

# Kids Central, Inc

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## Community Assessment

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# **INTRODUCTION AND OVERVIEW**

## **Purpose and Requirements of a Community Assessment**

All Head Start and Early Head Start grantees are required to complete a comprehensive Community Assessment once every three years. Community assessments are designed to provide detailed descriptions of Head Start service areas so that program staff, Policy Councils, and governing bodies may efficiently plan and administer Head Start services for eligible children and their families.

Community Assessments are expected to include demographic data of Head Start eligible children and families; information on other child development and child care programs that serve Head Start eligible children; estimated number of children with disabilities four years old and younger; data regarding the education, health, nutrition, and social service needs of Head Start eligible children and their families; and resources in the community that may be used to address the needs of eligible children and their families.

The Community Assessment should be used to help establish the Kids Central, Inc. philosophy and its long-term and short-term objectives; determine the type of component services that are most needed and the program option(s) that will be implemented; ascertain the recruitment area for centers; establish appropriate locations for centers and the areas to be served by home based programs; and to set the criteria for determining the priorities for selecting children and families for enrollment in the program.

## **Agency Programming and Organization**

Kids Central, Inc. provides Head Start services for three hundred sixty (360) children and families living in Wise County, Dickenson County, and the City of Norton.<sup>1</sup> The agency's Early Head Start program serves seventy-six (76) pregnant women, infants, and toddlers. The agency is in its thirty-second year of providing comprehensive early education, social, health, and mental health services for local children and their families within the framework of the Head Start program. The agency maintains twenty (20) child

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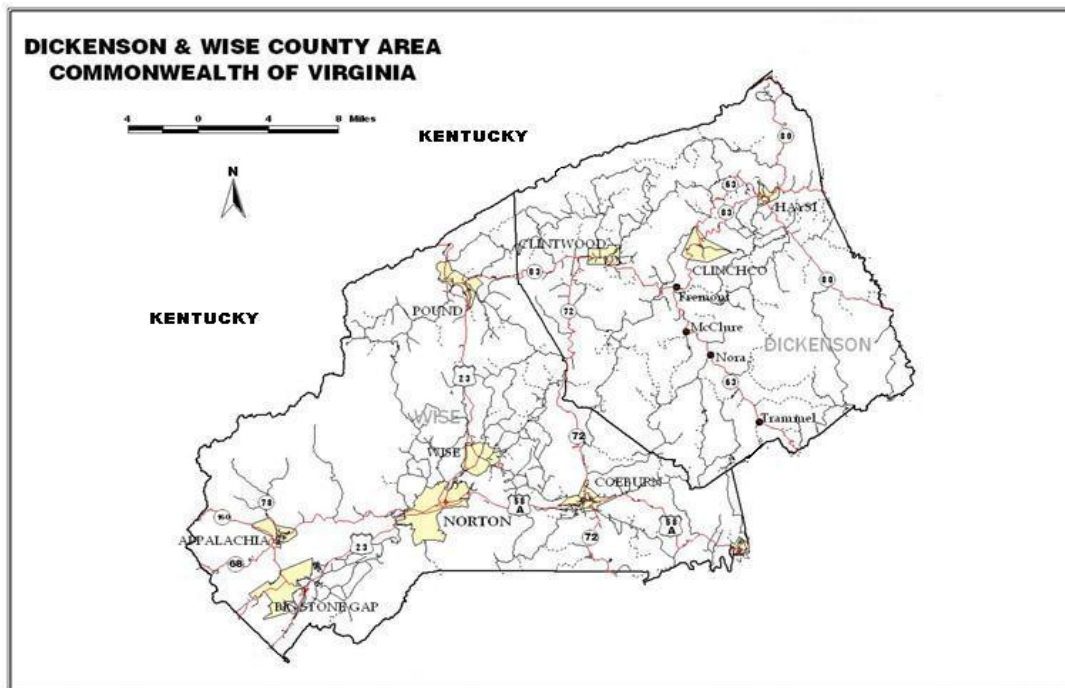
<sup>1</sup> Kids Central, Inc Program Information Report(s), 2009-2010

development centers and a central administrative office to support the provision of Head Start and Early Head Start services.

Kids Central is governed by a fourteen-member Board of Directors comprised of individuals appointed to serve by local government, civic, community organizations and the community at large. The Head Start Policy Council, a thirty member board, the majority of which consists of parents currently enrolled in the Head Start and Early Head Start programs, shares responsibility for the governance of the Head Start program with the Board of Directors.

## SERVICE AREA DESCRIPTION

The service area of Kids Central, Inc. includes Wise County, Dickenson County, and the City of Norton, Virginia – an area of approximately 740 square miles – located in the extreme southwest portion of Virginia, bordering the state of Kentucky. The service area is decidedly rural and mountainous with small towns and communities dotting the landscape with improving, but still challenging, transportation issues between localities.



Courtesy of Lenowisco PDC

The area has traditionally been dependent upon natural resources – including natural gas, timber, and, most specifically, coal – as its economic base for many generations. However, in keeping with the changes in the global economy as well as anticipated changes in the availability and profitability of resource-based industries, the regional economy is evolving.

Despite this progression, the service area is still subject to significant socioeconomic conditions, typical of many resource-based economies, which hinder the ability of many families and households to live self-sufficiently. Such socioeconomic and demographic factors will be examined in depth in the proceeding sections.

## DEMOGRAPHIC CHARACTERISTICS

### Population

According to 2009 U.S. Census Bureau estimates, the total population of the Kids Central, Inc. service area is 61,573. Wise County is the most populous locality with 41,773, with Dickenson County and the City of Norton numbering 16,087 and 3,713, respectively. As shown in the table below, significant population losses were measured in both Dickenson County and the City of Norton since the 1990 Census, but overall, the service area population remained fairly steady.

**Table 1: KCI Service Area Population Comparison: 1990 to 2009**

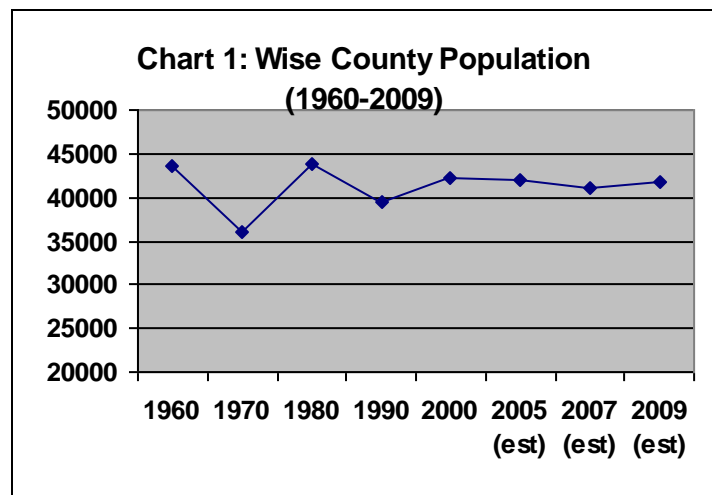
<u>Locality</u>	<u>1990</u>	<u>2009 (estimate)</u>	<u>% Increase/Decrease</u>
Wise County	39,573	41,773	+5.6%
Dickenson County	17,620	16,087	-8.7%
City of Norton	4247	3713	-12.6%
<b>TOTAL</b>	<b>61,440</b>	<b>61,573</b>	<b>+0.2%</b>

Source: United States Census Bureau

Wise County: The net population increase in Wise County of 2,200 people can be partially attributed to two state prisons that opened since the 1990 Census, whose inmate population, according to Census Bureau policy, is included in the host locality's tabulation. The total increase, however, cannot be completely ascribed to that

development, indicating that a long term trend of population loss in the county could be easing.

As seen in the following chart, the population of Wise County has often ebbed and flowed with the booms and busts of the region’s coal economy. The boom period of the late 1970s and early 1980s coincided with the most recent coal industry explosion – before its collapse in the late 80s and early 90s led to lowered population figures. However, with the recent upturn in the coal industry, in addition to burgeoning growth in other fields, the county’s population shows signs of improving, or at least, steadying.



Source: United States Census Bureau

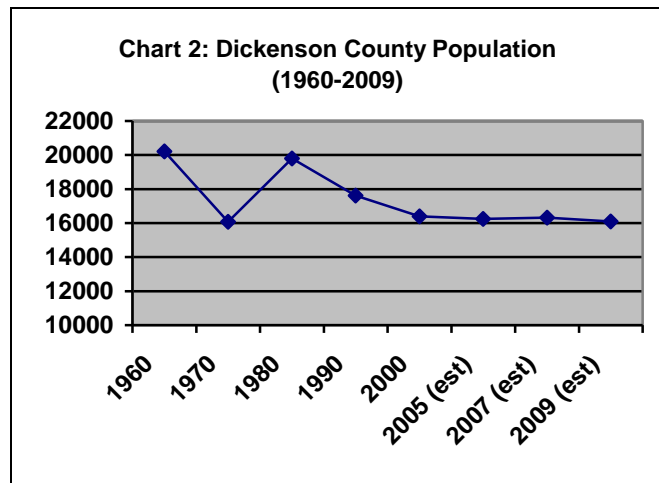
Closer examination of small area population estimates (2009) indicate which towns may be the catalysts for halting population loss in the service area – or conversely, continue to suffer continued population losses over time. As seen in the following table, the large increases in both Big Stone Gap and Pound, as home to the aforementioned new prisons, can largely be marked off as statistical oddities (particularly in the case of Pound, which without inmate data would likely have shown a decrease). As retail centers, growth clusters for industry, and the site of significant economic impacts to the regional economy, localities such as Big Stone Gap and Wise, can be expected to continue their modest growth while other locations may struggle to remain steady.

**Table 2: Wise County Town Population Comparison: 1990 to 2009**

<u>Locality</u>	<u>1990</u>	<u>2009 (estimates)</u>	<u>% Increase/Decrease</u>
Appalachia	1994	1724	-13.5%
Big Stone Gap	4748	5643	+18.9%
Coeburn	2165	1979	-8.6%
Pound	995	1073	+7.8%
St. Paul	827	974	+17.8%
Wise	3193	3228	+1.1%

Source: United States Census Bureau

Dickenson County: Like in Wise County, population growth in the 1970s in Dickenson County coincided with the resurgence of the coal industry but recent estimates do not seem to indicate a similar recovery (even with the current growth of the industry). Several factors play a role in this, including the lack of significant economic diversification and challenging transportation issues. Most analysts predict that the population of Dickenson County will continue to fall in the coming years.



Source: United States Census Bureau

In examining small area population estimates, a large decrease in population in both Clinchco, with a more measured loss in Clintwood, indicates that any population maintenance within the county will likely occur in and around the county seat of Clintwood where the county’s best infrastructure exists and economic opportunities are



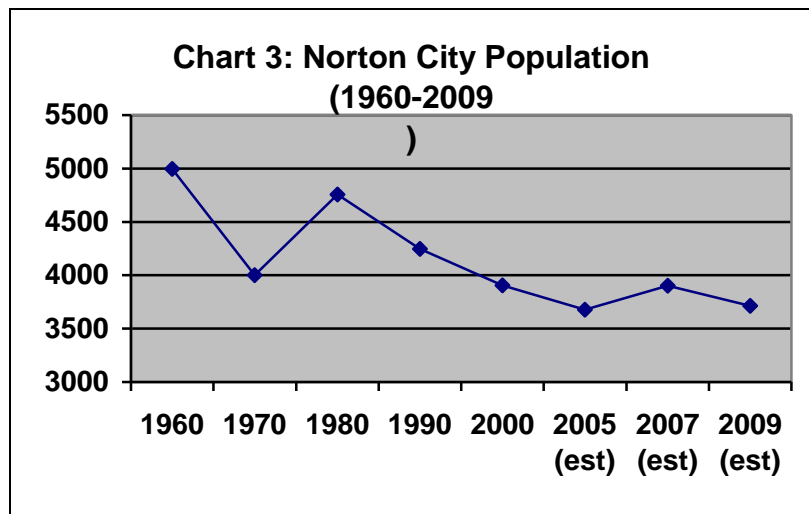
greatest. It must be noted that the large gain in Haysi population can be attributed to a 2006 boundary adjustment. In summary, the overall population of Dickenson County is expected to continue its decline.

**Table 3: Dickenson County Towns Population Comparison: 1990 to 2009**

<u>Locality</u>	<u>1990</u>	<u>2009 (estimates)</u>	<u>% Increase/Decrease</u>
Clinchco	534	401	-24.9%
Clintwood	1542	1493	-3.2%
Haysi	222	302	+36.0%

Source: United States Census Bureau

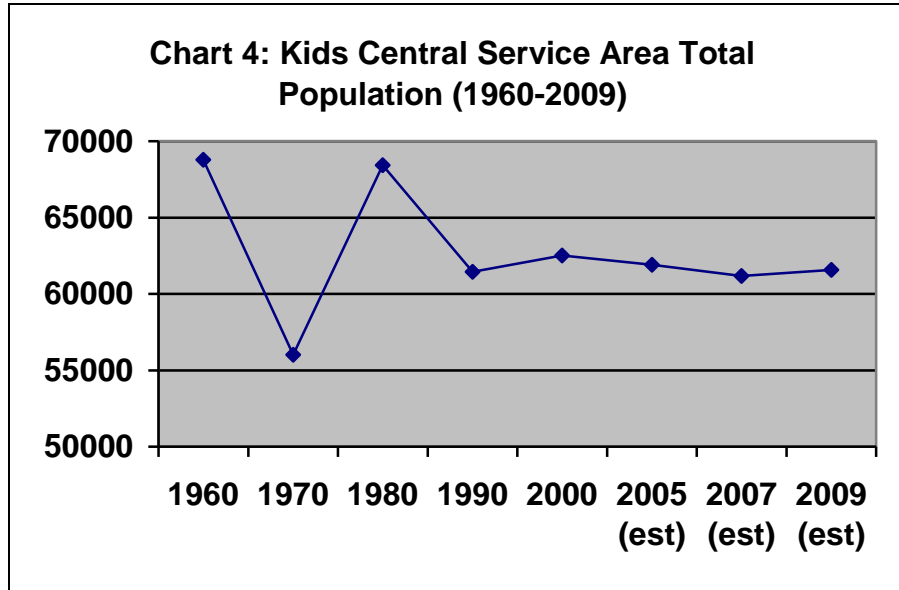
Norton City: In Norton, a steady population decrease over recent years can be attributed to a number of factors, including more abundant job opportunities in surrounding Wise County and the lack of affordable housing opportunities within the city’s borders. However, the city’s presence along the most important major transportation routes in the service area, vibrant and active retail clusters, and improved housing opportunities within the city signal a steadying, population in Norton.



Source: United States Census Bureau

Overall: As can be seen in the following chart, wild population variations of the past seem to be stabilizing in recent years, indicating that while overall population of the service area may remain largely static, large loss of population is not expected to occur.

With factors such as increasing diversification of the economy and improving transportation and educational opportunities, the service area of Kids Central, Inc. is much better equipped to handle socioeconomic downturns than in past generations.



Source: United States Census Bureau

**Age**

An assessment of the age of the service area’s population is among the most important elements in a community assessment and critical to planning the future operation of the program. According to the most recent estimates available from the U.S. Census Bureau, the number of children under the age of five in the region is making a rebound, signaling – perhaps – a reversal of the age-old trend of rampant outward migration. While this is certainly still a concern for the entire service area, this data provides some indication that progress has been made over the past decade.

**Table 4: KCI Service Area Population Under Age 5: 2000 to 2009**

<u>Locality</u>	<u>2000</u> <u>(Census)</u>	<u>2001</u> <u>(est.)</u>	<u>2003</u> <u>(est.)</u>	<u>2005</u> <u>(est.)</u>	<u>2009</u> <u>(est.)</u>	<u>% Change</u> <u>('00-'09)</u>
Wise County	2313	2277	2407	2485	2451	+ 6.0%
Dickenson Co.	875	830	811	829	869	- 0.7%
Norton City	201	222	187	194	183	-9.0%
<b>Total</b>	<b>3389</b>	<b>3329</b>	<b>3405</b>	<b>3508</b>	<b>3503</b>	<b>+ 3.4%</b>

Source: U.S. Census Bureau

As opposed to the modest increases over the past several years, the period between 1990 and 2000 witnessed a collective percentage decrease of 8.6% for children under the age of five in the Kids Central service area. Therefore, this most recent data can be seen as a positive sign that the outward migration of *young adults* may be abating – to examine this fact a bit more, a comparison of the service area’s population, aged 15-44, over the same time period is below. Indications are that the outward migration from Wise County may be lessening while the decrease in Dickenson County since 2000 is truly dramatic. Future estimates will help to shed light on this issue.

**Table 5: KCI Service Area Population, age 15-44: 2000 to 2009**

<b>Locality</b>	<b>2000 (Census)</b>	<b>2001 (est.)</b>	<b>2003 (est.)</b>	<b>2005 (est.)</b>	<b>2009 (est.)</b>	<b>% Change (’00-’09)</b>
Wise County	17,150	18,577	18,058	17,741	17,560	+2.4%
Dickenson Co	6719	6627	6428	6280	6026	- 10.3%
Norton City	1615	1592	1558	1384	1485	- 8.0%
<b>Total</b>	<b>25,484</b>	<b>26,796</b>	<b>26,044</b>	<b>25,405</b>	<b>25,071</b>	<b>- 1.6%</b>

Source: U.S. Census Bureau

## **Race**

The overwhelming majority of the service area population is white with minor percentages for other races, as evidenced below. This disparity is not a new trend and while it shows signs of slowly easing, it is expected to be a slow move toward deeper diversity within the region.

**Table 6: KCI Service Area Racial Breakdown, 2009**

<b>Category</b>	<b>Wise County</b>	<b>Dickenson County</b>	<b>Norton City</b>
White (Not Hispanic)	92.0%	97.2%	87.6%
Black/African-American	5.6%	1.4%	8.5%
Hispanic	1.1%	0.6%	1.2%
American Indian/Alaska Native	0.2%	0.1%	0.1%
Asian	0.5%	0.1%	1.6%
Native Hawaiian/Pacific Islander	0.0%	0.0%	0.1%
Two or More Races	0.8%	0.6%	1.1%

Source: U.S. Census Bureau

## **Housing**

The overall housing situation in the service area is decidedly improving over time, as the percentage of homes without complete plumbing service and phone service has dropped to a comparable level to the statewide average. Both Wise and Dickenson County boast homeownership rates above the statewide average, indicating that affordable housing, often in the form of mobile or manufactured homes, is more readily available than in Norton City (which is being addressed, as mentioned earlier in the analysis). The median value of homes and the median rent paid by renters is dwarfed in the service area as compared to the statewide average indicative of both the prevalence of older and/or mobile homes in the region as well as the overwhelmingly lower cost of living in the area, as opposed to more urban areas of the commonwealth.

**Table 7: KCI Service Area Housing Statistics, 2000**

	<b>Homeowner Rate</b>	<b>Med Value of Homes</b>	<b>HHs w/o Comp Plumbing</b>	<b>HHs w/o Phone Service</b>	<b>Median Rent</b>
Wise Co.	75.3%	\$65,700	0.7%	5.0%	\$353
Dickenson Co	82.1%	\$55,900	2.0%	5.8%	\$347
Norton City	55.9%	\$62,800	0.3%	3.1%	\$347
Virginia	68.1%	\$125,400	0.7%	2.1%	\$650

Source: U.S. Census Bureau

## **Transportation**

For many, many years concerns over the transportation infrastructure in the service area have been paramount and only in recent years have considerable strides been made, particularly in the Wise County and Norton City areas. Still, the limited availability of public transportation and poor overall infrastructure, especially in Dickenson County, pose significant challenges to the region as a whole.

U.S. Highways 23 and 58A which bisect Wise County and the City of Norton are the two primary arteries for the region and lead to other major highways such as Highways 19, 460, 58, and even Interstate 81 at Abingdon in Washington County. These highways are accessible from Dickenson County but require considerable travel time, often over narrow and twisting roadways.

In the past, the dearth of major highways proved a major hindrance to the importing of manufacturing-based industries in the region. However, as the nation's economy has drifted further and further away from such traditional jobs toward more information and service-based economies, coupled with the region's wise use of lands near its major highways as industrial and technology parks, this has become less of a factor in the region's economic well-being.

Improvements to existing highways along with planned development of other arteries – in particular the Coalfields Expressway – hint that the transportation infrastructure of the region will continue to progress. The Coalfields Expressway, a planned four-lane highway, in close approximation to an interstate-level roadway, would connect in Wise County at Route 23 and traverse through Dickenson County to connect to West Virginia's own Expressway, eventually leading to Interstate 64. This connection, if and when completed, will open Dickenson County (and the entire service area) to tourism and economic development opportunities unforeseen in the past. Still, this is a long-term project, yet to establish firm funding options and cannot be counted on as an impact in the near-term.

The lack of a true public transportation system in the service area is often a hardship to low-income and low-mobility citizens of the region. The development of such a system lacks viability in the marketplace and the scattered clusters of population over often small mountain roads leads one to conclude that such a system will not be developed in the near future. Some area organizations, particularly the Mountain Empire Older Citizens, along with private taxi services offer some transportation for those in need of conveyance, but are unable to meet the needs of the region as a whole.

### **Economic Indicators**

ARC Designation: The Appalachian Regional Commission (ARC), created by Congress in 1965 to promote economic development and improve the quality of life in the Appalachian region, classified Dickenson County as “distressed” for fiscal year 2011. Wise County and the City of Norton are classified as “at-risk” for the same timeframe. By definition, “distressed” counties are those with poverty and unemployment rates one and a half times the national rate and with per capita incomes that are two-thirds or less

than the national rate. This classification (one of three for this program) is considered the most economically challenged level by the ARC. “At-risk” localities meet the threshold of two of the three “distressed” level indicators.

The ARC initiated the distressed counties program in the mid 1980s as a means of identifying Appalachian counties in need of financial assistance and intervention. Until recently, all of the service area was routinely rated as distressed; therefore, the movement of Wise County and Norton into the at-risk category is certainly a signal of measurable progress in the economic sector.

**Table 8: ARC Designation Indicators, Fiscal Year 2011**

	<b>3-Yr Unemployment Rate ('06-'08)</b>	<b>Per Capita Income ('07)</b>	<b>Poverty Rate ('00)</b>
United States	5.0%	\$32,930	12.4%
Virginia	3.3%	\$37,056	9.6%
ARC Region	5.2%	\$24,360	13.6%
Dickenson Co.	5.3%	\$13,488	21.3%
Wise Co. + Norton City	4.3%	\$17,565	20.2%

Source: Appalachian Regional Commission

Poverty: The most recent poverty estimates indicate that the service area suffers from an overall poverty rate of 20.8% in Norton City to a high of 21.8% in Dickenson County, as compared to the nationwide rate of 13.2% and only 10.2% in the Commonwealth of Virginia. As might be expected, for individuals under the age of 18, the numbers are even higher, ranging from 29.0% in Dickenson County to 32.2% in Norton City .<sup>1</sup>

<sup>1</sup> Small Area Income and Poverty Estimates, U.S. Census Bureau, 2008

**Table 9: KCI Service Area Poverty Rates, 2008**

Locality	Overall Poverty Rate	Ages 0-17 in Poverty
United States	13.2%	18.2%
Virginia	10.2%	13.6%
Dickenson County	21.8%	29.0%
Wise County	21.5%	29.3%
City of Norton	20.8%	32.2%

Income: The service area lags far behind the statewide average in income statistics, which is not surprising given the longstanding economic conditions of the region when compared to more affluent regions of the state, such as Northern Virginia. The most recent household income statistics show that the service area localities have household incomes roughly 45-55% of the statewide average.<sup>1</sup>

**Table 10: Median Household Income, 2008**

Location	Median Household Income
United States	\$52,029
Virginia	\$61,210
Dickenson County	\$27,680
Wise County	\$32,758
City of Norton	\$28,398

Source: US Census Bureau

Unemployment: The most common measure of economic vitality in a region is the unemployment rate and in recent years, the service area's rates were falling to a much more equitable margin to both the state and country. It seems possible that the Southwest region may be, at this point, weathering the storm of the nation's recent economic woes more favorably than many regions. The most recent figures available show a high unemployment rate for the service area of 9.1% in Dickenson County with a low of 7.8% in Wise County, both of which betters the United States' average of 9.7 percent.<sup>2</sup>

<sup>1</sup> Small Area Income and Poverty Estimates, U.S. Census Bureau, 2008

<sup>2</sup> Virginia Employment Commission, July 2010

**Table 11: Unemployment Rate, July 2010**

<b>Location</b>	<b>Unemployment Rate</b>
United States	9.7%
Virginia	7.0%
Dickenson County	9.1%
Wise County	8.3%
City of Norton	7.8%

Source: Virginia Employment Commission

Service Area Economy: As described earlier, the service area has historically been dominated by a natural resource based economy, namely coal. This lack of diversification has resulted in huge economic swings within the region over the years, as the regional economy rode the waves of the coal industry’s trends, enjoying successful years when energy prices and the demand for coal were high ... and bearing difficult times in opposite conditions.

However, in recent years, due to regional efforts to diversify the economy, the region has seen quantifiable improvement in the job market, as evidenced by the improving unemployment rates noted above. In examining overall employment data since 1990, evidence of a more diversified local economy is at hand, which is an important development because the Bureau of Labor Statistics predicts that 9.0% of mining jobs statewide will be lost by 2018.

**Table 12: Total Employment, 1990 and 2008**

	<b>Dickenson County</b>	<b>Wise Co/Norton City</b>	<b>Kids Central Service Area</b>
Tot. Employment, 1990	5,209	20,662	25,871
Tot. Employment, 2008	5,275	22,254	27,529
Difference ('90-'08)	66	1,592	1,658

Source: Virginia Employment Commission

In addition to the improving coal industry, regional leaders are also embracing other specific types of projects to improve the regional economy. The aforementioned prisons have undoubtedly been a major boom to the service area’s employment prospects. Area technology parks, such as the one adjacent to the Lonesome Pine Airport in Wise are growing and attractive to tech-based businesses looking to expand or relocate –



particularly when paired with widespread efforts to build broadband networks in the area. Small business incubators and entrepreneurial programs are available at several locations throughout the service area, offering small business owners every opportunity to succeed.

Another growth industry in the service area is tourism, with emphases on both ecotourism (such as biking, hiking, birding, camping, rafting) and heritage tourism. The heritage tourism facet is highlighted by the Crooked Road Trail, a revered bluegrass music “trail” which goes traverses through both Wise County and Dickenson County on its way across Southwest Virginia. In addition, a newly formed Southwest Virginia Cultural Heritage Commission is busy “branding” Southwest Virginia as a complete cultural tourism gateway. All of these movements are evidence that regional economic leaders have long since recognized that a singular, natural resource-based economy is not the foundation of a healthy economy, opting instead for diversification, both embracing what the region has to offer and pursuing necessary infrastructure improvements to recruit new industries.

Educational Attainment: There can be no doubt that educational attainment is closely linked to the economic health of a region or locality. As such it is easy to see that the Kids Central service area is significantly below the average educational attainment in the commonwealth.

**Table 13: KCI Service Area Educational Attainment Rates, 2000 and 2006-2008\***

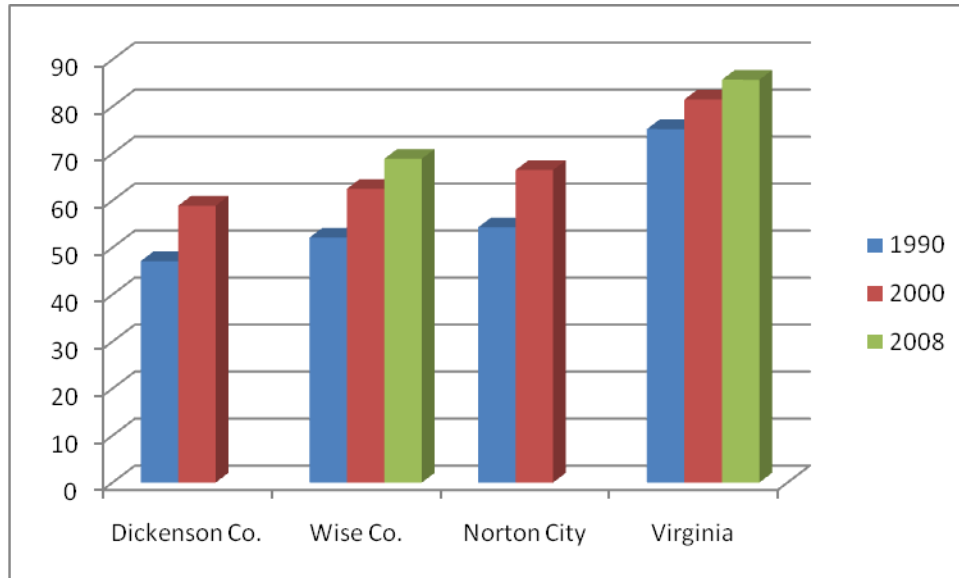
	<b>% of Pop. w/ HS Diploma or Higher</b>	<b>% of Pop. w/ Bach. Deg. Or Higher</b>
Dickenson County	58.9	6.7
Wise County	68.9*	11.1*
City of Norton	66.5	14.0
Virginia	85.7*	33.2*

Source: U.S. Census Bureau, 2000, and 2006-2008 American Community Survey, US Census Bureau (\*)

While the service area lags measurably in high school educational attainment, the difference in higher educational attainment is striking, with the statewide average of people with a Bachelors Degree or higher besting the area’s best measure (Norton City) by over 137%.

However, there are reasons to believe that this statistical category, like many others examined within this document, are improving and moving toward a more equitable relationship with the rest of the state. For example, when one examines the graphical progress since the 1990 Census, it is clear that the population of the service area has made strides in high school and equivalency attainment, improving at a rate over and above the statewide average.

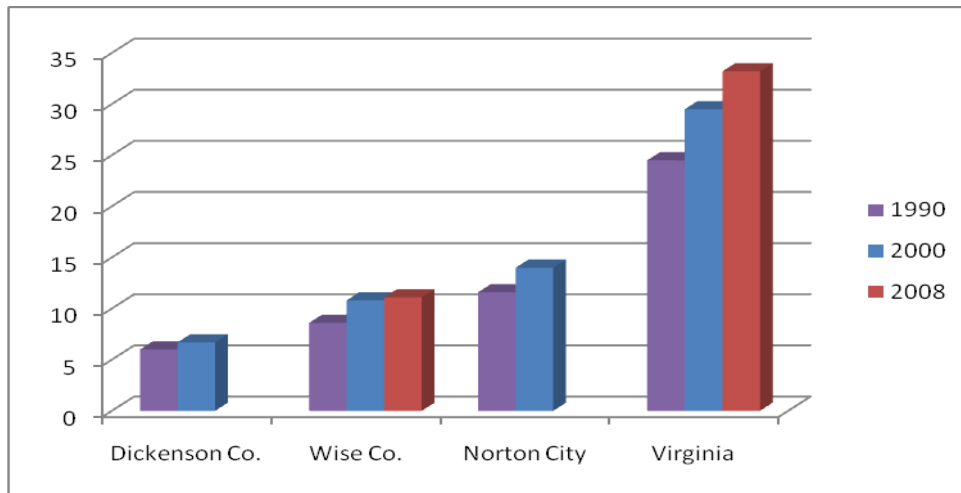
**Chart 5: Educational Attainment, HS or Higher, 1990 vs. 2000 (vs. 2008)**



Source: U.S. Census Bureau

In contrast, the gains in higher education are more measured and not as dramatic as the state average, which might be expected as the people of the region must first make a commitment toward improving the high school equivalency measure before improving the college degree measure. Many other factors, such as income, poverty rate, parental education levels, and overall availability of higher education make college degrees a bit harder to obtain in the service area than, say, in Northern Virginia or the Richmond area.

**Chart 6: Educational Attainment, BA/BS or Higher, 1990 vs. 2000**



Source: U.S. Census Bureau

### **Overall Demographic Analysis**

Dickenson County: It seems certain that the population of Dickenson County will continue to decline for the foreseeable future, as it struggles with the greatest economic issues in the service area. It is expected that the median age of the county's population will continue to rise and outward-migration of the younger generation will continue to factor into the county's outlook. In the long term, if issues such as planned transportation improvements take place, Dickenson County may be able to begin a slow rebound, assuming that continued efforts to diversify and improve job prospects for county residents are successful. While the improvement in employment rates for the county over the past 10-20 years is impressive, a lot of that depends upon the recent upswing in the coal industry. Gains in poverty rates and educational attainment are inherently slow moving indicators.

In small area analysis, it seems clear that any resurgence within the county, both short and near term, will occur in and around the county seat of Clintwood, which benefits from the best infrastructure and economic opportunities in the county while smaller communities such as Clinchco and Haysi will struggle to remain constant.

Wise County: Wise County offers the healthiest outlook for the service area localities, as overall population trends seem to show signs of leveling, or perhaps even growing. With greater job opportunities, retail offerings, and educational clusters, Wise

County's population seems to finally be growing younger, however slightly, and most certainly better educated than in the past. Efforts to diversify the county will be a slow process, much like the region as a whole, but improved job opportunities and educational offerings will serve as an asset to that endeavor. Again, lowering the poverty rate and improving educational attainment, while certainly important goals, will be ones with long-term outlooks.

Much like Dickenson County, there are certainly small areas of the county that will grow at a healthier pace than others, courtesy of greater economic opportunities and as the home of large impacts such as UVA-Wise, local prisons, retail clusters, and Lonesome Pine Technology Park. As a result, the towns of Wise and Big Stone Gap seem to offer the greatest hope for long term growth. Smaller, more remote towns such as Appalachia, Pound, and St. Paul will face greater challenges in maintaining population and economic base.

Norton City: While the city of Norton has seen significant population decreases in the past several years, signs of a reversal of that trend are evident. A growing retail center, steady leadership, and the efforts to improve the housing shortage within the city limits indicate that the city is reversing its loss trends and may become one of the beacons of the region.

## **POPULATION SERVED**

### **Eligible Children**

Estimating the number of children living in the service area that are eligible to participate in the Head Start program is critical to planning effective program operations, and should factor greatly into decisions regarding program options and center locations.

Federal standards do not mandate a method for estimating the number of eligible children in the grantee's service area. As a result, agencies have the flexibility to choose the method that is best suited to their programs.

Many programs use alternative methods of estimation, such as the "Free Lunch" method which has been used in the past by Kids Central. However, Kids Central recently chose to utilize a commonly recognized and very intuitive method based upon small area poverty rates (and advocated by Western Kentucky University's Training and Technical

Assistance Services). Using the latest poverty and population estimates of children under the age of 5 (the age range of children in Kids Central programs) available through the U.S. Census Bureau, it is projected that there are approximately 754 Head Start and Early Head Start-eligible children in the Kids Central service area.

**Table 14: Estimate of Eligible Children in KCI Service Area**

<b>Locality</b>	<b>Population Under Age of 5 (2009 est)</b>	<b>Poverty Rate (2008 est)</b>	<b>Number of Eligible Children (rounded)</b>
Wise County	2451	21.5%	527
Dickenson County	869	21.8%	189
Norton City	183	20.8%	38
<b>TOTAL</b>	<b>3503</b>		<b>754</b>

Source: U.S. Census Bureau

### **Children Available**

With the Pre-Kindergarten (Pre-K) program that is available within Wise County, Dickenson County and the City of Norton school systems being the primary alternative to Head Start-eligible children in the Kids Central service area, it is relatively easy to determine the rate of service for the program.

Based upon data in the 2009-2010 Fall Membership Report (Source: Virginia Department of Education), there were 251 children enrolled in the Wise County Pre-K program, 102 in Dickenson County and 24 in the City of Norton. While these totals can certainly fluctuate at times, for the purpose of this analysis, it can be assumed that the current enrollment is near this total as well. When these children are subtracted from the service area's estimate of eligible children, using the same poverty rate, it is estimated that there are approximately 673 available children in the service area. Considering that the 2009-2010 Kids Central, Inc. Program Information Report showed a total enrollment of 436, it can be safely assumed that the service area's market is saturated and Kids Central is most certainly meeting its goal of reaching the area's program-eligible children.

**Table 15: Eligible and Available Children**

	<b>Elig. Children (2010 est. See Table 14)</b>	<b>Pre-K Enroll. (‘09-‘10 x pov rate)</b>	<b>Avail. Children</b>	<b>Actual Funded Enrollment (‘09- ‘10)</b>
<b>Wise Co.</b>	527	54	473	261
<b>Dickenson Co.</b>	189	22	167	109
<b>Norton City</b>	38	5	33	34
<b>KCI Svc. Area</b>	754	81	673	<b>436</b>

### **Demographics of Population Served**

Disabilities: One of the most difficult sets of data to gather and analyze is the number of children with disabilities and, most often, an extrapolation of larger-scale numbers is the only method for determining the number of disabled children in a service area. Using 2000 Census data for the number of civilian, non-institutionalized population with a disability, ages 5-20, for each locality in the service area, it was determined that approximately 10 percent of the population has some form of documented disability. Assuming that the percentage for this age range (the most comparable range available) is similar to the population aged 0-5, it could be expected that there are approximately 75 disabled (and eligible) children in the Kids Central service area. According to the 2009-2010 Kids Central Program Information Report(s) there were 60 enrolled children determined to be eligible for early intervention or special education services, nicely correlating with the expected range.

**Table 16: Estimated Number of Children with Disability and Children w/ Disability Enrolled**

	Pop. w/ Disability (Ages 5-20)	Total Population Measured (Ages 5-20)	Percentage w/ Disability
Dickenson Co.	337	3462	9.7%
Wise Co.	879	8977	9.8%
Norton City	115	853	13.5%
<b>Total Service Area</b>	<b>1,331</b>	<b>13,292</b>	<b>10.0%</b>
	Enrolled Children w/ Disability	Total Children Enrolled	Percentage w/ Disability
KCI Head Start	54	360	15.0%
KCI Early Head Start	6	76	7.9%
<b>KCI Total</b>	<b>60</b>	<b>436</b>	<b>13.8%</b>

Source: U.S. Census Bureau ('00) and Kids Central Inc. ('09-'10)

Race & Language Spoken: Mirroring the overall makeup of the service area, the population served by Kids Central HS & EHS is overwhelmingly Caucasian and English-speaking. The 2009 Census estimates show that well over 90 percent of the service area population classified themselves as white while the percentage of enrollees in the Kids Central program for 2009-2010 measured slightly higher than that same threshold. Similarly, the 2000 Census measured the service area population aged 5 and over who spoke English only and these numbers were even higher, falling into the 96-98 percent range which also reflects the KCI data from 2009-2010. While this data is a long established trend in the entire region, Kids Central must resolve to keep an eye on service area trends so that if the number of minority or foreign-language speaking children or families becomes more prevalent, the agency will be well equipped to meet their needs.

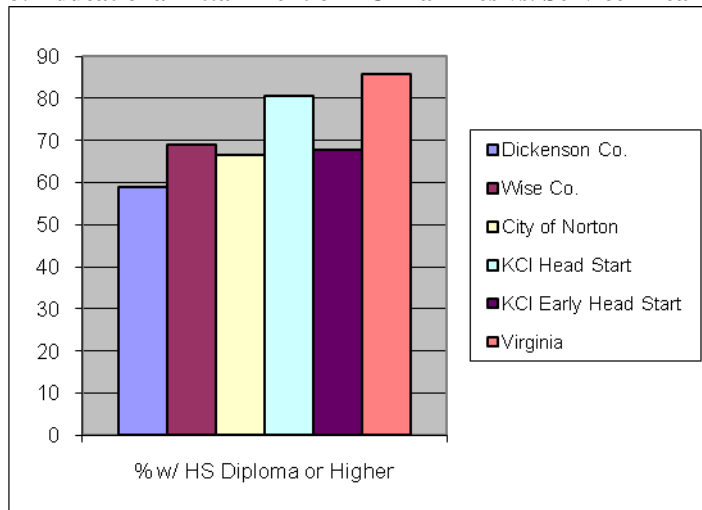
**Table 17: Racial and Language-Spoken Comparison, Service Area & Served Population**

	Total Pop. Measured	% of Pop.: White		Total Pop. Measured	% English Speaking Only
Dickenson Co.	16,319	98.3%		15,506	98.5%
Wise Co.	40,962	89.1%		37,847	97.9%
Norton City	3,901	93.4%		3,690	96.9%
KCI HS	360	96.9%		360	99.8%
KCI EHS	76	93.4%		76	100.0%

Source: U.S. Census Bureau & Kids Central, Inc. Program Information Reports

Educational Attainment: As compared to the educational attainment rates of the service area at large, it is encouraging to note that according to the Kids Central, Inc., 2009-2010 Program Information Report, 80% of the Head Start and 67% of Early Head Start families have a parent or guardian(s) with at least a GED or High School diploma. As noted earlier, the attainment rate for this level in the service area as a whole ranges from 58 to 69 percent. Therefore, the education level of Head Start families is higher than the service area population while Early Head Start families nearly equal the local rates, indicating that the agency’s families are at least as well prepared to be competitive in the job market as the general population.

**Chart 8: Educational Attainment of KCI Families vs. Service Area Average**



Source: U.S. Census Bureau & Kids Central Inc. PIRs



## COMMUNITY STRENGTHS

After examining the preceding sections of this assessment of the socioeconomic characteristics of the Kids Central, Inc. service area and the families it serves, there is little question that the service area is adversely affected by significant economic and social barriers. The struggles in the local economy are a root cause of many of the socioeconomic difficulties experienced by local children and their families. However, it is important to recognize that the statistical information used to describe the area is representative of actual individuals and families – families that are subjected to these conditions on a daily basis and must deal with them accordingly. That being said, the preceding sections seem to indicate that strides are being made and that the economic outlook of the service area is more optimistic than it has been in several years. In addition to the tangible data cited earlier, there are also supplementary strengths and assets in the service area community, both ethereal qualities and available infrastructure elements that bear mention.

Family Strengths: An enduring trait of Appalachian culture is the concept that a person’s family is the foundation and primary source of personal strength and support. Kinship and familial bonds are important influences within the community, and Head Start and Early Head Start families often benefit from the support that their extended family members are able to provide them.

Service area families are often able to depend upon the financial and moral support of their family members in ways that are not as possible within other parts of the country. Many people in the area are “natives”, having been born and raised here, with strong ties to family and home that are not as evident in urban or highly diverse populations. These are perceptible reasons that many people of the area have consciously chosen to remain here over the years – despite the promise of more economic opportunity in more distant, urban areas.

The presence of such highly developed family structure is a discernible strength for Kids Central children and their families. Such relationships provide individualized support, enabling many to rely on their families as a primary source of sustenance when auxiliary forms of assistance are unattainable.

Work Ethic: The work ethic of the community is without a doubt a strength and a convincing element in enticing businesses to locate in the area. Whereas to those unfamiliar with the region and its people, stereotypical assumptions about the lax work ethics of people in the area is common, real world experience proves otherwise. Numerous companies which have located in the area have touted the work ethic, loyalty, low turnover and absenteeism of the region's workforce as a true asset. Such ethics in the workforce increase the employability of local families, enhancing the ability to provide for themselves and their families.

Higher Education: The community is served by a higher education system of two fine institutions, each with a tangible and growing influence and reputation, both in the region and across the state: the University of Virginia's College at Wise (UVa-Wise) and Mountain Empire Community College (MECC).

UVa-Wise is the only branch of the University of Virginia in Charlottesville. With a total enrollment of approximately 2,000 students, the college is the only four-year college in the service area and has been estimated to have a direct annual economic impact of millions of dollars to Wise County and the City of Norton. The college is consistently ranked by *U.S. News and World Report* as one of the top ten public liberal arts colleges in the nation and recent campus improvements and expansions only signal continued success and recognition.

MECC, located in Big Stone Gap, is a member of the Virginia Community College System. In 2006-2007, MECC served 4,368 full and part-time students from across Southwest Virginia. MECC is predominantly a two-year college, but also offers bachelor's degrees through a distance learning program affiliated with Old Dominion University.

Both colleges seek to maintain a high level of community involvement, and actively participate in economic development activities conducted throughout the region. The colleges offer various educational and jobs training courses designed to prepare students for successful entry into the workforce. Each are distinctive community strengths as they provide young and working adults access to a quality education. The availability of these two institutions within the community lessens the requirement that recent high school graduates and working adults must leave the area to further their

education. This does a great service in stabilizing outward-migration, increasing the overall educational attainment levels of the community, and assisting job creation and economic development efforts through the creation of a well-qualified workforce.

Community Resources: Resource and referral organizations are typically active within a community and, as required by the Head Start performance standards, Kids Central, Inc. annually provides Head Start and Early Head Start families with contact information for available resources within the service area.

For example, families living in Wise County and the City of Norton are provided a copy of a comprehensive *Resource and Referral Directory for Youth and Families* upon enrollment into the Head Start or Early Head Start program. This document, which is compiled and updated by the Lonesome Pine Office on Youth, details the range of services available for children and families in Wise County, Lee County, Scott County, and the City of Norton. Kids Central has compiled a similar directory for distribution to enrolled families living in Dickenson County.

Some of the types of services available within the service area follow:

Department of Social Services: Wise County, Dickenson County and the City of Norton are each served by a local division of the Virginia Department of Social Services. The department of social services is typically the primary source of social assistance in the service area. Qualified families are able to receive or apply for some or all of the following services:

- Auxiliary Grants to Rest Home Residents
- Food Stamps
- Aid to Dependent Children (ADC)
- Child Care
- Emergency Assistance
- Foster Care
- General Relief
- Fuel Assistance
- State/Local Hospitalization
- Adoption Services
- Companion Services
- Counseling Services
- Surplus Commodities
- Medicaid
- Children's Medical Security Insurance Program (CMSIP)
- Job Placement through the Virginia Initiative for Employment not Welfare (VIEW) program

Health Departments: Wise and Dickenson County are each served by a local branch of the Virginia Department of Health. The county health departments strive to protect and promote community health through the provision of free and low-cost health services. These departments are often a primary source of health care for much of the Head Start and Early Head Start population. Among the services offered:

- Well Baby Care
- Breast and Cervical Cancer Early Detection Program
- Children’s Specialty Services
- Dental Clinic
- Diabetes Control Project
- Family Planning Clinic
- General Medical Clinic (for adults)
- HIV/AIDS Education
- Health Education Activities
- Immunizations for Children Aged 0-5
- Injury Prevention
- Pap Clinic
- Prenatal Clinic
- Sanitation Services
- Well Child Clinic
- Women, Infants, and Children Program (WIC)
- Resource Mothers

Mental Health Services Providers: Head Start and Early Head Start families are generally eligible to obtain needed medical health services through one of two providers: Frontier Health or the Dickenson County Community Services Board.

Frontier Health employs the use of a sliding fee cost scale to provide services for individuals with emotional, family, or daily living problems and alcohol or drug abuse.

The Dickenson County Community Services Board provides comprehensive mental health, mental retardation, substance abuse and treatment, consultation, and counseling services for families living in Dickenson County. Both mental health providers accept Medicaid and private insurance as payment for services.

Mental health services are also available through faith-based organizations and a variety of local psychiatrists and psychologists.

Community Action Agencies: Citizens in each county and the City of Norton are served by one of two designated community action agencies: People Incorporated of Southwest Virginia and the Rural Areas Development Association (RADA). Both community action agencies concentrate on securing funds for programs designed to assist

the local community. These agencies offer vital assistance to the community by providing services that are likely unavailable through any other means.

Residents of Dickenson County are eligible for services through the following programs offered by People Incorporated of Southwest Virginia:

- Child Care Resource and Referral
- Early Head Start
- Parents in Education
- Resource Mothers
- Appalmade
- BusinesStart
- Individual Development Accounts
- Cars for Work
- Ninth District Development Financing
- Domestic Violence Program
- Senior Services
- Virginia Cares
- Home Ownership
- Indoor Plumbing Rehabilitation
- Minor Home Repair
- Rehabilitation Specialist Services
- Section 8 Rental Assistance
- Transitional Housing
- Weatherization
- Project Discovery
- Youth and Adult Workforce Development
- Reading for Jobs
- Virginia Guaranteed Assistance Program

The Rural Areas Development Association is the designated community action agency for Wise County and the City of Norton. Services offered by RADA include:

- Housing Repair
- Weatherization
- Indoor Plumbing Rehabilitation
- Water/Wastewater Services
- Youth and Adult Workforce Development
- SHARE (Self-help and Resource Exchange)
- General Outreach, Advocacy, and Referral
- Child Care Connect (Child Care Resource and Referral)

Disabilities Services: Services for children and families with disabilities are available through Disabilities Services, Inc (DSI), a private, not-for-profit corporation chartered in the Commonwealth of Virginia to encourage and provide for the development, training, and education of handicapped citizens in Wise County and the City of Norton. DSI has an Adult Activity Center which provides developmental day

training for adults with mental retardation. DSI also employs a Behavior Specialist that provides assistance and training for consumers, families, and other community agencies to manage difficult behaviors. DSI works closely with Kids Central Inc., Early Head Start program to provide disabilities services for families with children aged 0-2.

Disabilities services are also available through the Junction Center for Independent Living. The Junction Center assists and provides transportation for persons with severe disabilities so that they may live as independently as possible. The Junction Center also encourages necessary change within communities so that independent living for disabled persons is a possibility.

In Virginia, Lead Education Agencies are responsible for providing special education services for children and their families through the age of 21. Wise County, Dickenson County, and the City of Norton coordinate the provision of special education services within their respective areas. Typically, children and their families receive assistance, education, and training on coping with their individual problems. Kids Central works closely with each school district to coordinate services for Head Start children with diagnosed disabilities.

Employment and Training Services: Jobs placement and training services are also available to area residents. Most providers concentrate on ensuring that persons are able to acquire the skills and resources necessary for them to enter the workforce.

Each school system in the service area offers vocational training classes for high school students and other eligible individuals interested in receiving training in a range of topics, such as automotive repair, cosmetology, nursing, and corrections, among others.

Jobs placement services are offered by the Virginia Employment Commission (VEC). The local VEC field office, which is located in the City of Norton, meets customer's needs by providing employment placement services, labor market information, and unemployment insurance to promote job opportunities and economic growth within the area.

A local Workforce Investment Board also serves each county in the service area. The creation of the Workforce Investment Act replaced the federal Jobs Training Partnership Act. As a result, a local Workforce Investment Board was created to provide jobs training funds to certified providers within the area.

Employment services for the elderly are available through Experience Works. This program fosters and promotes part-time community service opportunities for economically disadvantaged persons aged 55 years of age or older who have poor employment prospects. Participants in the program are provided jobs training opportunities within a variety of agencies and businesses throughout the community.

Housing: Organizations throughout the service area provide rental assistance and public housing for income eligible citizens and the Wise County, Big Stone Gap, and City of Norton Redevelopment and Housing Authorities operate numerous lower-income housing complexes in the area. These organizations also provide Section 8 rental assistance to assure that the low-income community has access to adequate housing.

Other Resources: Kids Central has worked diligently over the years to build strong collaborative relationships with most of the following groups to ensure that Head Start and Early Head Start families receive needed services in a timely and efficient manner. Since many families enrolled in Head Start and Early Head Start programs often receive services from these and other community agencies, these collaborative relationships often ease the process of attaining necessary public assistance and services. The scope and variety of resources available to the community through these and other groups is an identifiable strength of the service area.

Mountain Empire Older Citizens (MEOC): This is the local Area Agency on Aging for Wise County. MEOC provides services such as:

- Adult Day Care
- Advocacy
- Case Management
- Congregate Nutrition Program
- Elder Abuse Prevention
- Emergency Services
- Foster Grandparents
- Group Respite Services
- Home Delivered Meals
- Homemaker Services
- In-Home Respite Services
- Information and Referral
- Lifeline
- Long Term Care-Ombudsman Program
- Mountain Empire Transit
- Older Worker Programs
- Pension/Insurance Counseling Services
- Personal Care Services
- Pharmacy Access

- Retired Senior and Volunteer Program
- Senior Wellness Initiative
- Support for Family Caregivers

Regional Adult Education: Adult education and literacy services are available within the service area. Adult education classes are held at various locations in each county. Participants are assisted in obtaining a General Equivalency Diploma and improving their literacy skills. A home-based adult education program is also available for qualified applicants.

Virginia Cooperative Extension Service: The Virginia Cooperative Extension Service provides families with educational programs and research information on topics related to agriculture, natural resources, home economics, and community resource development.

Family Crisis Support Services, Inc. (Hope House): Hope House educates the community about domestic and dating violence and their effects on family members. Hope House also offers emergency shelter, food and support for residents, information and referrals for housing, counseling, legal aid, parenting skills, health care, jobs, a support group for abused women, and other community outreach efforts.

Civic Organizations: Civic groups, such as local chapters of the Kiwanis and Lions Clubs, are also active within the community. These and other similar organizations periodically have fundraisers to support local community initiatives and activities designed to assist specific age groups within the service area.

## **COMMUNITY CHALLENGES**

Despite all of the aforementioned strengths of the community, the service area is not without significant challenges to the well-being of local children and their families.

Employment and Education: While the gains in employment opportunities, economic outlook, and educational attainment in the service area have been well documented in this assessment, continued focus and success in these areas are imperative if the region is to maintain the considerable advancements now coming to fruition. The key to such continued success hinges on cooperative regionalism among area leaders, with emphasis on such key infrastructures as transportation, education, water and sewer



services, and broadband capabilities, all critical to successful and diversified economic development.

Improvement to the higher educational attainment rate of the service area population is another important facet to maintaining and improving the economic outlook for individuals and households. As noted earlier, the region has made considerable strides in the high school and GED attainment rates, but rates of college graduates did not maintain the pace of the state. It is through gaining such education that individuals enjoy improved job opportunities and, on a larger scale, the region itself becomes a more attractive site for prospective employers.

Child Care: The most commonly noted reason for a parent not working or going to school is the “lack of child care.” This is a common refrain in the service area as the availability of high quality and affordable child care is very low. Many working families are unable to secure high quality child care for their children due to high fees or a lack of available openings. Unfortunately, this problem is only exacerbated for low-income working families in the service area.

In Virginia, the state department of social services is the licensing agent for day care centers, each of which must meet the standards promulgated by the Child Day Care Council. These standards are designed to assure that licensed child care providers provide safe, nurturing and healthy environments for the children in their care. The department of Social Services conducts inspections at licensed centers twice per year and investigates formal complaints. Upon gaining licensure, centers are also subject to local and state building and fire codes, and must meet minimum health and safety requirements.

Kids Central is, by far, the largest and most developed child care provider in Wise County and Dickenson County, operating a total of twenty Head Start and Early Head Start centers in the service area, annually serving over 400 children and families using a variety of program options. Of the children in the Kids Central program that require full-year and/or full-day child care so that parents may work or go to school, Kids Central was the source for such care in nearly 59 percent of the cases. At-home care through a relative or unrelated adult accounted for nearly all the remaining care.

A recent search of the licensed child care center database maintained by the department of social services indicates that there are only three licensed child care centers

in the service area (not including the Head Start and Early Head Start centers operated by Kids Central, Inc.) All told, licensed child care centers in the service area have the capacity to serve 197 children at full enrollment, with 133 of that total at two licensed centers in Wise County with 64 available at one center in Dickenson County.

When one considers the estimate that over 3,500 children under the age of 5 live in the service area, let alone children over that age that may require after school or summertime care, it seems clear that the child care market would struggle to meet the demand for its services.

A secondary source of child care available in the area is “unlicensed” day care centers, which can be religiously-exempt centers or voluntarily registered family day homes (which typically provide care for a small number of children). According to the department of social services database, there are five such centers in the service area .

The only other structured source of child care within the service area is the Pre-Kindergarten programs offered by Wise County, Dickenson County and the City of Norton school systems. According to the latest data available, these programs serve 251 children in Wise County, 102 in Dickenson County and 24 in Norton City. While there are no income guidelines governing enrollment in Title I Pre-K programs, children must possess a need for service and be at least four years of age. These programs offer high quality early childhood programming, but are only available during the normal 180-day school year. Thus, while they provide a quality alternative for four year old children, the Pre-K program cannot address a family’s true need for child care.

Consequently, it seems clear that the service area is in dire need of additional child care options. Not all families – especially working families – are income eligible to participate in the area’s largest child care provider, Kids Central, and their needs for quality child care often go unaddressed.

Most working parents are forced to rely upon family members to care for their children, meaning that such children do not receive the comprehensive enrichment and development services available within Head Start or Pre-K programs. While the care received from family members is likely adequate, it is simply not able to realize the benefits provided by structured childhood education programs.

Child care options in the service area need to be expanded, particularly in light of continued economic diversification and expansion. In order for parents to access the available employment, educational, and training opportunities in the area, the lack of dependable child care must be eliminated.

Other Challenges: Continued improvements to the transportation infrastructure are critical to economic development, as evidenced in Wise County and the City of Norton, which find their localities opened up to the larger population to a degree unforeseen decades ago. Still, transportation issues in Dickenson County continue to pose hardships and the beginning of construction on and eventual completion of the Coalfields Expressway would go a long way towards alleviating those problems.

Population loss in the service area is projected to continue, at a more measured pace in Wise County and Norton City, with more substantial declines in Dickenson County. As delineated earlier, this is a result of limited job opportunities in most cases. An aging population coupled with outward migration of younger, child-bearing citizens continues to bode a lessening population base in the region. Increased emphasis on strategies to lessen or eliminate this “brain drain” is at the forefront of many leaders and organizations’ master plans.

Needs as Identified by Kids Central Families: The 2009-2010 Kids Central Parent Survey attempted to delineate the most common challenges/needs of enrolled families. **Forty-four** percent of the respondents indicated that they worked or went to school, but of the **fifty-six percent** who do not, again, as noted earlier, the lack of child care is the number one hindrance. Other commonly cited reasons include “have a disability”, “need more job skills”, and “lack of transportation”.

When asked to select the types of problems affecting their family, respondents indicated they were most affected by lack of dental care; lack of health care; transportation; and unemployment.

Information on the types of challenges faced by enrolled families can also be delineated through the data provided by the agency’s Program Information Report, which lists the most common types of assistance provided to enrolled families for the selected year. In 2009-2010, the most common services provided were:

**Table 18: Most Common Types of Assistance, Kids Central Families, 2009-2010**

Kids Central Head Start		Kids Central Early Head Start	
1. Parenting Education	286	1. Emergency/Crisis Intervention	18
2. Health Education	121	2. Parenting Education	59
3. Adult Education Services	22	3. Housing Assistance	12
4. Emergency/Crisis Intervention	62	4. Education Assistance	5

Source: Program Information Reports, 2009-2010

## CONCLUSIONS

Population Swings: As examined in depth, the overall population of the service area seems to be stabilizing after many years of general decline. However, in terms of agency planning, it is critical that Kids Central remain in tune with both age-specific and small-area specific trends.

For example, Dickenson County, as a whole, is losing population and is expected to continue to do so for the foreseeable future. Therefore, to properly serve that county's needs, close examination of population centers, such as Clintwood, along with the enrollment histories of KCI facilities may indicate where the organization's focus should be turned.

Similarly, population clusters in Wise County and Norton City should also be frequently monitored as recent developments, such as planned school consolidations in both service area counties, economic growth patterns, and other developments can impact population and KCI enrollment in a relatively short matter of time. For example, St. Paul, which has increased in population from 1990 to 2009, has actually decreased over 5% in population since 2000 while areas such as Norton and Wise show signs of continued growth and demand for services.

Child Care: It seems quite clear that Kids Central, Inc. – and the service area at large – must remain committed, perhaps with even renewed vigor, to confront the issue of limited child care options. With both availability and affordability a challenge for all parents and caregivers in the area, improvement in this area is crucial for the agency and the region.

Health and Wellness: As has been documented in many studies, the overall health of Southwest Virginia citizens lags considerably behind statewide and nationwide averages. Many factors contribute to this from diet and exercise habits, to health care availability, to the personal health education quotient of the general public. For example, the teen pregnancy rate of Wise County has outnumbered the statewide average for the past five years, and on a regular basis for the past fifteen years (source: Virginia Department of Health). As local media frequently indicate, prescription drug abuse is a common problem for area individuals and families. Therefore, Kids Central administration would be well advised to remain aware of health and wellness trends and needs of the service area and the challenges that they may present to families.

Transportation: With the transportation infrastructure of the service area improving with each passing year and the long-term outlook for increased arterial development strong, the transportation issue in terms of economic development seems relatively positive. However, noting the emphasis upon transportation difficulties by enrolled families, it seems that the agency and the region need to remain aware of any opportunities to offer more public and subsidized transportation options.

Employment and Education: Employment and educational opportunities for service area families are greater than at any time in the recent past – with new job announcements or expanded offerings cropping up at regular intervals throughout the region, particularly in Wise County and the City of Norton. In such an environment, it would be easy for the region to collectively “sigh” and ease up on

efforts to continue to improve. However, it is vital that area leaders keep pressing the issue and for the agency administration to maintain a finger on the collective pulse of enrolled families for any alarming trends and underserved needs.