



**United Way  
of Rockland County**

**2014  
FOCUS GROUP  
REPORT**

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## Executive Summary

The United Way of Rockland County (UWRC) is pleased to present the results from the 2014 Focus Groups. The UWRC strives to increase the value and impact of community supports and resources through collaborations that advance the common good for people who live and work in Rockland County. The UWRC envisions a community where individuals and families have the *skills to achieve a quality education, economic security, and a healthy lifestyle.*

This report presents a snapshot of Rockland County's demographics, health and human service needs, and potential solutions to the identified needs. The report is a compilation of research and data from community residents, community leaders, health and human services providers, stakeholders, and government entities/employees.

A series of four focus groups were conducted: Health Focus Group, Income Focus Group, Education Focus Group, and Rockland County Government Focus Group.

This report establishes key areas of need in the UWRC's three target areas of education, income, and health that can be addressed through collaboration, strategic funding, coordination of resources/services, increased communication, and expanded knowledge of and access to available community resources. The UWRC intends to use the information in this report to help guide future fund distribution and foster community collaboration in the three target areas.

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# Acknowledgement

The Community Needs Assessment would not have been possible without the support of many people. The Board of Directors and Staff of UWRC wish to express their gratitude to the following people:

- ❖ To the members of the Community Impact Committee whose knowledge, assistance, support and guidance are invaluable.

## Community Impact Committee

Mary Ritchey, *Chairperson*

Lynne Allan

Frank Armstrong

Tracy Dembicer

Barbara Folkemer

Shelly Berger

Jay Lurch

Ted Lindenberg

Phyllis Morena

June Molof

- ❖ To Phyllis Morena for facilitating all of the focus groups.
- ❖ To the Kings Daughters Library, Suffern Library, Valley Cottage Library and Department of Social Services for hosting the focus groups.
- ❖ To the Rockland County Department of Planning for their assistance with the Rockland demographics.
- ❖ To those who participated in each of the focus groups. Without your participation and support, the UWRC would not achieve as great an impact in the community.

## Introduction

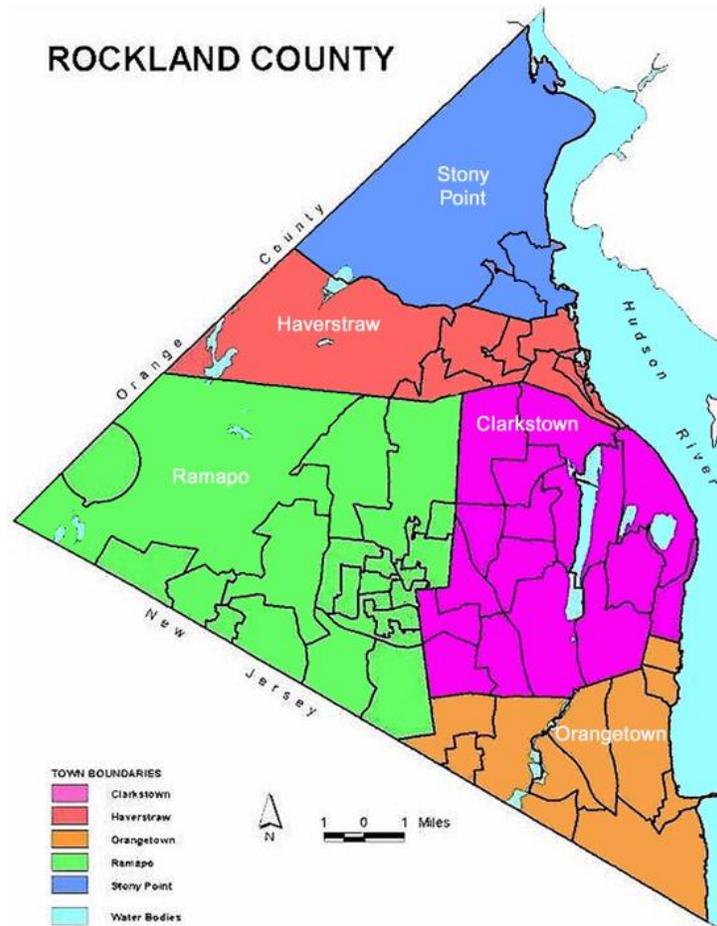
The United Way of Rockland County (UWRC) believes that conducting a periodic assessment of community needs is the best method of addressing the root causes that lead to these pressing issues. While a number of community assessments are performed regularly in Rockland County, each of these is usually focused on a particular issue, such as transportation or healthcare, or on specific populations, for example, youth or seniors. The UWRC, however, seeks to ascertain the needs in the community on a wide range of health and human services issues to assist in its planning and funding allocation process. By investing in this process, UWRC can have a more significant impact on the issues facing our county.

From January through March 2014, UWRC conducted a series of focus groups and compared these findings with the 2012 United Way Needs Assessment findings. The purpose of the focus groups was:

- To determine the health and human service needs in Rockland County, including the identification of service resources
- To provide a framework for the community to collectively solve problems
- To provide a roadmap for future United Way fund distribution

## Rockland County Geography & Demographics

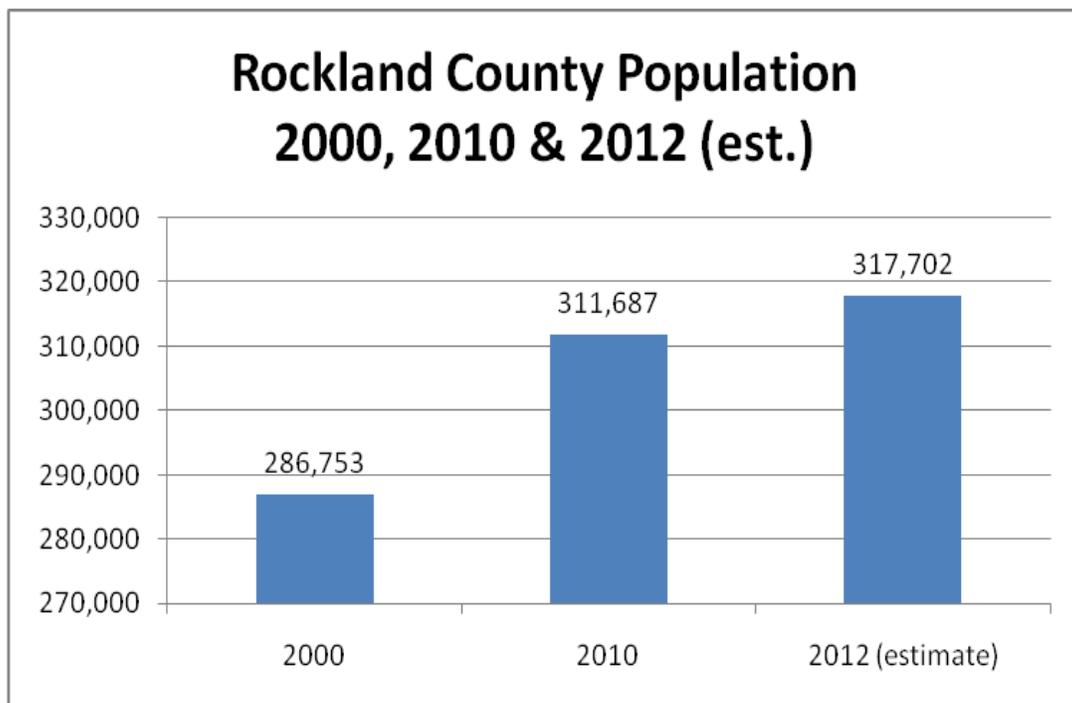
Rockland County is located approximately 30 miles northwest of New York City, bordered by the Hudson River on the east, Bergen and Passaic counties in New Jersey to the south, and Orange County to the northwest. Considered the gateway to the Hudson Valley, Rockland is linked to the region by the New York State Thruway (Interstate 87/287), the Palisades Interstate Parkway, Route 9W and the Garden State Parkway Extension. A popular residence for people who commute to jobs in nearby Westchester and Bergen counties as well as Manhattan, Rockland is geographically the smallest county in New York State, outside of New York City's five boroughs, totaling approximately 176 square miles. With nearly one-third of its land area devoted to preserved parkland and approximately 40 miles of Hudson River waterfront, Rockland enjoys many natural and scenic resources.



Source: Rockland County Dept. of Planning

Very little new demographic information has been published since the 2012 United Way Community Needs Assessment was released. New data from the American Community Survey (ACS), an ongoing statistical survey conducted by the U.S. Census Bureau that samples a small percentage of the population, is collected, calculated and released annually. Even with this new data, however, the difference between 2010 data and 2012 estimated data is negligible.

Within its five towns (Clarkstown, Haverstraw, Orangetown, Ramapo, and Stony Point) and 19 villages (see Appendix A for a complete listing of Rockland County towns and villages), Rockland County continues to experience a steady population growth (3.0% between April 2010 and July 2013) outpacing that of New York State which grew at 1.4%.

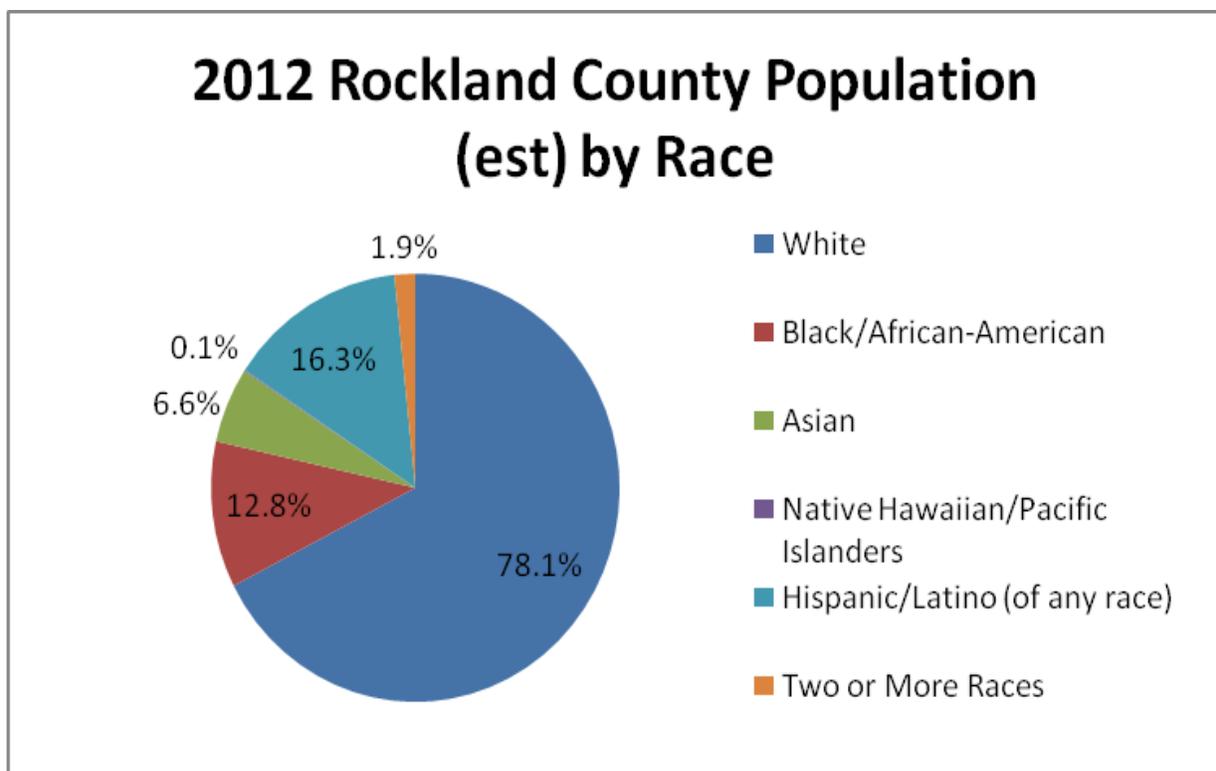


Source: US 2000, 2010 and 2012 Estimated Federal Census Data  
Rockland County Department of Planning

Recent population trends continue to hold steady: greater diversity in race-ethnicity and religious affiliation, more retiring baby boomers and pending elderly, fewer residents in prime work-force ages, larger families and households, increased foreign-born and non-English speaking residents, fewer married and more single persons, lower rates of disability, and higher levels of educational attainment. These trends will most likely continue to have an impact on social service delivery, physical and economic development, housing needs, transportation and infrastructure demand, and educational needs of the County.

From 2008 to 2012, 21.9% of Rockland’s population or 69,577 were foreign-born. The major languages other than English spoken in Rockland’s homes are Spanish, Yiddish, French Creole, Italian and Hebrew. During the same time period (2008-2012) the percentage of people age 5 and over who spoke a language other than English at home was estimated at 36.8% of Rockland County’s population, approximately 116,914 people. Rockland ranks the highest of all Hudson Valley counties in this category; Dutchess County has 15.3%, Orange County 23.1%, Putnam County 16.8%, Sullivan County 15.5%, Ulster County 11.6% and Westchester County 32%.

Since 2010 the Black or African-American population in Rockland has increased by approximately 3,608. The Asian population is estimated to have increased by approximately 678 and the Hispanic population by 3,002. By 2012, Hispanic individuals comprised 16.3% of Rockland’s population, up from 15.7% in 2010. In 2012, Rockland’s ethnic breakdown is estimated at 78.1% White, 12.8% Black, 16.3% Hispanic, 6.6% Asian, .5% Native American, and 1.9% two or more races.



Source: US 2000, 2010 & 2012 Estimated Federal Census Data  
Rockland County Department of Planning

By 2012 an estimated 27.6% of Rockland County's population (87,686) was under the age of 18 and 19. The County’s population under 18 years old is growing at a fast rate, having increased by 9.1% between 2000 and 2010. This increase was larger than the 8.7% increase in the total

population and far exceeding the 7.8% decrease in growth in the under18 age group across all of New York State.

The number of Rockland County residents aged 65 and older was 14.2% (45,114) of the estimated population.

Approximately 12.8% of Rockland County residents lived below the poverty level from 2008 to 2012. The median household income in Rockland County for the same time period is \$86,020 and has grown by 26.55% since 2000. The income growth rate is lower than the state average rate of 32.93% and is about the same as the national average rate of 26.32%.

The data that appears in the geography and demographic section of the report has been drawn from the following documents: Rockland County Child & Family Services Plan, Rockland County Comprehensive Plan, Rockland County Department of Planning, Rockland County Community Health Assessment 2010-2013, the 2012 U.S. Census American Community Survey and the U.S. 2000, 2010 & 2012 Estimated Census Data.

## Background

The United Way movement started 125 years ago and today is worldwide with nearly 1,800 community based United Way agencies in 45 countries and territories. United Way organizations advance the common good, creating opportunities for a better life for all by focusing on *education, income, and health*. The United Way movement mobilizes millions to action: To Give, Advocate, and Volunteer to improve the conditions in which they live. The United Way leads, supports, and participates in collective, inclusive community efforts that build capacity and mobilize resources to improve lives and create positive, long-term social change in local communities.

The United Way of Rockland County (UWRC), the local presence of United Way Worldwide, increases the value and impact of community support and resources through collaborations that advance the common good for people who live and work in Rockland County.

*The United Way of Rockland envisions a community where individuals and families have the skills to achieve a quality education, economic security and a healthy lifestyle.*

## Process

The UWRC focus groups involved leadership and participation of many volunteers and professionals, all contributing their time and expertise to the effort. The process included research, planning and conducting focus groups, assembly and review of demographics and statistics, and analysis.

## Areas of Impact

A fundamental belief of the UWRC is that all people deserve a quality education, enough income to support a family and good health. The UWRC's approach to developing and implementing initiatives with partners in the community is to bring together a local network of non-profit, corporate and government entities to implement strategically aligned initiatives that allows for achievements beyond what any single organization could accomplish alone.

## Focus Groups

The United Way of Rockland County (UWRC) conducted a series of four focus groups from January to March 2014 to elicit detailed information in the areas of education, income and health. The focus groups were facilitated by Phyllis Morena, a UWRC Board member and UWRC Community Impact Committee member, with assistance from the United Way staff.

Three focus groups were conducted in the areas of education, income and health. The Education Focus Group was held on February 4 at the Suffern Library with 14 participants. The Income Focus Group was held on January 28 at the Kings Daughter Library with 12 participants. The Health Focus Group was held on February 27 at the Valley Cottage Library with 19 participants. Participants included residents of Rockland County, as well as individuals who are employed by for profit or not-for-profit businesses in Rockland. The format for these three focus groups was as follows:

- Welcome & introductions;
- Identify current needs;
- Review of top 2012 identified needs / UWRC 2013-2015 grant funded programs that addressed these identified needs;
- Identify possible solutions to the current identified needs; and,
- Discuss the collective impact framework as a means to implement solutions.

The fourth focus group, the Rockland County Government Focus Group was held on February 25 and had 13 participants. Participants included Commissioners, Managers and Staff from various county departments. The format for this focus group was as follows:

- Welcome and introductions;
- Identify client and community needs;
- Identify internal and external barriers;
- Identify possible solutions to the needs identified; and,
- Discuss the collective impact framework as a means to implement solutions.

**For a detailed description of the four focus groups, see Appendix B.**

The following are a series of tables that compares the identified needs from the 2014 Education, Income and Health Focus Groups to the identified needs of the 2012 Education, Income and Health Focus Groups.

The chart that appears below compares the needs identified during the 2012 and 2014 Education Focus Groups.

IDENTIFIED NEEDS EDUCATION FOCUS GROUPS	
<u>2012</u>	<u>2014</u>
Out of School and Summer Activities for Youth	After School Care Enrichment Activities and Academic Support
Parenting Skills Development and Support	Support for Parent in Education Process <ul style="list-style-type: none"> <li>▪ Available Programs and Services</li> <li>• Homework Help*</li> <li>• Bullying*</li> <li>• <b>Planning and Preparing for College (including immigrant populations and 1<sup>st</sup> time college goers)</b></li> </ul>
Dropouts and Student not Completing High School	<b>College Attendance Rates</b>
Character Development and Life Skills in Youth	Personal Safety (physical and psychological)*  Bullying/Cyber-bullying*  Sensitivity and Awareness Education (racism, sexism, oppression, violence, etc.)*
Education Services for Non-English Speaking Adults	ESL Instruction for Adults
Education Opportunities to Prepare Preschool Children for School	Quality, Flexible and Affordable Childcare and Early Childcare Education (including children with special needs)  <b>Mental Health Services (elementary – high school)</b>

Key to chart:

Items in red represent a new identified need

Items in green represent a change in identified need in a similar area

\* More specific needs identified

The chart that appears below compares the needs identified during the 2012 and 2014 Income Focus Groups.

<b>IDENTIFIED NEEDS INCOME FOCUS GROUPS</b>	
<u>2012</u>	<u>2014</u>
Affordable Housing	Affordable Housing Housing for Youth Ages 17-21*
Money Management Skills	
Quality and Affordable Childcare	Affordable Childcare and Afterschool Programs for all Ages and Populations Summer Programs for Children and Youth
Job Skills Training	Job Training Programs
Services for Families with Financial Crisis	Affordable Cost of Living Expenses (including childcare, gasoline, property taxes, utility bills, food, housing) *
Lack of Jobs	Lack of Career Pathway Opportunities Sustainable/Higher Wages Flexibility from Companies to Support Employees during Hardship
Hunger	Hunger
	Affordable Healthcare and Long Term Healthcare School Enrollment on the Decline (Job Loss) College Enrollment on the Decline (Affordability)

Key to chart:

Items in red represent a new identified need

Items in green represent a change in identified need in a similar area

\* More specific needs identified

The chart that appears below compares the needs identified during the 2012 and 2014 Health Focus Groups.

IDENTIFIED NEEDS HEALTH FOCUS GROUPS	
2012	2014
Youth Substance Abuse	Education and Services for Substance Use Disorders: Prevention, Treatment and Recovery for <b>all ages</b> *
Child Abuse and Neglect	
Affordable Medical Health Services	Mental Health Services for Youth and Adults * Behavioral Health Nurses * Geriatric Specialists *
Access to Affordable Health Insurance	Specialty Health Services (including vision, dental, mental health) *
Obesity	Obesity Increase Activity for Youth, Adults and Seniors *
Navigating the Healthcare System	Navigation of the Healthcare System Educate about Patient Rights (youth, adults, immigrants) *
Domestic Violence	Domestic Violence
Proper Nutrition Awareness	Nutrition Education all Ages
Quality Home Health Care Services for the Elderly	<b>Insufficient Healthcare and Homecare Workforce</b>
Chronic Diseases	
	<b>Support Services (families with physical/mental health issues, children on the spectrum, people with disabilities, survivors of domestic abuse)</b>

Key to chart:

Items in red represent a new identified need

Items in green represent a change in identified need in a similar area

\* More specific needs identified

The chart that appears below compares the needs identified during the 2012 and 2014 Government Focus Groups.

IDENTIFIED NEEDS GOVERNMENT FOCUS GROUPS	
2012	2014
Paying Bills for Basic Needs: Rent, Housing, Utility, Water, Food	High Cost of Basic Needs: Housing, Food, Childcare
Navigation of the Systems	Navigation of the Systems
Single Point of Entry into Services	Accessibility to Services
Coordination of Services Between County Government and Non-Profits, Schools; Intergovernmental Collaboration; Government, Community Leaders, Non-Profits, Municipalities Work Together/Collaborate; Better Communication Across all Sectors of Community	Information Sharing and Communication Amongst all Sectors/Programs/Departments
Service Providers Need to have Staff from Different Backgrounds	Employ People that are Representative of Clientele Served
Lack of Representation of all Cultures in Different Jobs	Translation Services *
Time and Attention to Internal Workforce Development: Trainings	Sensitivity and Awareness Training for Staff
	<b>Racial/Health Disparities</b>
Support Services/Programs (including youth, elderly, previously incarcerated, families, grandparents)	Support Services/Programs (including youth, military families, elderly, mental health issues, previously incarcerated, non-English speaking people)
	<b>Larger Population with Mental Health Issues</b>
	<b>Nutrition</b>
Medical/Prescription Coverage	
Homecare for Elderly and High Risk Families	Additional Funding to Provide Continuum of Care Services *
Skills for Entry Level Employment/Jobs	Employment Opportunities for Persons with a Mental Illness and People Returning from Prison *
	<b>Funding for Un-mandated Services</b>
	<b>Educate Funder's on Impact of Cut Backs on Services</b>
	<b>Systems Need to Plan for Demographic Changes</b>

Key to chart:

Items in red represent a new identified need

Items in green represent a change in identified need in a similar area

\* More specific needs identified

Following is a chart that identifies needs that were identified in all four 2014 Focus Groups: Education, Income, Health and Government.

NEEDS IDENTIFIED BY ALL FOUR FOCUS GROUPS
Larger Population with Mental Health Issues
Point of Entry to Services/Navigating the Systems
Public Awareness/Access to Community Resources
Multi-lingual/Multi-cultural Services
Awareness of Changing Rockland County Demographics
Funding for Services
Sensitivity and Awareness Staff Training

## Solutions

Participants in all four Focus Groups were asked to offer possible solutions to the barriers that prevent Rockland County residents from having their needs met and/or accessing existing services.

The **Education Focus Group** offered the following solutions for areas of need specific to education:

- Schools hold evenings for parent/children, “Math Night”
- Parent/Child Homework help programs
- Clarify and implement district wide Dignity For All Student Act
- Require teachers/staff personnel to take Undoing Racism
- Family engagement programs
- Use volunteers to provide program support
- Family-School-Community collaborative programs
- Youth Advocates
- Bullying and cyber bullying education programs children, adults, staff
- Peer mentoring programs
- Expand Center for New Americans
- Rockland Child Advocacy Network
- School districts creativity in using money for universal pre-k
- School districts work with community/nonprofits for shared analysis of issues and solutions
- Have youth complete high school at age sixteen and put money saved into early education services
- Business mentors to help with career planning and transition

The **Health Focus Group** offered the following solutions for areas of need specific to health:

- Train staff
- Affordable housing
- Conversational Spanish classes
- Linking organizations that work together
- Senior helpline – OFA
- Use of volunteers
- Act as information conduits and referrals to each other
- Share resources in a deliberate way
- Rich dissemination of information
- Collaboratives – E-mail very effective
- Funding for psychiatric services for youth (medication assessment and management)
- Teen peer to peer education using social media
- Collective impact initiative
- Community outreach

The **Income Focus Group** offered the following solution for areas of need specific to income:

- Support staff's career path moves
- Workforce reflect community serving
- Build positive relationships with clients
- Embrace diversity
- Ask clients and specific communities about their needs
- Cultural competency staff training

The **Government Focus Group** offered the following solutions for areas of need in the county:

- Oversight of programs/services
- Increase collaboration and communication between government programs and nonprofit sector
- Cross sector collaborations
- Multi-government department collaboration for safe and healthy families
- Central location of services
- Public health priorities workgroup
- Identify community stakeholders/leaders (all communities)
- Regional standard planning/collaborative
- Quality services
- Continued conversations to affect change
- Training in data collection
- Support for children and families in East Ramapo School District

## Collective Impact

At the end of all four focus groups, participants were asked to discuss the concept of Collective Impact. Collective impact occurs when actors from different sectors commit to a common agenda in order to solve a specific community problem. In order to create lasting solutions to social problems on a large scale, all organizations, including government, non-profits and the business sector need to coordinate their efforts and work together around a clearly defined goal.

There are five conditions that together, lead to meaningful results from Collective Impact:

1. **Common Agenda:** All participants have a shared vision for change including a common understanding of the problem and joint approach to solving it through agreed upon actions.
2. **Shared Measurement:** Collect data and measure results consistently across all participants ensuring efforts remain aligned and participants hold each other accountable.
3. **Mutually Reinforcing Activities:** Participant activities must be differentiated while still being coordinated through a mutually reinforcing plan of action.
4. **Continuous Communication:** Consistent and open communication is needed across the many players to build trust, assure mutual objectives, and appreciate common motivation.
5. **Backbone Support:** Requires separate organization(s) with staff and a specific set of skills to serve as the backbone for the entire initiative and coordinate participating groups.

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**Appendix A: Rockland County Towns & Villages**

Town	Villages
Clarkstown	Nyack Village (Partial) Spring Valley Village (Partial) Upper Nyack Village Unincorporated Clarkstown Town
Haverstraw	Haverstraw Village Pomona Village (Partial) West Haverstraw Village Unincorporated Haverstraw Town
Orangetown	Grand View-on-Hudson Village Nyack Village (Partial) Piermont Village South Nyack Village Unincorporated Orangetown Town
Ramapo	Airmont Village Chestnut Ridge Village Hillburn Village Kaser Village Montebello Village New Hempstead Village New Square Village Pomona Village (Partial) Sloatsburg Village Spring Valley (Partial) Suffern Village Wesley Hills Village Unincorporated Ramapo Town
Stony Point	Unincorporated Stony Point Town

## Appendix B1: Focus Group Results – Education Focus Group, February 4, 2014

### Agenda

Identify Needs

Compare to Identified Needs in 2012

Identify Solutions

Collective Impact

### Identified Needs

- After school care enrichment activities and academic support
- College attendance rates dropping
- Educate parents about getting children/youth ready and financial planning for college
- Information and guidance about college for parents that speak languages other than English
- Infant and toddler childcare
- Childcare for children with special needs
- Childcare programs that offer various time frames (early morning, evening, weekend, school closings)
- Programs for children to bridge gap from early childhood into school
- Lack of knowledge about programs and services, especially new parents
- Services to orient immigrants to county, services and education system
- Tutoring all ages and populations
- Educate first time generation college goers and their families about college
- ESL instruction for adults
- Advocacy for no more cuts to school budgets
- Mental health services for elementary through high school age students
- Support services for school age children and parents
- Funding for programs – government and private sources
- Sensitivity and awareness education for professionals, youth and parents (sexual assault, trafficking, bullying, teen dating violence, racism, sexism, oppression)
- Educate adults about how their actions teach bullying to youth
- Raise awareness about effects of poverty
- Transportation to services and programs
- Safety in the schools
- Grants to fund complete programs
- Support for parents in education process
- Support parents to help children with homework
- Early childhood education – learn life skills
- Personal safety in the schools (physical and psychological)
- Educate about risks of social media (bullying/harassment)

### **2012 Top Identified Needs**

\*Programs funded through United Way 2013-2015 grant cycle that addresses these identified needs. For program details see Appendix C: 2013 – 2015 Community Impact Funded Programs.

#### ***Out of School and Summer Activities for Youth***

- \* Rockland County Mentoring Program
- \* Summer Program
- \* North Rockland Community Partnership Program

#### ***Parenting Skills Development and Support***

- \* Safe Mom Safe Kids Program
- \* Tuition Scholarship Program
- \* Rockland County Re-entry Support Program
- \* Parent Education and Preparedness Program
- \* Parent Child Home Program
- \* North Rockland Community Partnership Program
- \* Culturally Competent Counseling and Family Support

#### ***Dropouts/Students not Completing High School***

- \* All United Way funded programs

#### ***Character Development and Life Skills in Youth***

- \* Rockland County Mentoring Program
- \* Rockland County Re-Entry Support Program
- \* Summer Program
- \* Parent Education and Preparedness Program
- \* Project Turning Point
- \* North Rockland Community Partnership Program

#### ***Education Opportunities to Prepare Preschool Children for School***

- \* Parent Child Home Program
- \* Tuition Scholarship Program

### **Identified Solutions**

- Schools hold evenings for parent/children, “Math Night”
- Parent/Child Homework help programs
- Clarify and implement district wide Dignity For All Student Act
- Require teachers/staff personnel to take Undoing Racism
- Family engagement programs
- Use volunteers to provide program support
- Family-School-Community collaborative programs
- Youth Advocates

- Bullying and cyber bullying education programs children, adults, staff
- Peer mentoring programs
- Centralization of similar services
- Expand Center for New Americans
- Rockland Child Advocacy Network
- Additional financial support for programs
- School districts creativity in using money for universal pre-k
- School districts work with community/nonprofits for shared analysis of issues and solutions
- Have youth complete high school at age sixteen and put money saved into early education services
- Business mentors to help with career planning and transition

### **Collective Impact**

Collective impact occurs when actors from different sectors commit to a common agenda in order to solve a specific community problem.

#### *Five Condition of Collective Impact*

- 1) Common Agenda - All participants have a shared vision for change including a common understanding of the problem and joint approach to solving it through agreed upon actions.
- 2) Shared Measurement - Collect data and measure results consistently across all participants ensuring efforts remain aligned and participants hold each other accountable.
- 3) Mutually Reinforcing Activities - Participant activities must be differentiated while still being coordinated through a mutually reinforcing plan of action.
- 4) Continuous Communication - Consistent and open communication is needed across the many players to build trust, assure mutual objectives, and appreciate common motivation.
- 5) Backbone Support - Requires a separate organization(s) with staff and a specific set of skills to serve as the backbone for the entire initiative and coordinate participating groups.

## Appendix B2: Focus Group Results – Income Focus Group, January 28, 2014

### Agenda

Identify Needs

Compare to Identified Needs in 2012

Identify Solutions

Collective Impact

### Identified Needs

- Affordable housing
- Affordable childcare for all ages and populations
- Transportation
- Sustainable wage (income to cover all costs)
- Lack of career pathway opportunities for young, those returning to work and changing careers
- Flexibility from companies to support employees during hardships
- Hunger
- High utility bills
- Health Insurance
- Long term healthcare
- Lower property taxes
- Job opportunities
- Respite for children that runaway
- Housing for youth ages 17-21
- Childcare and afterschool programs for children with special needs ages 12-21
- Individual Education Plans to be realistic with college goals
- Minimum wage across the board does not work
- Better wages for childcare/health care workers
- Summer programs for children and youth
- School enrollment is declining
- Job Training programs
- Transportation
- Cost of gasoline
- Stricter controls to prevent “using the system”
- Program that assist with paying for childcare
- Awareness about available programs
- Divorcees who are not receiving alimony
- Services/program information in different languages
- Educate about Rockland County demographics
- Human trafficking/labor trafficking

## **2012 Top Identified Needs**

\*Programs funded through United Way 2013-2015 grant cycle that addresses these identified needs. For program details see Appendix C: 2013 – 2015 Community Impact Funded Programs.

### ***Affordable Housing***

#### ***Money Management Skills***

- \* Rockland County Mentoring Program
- \* Creating Assets Savings and Hope (CA\$H) Program

#### ***Quality and Affordable Childcare***

- \* Tuition Scholarship Program

#### ***Job Skills Training***

- \* Youth Summer Program
- \* Rockland County Re-Entry Program
- \* Independent Living Skills Program

#### ***Services for Families with Financial Crisis***

- \* Culturally Competent Counseling and Family Support Services
- \* North Rockland Community Partnership Program
- \* Project Turning Point
- \* FamilyWiz
- \* Len-A-Hand

### ***Lack of Jobs***

#### ***Hunger***

- \* Emergency Food and Shelter Program
- \* Youth Summer Program

## **Identified Solutions**

- Support staffs career path moves
- Workforce reflect community serving
- Build positive relationships with clients
- Embrace diversity
- Ask clients and specific communities about their needs
- Cultural competency staff training

## **Collective Impact**

Collective impact occurs when actors from different sectors commit to a common agenda in order to solve a specific community problem.

*Five Condition of Collective Impact*

- 1) Common Agenda - All participants have a shared vision for change including a common understanding of the problem and joint approach to solving it through agreed upon actions.
- 2) Shared Measurement - Collect data and measure results consistently across all participants ensuring efforts remain aligned and participants hold each other accountable.
- 3) Mutually Reinforcing Activities - Participant activities must be differentiated while still being coordinated through a mutually reinforcing plan of action.
- 4) Continuous Communication - Consistent and open communication is needed across the many players to build trust, assure mutual objectives, and appreciate common motivation.
- 5) Backbone Support - Requires a separate organization(s) with staff and a specific set of skills to serve as the backbone for the entire initiative and coordinate participating groups.

## Appendix B3: Focus Group Results – Health Focus Group, February 27, 2014

### Agenda

Identify Needs

Compare to Identified Needs in 2012

Identify Solutions

Collective Impact

### Identified Needs

- Mental health services
- Multi-lingual services
- Culturally sensitive services
- Substance use disorders: prevention, treatment and recovery
- Navigation of the health care system (federal, state, private)
- Health and mental health literacy (empower people to understand services and health issues)
- Empower clients to be their own advocates
- Engagement and access to physical activity for youth
- Home and community based services for seniors
- Affordable and accessible psychiatry services for youth and adults
- Senior centers (interaction good for mental health)
- Community places for seniors
- Home delivered meals
- Nutrition education
- Obesity
- Increase Activity
- Healthcare and homecare workforce
- Mental health services for youth in schools
- Specialty health services – access to and health coverage needed
- Behavioral health nurses
- People that understand addiction in the health field
- Point of entry to services
- Domestic Violence
- Affordable transportation for seniors
- Communicate to general public about services
- Geriatric specialists, psychiatrists and nutritionist
- Volunteers
- Hunger
- Non-residential eating disorder programs
- Educate community and professionals about eating disorders
- Educate about sexual reproductive health (info to people at appropriate ages)

- Educate about HIV/aids and other infectious diseases
- Train primary care physicians, pediatricians and their staff about behavioral issues in youth and adults
- Cultural and disparity competency training for professionals
- Educate youth and adults about their rights as a patient
- Educate immigrants about their rights as a patient
- Professional training for transgender issues
- More school based education in all areas – start at an earlier age
- Services for developmentally delayed and people diagnosed on the spectrum
- Access to and programs for people with disabilities
- Out of county transportation to medical appointments
- Access to technology to complete health/medical forms
- Help for completing medical forms
- Support for families experiencing physical and mental health issues
- Supportive housing for people that need assistance with activities of daily living
- Housing for people in early recovery
- Long term supports for survivors of domestic abuse
- Affordable vision services
- Affordable dental services
- Oral health education
- Lack of awareness until person needs assistance
- Consumer advocacy
- Public Awareness of community resources
- Access to information and services
- Adolescent mental and physical health services
- Educate about drugs and alcohol issues
- Safe syringe program

### **2012 Top Identified Needs**

\*Programs funded through United Way 2013-2015 grant cycle that addresses these identified needs. For program details see Appendix C: 2013 – 2015 Community Impact Funded Programs.

#### ***Youth Substance Abuse***

- \* Project Turning Point
- \* The North Rockland Community Partnership Program

#### ***Affordable Medical Health Services***

- \* Reduced Rate Home Care Program

#### ***Access to Affordable Health Insurance***

- \* FamilyWize

### *Obesity*

- \* Nutrition Matters: Eat Well and Shop Wisely
- \* Youth Summer Program

### *Domestic Violence*

- \* Safe Mom Safe Kids Program

### *Navigating the Healthcare System*

### *Proper Nutritional Awareness*

- \* Nutrition Matters: Eat Well and Shop Wisely
- \* Youth Summer Program

### *Quality Home Health Care Services for the Elderly*

- \* Reduced Rate Home Care Program

### *Chronic Illness and Disease*

- \* Independent Living Skill Program

### Identified Solutions

- Train staff
- Affordable housing
- Conversational Spanish classes
- Linking organizations that work together
- Senior helpline – OFA
- Use of volunteers
- Act as information conduits and referrals to each other
- Share resources in a deliberate way
- Rich dissemination of information
- Collaboratives – E-mail very effective
- Funding for psychiatric services for youth (medication assessment and management)
- Teen peer to peer education using social media
- Collective impact initiative
- Community outreach

### Collective Impact

Collective impact occurs when actors from different sectors commit to a common agenda in order to solve a specific community problem.

*Five Condition of Collective Impact*

- 1) Common Agenda - All participants have a shared vision for change including a common understanding of the problem and joint approach to solving it through agreed upon actions.
- 2) Shared Measurement - Collect data and measure results consistently across all participants ensuring efforts remain aligned and participants hold each other accountable.
- 3) Mutually Reinforcing Activities - Participant activities must be differentiated while still being coordinated through a mutually reinforcing plan of action.
- 4) Continuous Communication - Consistent and open communication is needed across the many players to build trust, assure mutual objectives, and appreciate common motivation.
- 5) Backbone Support - Requires a separate organization(s) with staff and a specific set of skills to serve as the backbone for the entire initiative and coordinate participating groups.

## Appendix B4: Focus Group Results – Rockland County Government Focus Group, January 25, 2014

### Agenda

Identify Needs: Client and Community  
Compare to Identified Needs in 2012  
Internal and External Barriers  
Identify Solutions  
Collective Impact

### Identified Needs

- Translation services
- Employee people that represent clientele
- Information sharing and communication amongst departments/programs
- Navigating the systems
- Support for military families
- Sensitivity and awareness staff training
- Educate about mental illness
- Support for people returning to the community after incarceration
- Identify elderly living with dysfunctional adult children
- Larger population with mental health issues
- Employment opportunities for person with a mental illness
- Identify and provide supports for young adults that “fall in the cracks” in schools
- Accessibility to services
- Affordable housing
- Additional funding to provide continuum of care services
- Educate funder’s impact of cut backs on health and human services
- Funding for un-mandated services
- Collaborations between government departments
- More oversight on funded programs
- Health disparities
- Health Department work collaboratively on 2014-2017 health priorities: (1) promoting health women, children and infants (2) Promoting a safe and healthy environment (3) Promoting mental health and preventing substance abuse (4) Reducing HIV, sexual transmitted infections, vaccine preventable diseases and health care acquired infections (5) Preventing chronic diseases
- Youth with issues not being handled/identified in school system
- Identify youth needing foster care and respite services
- Local (countywide) foster care placements and services for youth
- Therapeutic foster care
- Youth connection to community

- Good nutrition
- Educate food pantries about offering healthy choices to clients
- Educate community/staff about racial disparity
- Educate legal community about effect decisions have on youth and families
- Employment opportunities for people returning from prison
- Systems need to plan for demographic changes (30-40 year olds leaving county due to economics, senior population increasing, increasing population that does not speak English as first language, sandwich generation, Hasidic/orthodox population increasing)
- Supports for people with mental health issues to comply with program mandates
- Food Assistance

### **2012 Top Identified Needs**

\*Programs funded through United Way 2013-2015 grant cycle that addresses the identified needs in each area. For program details see Appendix C: 2013 – 2015 Community Impact Funded Programs.

#### ***Education***

- \* Parenting Skill Development and Support
- \* Character Development /Life Skills in Youth
- \* Education Services for Adults who do not Speak English
- \* English Reading and Writing Skills Development for Adults

#### ***Income***

- \* Affordable Housing
- \* Quality/Affordable Childcare
- \* Job Skills Training
- \* Services for Families with Financial Crisis
- \* Lack of Jobs
- \* Hunger

#### ***Health***

- \* Affordable Medical Health Services
- \* Access to Affordable Health Insurance
- \* Proper Nutrition Awareness
- \* Navigating the Healthcare System
- \* Quality Home Health Care Services for Elderly

### **Barriers**

- Laws and mandates
- Constant changes in programs
- Lack of communication amongst staff/government/nonprofits
- Lack of financial and personnel resources

- People's perception of government services
- Policies not always understood or articulated well
- Streamlined policies
- No comprehensive way of addressing issues amongst different sectors
- Racial disparity
- Individual and community biases
- Educational inequalities
- Educational discipline different for youth of color in different school districts
- Staff burnout
- No longer can provide case management services, only time for crisis management
- Lack of wrap around services

### **Identified Solutions**

- Oversight of programs/services
- Increase collaboration and communication between government programs and nonprofit sector
- Cross sector collaborations
- Multi-government department collaboration for safe and healthy families
- Central location of services
- Public health priorities workgroup
- Identify community stakeholders/leaders (all communities)
- Regional standard planning/collaborative
- Quality services
- Continued conversations to affect change
- Training in data collection
- Support for children and families in East Ramapo School District

### **Collective Impact**

Collective impact occurs when actors from different sectors commit to a common agenda in order to solve a specific community problem.

#### *Five Condition of Collective Impact*

- 1) Common Agenda - All participants have a shared vision for change including a common understanding of the problem and joint approach to solving it through agreed upon actions.
- 2) Shared Measurement - Collect data and measure results consistently across all participants ensuring efforts remain aligned and participants hold each other accountable.
- 3) Mutually Reinforcing Activities - Participant activities must be differentiated while still being coordinated through a mutually reinforcing plan of action.

- 4) Continuous Communication - Consistent and open communication is needed across the many players to build trust, assure mutual objectives, and appreciate common motivation.
- 5) Backbone Support - Requires a separate organization(s) with staff and a specific set of skills to serve as the backbone for the entire initiative and coordinate participating groups.

## Appendix C: 2013-2015 Community Impact Funded Programs

### **Education ~Individuals and families have the skills and opportunity to achieve a quality education**

Program	Description	In Collaboration with...
<b>Rockland County Mentoring Collaborative</b>	This program provides an after school peer mentoring program, including tutoring/homework help, and parent program. This program is part of the Hudson Valley United Way Participate to Graduate Initiative.	<i>Big Brothers Big Sisters</i> coordinates this program in partnership with <i>Dominican College, Spring Valley High School, and Mental Health Association of Rockland.</i>
<b>Tuition Scholarships Program</b>	This program provides childcare tuition scholarships to eligible parent(s) who are working or attending school.	<i>Childcare Resources of Rockland</i> coordinates this program in partnership with <i>Rockland 21C.</i>
<b>Youth Summer Program</b>	This program provides ELA and math skills maintenance, recreational activities and job training for children and/or youth	<i>Martin Luther King Center</i> coordinates this program in partnership with <i>East Ramapo Schools, Nyack College, Spring Valley Police, Center for Safety and Change and Rockland County Youth Bureau.</i>
<b>Parent Education and Preparedness Program</b>	This program provides parenting programs for teens and immigrant population, and social skill/play groups for children.	<i>Mental Health Association of Rockland</i> coordinates this program in partnership with <i>One-to-One Learning, East Ramapo Schools and Nyack College.</i>
<b>Parent Child Home Program</b>	This program provides parent child home literacy visits, after school playgroups, and information and referral assistance for parents and children.	<i>Rockland 21C</i> coordinates this program in partnership with <i>Rockland AmeriCorp, Nanuet Schools, Nyack Schools, North Rockland Schools and East Ramapo Schools.</i>
<b>The North Rockland Community Partnership Program</b>	This program provides individual and group counseling, assessments, life skills training, tutoring, and recreational programs for at-risk youth in North Rockland, in addition to parent support services. This program is part of the Hudson Valley United Way Participate to Graduate Initiative.	<i>Rockland YMCA</i> coordinates this program in partnership with the <i>North Rockland High School Extension and Haverstraw Center.</i>

### **Income ~ Individuals and families have the skills and opportunity to achieve economic security**

Program	Description	In Collaboration with...
<b>Rockland County Re-Entry Support Program</b>	This program provides life skills training, job readiness training, housing information, and confidence skill building for women being released from prison and their children.	<i>Creative Response to Conflict</i> coordinates this program in partnership with the <i>Haverstraw Center, Cornell Cooperative Extension, Rockland Community College and RSVP.</i>
<b>Culturally Competent Counseling and Family Support Services</b>	This program provides counseling services, parenting and information sessions, and information and referral services for immigrant	<i>VCS</i> coordinates this program in partnership with <i>Haitian American Cultural Social Organization (HACSO).</i>

	population.	
<b>FamilyWize</b>	This program provides free prescription discount cards offering savings for those without insurance or who cannot afford prescription drugs. For a <i>free prescription discount card</i> visit <a href="http://www.familywize.org">www.familywize.org</a> or call (866) 810-3784.	<i>United Way of Rockland</i> coordinates this program in partnership with <i>FamilyWize Community Partnership</i> .
<b>Creating Assets, Savings and Hope (CA\$H) Program</b>	This program provides free tax preparation, financial educational information and community resources information to low-income workers.	AARP coordinates this program in partnership with <i>United Way of Rockland</i> .
<b>Emergency Food and Shelter Program (EFSP)</b>	This program provides assistance with basic needs to families in emergency situations.	<i>United Way of Rockland</i> coordinates this program on behalf of the <i>U.S. Department of Homeland Security's Federal Emergency Management Agency</i> .
<b>Lend-A-Hand</b>	This program provides assistance to individuals and families in a crisis situation. Please call the United Way for information.	<i>United Way of Rockland</i> coordinates this program on behalf of the <i>Gannett Foundation</i> .

**Health ~ Individuals and families have the skills and opportunity to achieve a healthy lifestyle**

<b>Program</b>	<b>Description</b>	<b>In Collaboration with...</b>
<b>Independent Living Skills Program</b>	The program provides independent living skills trainings for people who are blind and visually impaired including: Individual/Group Counseling, Rehabilitation Instruction, Orientation and Mobility Instruction and Transportation.	The <i>Association for the Visually Impaired</i> coordinates this program in partnership with <i>Retired Senior Volunteer Program (RSVP)</i> and <i>Rockland Independent Living Center</i> .
<b>Safe Moms Safe Kids Program</b>	This program provides counseling, safety planning and parent education for domestic violence survivors and their children involved with the Child Protective Services System.	The <i>Center for Safety and Change</i> coordinates this program in partnership with <i>Rockland County Child Protective Services</i> .
<b>Reduced Rate Home Care Program</b>	This program provides training of nurse's aides, in addition to, assessment and personal care services for frail elderly and older adults with chronic illness and/or disabilities.	<i>Home Aides of Rockland</i> coordinates this program in partnership with the <i>Rockland County Office of the Aging</i> .
<b>Nutrition Matters: Eat Well and Shop Wisely</b>	This program provides nutrition education for senior citizens.	<i>Meals on Wheels</i> coordinates this program in partnership with <i>Martin Luther King Center</i> and <i>Rockland County Department of Health</i> .
<b>Project Turing Point</b>	This program provides a runaway & homeless shelter, crisis intervention hotline, and a street wise outreach mobile unit for youth.	<i>Children's Village</i> coordinates this program in partnership with the <i>Rockland County Youth Bureau</i> .

## **Appendix D: Data Sources Used in Community Needs Assessment**

Rockland County Child & Family Services Plan

Rockland County Comprehensive Plan

Rockland County Department of Planning

Rockland County Community Health Assessment 2010-2013

U.S. Census Data, 2000, 2010 & 2012 (estimated)