

2018 Community Needs Assessment Results



Heartland United Way

Community Needs Assessment - Public Service Utilization



The purpose of this survey is to record the needs of people who may be struggling to know where to go and who to talk to when times of physical, financial, mental or other stress occur in life, as well as reasons why this may be occurring. Upon completion and evaluation of this survey, our goal is to begin connecting people to available resources in our community, and see what future resources need to be put into place to better serve everyone.

All answers are confidential.

No personal or identifying information will be shared outside of the Heartland United Way, including personal contact information should that be submitted willingly.

How old are you? _____

What county do you live in? _____

Gender/Sex: Female Male

What race or ethnicity do you identify with?

White Black

Hispanic/Latino Asian/Pacific Islander

American Indian or Native American

How would you categorize your household employment? (Select all that apply)

Work full-time, at a single job Work part-time, at a single job

Work part-time, at multiple jobs Self-employed Unemployed

What type of home are you? (*Parent home means that children under the age of 18 currently live with you.)

Single-parent home Two-parent home Children are grown Do not have children

How many children under the age of 18 live with you?

None 1 child 2 children 3 children 4 or more children

What age groups are these children:

0-3 years old 4-5 years old 6-11 years old 12-15 years old 16-18 years old

On a scale of 1 to 10, how involved are you in your community (e.g. work, religious affiliations, hobby groups, other social groups, etc.)? Please circle.

1 2 3 4 5 6 7 8 9 10
(not at all involved) (very involved)

In your community, what type of support do you find yourself needing but unable to find?

Opportunities to improve education, skills training and/or professional development

Child/daycare services

Student success programs (e.g. after-school activities, mentoring, internships, etc.)

Mental health therapy and support services

Help with healthcare costs (e.g. medical check-ups, prescriptions, bills and payments, etc.)

Financial education and budgeting

Opportunities to start my own business

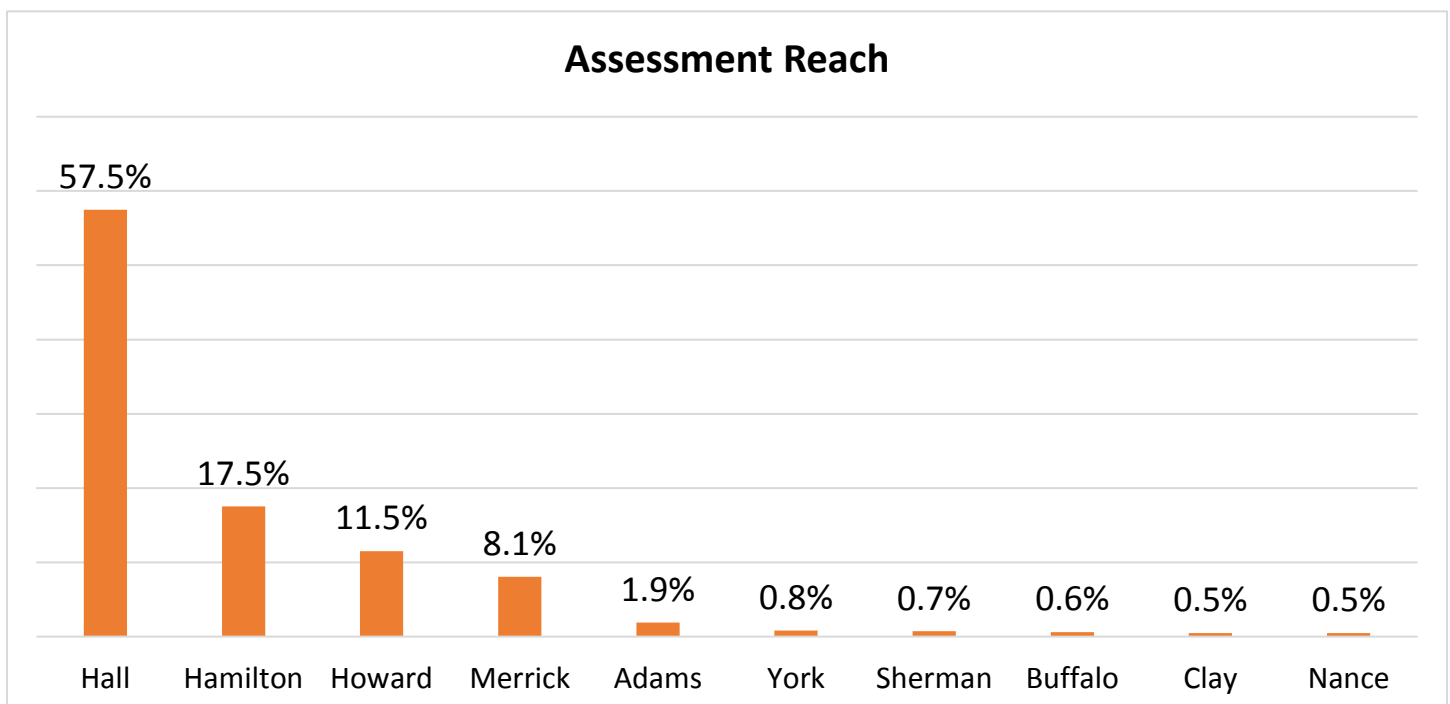
Please flip over and complete backside. →

As part of our ongoing work to support responsive and adaptive programming in our four county area, Heartland United Way conducted a community needs assessment, primarily focusing on missing resources and barriers in accessing resources in our area.

We collaborated with the 12 school districts in our counties to proliferate the first wave of assessment communication. Following that, we contacted community organizations and churches to provide their feedback as well.

Paper and Spanish versions were available upon request.

Total responses were 852. Over half were from Hall county (485 persons), 147 from Hamilton, 96 from Howard, and 67 from Merrick counties. Almost 50 (46 actual) lived outside of our service area, and eight persons did not give their county of residence.



The assessment reached several counties outside of Hall, Hamilton, Howard, and Merrick counties [see above]. Sixteen people from Adams, seven from York, six from Sherman, five from Buffalo, and four each for Clay and Nance participated. We reached Polk, Greeley, Custer, and Douglas counties, with one person representing each county respectively.

Race	Percentage
White	89.5%
Hispanic / Latino	8.1%
Black	1.3%
Asian / Pacific Islander	0.5%
Native American Indian	0.4%
Other / Multiracial	0.2%

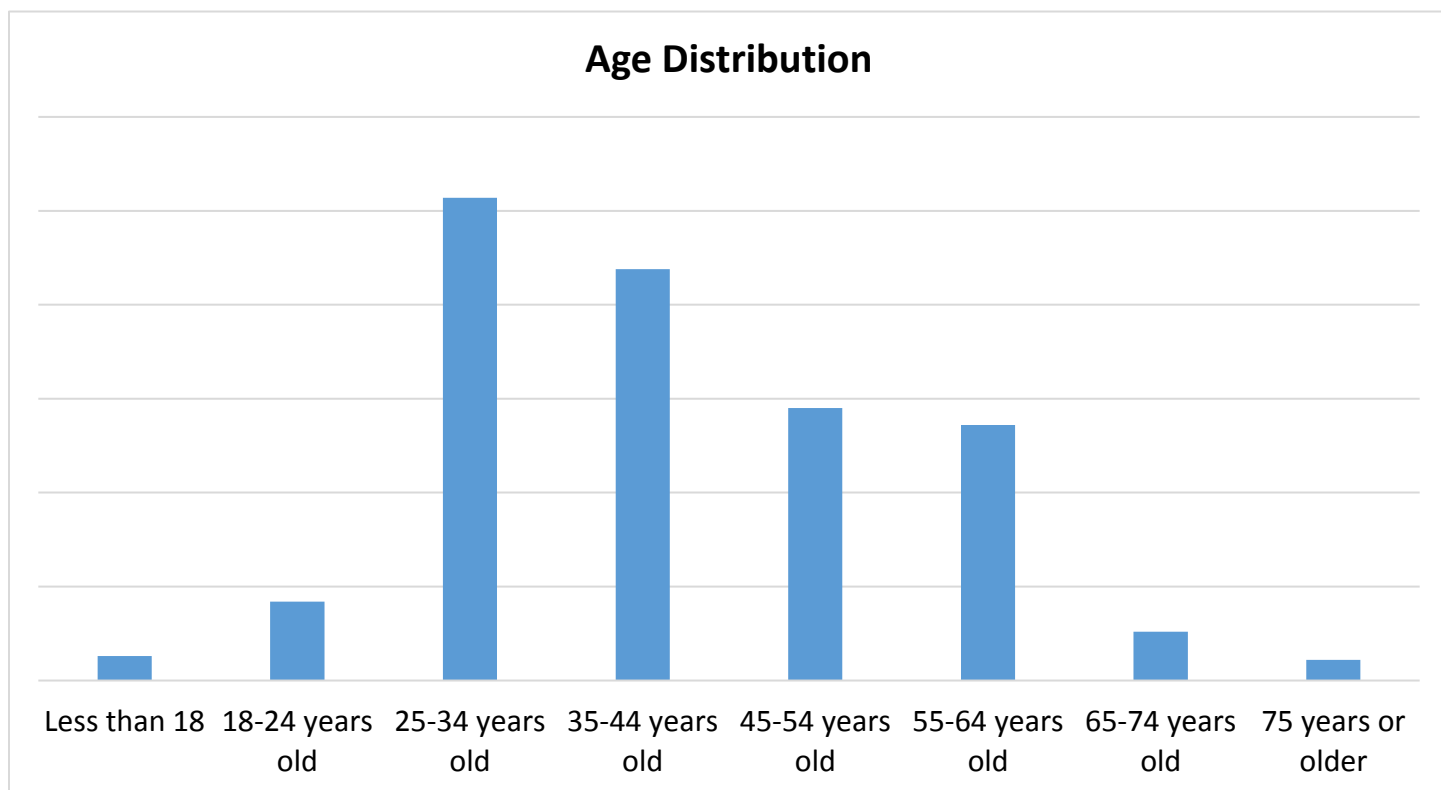
The question asked “Which race or ethnicity do you identify with?”

According to the U.S. Census Bureau, a person can **only** be ethnically “Hispanic / Latino”. Therefore, answers would be “white, Hispanic/Latino” or “white”, with no-Hispanic/Latino selection.

Multiple selection was an option due to the assumption that most people do not

know that Hispanic/Latino is an ethnicity and not a race.

According to voluntary written and typed responses, the youngest was person was three; oldest person was 100. Six people had non-qualifying entries.



Household demographics asked two questions: (1) How would you categorize your household employment and (2) are you a single-parent or two-parent home.

Employment Option	Percentage of Total
Work full-time	81.1%
Unemployed	8.9%
Work part-time, one job	6.8%
Self-employed	6.1%
Work part-time, multiple job	3.4%

Multiple selection was an option to account for persons with multiple

For persons who considered themselves retired there was no clear category of selection and that was left to individual interpretation.

Adding a “retired” option would be beneficial for future assessments.

Retrospectively, Question 2 was ambiguous. Optimally, persons married without children would have put “Neither” (Option 3); same for persons married with children who were no longer living at home.

Here is what household typed looked like:

Single-parent home:

9.4%

Two-parent home:

68.5%

Neither:

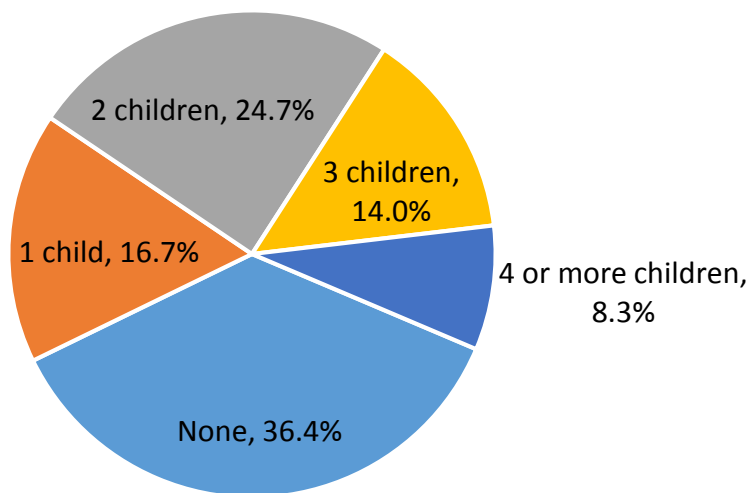
22.2%

Based on answers for household Question 2, only respondents who identified themselves as single- or two-parent homes would have answered. Looking at response numbers that was not the case.

“How many children under the age of 18 live with you (presently)?” may have been interpreted as “How many children do you have?”

See chart below for breakout.

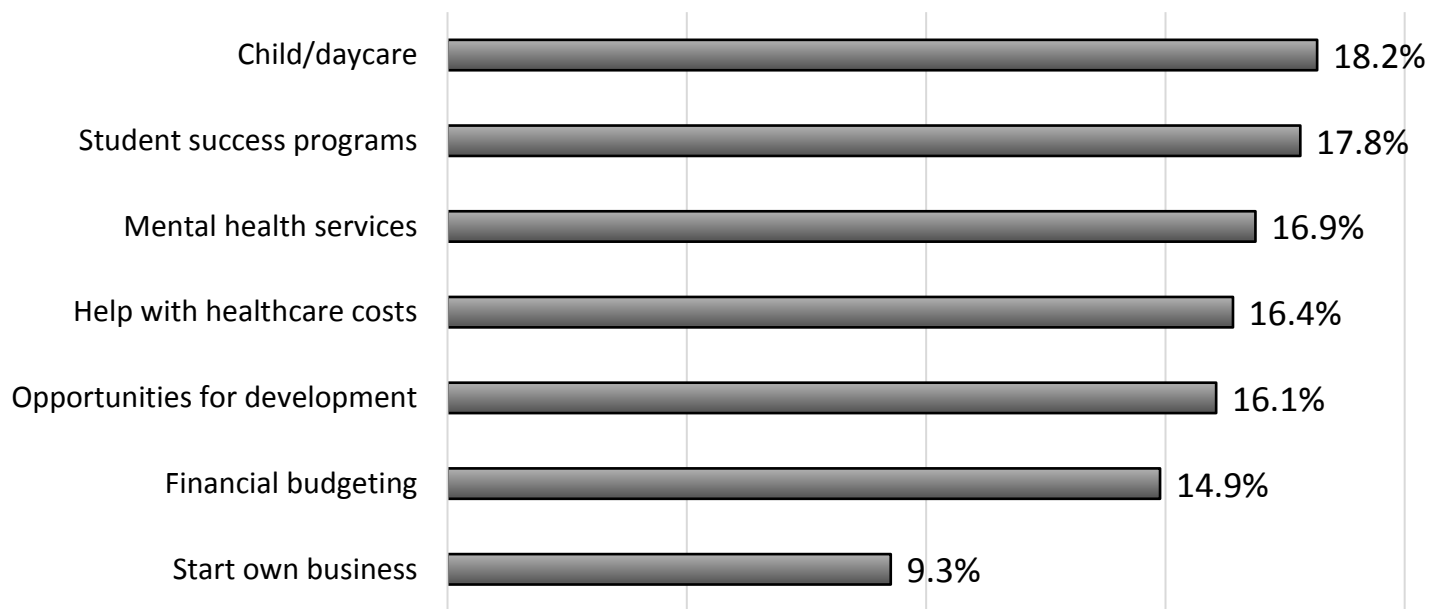
Number of Children In Home



To reiterate, the focus of this assessment was to discern what resources we are missing in our communities and the barriers that inhibit accessibility.

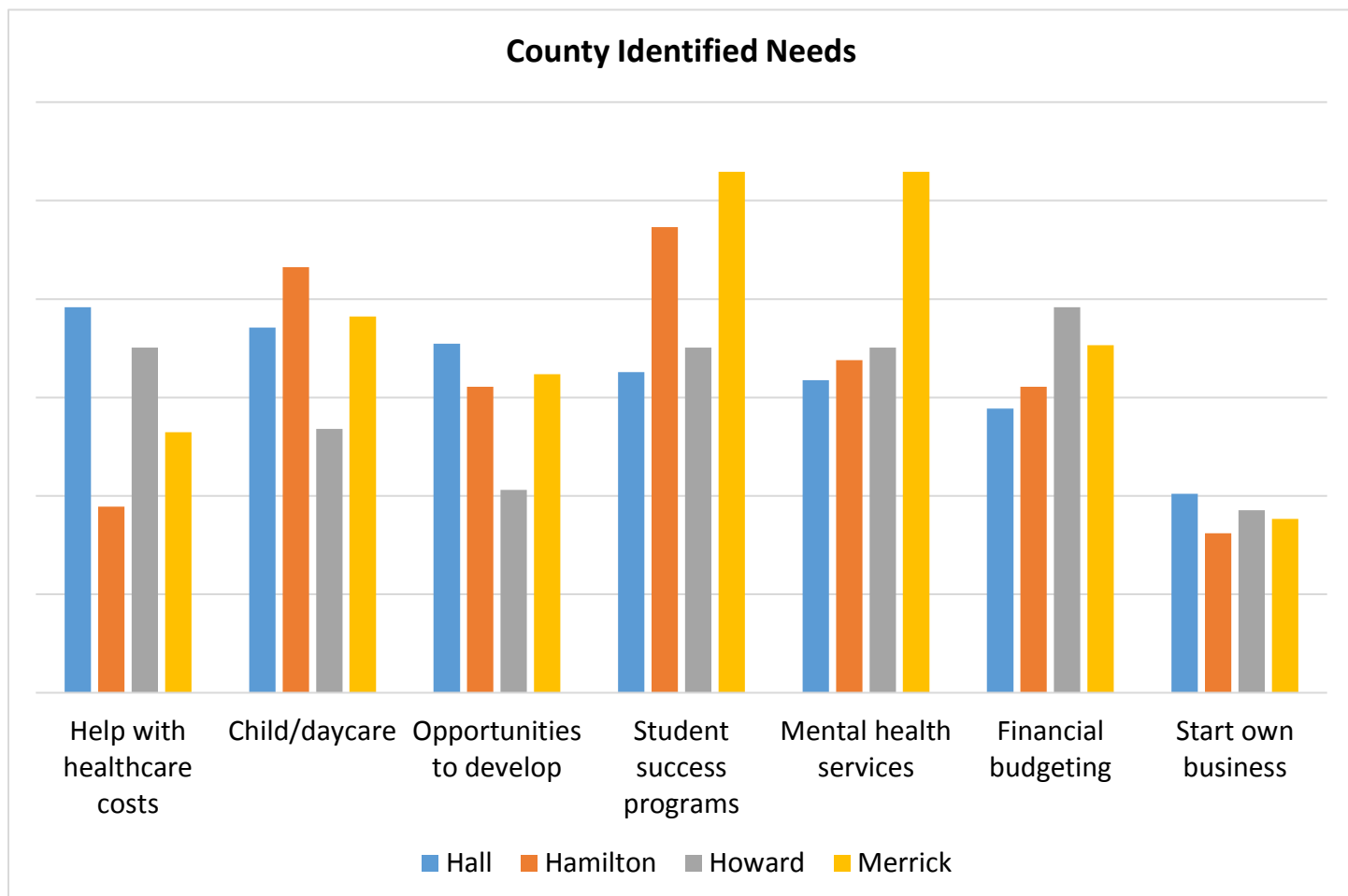
In doing this assessment, we learned that, while our counties have similar needs, they are also distinctly different the specificity of those needs and the reasons making them difficult to access.

Missing Resources



Options were designated by categorizing our community partners. There were 936 selections; multiple select was an option.

However, when disaggregated by county, the needs look very different.



The following pages highlight the top three resources in need of support, as well as the top three barriers.

Complete graphs are also included showing all resources from most needed to least, according to results.

Residents in Hall County are unable to access...

AFFORDABLE HEALTHCARE



19.6% need help financing and paying for healthcare.

CHILD/ DAYCARE SERVICES



18.6% are looking for affordable, qualified childcare services.

OPPORTUNITIES TO DEVELOP



17.7% are looking for professional and educational development opportunities.

Due to...

OUT-OF-POCKET EXPENSES



26.8% don't access resources due to cost.

NOT QUALIFYING



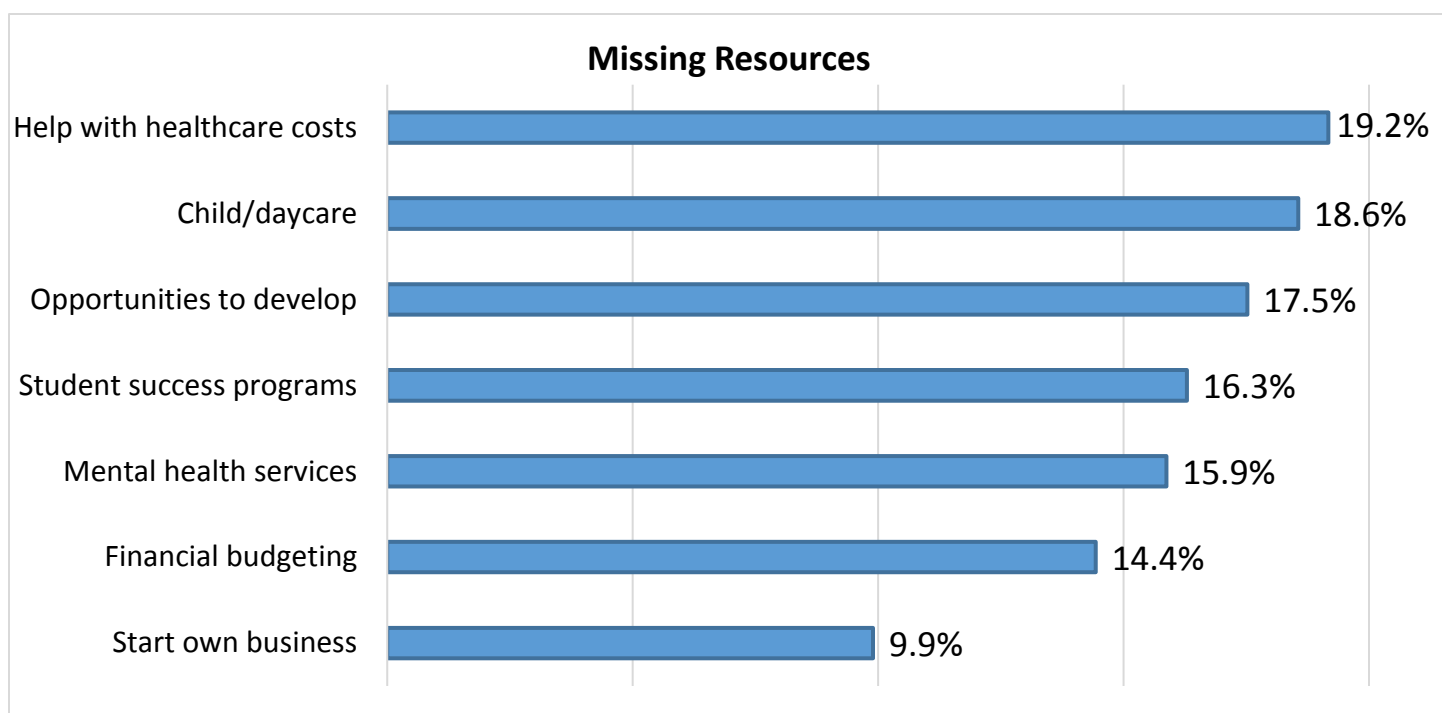
23.0% are not eligible for available programs.

NOT KNOWING WHERE TO START



22.6% are not aware of where to go to find help.

Below is a graph for all options.



Residents in Hamilton County are unable to access...

STUDENT SUCCESS PROGRAMS



23.6% want more programs to support students.

CHILD/ DAYCARE SERVICES



21.6% are looking for affordable, qualified childcare services.

MENTAL HEALTH / THERAPY SERVICES



16.9% are looking for mental health and support services.

Due to...

LOCATION (too far, not local)



18.2% cannot find local, accessible services.

NOT KNOWING WHERE TO START



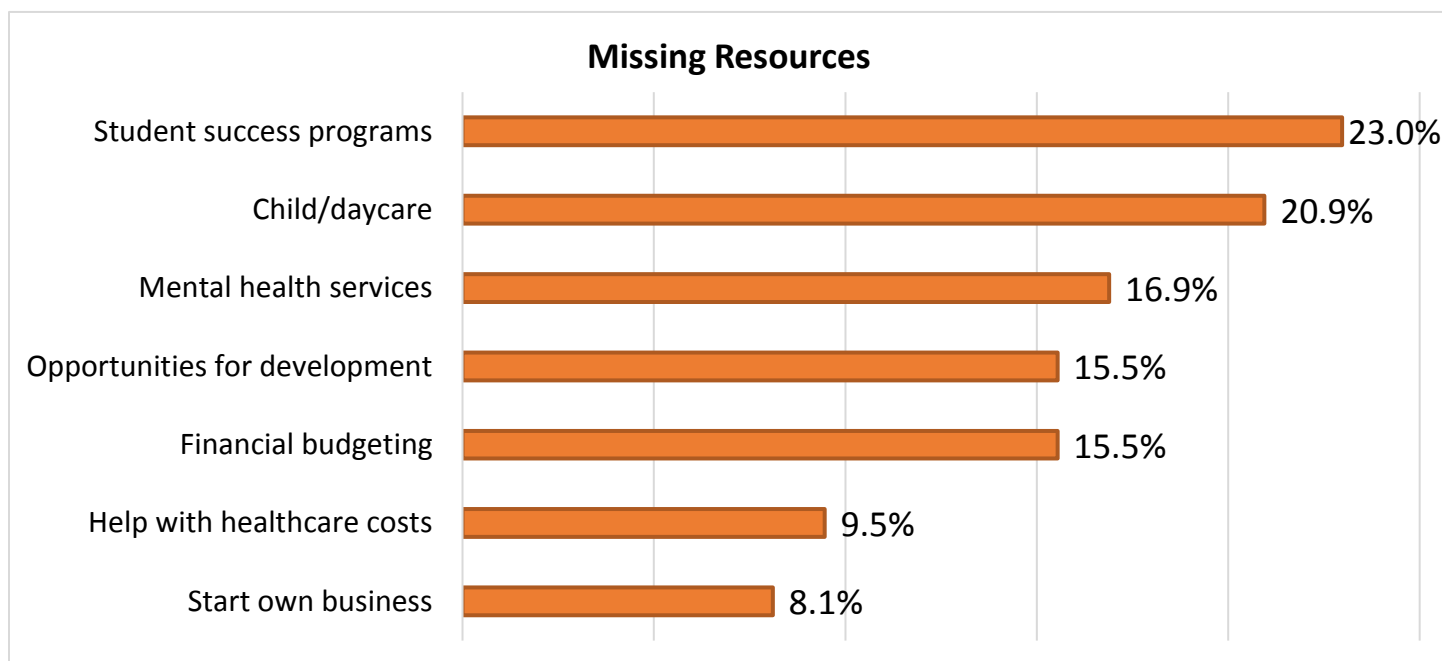
16.9% are not aware of where to go to find help.

OUT-OF-POCKET EXPENSES



13.5% don't access resources due to cost.

Below is a graph for all options.



Residents in Howard County are unable to access...

BUDGETING AND FINANCE EDUCATION



19.6% want to know how to manage money better.

AFFORDABLE HEALTHCARE



17.5% need help financing healthcare.

STUDENT SUCCESS PROGRAMS



17.5% want more programs to support students.

MENTAL HEALTH / THERAPY SERVICES



17.5% are looking for mental health and support services.

Due to...

OUT-OF-POCKET EXPENSES



22.7% don't access resources due to cost.

LOCATION (too far, not local)



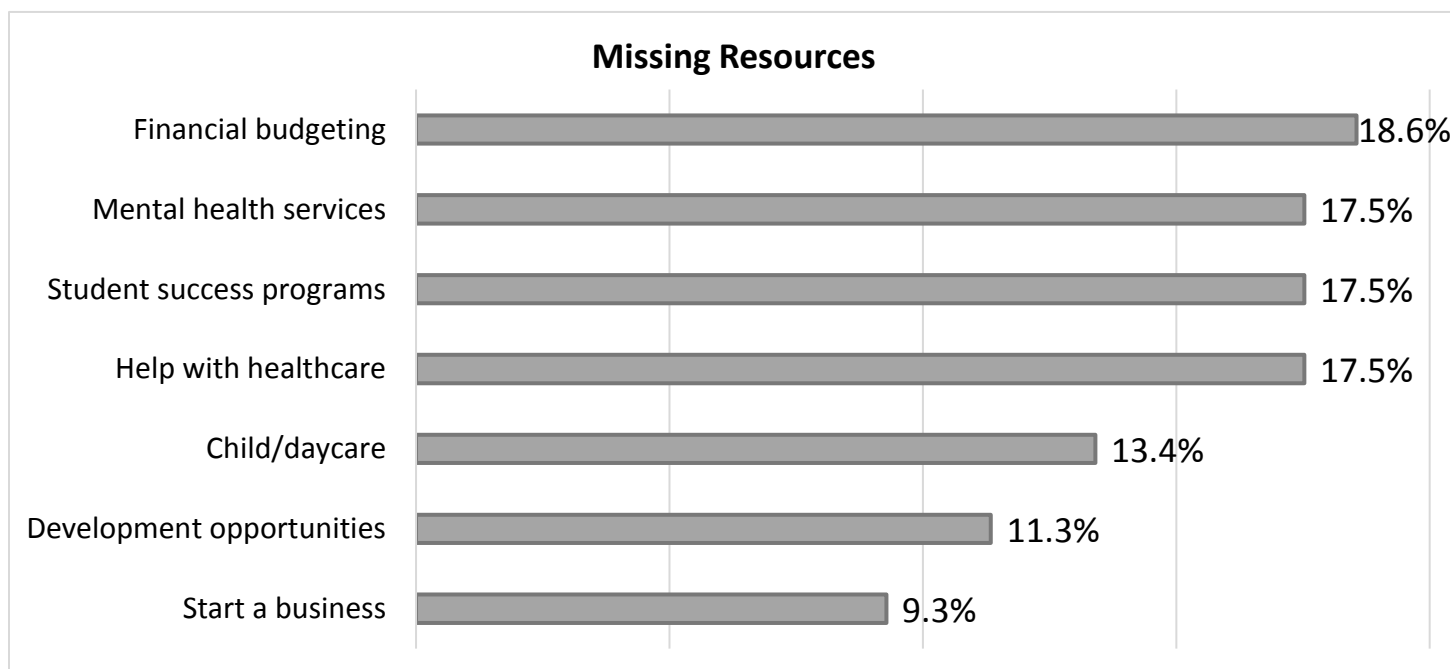
18.6% cannot find local, accessible services.

NOT KNOWING WHERE TO START



16.5% are not aware of where to go to find help.

Below is a graph for all options.



Residents in Merrick County are unable to access...

MENTAL HEALTH / THERAPY SERVICES



26.5% are looking for mental health and support services.

STUDENT SUCCESS PROGRAMS



26.5% want more programs to support students.

CHILD/ DAYCARE SERVICES



19.1% are looking for affordable, qualified childcare services.

Due to...

LOCATION (too far, not local)



22.1% cannot find local, accessible services.

OUT-OF-POCKET EXPENSES



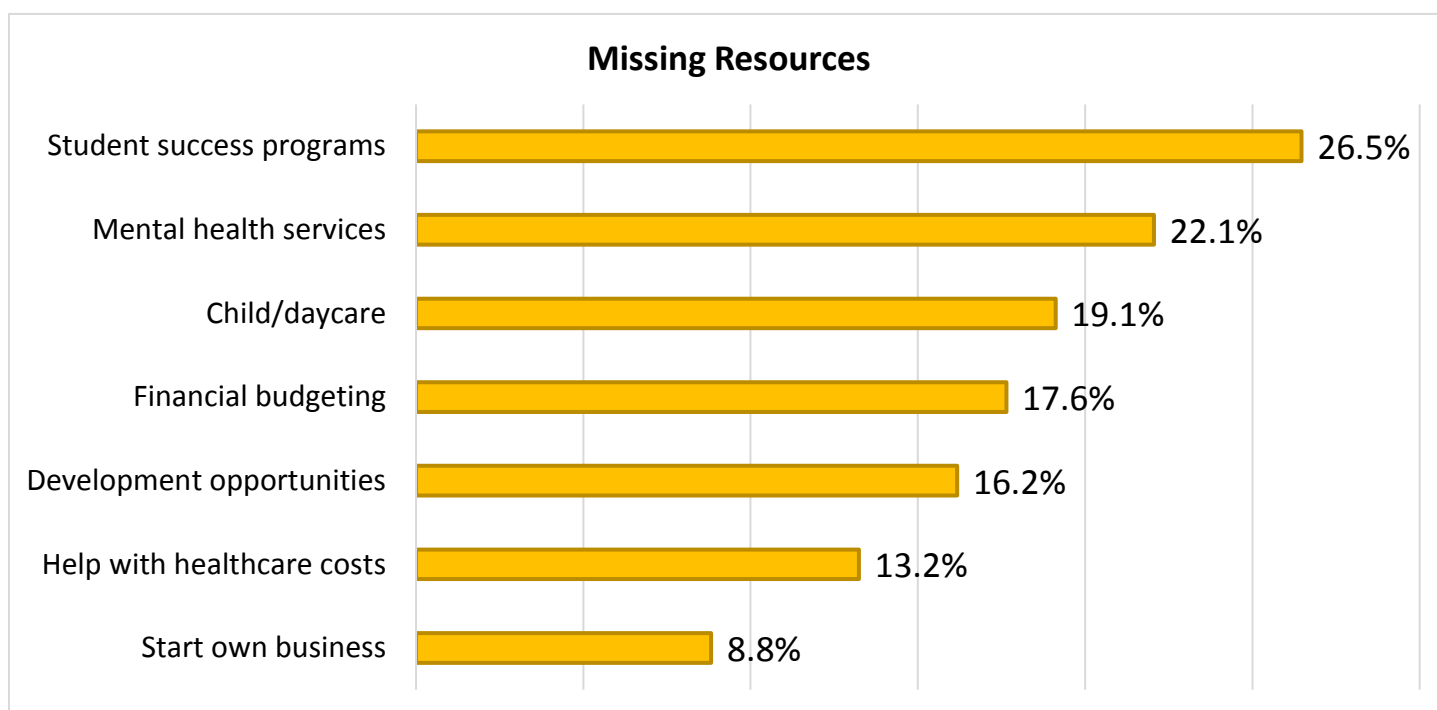
22.1% don't access resources due to cost.

AVAILABILITY



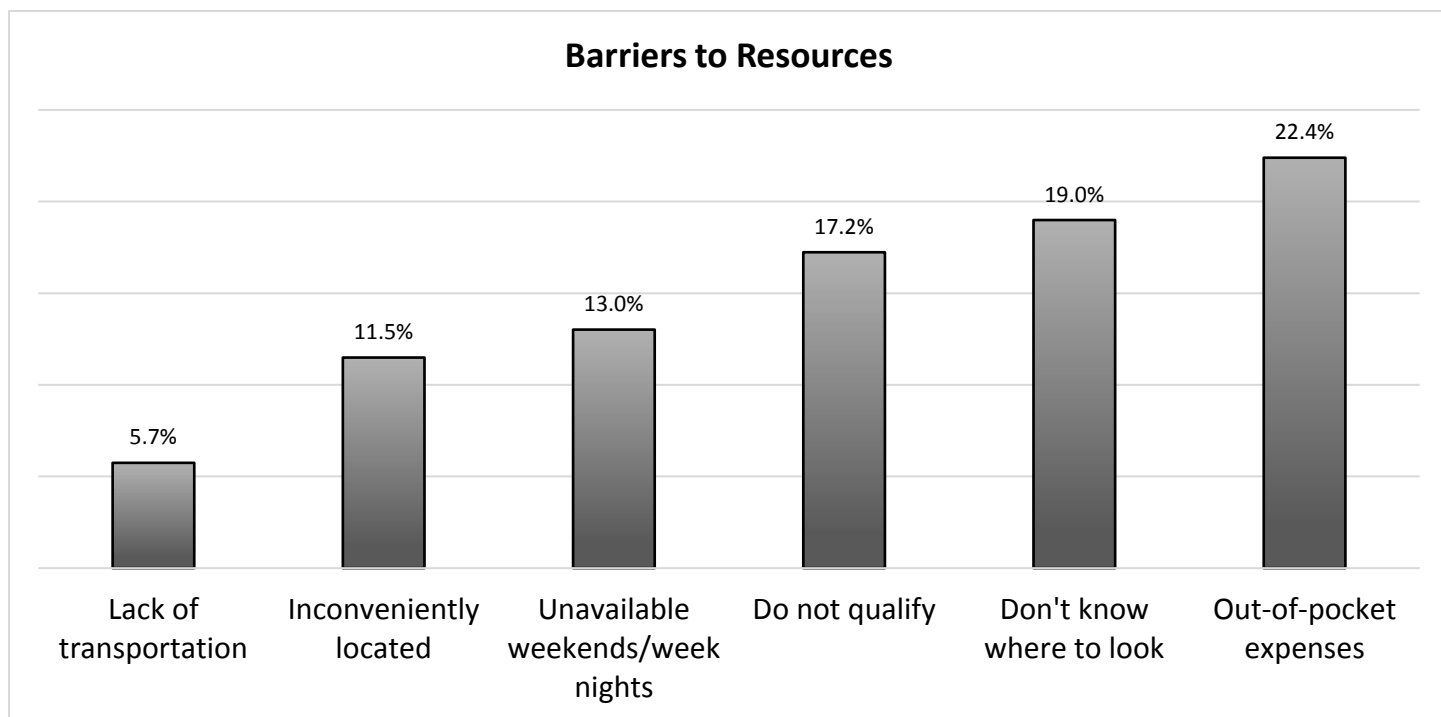
20.6% cannot find services that work with their schedules.

Below is a graph for all options.



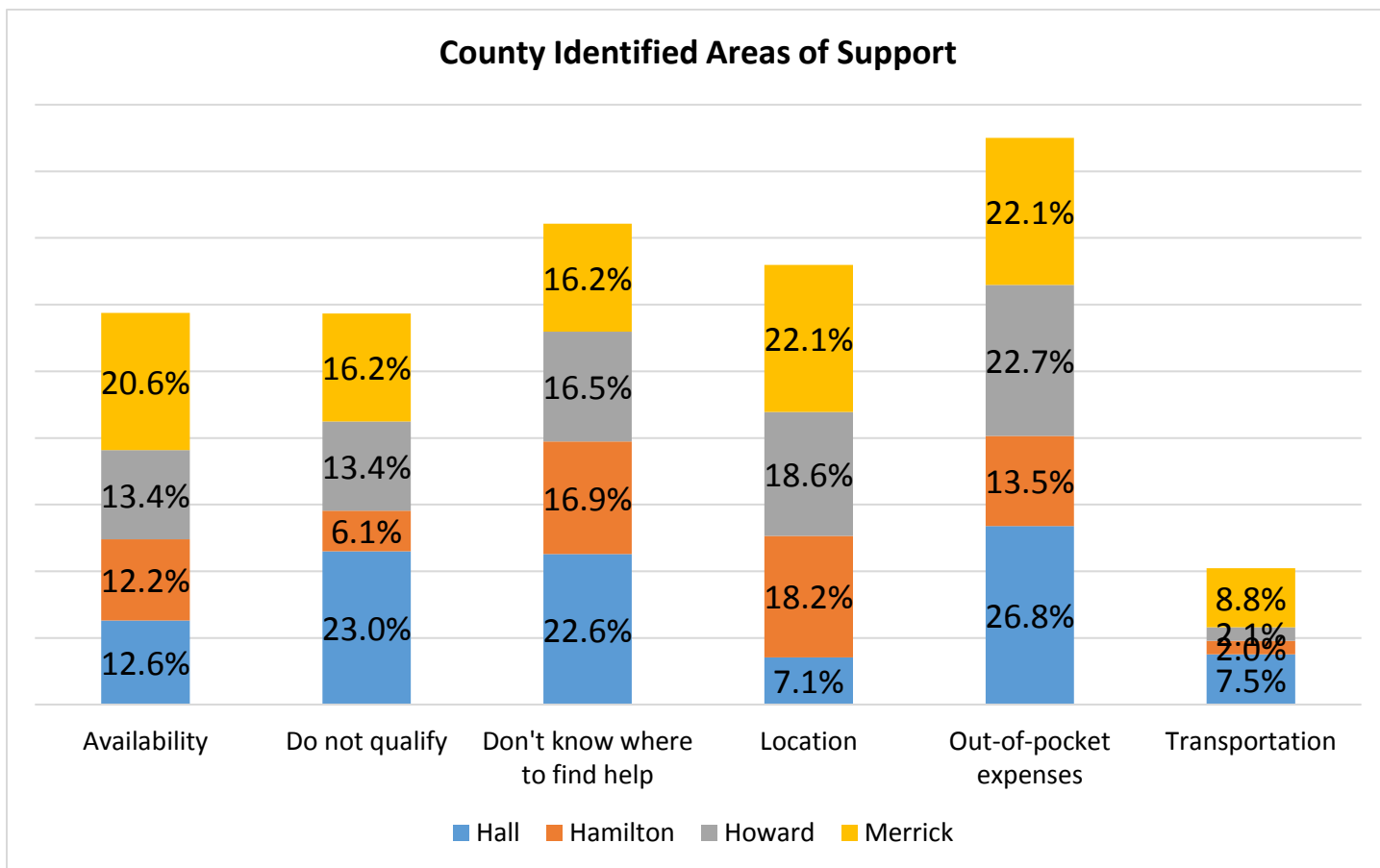
For all respondents, there were six options to select from: almost 760 selections were made.

Multiple selection was an option.



Similar to the missing resources identified, the barriers in accessing resources are variant between all counties.

The table below shows the barriers by county.



Thank you to all who participated and supported this assessment !



Heartland United Way

Contact us at:

308.382.2679

info@heartlandunitedway.org

[Click here](#) to see current 2-1-1 referral stats in your county

www.heartlandunitedway.org