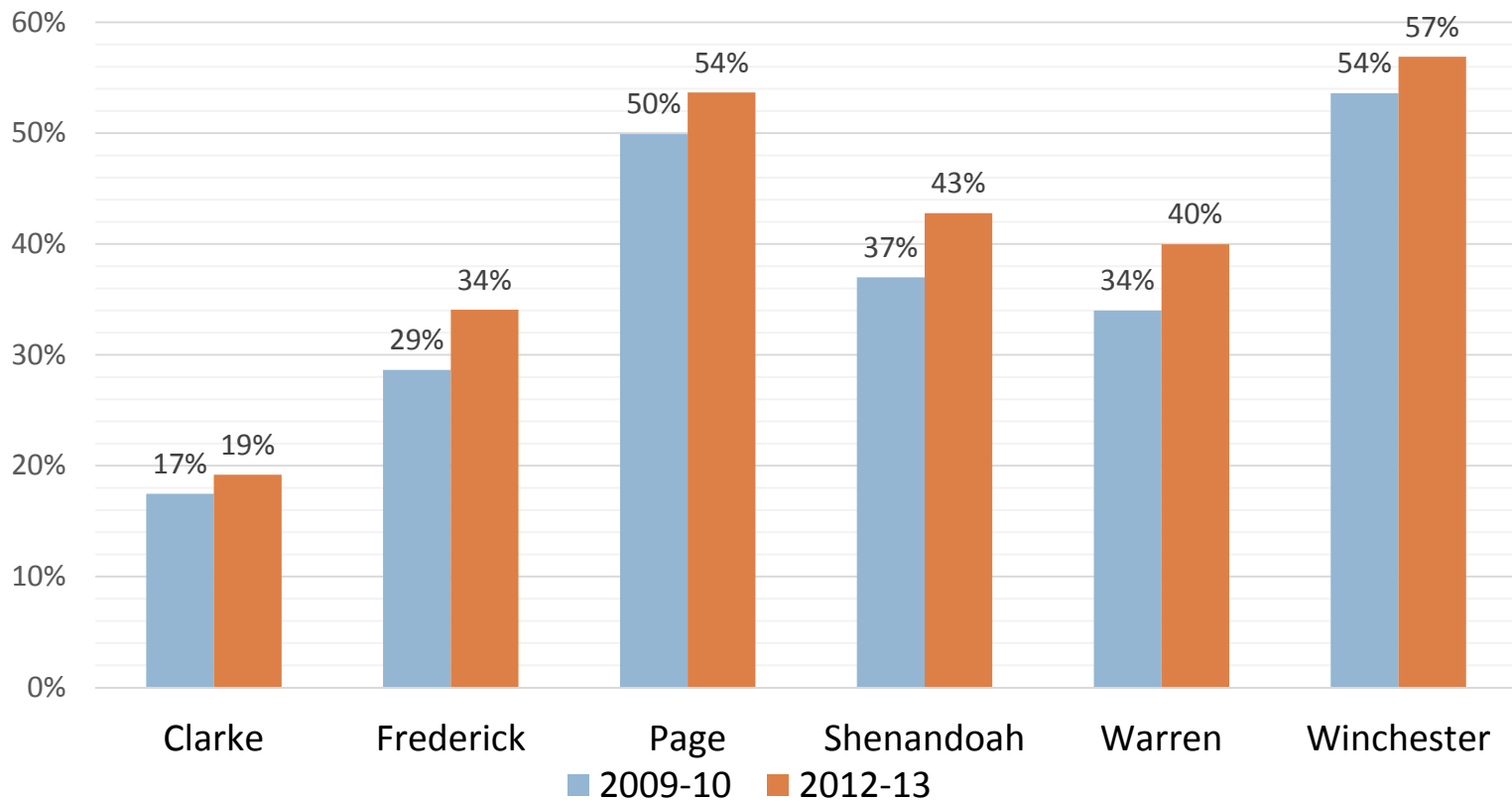
# Children in poverty



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

Demographics:

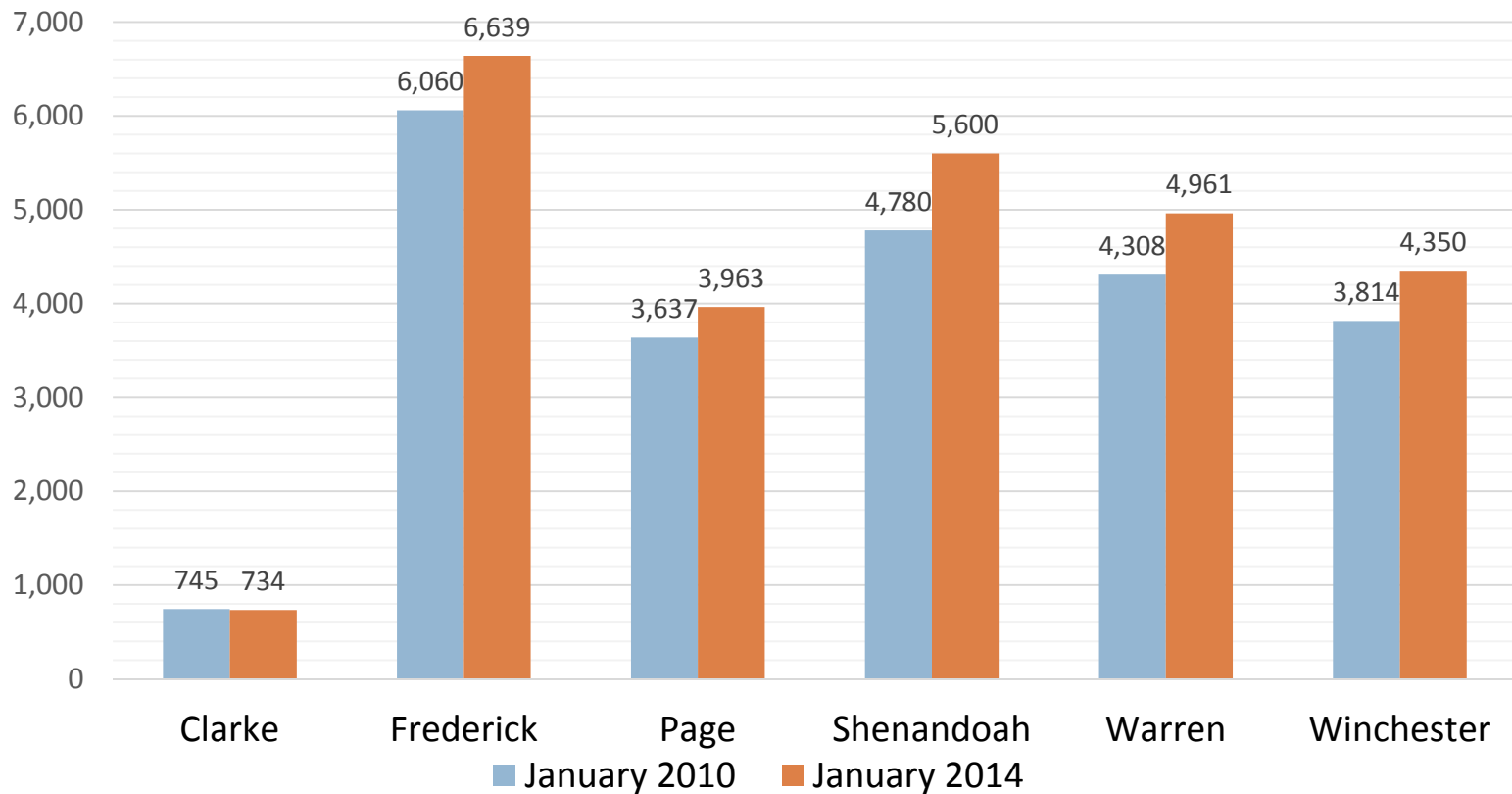
# Children in free/reduced lunch programs



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

Demographics:

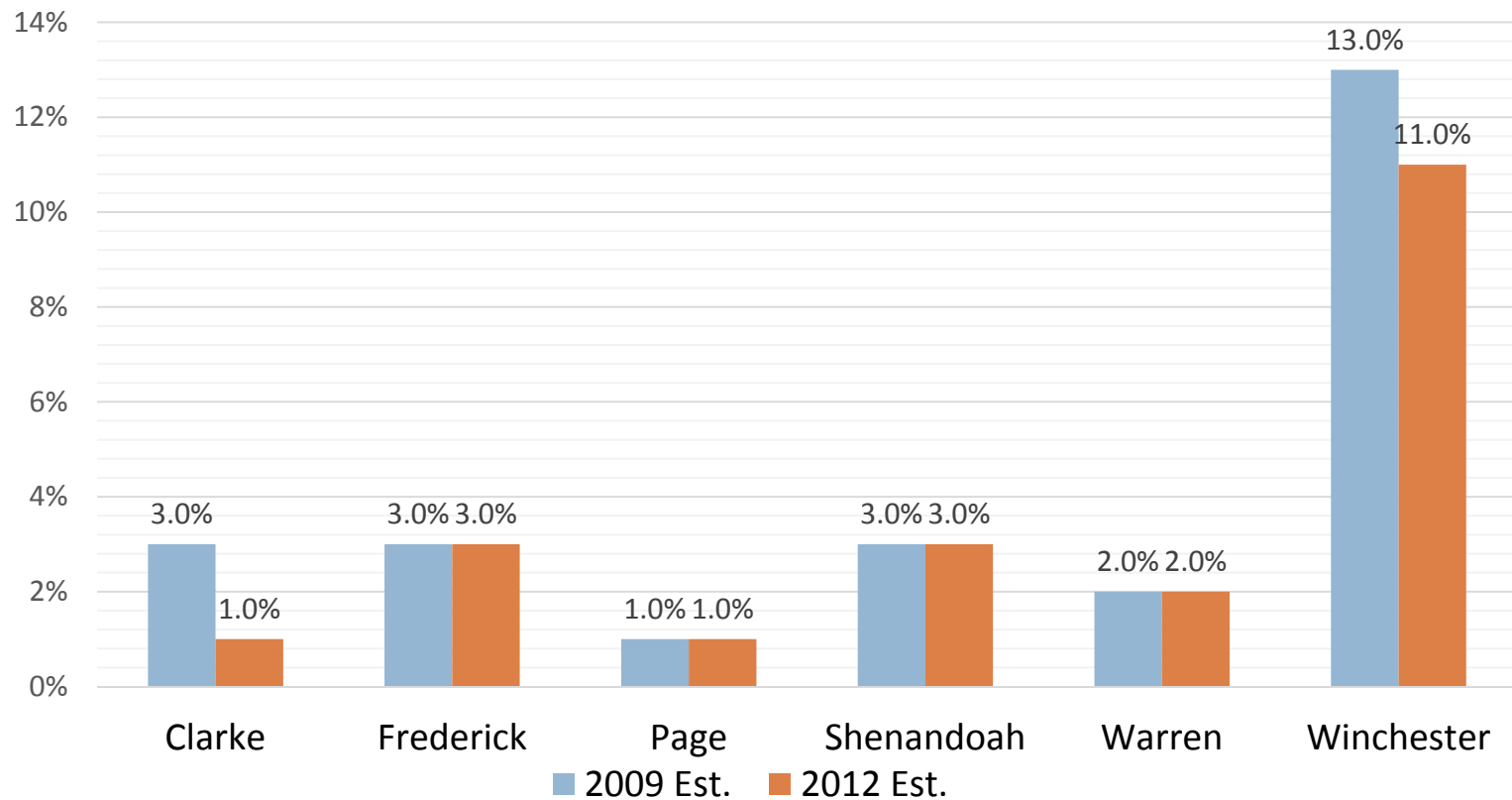
# Supplemental Nutrition Assistant Program (SNAP) total persons participating



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

Demographics:

# Speak English less than very well (5 yrs.+)

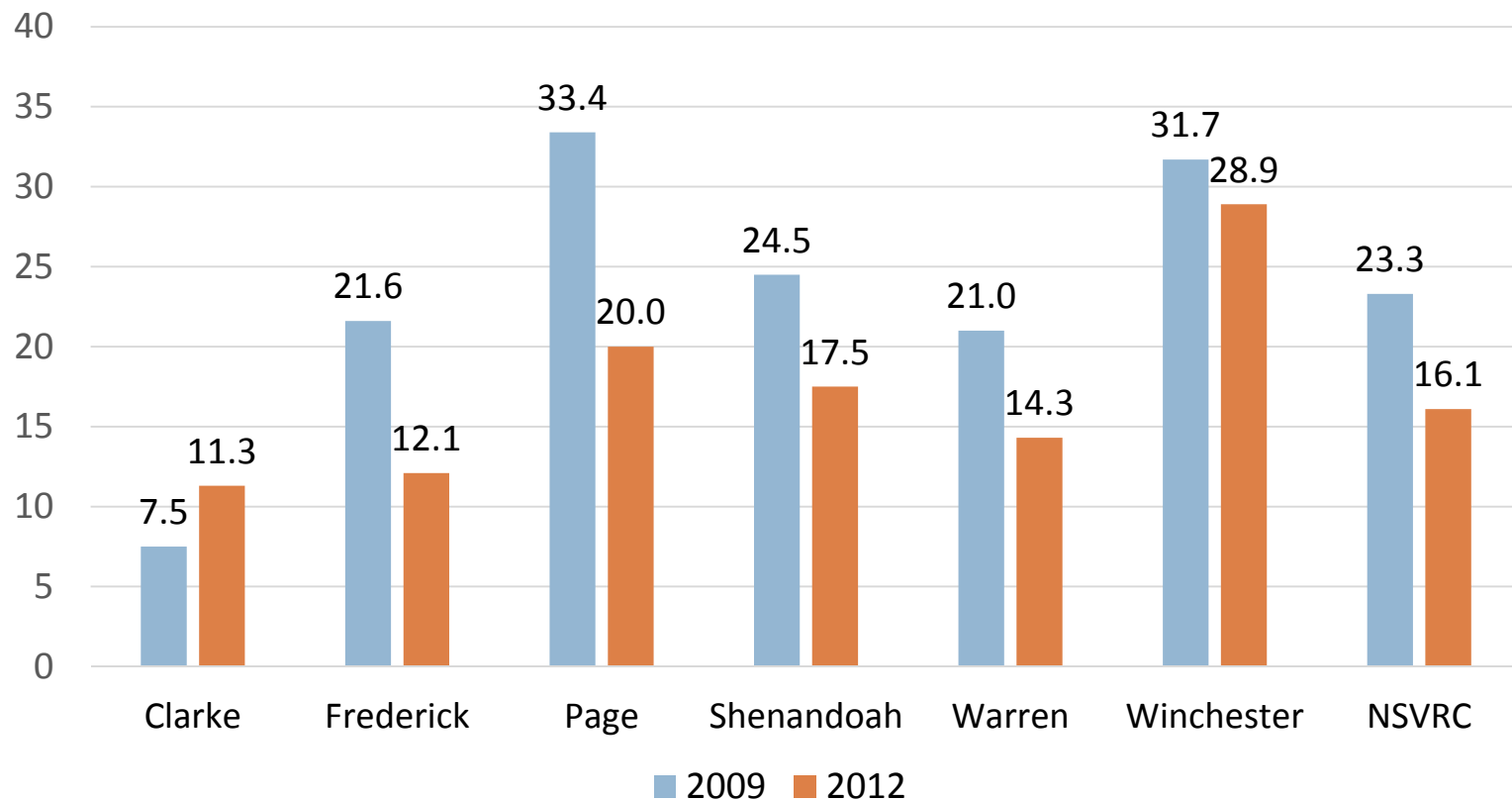


Source: U.S. Census Bureau, 2005-09 and 2008-12 American Community Survey multi-year estimates



Demographics:

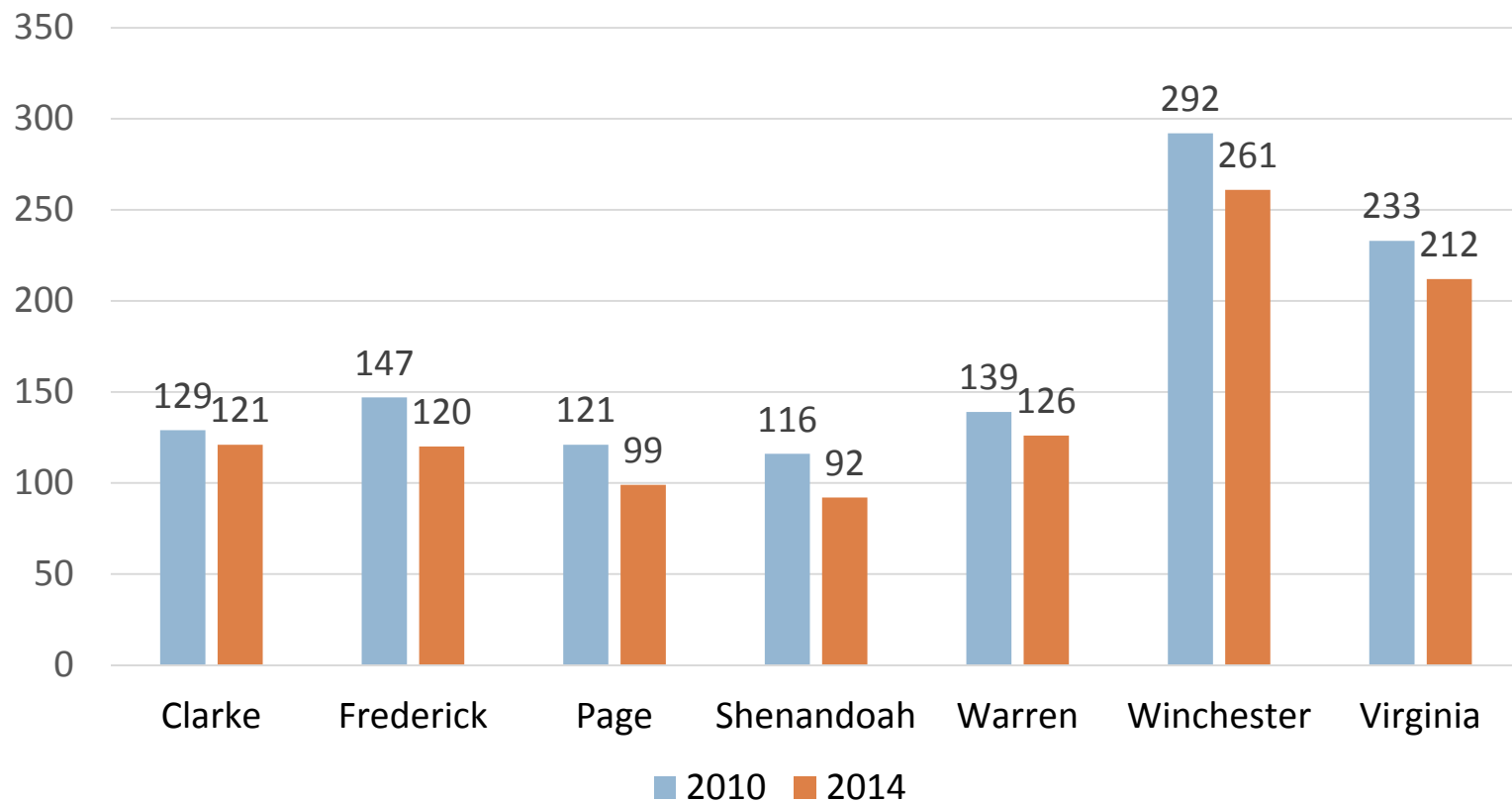
# Teen pregnancies per 1,000 females



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

Demographics:

# Violent crimes per 100,000 people



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

# Prepared by:

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## Lord Fairfax Community College

Dr. Cheryl Thompson-Stacy  
President  
cthompson-stacy@lfcc.edu  
(540) 868-7101

Dr. John Milam  
Director of Planning & Institutional Effectiveness  
jmilam@lfcc.edu  
(540) 868-7249