



WINTER 2008 UW – EXTENSION NEEDS ASSESSMENT RESULTS COMPARED WITH CPAG MEETING ISSUE DISCUSSIONS AND QUESTIONNAIRE FEEDBACK

Directly below are the top seven CPAG discussion themes as emphasized in meetings (April 12, 2007, May 24, 2007, and January 31, 2008) and CPAG questionnaires. Some themes are organized using the UW-Extension winter 2008 Needs Assessment Categories. They are ranked from most to least mentioned.

Top Seven CPAG Discussion Themes

- 1. Obtaining adequate health care (17 direct references)**
- 2. Learning parenting skills (9 direct references)**
- 3. Community wellness/positive thinking (8 direct references)**
- 4. Youth/family issues (7 direct references)**
- 5. Economic development (7 direct references)**
- 6. Building career skills (7 direct references)**
- 7. Environmental quality (6 direct references)**

Below is a comparison of what has been discussed at all CPAG meetings and mentioned by members on CPAG questionnaires using only winter 2008 Needs Assessment categories to organize them. They are ranked from most to least mentioned.

Theme Rankings

1. Obtaining adequate health care (17 direct references)
2. Learning parenting skills (9 direct references)
3. Building career skills (7 direct references)
4. Environmental quality (6 direct references)
5. Affordable housing and living conditions (6 direct references)
6. Drug and alcohol issues (6 direct references)
7. Managing finances (5 direct references)
8. Healthy lifestyle choices (4 direct references)
9. Using alternative energy (2 direct references)
10. Planning for the use of land in your community (2 direct references)
11. Learning how to start a business (2 direct references)

12. Youth leadership programs (2)
13. Active 4-H clubs (1 direct reference)
14. Out of school programs (0 direct references)
15. Families have enough food (0 direct references)
16. Safe food supply (0 direct references)
17. Use of locally grown food (0 direct references)
18. Profitable agricultural communities (0 direct references)
19. Developing community leadership (0 direct references)
20. Getting information on gardens and lawns (0)

Below are other significant themes mentioned in CPAG meetings or in CPAG questionnaire feedback arranged by theme categories that were not included in the winter 2008 Needs Assessment categories.

Non-Needs Assessment Categories

1. Community wellness/positive thinking (8 direct references)
2. Youth/family issues (7 direct references)
3. Economic development (7 direct references)
4. Education (5 direct references)
5. Aging population (3 direct references/other than health care related)
6. Marketing Extension (2 direct references)
7. Internet access (1 direct reference)

Key Observations:

- Health care is the most emphasized topic by a significant amount.
- Health care issues were referenced in CPAG meetings and on CPAG questionnaires mostly in the context of the county's aging population.
- Community wellness through positive thinking was emphasized during the first CPAG meeting and on the initial CPAG questionnaire but not since.
- In the winter 2008 Needs Assessment results, it is probable that some issues/topics were not dwelled on because they are already being addressed by Extension and its partners or other organizations without Extension's assistance (e.g. out of school programs; community leadership; getting information on gardens and lawns).

- Economic development/job creation has not been emphasized since the first CPAG meeting (April 12, 2007) or beyond the results of the first CPAG questionnaire.
- Issues related to local education were emphasized in all three CPAG meetings (April 12, 2007, May 24, 2007, January 31, 2008) and in CPAG questionnaires but not in the winter 2008 Needs Assessment mainly because it was omitted as a general category.
- Food/nutrition issues have been mentioned in CPAG meetings only on rare occasions.

Matrix of all CPAG Issues Discussed in Meetings or Mentioned in Questionnaires (organized mostly by Needs Assessment Categories)

Note on columns two and three: Winter 2008 Needs Assessment: How important are the following issues for you and your family and then how important the same issues are for others in the county. With 1 being the lowest and 7 being the Highest. (Summary of Average of Responses, ranked by importance).

Winter 2008 Needs Assessment Categories	<u>Related to</u> You and Family	<u>Related to</u> Others in Community	<u>CPAG Issue Statements</u> 2/4/08 meeting	<u>CPAG Issue Statements</u> 4/12/07 (meeting and preliminary survey 5/24/07 meeting
Obtaining adequate health care <hr/> Total direct references made in CPAG meetings & questionnaires = 17	6.2	6.2	Obtaining adequate health care (10) *Need medical health bill information *Medical Programming for aging *Supplemental health policy *Health – sidewalk access issues *Health care plan; cost, quality, coverage *Health care; small business provider *Health insurance; local experimentation *Small businesses providing health coverage [very difficult]; impacts on small businesses	Obtaining adequate health care (7) *Aging population; care of; leaving workforce * Developing an effective approach to educating the general public on the impact our aging population will have on Lincoln County over the next 30 years. The purpose of this education program would be to stimulate discussion and necessary action required to build the infrastructure that will be needed to sustain this population base in all aspects from transportation needs to medical care to social support systems. * My thoughts and concerns are related to the older adults in our community. Future concern for the “Baby Boomers” meeting the needs

				<p>that they will insist on when they are faced with their health care. I see the need for services that can be brought to their door steps. Services that will give them the opportunity to stay in their homes and retain their independence for as long as they live. I don't see them going into the nursing homes -just something that I see. Who will provide those cares and meet their needs? Do we have enough of the quality skilled home health care workers to provide the care needed? The funds will be there, for most they have been saving up for their retirement ... (Just a thought). Meeting the needs for those in our community who will be diagnosed with dementia. Is a CBRF and Nursing Home the only option for their care? Affordable respite programs. I feel that Lincoln County is going to see the impact in the years to come with the numbers of families needing our help with respite care. Transportation will always be an issue not just for the older adults but for those unable to have the means of transportation. We are so blessed to have the public transportation that we have (in the city). How about the handicapped person who lives ½ mile out of town and can't afford the fee for private transportation?</p> <p>* Needs/Issues: I am hoping that by this fall volunteers walkers and staff from the Merrill Senior Center will reach each home in Merrill. Providing them with a directory of information of what services and programs are available in the Merrill Area for older adults. But also to have some sort of campaign to "care"</p>
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				<p>for those in our neighborhoods or to refer them to those who can help. I feel that we are not reaching everyone ... My thought is to provide the help and information before it becomes an emergency situation.</p> <p>*Immigrants' healthcare</p> <p>*Nutrition/health education</p> <p>* Maintaining a vibrant and marketplace competitive economic base that will attract quality workers to good paying jobs, but provide the tax base needed to sustain our municipalities, school systems and healthcare facilities</p>
<p>Environmental quality</p> <p>Total direct references made in CPAG meetings & questionnaires = 6</p>	6.2	6.0	<p>Environmental Quality (3)</p> <p>*Impressed with environmental quality ranking in needs assessment</p> <p>*Sell out our natural resources? Important to our government?</p> <p>*Sustainability dialogue (Should we have?; Do we have?)</p>	<p>Environmental Quality (3)</p> <p>*Conservation education (global change; war/resources; make individual changes as members of a community (conservation and sustainability go hand in hand)</p> <p>*Global warming; bring local level/our impact; renewable energy</p> <p>*Merrill opportunities with nature; downtown/river/environmental potential; transportation via bike trails (wellness and environment)</p>
<p>Healthy lifestyle choices</p> <p>Total direct references made in CPAG meetings & questionnaires = 4</p>	6.0	5.8	<p>Healthy Lifestyle Choices (3)</p> <p>*Healthy lifestyles: We need to hook up with others = they may address issues (on their own even!)?</p> <p>*(Promote) walking</p> <p>*Not/stop smoking</p>	<p>Healthy Lifestyle Choices (1)</p> <p>*Lack of healthy lifestyles (activity, nutrition, etc.)</p>

<p>Families have enough food</p> <p>Total direct references made in CPAG meetings & questionnaires = 0</p>	5.9	5.8	<p>Families have enough food (0)</p>	<p>Families have enough food (0)</p>
<p>Safe food supply</p> <p>Total direct references made in CPAG meetings & questionnaires = 0</p>	5.9	5.8	<p>Safe food supply (0)</p>	<p>Safe food supply (0)</p>
<p>Using alternative energy</p> <p>Total direct references made in CPAG meetings & questionnaires = 2</p>	5.8	5.7	<p>Using alternative energy (0)</p>	<p>Using alternative energy (2)</p> <p>*Global warming; bring local level/our impact; renewable energy</p> <p>*Alternative fuels – governor’s council; loggers and wood pellet development in our area</p>
<p>Managing finances</p> <p>Total direct references made in CPAG meetings & questionnaires = 5</p>	5.8	5.7	<p>Managing finances (2)</p> <p>*Managing finances/glad to see; not just low income – looking at housing foreclosures, for example</p> <p>*Life skills, e.g. managing finances</p>	<p>Managing finances (3)</p> <p>*Poor financial management skills</p> <p>*Poor financial management skills</p> <p>*Financial education</p>
<p>Affordable housing and living conditions</p> <p>Total direct references made in CPAG meetings& questionnaires = 6</p>	5.7 (5.6)	5.7 (5.8)	<p>Affordable housing and living conditions (2)</p> <p>*Affordable housing – it’s here; informational forums by us?</p> <p>*Near poverty locally/living wage</p>	<p>Affordable housing and living conditions (4)</p> <p>*Local people (natives) maintaining current standard of living (jobs #1)</p> <p>*24 hour childcare (linked with employment with living wage)</p> <p>*Employment with living wage</p> <p>*General low average wage</p>

<p>Youth leadership programs</p> <p>Total direct references made in CPAG meetings & questionnaires = 2</p>	5.4	5.6	<p>Youth leadership programs (2)</p> <p>*4-H; Automatic connection to University of Wisconsin – Extension</p> <p>*Students’ life skills (employment readiness)</p>	<p>Youth leadership programs (0)</p>
<p>Use of locally grown food</p> <p>Total direct references made in CPAG meetings & questionnaires = 0</p>	5.3	5.5	<p>Use locally grown food (0)</p>	<p>Use locally grown food (0)</p>
<p>Building career skills</p> <p>Total direct references made in CPAG meetings & questionnaires = 7</p>	5.2	5.5	<p>Building career skills (3)</p> <p>*Testing and college prep requirements; difficult choices for youth</p> <p>*Tech (NTC) used to offer adult learning courses. List of courses/letter to service groups</p> <p>*What’s available here in jobs with training; come back versus Brain Drain</p>	<p>Building career skills (4)</p> <p>*Training levels of jobs</p> <p>*Participate in economic development; creation of professional career opportunities</p> <p>*[Identify] employment skill gaps and create programs with employers in an effort to further develop their skill gap weaknesses</p> <p>*Help to provide education about the changing ways of doing work (including telecommuting)</p>
<p>Out-of-school programs</p> <p>Total direct references made in CPAG meetings & questionnaires = 0</p>	5.1	5.5	<p>Out of school programs (0)</p>	<p>Out-of-school programs (0)</p>
<p>Active 4-H clubs</p> <p>Total direct references made in CPAG meetings = 1</p>	5.1	5.4	<p>Active 4-H Clubs (1)</p> <p>*4-H; Automatic connection to University of Wisconsin – Extension</p>	<p>Active 4-H clubs (0)</p>

<p>Planning for the use of land in your community</p> <p>Total direct references made in CPAG meetings & questionnaires = 2</p>	5.1	5.4	<p>Planning for the use of land in your community (0)</p>	<p>Planning for the use of land in your community (2)</p> <p>*Conservation education (global change; war/resources; make individual changes as members of a community)</p> <p>*Merrill opportunities with nature; downtown/river/environmental potential; transportation via bike trails (wellness and environment)</p>
<p>Profitable agricultural communities</p> <p>Total direct references made in CPAG meetings & questionnaires = 0</p>	5.0	5.2	<p>Profitable agricultural communities (0)</p>	<p>Profitable agricultural communities (0)</p>
<p>Learning parenting skills</p> <p>Total direct references made in CPAG meetings & questionnaires = 9</p>	5.0	5.2	<p>Learning parenting skills (3)</p> <p>*Disconnects; parenting</p> <p>*Parenting education not required? Why not?</p> <p>*I'm parenting okay... but my neighbor/friend/relative needs help</p>	<p>Learning parenting skills (6)</p> <p>*Better family foundation</p> <p>*Create better foundation for youth through families; parental responsibility (values); busy families (over-involved)</p> <p>*Challenges of single parenting; relationship with parents; parent incarceration</p> <p>*Family support and development; Extension could address</p> <p>* Growing concern with social networking sites that youth are using on computers and the lack of knowledge, education of youth and parents about risks and how to stay safe</p> <p>*Support and education for families</p>

				(conflict management parenting; lower tolerance for drug and alcohol)
Drug and alcohol issues Total direct references made in CPAG meetings & questionnaires = 6	4.8	5.1	Drug and alcohol issues (2) *AODA; I'm okay...but person down the street is not *Disconnects – AODA	Drug and alcohol issues (4) *Drug abuse *Drug habits – multiple OWI's; drink and driving (decision making skills); addictions (supervision) *Alcohol and drug use *Support and education for families (conflict management parenting; lower tolerance for drug and alcohol)
Developing community leadership Total direct references made in CPAG meetings & questionnaires = 0	4.8	5.0	Developing community leadership (0)	Developing community leadership (0)
Getting information on gardens and lawns Total direct references made in CPAG meetings & questionnaires = 0	4.2	4.5	Getting information on gardens and lawns (0)	Getting information on gardens and lawns (0)
Learning how to start a business Total direct references made in CPAG meetings & questionnaires = 2	3.6	4.5	Learning how to start a business (2) *Starting a business – relatively low ranking (brain drain/younger people are usually ones most interested in starting a business) *Entrepreneurs not respondents [to Winter Needs Assessment]	Learning how to start a business (0)

		<p>Other items not relating directly to Needs Assessment questions/topics but mentioned during other CPAG meetings or in questionnaires (no discernable themes so therefore no headings)</p> <ul style="list-style-type: none"> *Age of responders *Demographics *Education – continuing not included [in Needs Assessment questions] *Need for impartial information; Extension can do this *How do we get people to come to informational forums? (media; through their existing organization; written newsletters, etc.; tape and on air MP3/which is not in country homes *CPAG survey/discussions; How do they compare to Winter Needs Assessment results? *Perceptions of community needs? *Create a more positive community – CPAG previous response *Community Social Norms project for county? *211 first call; How to find out about program resources, etc.? (potential versus funding) *Resources/information...unknown; sometimes information needs to go out more than once (three times) *UWEX works with many partnerships to address/maximize *Important versus a problem? (survey issues identified) *UWEX can refer/share these issues w/others working on related items 	<p>Other items not relating directly to Needs Assessment questions/topics but mentioned during other CPAG meetings or in questionnaires</p> <p><u>Community Wellness/Positive Thinking</u></p> <ul style="list-style-type: none"> *Wellness/community training – information = consistently at beginning of meetings *“Perceptions” vs. reality/truth (think for self; notice good; positive [thinking]) *Wellness standpoint = consistent across community functions/focus *Every human being is valuable (not expendable) *Wellness – re: Government issues; turf issues?; educate community about government functions, etc.; community/citizen representation *[Be] open minded about business development/future *Resistance to change *Cooperation between city and county government <p><u>Youth/Family Issues</u></p> <ul style="list-style-type: none"> *Young/teen pregnancy *Troubled students – behavior issues; getting younger/expulsions *Adult/youth partnership opportunities
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			<p>*What is CPAG's role? Advise UWEX to help us better meet community needs (work with partners)</p> <p>*CPAG is to take action not just talk (set goal, help create programs and projects)</p> <p>*County and UWEX has web sites</p> <p>*Educate/bulletins to employees; youth fact sheets, etc. (Can we and Extension do this?)</p> <p>*Inter-generational aspects versus cuts/costs in schools. We are ultimately inter-dependent. Schools/should focus on investments not costs</p> <p>*Correlation; school cuts</p> <p>*Government and big company tax credits and effect on small local businesses</p> <p>*Senior aide program via Marathon County also available in Lincoln County</p> <p>*Reaching population/residents that most need resources, etc.</p> <p>*Cuts to UWEX have affected number of and ability to conduct programs (capacity)</p> <p>*CPAG members talk with one another how they can collaborate to address issues either with or without Extension's assistance</p>	<p>*"Brain Drain" versus retirement community</p> <p>*Educated students/young professionals leaving the area</p> <p>*Youth out of control</p> <p>*Mock interviews with sophomores</p> <p><u>Economic Development</u></p> <p>*Jobs in community</p> <p>*Loss of production industries, e.g. farming</p> <p>*Be open minded about business development/future</p> <p>*Increasing business and job opportunities</p> <p>*Business retention, especially among small business</p> <p>*Limited professionals remaining/establishing working relationship in community</p> <p>*Economic Development</p> <p><u>Aging Population</u></p> <p>*Transportation (under age 60)</p> <p>*Brain Drain versus retirement community</p> <p>*Impact of aging population</p>
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				<p><u>Education</u></p> <ul style="list-style-type: none"> *Education – needs to be looked at as an investment *Education to meet various learning styles/needs *K-12 education *DPI curriculum; burden – testing = change; workforce useful *Change education to suit changing needs as well as the needs of those youth with autism, attention deficit disorder, and hyperactivity disorder <p><u>Marketing</u></p> <ul style="list-style-type: none"> *Create a new marketing plan *Look to advertise services face to face; reach people through business after hours events, civic clubs, etc. <p><u>Internet</u></p> <ul style="list-style-type: none"> *Help address the lack of high speed Internet access in the county
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