



Virginia Cooperative Extension

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Situation Analysis Report



Rockingham County

2013

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Introduction

Rockingham County conducted a comprehensive situation analysis in the fall of 2013. The situation analysis process was led by the Rockingham County Extension Unit and involved the development of a Rockingham County Unit Profile, as well as gathering community and resident perspectives on issues and problems in the county. Data and information from these activities were analyzed by the Rockingham County Unit and priority issues were identified.

Unit staff met several times to develop a survey tool and to discuss a distribution strategy. Staff discussed appropriate survey methods, terminology for headings and options, and overall layout. Additionally, the survey was translated into Spanish by staff members to help address possible language barriers. Following tool development and proofing, surveys were distributed by e-mail, included in mailings and distributed to individuals over a four-week period. Throughout the four-week period a volunteer compiled all hard copy surveys into a database. At the final meeting, key findings from the unit profile and results from the surveys were presented and discussed. Following a thorough evaluation of qualitative and quantitative data, the key issues for Rockingham County were identified, including those that could be addressed with current Virginia Cooperative Extension (VCE) resources and those that were outside the scope of VCE.

Unit Profile

Rockingham County is located in the central Shenandoah Valley of Virginia.

The data indicated that population by race has remained unchanged between 2007 and 2011.

In Rockingham County, the rate of uninsured residents is higher than both the state and national averages (19% versus 15% and 11% respectively).

Additionally, the ratio of residents to primary care physicians far exceeds that of the national and state averages (4020:1 versus 1356:1 and 1067:1 respectively).

Information from the county comprehensive plan showed that there is a need for balancing preservation and development of land resources techniques.

The percent of high school graduation increased 12% in the past three years. Additionally, individuals with some college education have more than doubled from 20% to 48% since 2013.

The ratio of farm expenses to net income significantly increased from 2002 – 2007, from 2.3 to 3.1. Additionally, land in farms and farm size both decreased over the same time period.

A current estimate of residents living below poverty level is 11% with 46% of female householders with related children under 18 years of age living below poverty level.

Community and Resident Perspectives

A survey was developed to gather input from county residents on issues they felt were important. The survey was also done in Spanish. The survey was sent to county residents whom we had addresses for and it was available online. One-hundred twenty surveys were completed and returned. After survey compilation, no significant difference was found between any of the issues listed on the survey, with respondents rating all issues as “Very Important” to “Somewhat Important.” The survey also included open-ended questions asking respondents to list the most important issues facing Rockingham County. Residents indicated land preservation, economic growth and youth involvement as priority issues for Rockingham County.

Priority Issues

Listed below is a summary of the priority issues identified for Rockingham County and how they are currently being addressed.

Agriculture: Local Food -- accessibility, community linkages

- Foster strong, resilient local and regional food systems through the development of extensive diverse community-based partnerships
- Offer educational programming related to the Virginia Farm-to-Table initiative including conferences, workshops, farm tours, and monthly focused work group meetings
- Promote beginning farmer development via the Virginia Beginning Farmer and Rancher Coalition Program’s many outreach efforts, such as curriculum development, workshops, fact sheets, and consults
- Organized a 65 member volunteer association (Central Shenandoah Valley Master Gardeners (MG)) and offer training for new MG volunteers, and on-going development of programming related to home, school, and community gardening

Agriculture: On-Farm Food Safety – minimizing contamination risks

- Develop a strong on-farm food safety program to help fresh produce growers implement Good Agricultural Practices (GAPs) aimed at reducing fresh produce contamination risks
- Use a multi-pronged approach to educate growers needing GAP certification by using group grower trainings, one-on-one farm consults (on-farm assessment, GAP audit manual preparation, on-farm compliance, mock audit walk-throughs), and post-audit follow-up
- Develop written and web-based resources to assist growers, including checklists, manual documents, signage, etc.

Agriculture: Profitability and Environmental Sustainability

- Develop and offer educational programming based on on-going crop, horticulture, livestock, and dairy producer input, and changing market trends
- Promote diversification of farm enterprises to spread risk and provide additional income sources

- Provide production workshops and field days to growers, as well as one-on-one consultations in the areas of crop, livestock, dairy, and horticultural production
- Partner with other agencies and industry to hold programs advocating agricultural best management practices (BMPs) to minimize erosion and runoff of soil and nutrients into the local watersheds

Environmental/Land Use: Environmental Quality – air, soil, water

- Provide conferences and field days to help farmers implement and refine management practices related to no-till cropping systems and cover crops in order to minimize sediment and nutrient losses
- Promote agricultural BMPs such as the exclusion of livestock from water bodies using fencing
- Evaluate manure management and other technologies that minimize pollution and allow more precise application of nutrients to crop areas
- Promote homeowner BMPs for lawn and garden via various outreach venues

Environment/Land Use: Land Use Planning - farmland preservation, green space

- In order to slow the loss of farmland to residential and commercial development, educate farmers and land owners about land conservation and preservation options, such as conservation easements, land use taxation, and farm transition between generations
- Foster the value and contribution of farmers to the larger local citizenry via regional promotion like the “Buy Fresh Buy Local Directory” and other similar initiatives
- Promote green space development and beautification through Master Gardener outreach aimed at the general public at local farmers’ markets, library, and gardening seminars

Families and Communities: Aging

- As our population continues to increase in age, programs will continue to focus on helping citizens to age successfully
- Programs targeting senior citizen groups help to address special issues facing older Americans, including scams and frauds, financial security and transferring property

Families and Communities: Financial Management and Housing

- Education related to creating a secure financial future for individuals and families is developed and presented in community
- To reduce the need for predatory lending products, educational programs focus on goal setting and the creation of emergency savings funds
- Program development for a Master Financial Education Volunteer program to provide trained community members to assist individuals, families, and agencies with financial management
- Youth financial management programs, including “Reality Store” to increase the financial literacy of our younger population
- Programming designed to assist first time homebuyers and help them prepare for homeownership, including saving for home repairs

Families and Communities: Health and Nutrition/Food Safety

- Chronic disease prevention is a major educational goal of the Family and Consumer Sciences program of VCE
- Educational programs are developed and presented to educate the public on positive nutrition and health related activities
- The Family Nutrition Program (FNP) assistants provide nutrition and food safety education to individuals and families who are receiving SNAP (food stamp) benefits. Multi-session programs include education, food preparation and sampling, as well as a take-home bag of food
- Programs related to food safety are provided to a variety of audiences, including community groups, food service managers, and home food preservers in order to create a safer food system in our community

Families and Communities: Parenting

- Programs incorporate aspects of this issue, including allowances, teaching children about managing money, nutritious meals and snacks, and the importance of family mealtime
- Parenting programming is provided by other agencies in the community and our office refers consumers to those agencies

Youth: Activities

- Clubs design educational programs approximately each month based on interests and needs of members
- Programming on county-level assist in addressing needs of county-level programming
- Promotion and transportation provided to state-level events
- Year-round scholarships available to members who would like to participate in regional programming

Youth: Leadership Training & Teen Involvement

- Have an active Young Leaders Association which involves teens 14-19 to become more involved in promotion, advocacy, community service and recruitment in Rockingham County
- Provide officer training at club and county levels, and promote and advocate youth to run for club offices
- Involve intermediate and teen-aged youth in assisting with workshops as helpers and instructors
- Provide an extensive training for camp counselors for day camps and residential camps
- Encourage and promote youth to run for 4-H cabinet, attend Washington Leadership Conference and National Congress
- Involve youth in programming efforts including content, dates and ideas/suggestions

Youth: Life Skills/Decision Making

- Involve youth in club order and programming efforts
- Provide educational programming focused on life skill development, citizenship and leadership including workshops, day camps, residential camps, state-level events, and team events

- Advocate a long-term project book opportunity focused on specific projects (e.g., woodworking, photography, livestock)
- Involve youth in club- and county-level community service and fundraising efforts
- Host county-level contests for public speaking, presentations, fashion revue and Share-the-Fun (talent show)

Other: Building Schools/Education

- Partner with schools to provide school enrichment opportunities including embryology, horticulture, agriculture production and Character Counts!
- Serve on Rockingham County Agriculture Advisory Board
- Provide two Character Counts! grants to school teachers each year

Other: Job Opportunities

- VCE does not directly create job opportunities in the community, but several of our programs address this issue
- Provide volunteer training and experience that can extend beyond the goals of VCE
- Provide paid and unpaid internship opportunities
- 4-H youth development programs help youth build skills to prepare them for working in the community
- Family and Consumer Sciences programs help provide skills that youth and adults need to be productive employees
- Agriculture programs work to increase the profitability of farms and provide the opportunity to employ more people

Other: Public Transportation

- Respondents identified the lack of adequate public transportation in the county, especially for the elderly, as an important issue. However, this issue is outside the scope of VCE and should be addressed

Appendices
(next two pages)

Rockingham County Community Survey

The purpose of this survey is to gather information about issues in Rockingham County. Please take a couple of minutes to share your opinions. The results of this survey will help in shaping Virginia Cooperative Extension programs in our county. The survey is completely anonymous. Please respond to the survey by November 15, 2013.

1. What do you see as the 3 most important issues in Rockingham County? Please tell us why you feel they are important and what you think might be done to address them.

2. Please rate the importance of the following issues in Rockingham County.

	Very Important	Somewhat Important	Neither Important nor Unimportant	Somewhat Unimportant	Very Unimportant	No Opinion
<u>Agriculture</u>						
Local Foods – accessibility, community linkages	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
On-Farm Food Safety – minimizing contamination risk	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Profitability – marketing, production cost	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Sustainability – economic, environmental	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Other _____	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
<u>Environment/Land Use</u>						
Environmental Quality – air, soil, water	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Land Use Planning – farmland preservation, green space	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Wildlife – hunting, nuisance, sustainability	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Other _____	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
<u>Families and Communities</u>						
Aging Issues	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Financial Management (consumer issues, debt)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Food Safety	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Housing (buying, renting, indoor air quality, energy management)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Health and Nutrition	<input type="radio"/>	<input type="radio"/>	<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"/>	<input type="radio"/>	<input type="radio"/>
Other _____	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
<u>Youth Development</u>						
Activities	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Leadership Training	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Life skills/decision making	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Teen Involvement	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Other _____	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Encuesta Comunitaria Del Condado de Rockingham

El objetivo de esta encuesta es obtener información acerca de los problemas en el condado de Rockingham. Por favor tome unos minutos para compartir su opinión. Los resultados de esta encuesta contribuirán a dar forma a los programas de Extensión Cooperativa de Virginia en nuestro condado. La encuesta es completamente anónima. Por favor, responda a la encuesta hasta el 15 de noviembre de 2013.

1. ¿Qué cree Usted son los 3 temas más importantes en el condado de Rockingham? Por favor, díganos sus razones por que siente que son importantes y lo que piensan que se podría hacer para resolverlos.

2. Por favor califique la importancia de los siguientes temas en el condado de Rockingham.

	Muy importante	Algo importante	Importante ni poco importante	Poco importancia	Muy poco importante	No tengo opinión
<u>Agricultura</u>						
Los alimentos locales - accesibilidad, vínculos de la comunidad	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Seguridad alimentaria campesina – reducir el riesgo de contaminación	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Lucrativo:- mercadeo, costos de producción	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Sostenibilidad-económica, ambiental	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Otro _____	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
<u>Ambiente/Aprovechamiento de Tierra</u>						
Calidad de ambiente-aire, el suelo, el agua	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Planeamiento del aprovechamiento de la tierra-preservación tierras agrícolas, espacios verdes	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Fauna Silvestre- la caza, la molestia, la sostenibilidad	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Otro _____	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
<u>Familias y Comunidades</u>						
Envejecimiento	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Financiera (problemas del consumidor, la deuda)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Seguridad alimentaria	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Vivienda (compra, alquiler, calidad del aire de interior, manejo de la energía)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Salud y nutrición	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Cuidar los niños	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Otro _____	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
<u>Desarrollo juvenil</u>						
Actividades	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Capacitación en liderazgo	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Habilidades/toma de decisiones de la vida	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Participación de adolescentes	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Otro _____	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>