



Situation Analysis Report



Giles County

2013

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Introduction

Giles County conducted a comprehensive situation analysis during the fall of 2013. The situation analysis process was led by the Extension Leadership Council (ELC) and involved the development of a Giles County Unit Profile as well as gathering community perspectives on issues and problems in the county. Data and information from these two activities were analyzed by the ELC and priority issues were identified.

The ELC met three times during the situation analysis process. At the first meeting, an overview of the situation analysis process was covered. An initial situation analysis plan was developed that included tasks and timelines for ELC members and VCE staff. Based on this, the first task was a review of the unit profile. At a second meeting of the ELC, the VCE staff presented a Community Survey for input from ELC members. A number of issues were identified from this compilation of topics. The group finalized the survey to be distributed via electronic means and printed copies. Surveys were distributed at two local festivals, the local monthly farmers market, local businesses, and via a link on Unit website, <http://offices.ext.vt.edu/giles/> and local social media sites. The ELC also reached out to individuals in their respective communities to collect community member's surveys. At a third meeting of the ELC, the VCE staff updated group members to the progress made with collecting responses from the Community Survey. The Giles County VCE staff compiled the responses of the community survey and was able to identify top issues based on community responses. These items were presented to the Giles County ELC.

Unit Profile

Giles County is located in the southwestern part of Virginia, approximately 25 miles from Blacksburg and approximately 60 miles from Roanoke.



In Giles County, 29% of residents were between 35 and 54 years of age in 2011. Also 18% of Giles population was ages 65 years and older compared to Virginia's 12%.

The racial composition of Giles County is 97% White, 2% Black or African American and 1% Hispanic compared to 71% White, 20% Black or African American and 8% Hispanic in Virginia.

In Giles County, the population age 25+ that have completed a bachelor's degree or higher is 17% compared to 34% in Virginia.

The median household income is \$43,139 in Giles County compared to \$61,877 in Virginia.

The percentage of population from Giles County living below poverty level between 2007-2011 was 15% compared to 11% in Virginia. Data indicates that the percentage of children living in poverty has risen from 14% in 2010 to 19% in 2013, and now sits above both the state and national percentages at 16% and 14% respectively.

The unemployment rate in Giles County has risen from 6% in 2010 to 7.1% in 2012. This rate is higher than the state rate at 6.2% and the National Benchmark at 5%. Currently, as of August 2013, the unemployment rate is projected at 6%.

The number of uninsured people in Giles has risen from 13% in 2010 to 17% in 2013, surpassing the state percentage at 15%.

In Giles County, 35% of children were eligible for free lunch compared to 31% overall in Virginia.

Morbidity among Giles County population in 2013 due to poor or fair health was 17% compared to 10% nationally. Also, morbidity because of low birth weight was 8% compared to 6% nationally.

Pre-mature death was significantly higher with 8,529 deaths in Giles, as opposed to 6,362 in Virginia and 5,317 deaths nationally per 100k people.

The data indicates that in Giles County adult obesity has increased from 24% in 2010 to 29% in 2013 surpassing the national percentage of 25%. Also 57% of Giles County restaurants are fast food compared to 27% nationally. Physical inactivity in Giles County was 29% compared to 21% nationally.

Data on teen birth rate indicated Giles County had 44 individuals per 1000 in comparison with 32 in Virginia and 21 nationally. On a positive note, there has been a decrease in teen birth rate from 48 individuals per 1000 in 2010 to 44 in 2013.

Death rates in Giles County were higher due to heart disease, cancer, cerebrovascular disease, chronic lower respiratory disease, suicide and hypertension when compared to Virginia.

The county has lost a number of farms and acres of farmland. However the average farm size has increased by 11.5%.

On a positive note, while there is less land in agriculture production, the market value of products has increased nearly 41%. Corn for grain showed the greatest increase in crops harvested over the last 10 years.

Community and Resident Perspectives

On October 1, 2013 the Giles County ELC reviewed issues and discussed the level of need in Giles County. The attached Community Survey shows the range of issues identified by the ELC. The Community Survey was completed by 142 community members. 44% of respondents were at least “Somewhat Familiar” with “Virginia Cooperative Extension”; 67% of respondents were females; 45% of respondents have an education level of at least “some college”; 68% of respondents were over the age of 40; 96% of respondents identified themselves as “White”; and 65% of respondents have a household income of less than \$70,000.

The Family and Consumer Science advisory council also provided input to the community needs. On October 24, 2013 the Giles Family and Consumer Science (FCS) advisory council identified top family and community needs in Giles County. The council members were asked to rank their top five family and community issues individually and then discuss amongst themselves to create an overall list. The group identified a list of the top 4 community needs (these were not rank ordered): Family Processes, Healthy Lifestyle, Financial Management, and Aging.

Priority Issues

Individuals ranked the issues as “Very Important,” “Somewhat Important,” “Unimportant,” or “No Opinion.” The issues that received the most “Very Important” rankings are listed below, in rank order:

1. Employment Options
2. Parenting
3. Life Skills/Decision-Making for Youth
4. Aging Population/ Long Term Care
5. Youth Activities
6. Health
7. Water Quality/Quantity
8. Child Development
9. Food Safety/Preservation
10. Careers Awareness

The respondents were then asked to select, from their “Very Important” ranking, which items were top priority issues. Based on that information, the unit profile and resident perspectives data from above, the following top priority issues were identified for Giles County. The issues listed below are not listed in rank order, but in alphabetical order.

After-School Care

This was identified as a leading issue for Giles County residents. Approximately 2,430 students are enrolled in the public school system and there is one private school in the county. Extension is providing an after-school program at Macy McClautherty Elementary/Middle

School for grades 5-7, as well as a Robotics 4-H Club for 6-7 grades at Eastern Elementary/Middle School.

Extension is currently working to offer a Babysitting enrichment after-school program at Narrows Elementary/Middle School. Currently there are no programs being offered to high school students during the after-school time.

Aging Population/Long Term Care

In Giles County, 29% of the residents were between 35-54 years of age in 2011. Also, 18% of Giles' population is ages 65 and older compared to Virginia's 12%. There is a lack of resources/assistance to help individuals and families plan and address their own aging issues. Many families are becoming caregivers for elder relatives because of lack of affordable accessible elder care. Extension will network with other community agencies to determine resources available to help them.

Agriculture Production/Profitability

Agriculture Production/Profitability continues to rise to the top of the list for issues in Giles County. According to the Ag Census for Giles County, farm expenses per farm have increased from \$10,187 to \$15,047 between 2002 and 2007. Inputs like feed, fertilizer, and fuel tend to be what drives this increase in farm expenses. Although producers have very little control over these costs, they are able to control how they manage their operations to minimize the amount of inputs needed. Through extension programming we offer multiple educational opportunities like the Farm Management Series, Master Cattlemen's, the Multi-flora Rose Control Program, Summer Beef Field Day, forage and soil sampling, weed identification and control, on-site farm visits, Private Pesticide Applicator testing and recertification.

Employment Options

The most recent unemployment rate for Giles County is projected at 6%. There has been a decrease in unemployment of 1.1% since August 2012. Extension can provide community workshops on resume writing and interview skill development. The Giles County 4-H Teen Leadership Club works with teenagers throughout the county to write a cover letter and resume. Extension can support and work with Giles County Administration, Giles County Chamber of Commerce, and the Rotary Club of Giles County to host adult skill development events and workshops. These partnerships could showcase employment options.

Life Skills/Decision-Making for Youth

21% of Giles County residents are under the age of 18. Extension is working to provide opportunities for youth to participate in activities that will build their decision-making skills as well as develop other life skills. Community 4-H clubs are in place with a purpose of building independence, character, and community pride; currently there are five 4-H clubs open to all youth and their families. Extension provides a "School's Out" program during out-of-school time that provides opportunities for youth to have new experiences, develop new interests, and practice decision-making skills within a group setting.

Nutrition/Obesity

This was identified as a leading issue in Giles. Extension can provide educational programs and resources to improve nutrition/health behaviors and increase physical activity levels of local adults and youth. This can reduce the incidence of disease, reduce obesity-related conditions, reduce absenteeism at work and school, and assist with maintaining a healthy weight to improve physical and mental health. Currently Giles exceeds Virginia health statistics in the areas of: heart disease, cancer, diabetes and cerebrovascular disease, adult smoking and overall health condition. Adult obesity has increased from 24% in 2010 to 29% in 2013 surpassing the national percentage of 25%.

Parenting

Strong families are the foundation of strong communities. Virginia Cooperative Extension has the resources and professional expertise to improve the quality of child care services in Giles by educating staff, parents, child care providers, grandparents, other individuals and institutions about the positive benefits of quality child care. This program can help Giles youth and adults confront the multitude of issues that affect their well-being and create a greater capacity for self, family and community awareness, action and interaction. Family plays a major role in children's lives and positive youth-adult relationships lead to more productive adult citizens. Giles families need education and skills to assist them with the challenges and issues of child abuse and neglect, teen parents, foster care, juvenile delinquency, divorce rate, poverty and single parent families.

Youth Activities

Approximately 3,600 residents of Giles County are under the age of 18. Having a variety of positive activities available to this population is an issue for the area. Newport, Pembroke, Pearisburg, and Narrows have Park and Recreation Commissions or similar entity; both Giles High School and Narrows High School have diverse athletic and music programs; New River Valley Community Services offers in-school and after-school programs; Narrows and Newport offered movies on the lawn throughout the summer and fall months; and there are multiple youth church groups available to the youth population. Extension currently works in partnership with local governments, community organizations, and individuals to provide youth programming through local libraries, community centers, and area parks.

Appendices

Please see the following pages for the sample survey used to collect information for this report.



The purpose of this survey is to gather information about issues in Giles County. Please take a couple of minutes to share your opinions. The results of this anonymous survey will help in shaping Virginia Cooperative Extension programs in Giles County. Please return the completed survey to the Giles County Extension Office located at 507 Wenonah Ave, Pearisburg, VA 24134. or place it in the drop box located inside the building.
Please rate the importance of the following issues in Giles County.

	Unimportant	Somewhat Important	Very Important	No Opinion
After-School Care	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Aging Population/ Long Term Care	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Agriculture Production/Profitability	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Agriculture Sustainability/Preservation	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Alternative Agriculture	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Animals/Livestock Production	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Careers Awareness	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Child Development	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Chronic Disease	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Community Involvement/Volunteering	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Community Planning	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Community Services	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Consumer Issues	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Dependent Care	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Employment Options	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Environmental Protection/Land Use	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Family Activities	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Farm Land Transitions	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Field Crops/Commercial Horticulture	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Finances/Financial Mgmt	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Food Safety/Preservation	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Health	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Home Horticulture/Gardening	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Household/ Backyard Pets	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Housing/Home	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Leadership	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Life Skills/Decision-Making for Youth	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Local Food	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Natural Resource Production/Profitability	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Nutrition/Obesity	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Parenting	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Pests/Pest Mgmt	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Public Awareness of Agriculture	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Small Business/Entrepreneurism	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Water Quality/Quantity	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Wildlife-Human Interaction	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Youth Activities	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

1. For the issues you rated Very important, **please select the top five** and provide additional information on the lines below on *why you feel they are important* for Giles County and *what you think might be done to address them*.

Issue 1:

Issue 2:

Issue 3:

Issue 4:

Issue 5:

2. Please provide any additional information on what direction you believe Extension or community programs should take in Giles County.

3. How familiar are you with Virginia Cooperative Extension?

- Not familiar at all
- Somewhat familiar
- Familiar
- Very familiar

4. Have you ever participated in educational programs offered by Virginia Cooperative Extension? No Yes

5. If you answered Yes to the above question, which VCE educational program(s) did you participate in and what was the value to you?

Please tell us about yourself. These items are voluntary to complete.

6. What is your sex? Female Male

9. Which category best describes your race?

- American Indian or Alaskan Native
- Black or African American
- Hispanic or Latino
- Native Hawaiian or Other Pacific Islander
- White
- Other _____

7. Which of the following describes your highest level of education?

- Less than high school
- Some high school
- High school graduate/GED
- Some college
- College graduate
- Some graduate work
- Master's degree
- Doctorate degree

8. In which category is your current age?

- 18-29
- 30-39
- 40-49
- 50-59
- 60-64
- 65+

10. Which of the following categories best represents your gross total family income during the last year?

- Less than \$10,000
- \$10,000-\$19,999
- \$20,000-\$29,999
- \$30,000-\$39,999
- \$40,000-\$49,999
- \$50,000-\$59,999
- \$60,000-\$69,999
- \$70,000-\$79,999
- \$80,000-\$89,999
- \$90,000-\$99,999
- \$100,000 or more