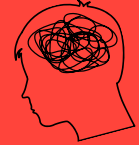


Intro



Q & A

2021 COMMUNITY NEEDS ASSESSMENT

Identifying gaps in the
community to better serve
those in need.



United Way of
Greater Kingsport

UNITED WAY OF GREATER KINGSPOINT

EDUCATION

Helping Children and Youth Succeed

START

Big Brothers
Big Sisters


United WE READ

Kingsport
Child Development
Center

Holston
Children &
Youth

Boy Scouts

Boys &
Girls Club

Girl Scouts

Girls Inc.

INCOME

Promoting Self-Sufficiency


LIFE
BRIDGE


KINGSPORT
HOMELESS COALITION
A Community Initiative


AveNew
Drug Education & Prevention

SENIORS

Supporting Aging with Choices



HEALTH

Ensuring Health, Safety and Stability

We fight for the health, education
and financial stability of every
person in our community

UNITED WE'RE STRONG

uwaykpt.org

United Way of
Greater Kingsport


United
Way

Objectives of presentation

- Share the results of the Community Leader Survey
- Review the top community issues and key gaps determined by the Vision Councils
- Inspire you and your company/church/neighborhood to join in improving community conditions and creating a better life for all
- Connect you with local organizations already working in these areas to leverage our collective impact.

Intro

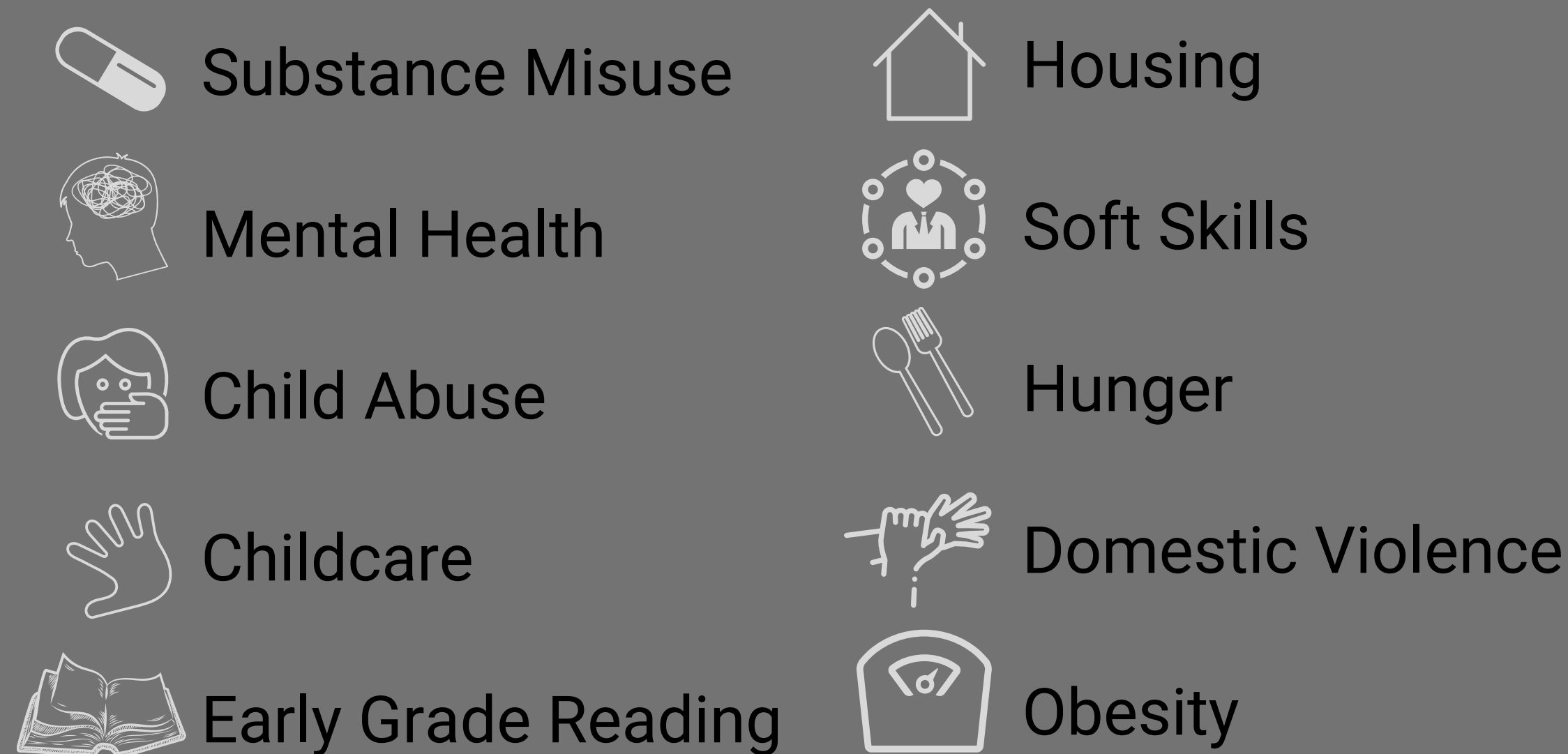
Q & A

COMMUNITY NEEDS ASSESSMENT SUMMARY & RESULTS OF SURVEY



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Approximately every 4 years the Community Assessment and Planning Committee of UWGK conducts a Community Needs Assessment. The goal of this assessment is to help determine the areas of highest need in which the UWGK along with community stakeholders can best serve the community. The 2021 survey solicited 100 community leaders across the Government, Education, Business, Medical/Health, Community Volunteer, Non-Profit, Faith-Based spectrum and asked them to rank 23 issues identified by the UWGK Visions Councils. This slide deck covers the top 10 needs ranked from the survey.



Needs are categorized
by UWGK Focus Areas:



Questions asked of Community Leaders

Name up to 3 non-profit organizations who you believe are adequately addressing needs in our community.

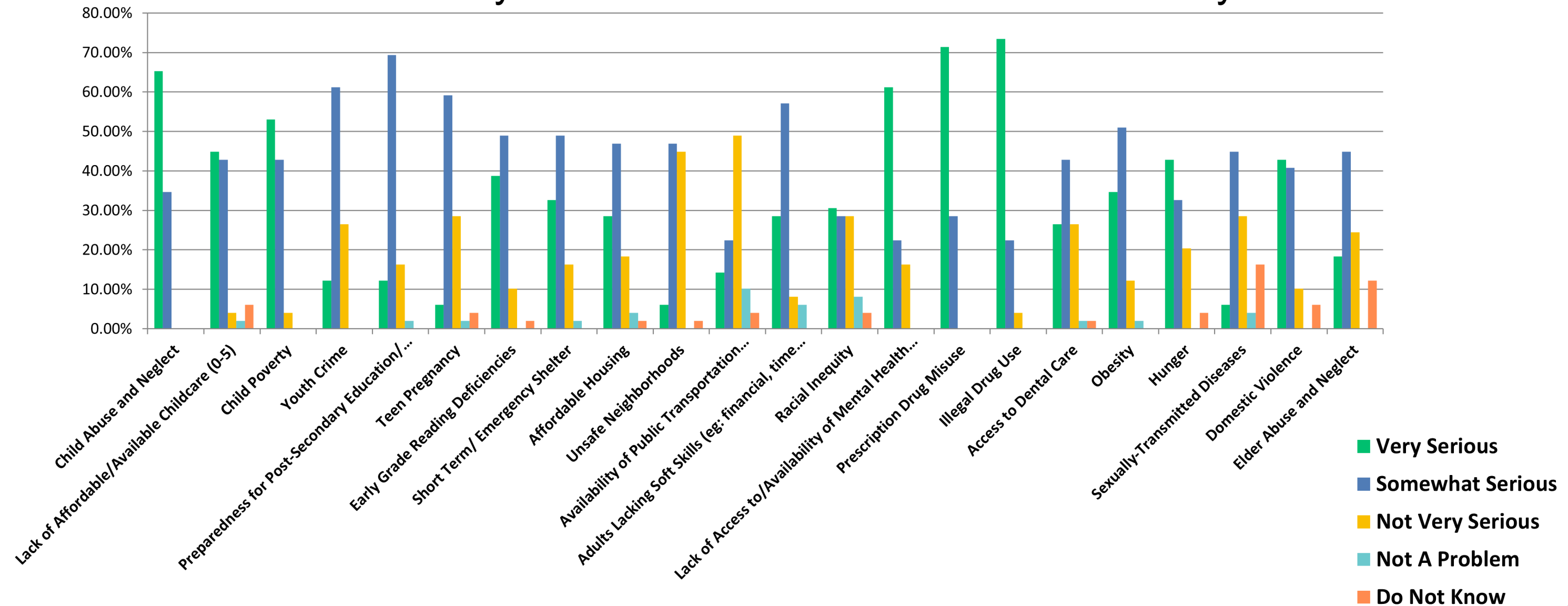
For each potential issue, please tell us how serious of a problem you think it is in your community.

Out of the issues listed, what do you consider to be the Top 3 Very Serious issues in our community?

Of the issues you identified as Very Serious, what solutions do you suggest?

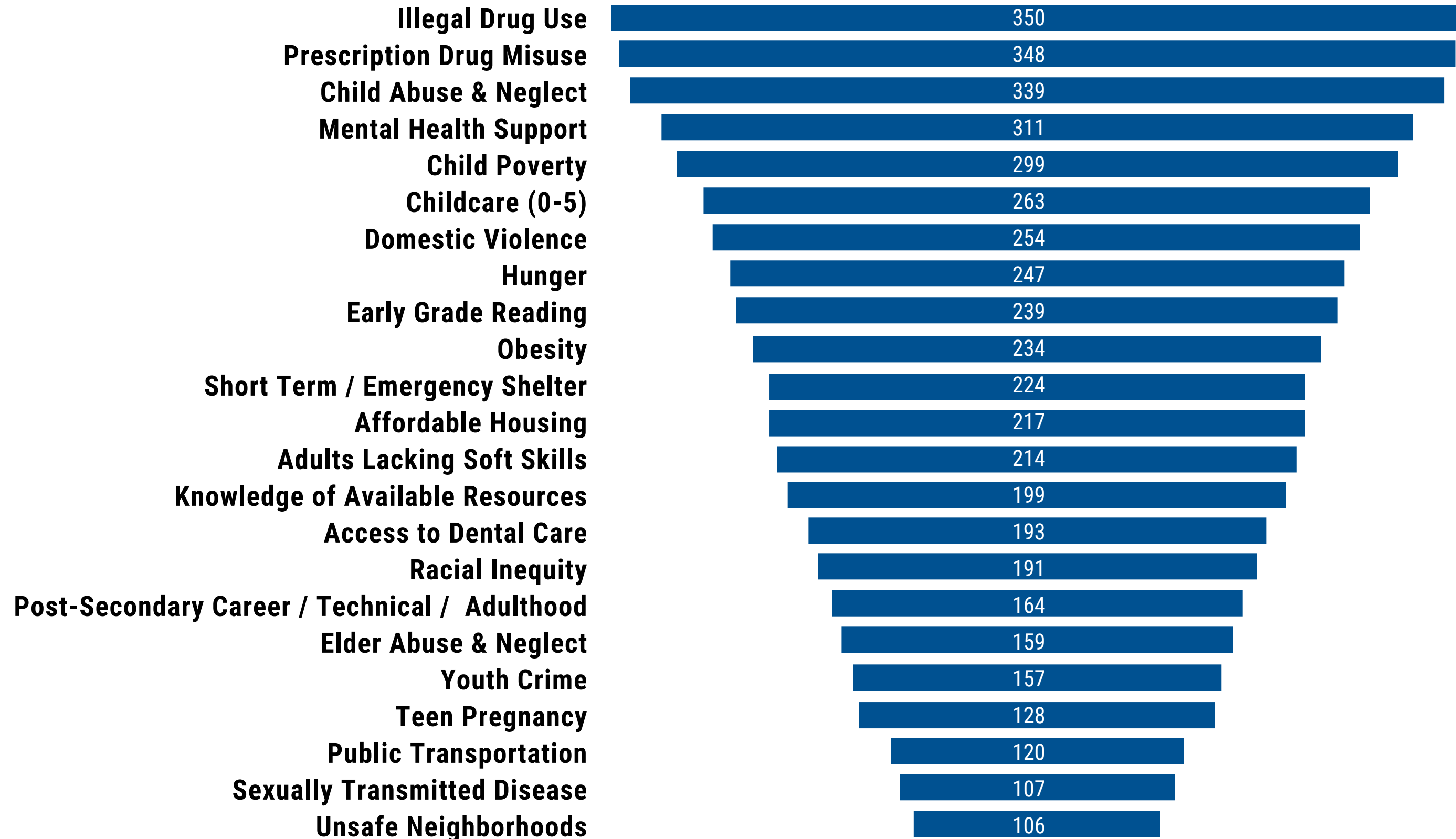
Overall Survey Results

Please think about the issues listed below and identify the level of concern you have for each issue in our community.



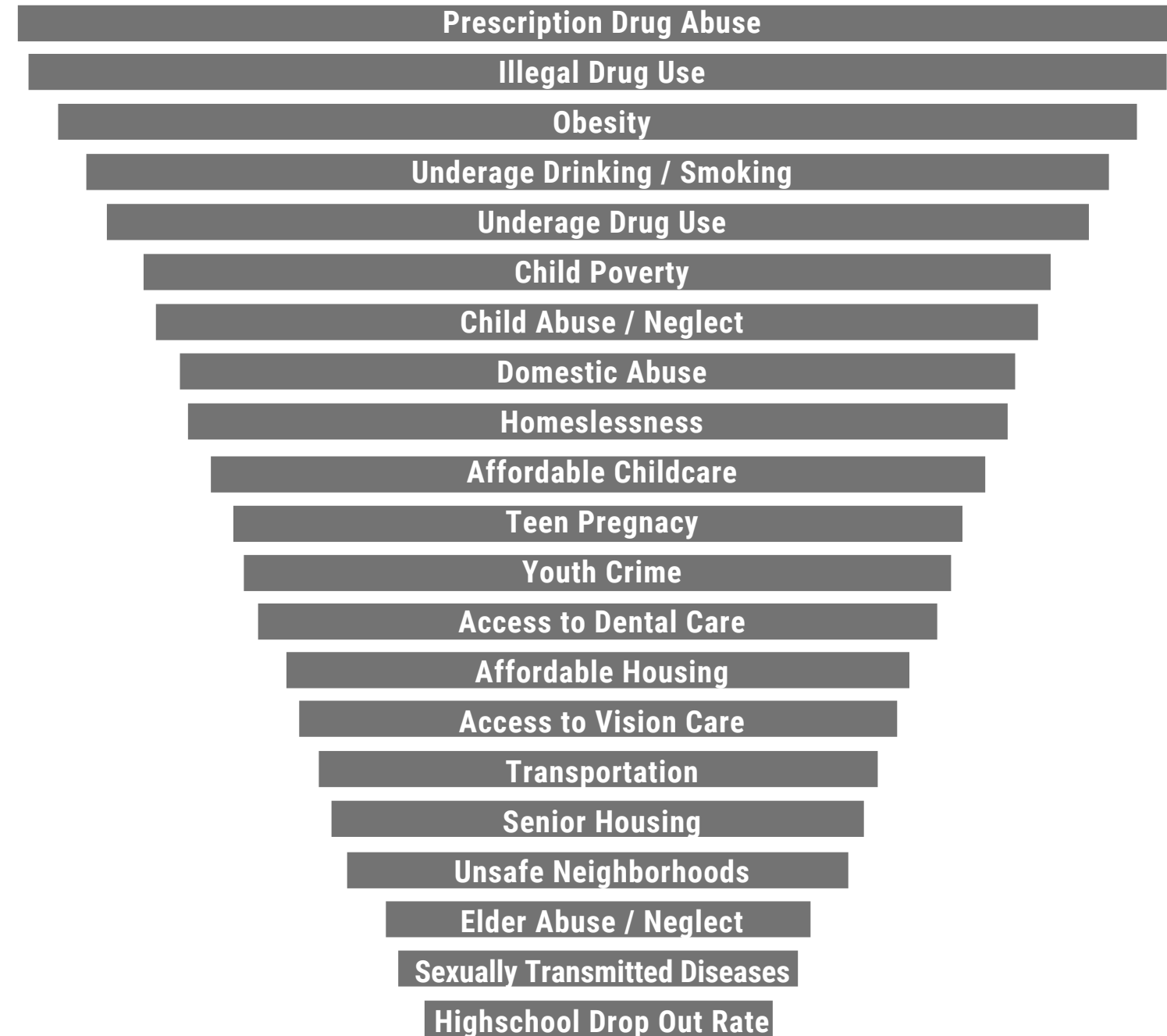
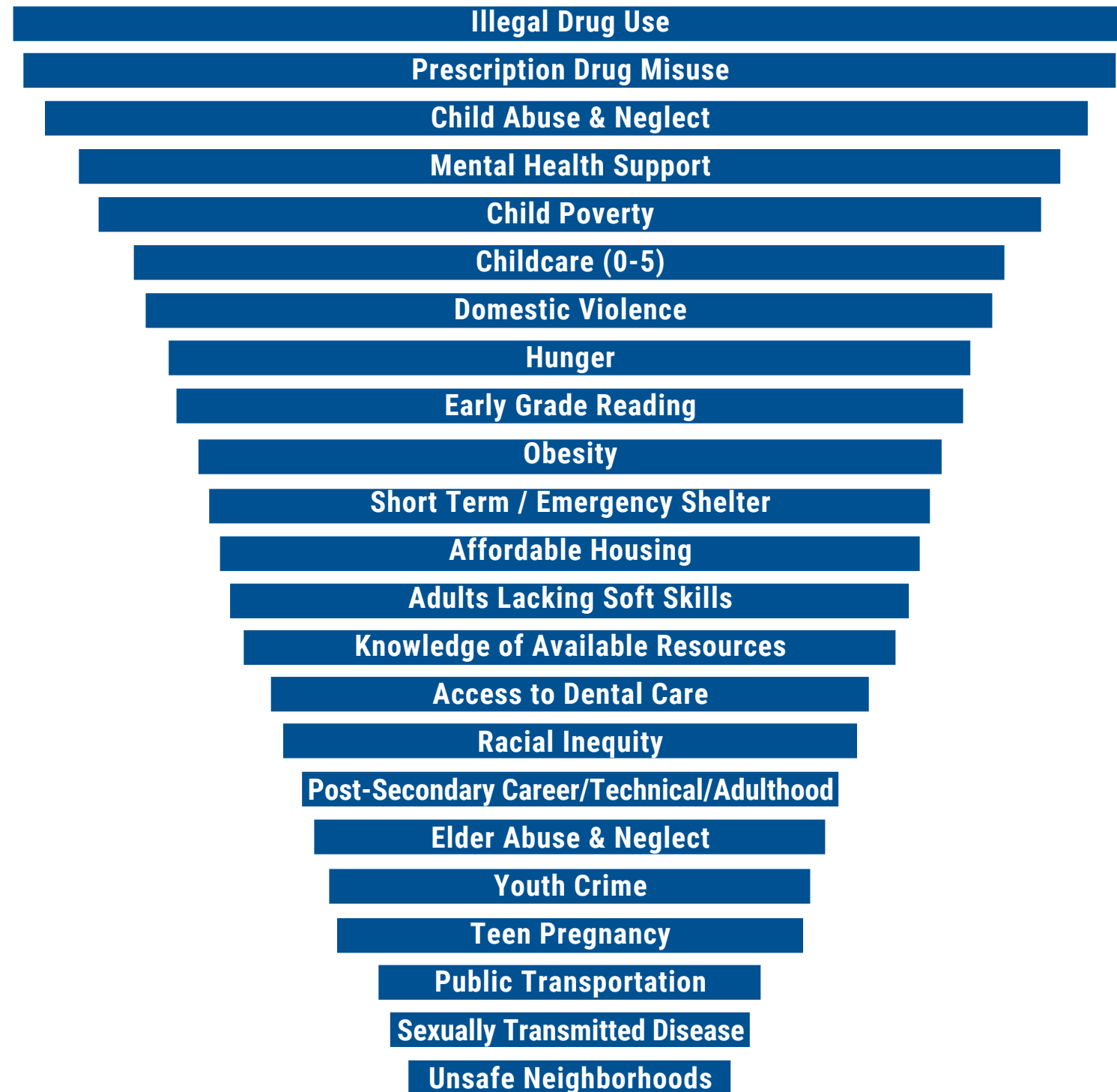
Survey Results

Listed by highest score / greatest need identified



Survey Results Comparison 2016 vs 2021

Listed by highest score / greatest need identified



Intro



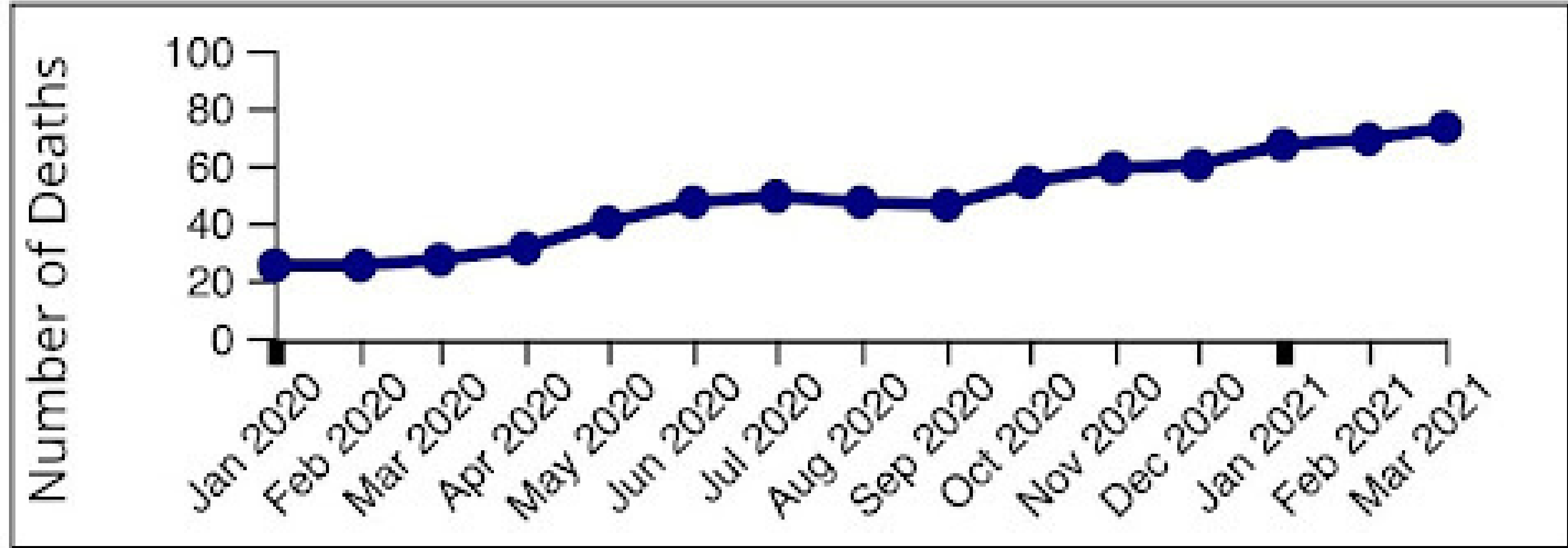
Q & A

SUBSTANCE MISUSE

- As everywhere across the nation, overdose rates have increased during the COVID-19 pandemic in Sullivan County:
 - Average of 2 overdoses per day (fatal/non-fatal)
 - Average 6 fatal overdoses per month
- Drivers: Increased isolation and Fentanyl, a synthetic opioid that is 50% more powerful than heroin, is being added to other substances, including:
 - vaping cartridges
 - marijuana
 - cocaine
 - counterfeit opioid and other narcotic pills.



Drug Overdose Death in Sullivan County



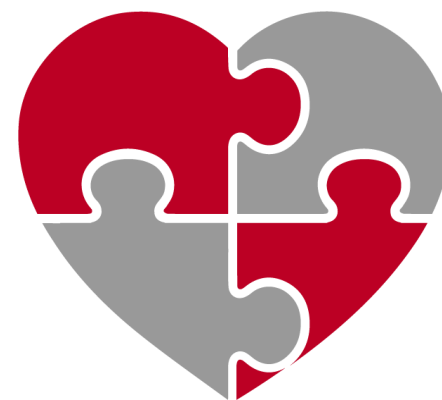
Key Gap Areas

- Lack of knowledge of resources for treatment and recovery
 - It's easy to feel overwhelmed, especially when in crisis
- Substance use disorders and treatment options are still stigmatized in our region
 - Stigma is one of the top barriers to seeking treatment
- Long-term treatment options and transitional services for employment, transportation and housing
 - A person often needs longer treatment and a fresh start
- Evidence-based youth prevention programs and mentorship opportunities
 - A child whose parent has a substance use disorder is at higher risk of developing one themselves



How to get connected

- Stop the stigma and use first person language such as a person with a substance use disorder instead of using words like addict or junkie
- Become a part of the recovery ecosystem
- Join the prevention network and become a youth mentor
- Be ready and know where to go for resources



Sullivan County
Anti-Drug Coalition

www.AveNewTN.org

www.scadcoalition.org



Intro



Q & A

MENTAL HEALTH



Mental Health Support

- People seeking mental health support or have reported an intent to harm themselves, including children and youth, has increased during the pandemic due to:
 - On-going isolation
 - Fear of becoming sick
 - Trauma from loss of family, income and daily routines
- Positive Results:
 - Mental health has been discussed on global/national/local levels and decreasing the stigma associated with seeking help
 - The pandemic created more opportunities for tele-health appointments that has also eased the burden of stigma and transportation/scheduling conflicts



Screening Data Collected between January and September 2020



- **More than half a million people** have reported signs of anxiety and/or depression.
 - In September, anxiety screens were up by 634% and depression screens were up 873% from January.
- **Rates of suicidal ideation are highest among youth.**
 - In September 2020, over half of 11-17-year-olds reported having thoughts of suicide or self-harm more than half or nearly every day of the previous two weeks.
- **Between April and September, 70% of people reported that loneliness or isolation** was the top contributing factor to mental health issues.



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Key Gap Areas

- Lack of knowledge of resources for both signs of a mental health conditions and treatment options
 - It's easy to feel overwhelmed, especially in a crisis
- Clinical staffing shortages at all levels for adult and youth services
 - A person waiting for treatment may become a danger to themselves or others
- Safe-house and foster-care placements for older male teens
 - Older male teens with behavior issues do not usually meet the placement requirements



How to get connected

- Host or attend an educational seminar on Mental Health 101 and Suicide Prevention Awareness
- Consider becoming a youth mentor or foster parent
- Be ready and know where to go for resources



www.frontierhealth.org



mhaet.org



Intro

Q & A

CHILD ABUSE

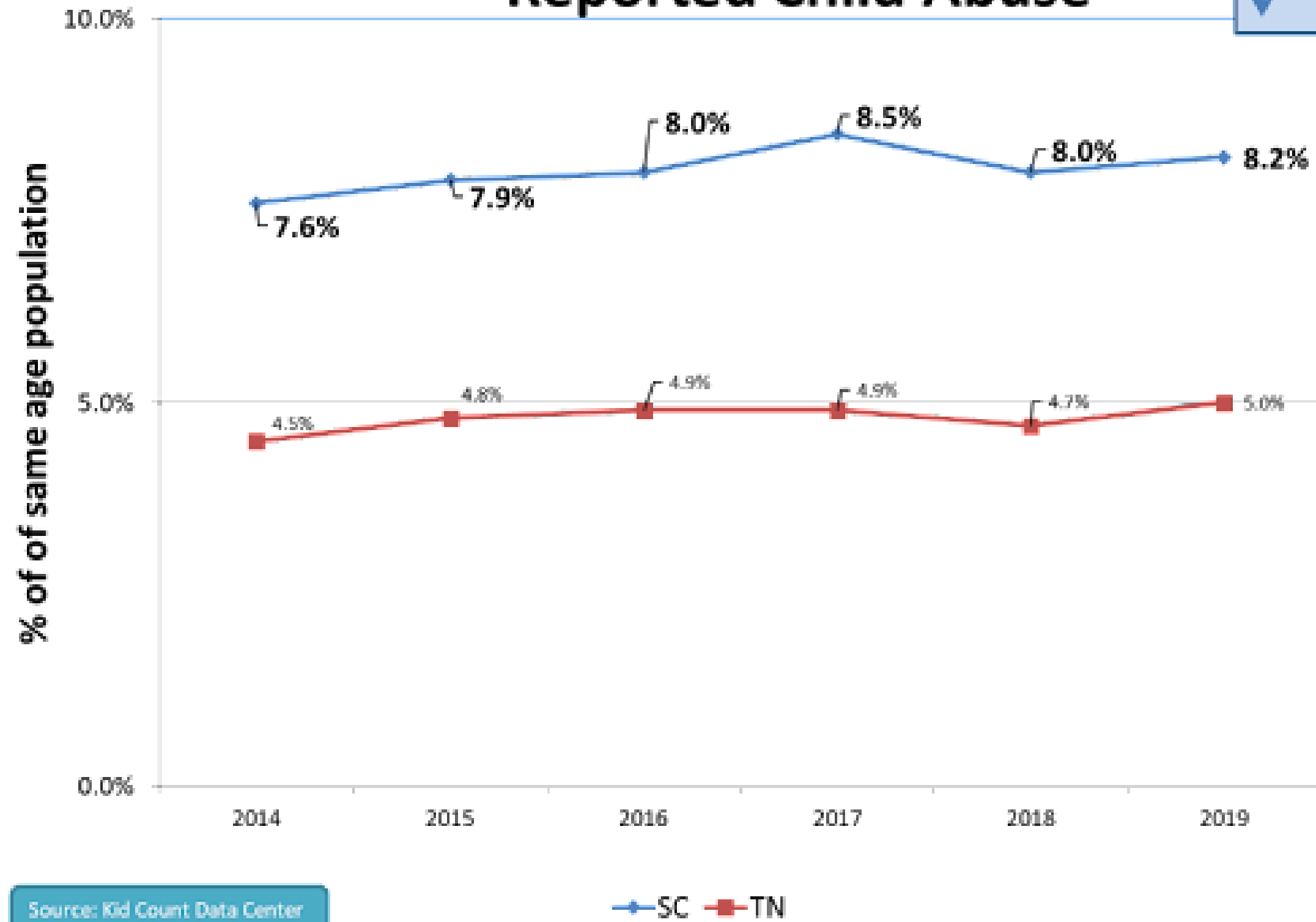


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- In 2020, the Children's Advocacy Center (CAC) had 1,101 allegations of child sexual abuse. This represents 3.4 % of the children under 18 that reside in our service area
- 1 in 10 children will be sexually abused before 18
(1 in 7 girls and 1 in 25 boys)
- 90% of sexual abuse victim know their abuser and 60% are abused by people the family trusts
- Child sexual abuse has been linked to higher levels of risk behaviors and academic difficulties.



Reported Child Abuse



Source: Kid Count Data Center



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Key Gap Areas

- Lack of Safe Place for adolescent boys (Link House for girls)
- Not adequate Foster Care families available to meet the need
- Lack of Judges to handle all the cases timely
- Lack of transitional housing program for youth in these pending, unresolved and potentially unsafe environments.



Take Action

- Education: CAC hosts community presentations for adults and also evidence-based programming for youth. Schedule a training in your business, school, church, etc.
- Advocate for legislation that protects our children.

Child sexual abuse prevention starts with knowledge and awareness of the problem. Everyone in Tennessee is a mandated reporter under state law. Any person with reasonable cause to believe a child is being abused or neglected must, under the law, immediately report to the Tennessee Department of Children's Services or to local law enforcement. The reporter can remain anonymous.

How to get connected

- Children's Advocacy Center (CAC)
- Branch House Family Justice Center
- Court Appointed Special Advocates for Kids (CASA)



Intro



Q & A

CHILDCARE



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Greater Kingsport

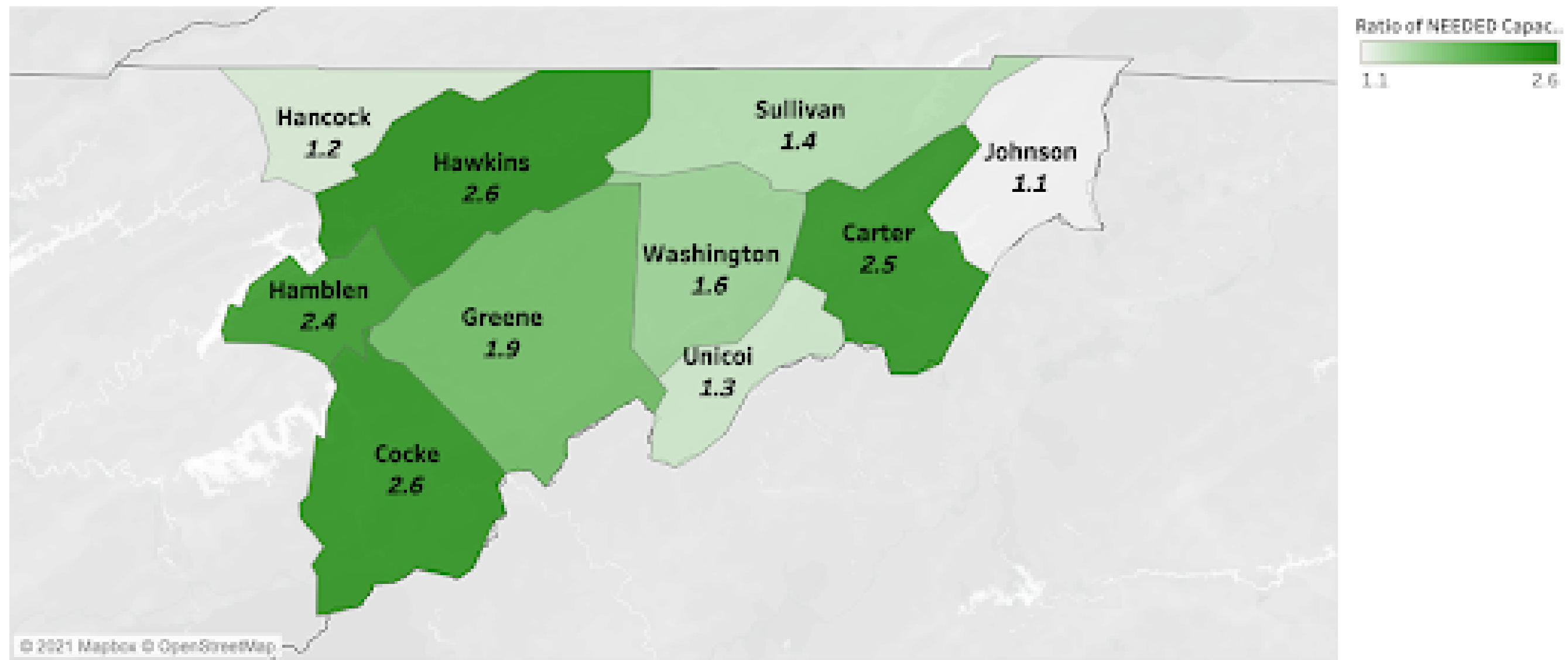
Childcare Summary

(findings from TQEE study)

- Age-Range for care: 0 - 5 years
- Access: Two-thirds of Tri-Cities parents reported problems accessing suitable child care
- Affordability: Two-thirds of Tri-Cities parents reported affordability as a significant challenge
- Quality: Over half of Tri-Cities parents reported finding quality care as a major problem impacting their employment.



Ratio of needed capacity for child care for children under 6 to child population based on parents in the labor force



Interpretation: In Washington County, there is 1 available child care slot for every 1.6 children under 6 years of age with all available parents in the labor force.

Total child population under 6 years of age for each county was found from the American Community Survey 2019 5-Year Estimates.

Percentages of children under 6 years of age with all available parents in the labor force for each county were found from the American Community Survey 2019 5-Year Estimates. These percentages were used in estimating the number of children under 6 years of age in need of child care.

Key Gap Areas

- Currently, there is no one-stop resource that provides families a comprehensive and updated list of currently available spots.
- Head Starts and pre-k have limited hours (8am-2pm)
 - Transportation and access to after-school programs for 4 year olds.
 - Before school care 6am-8am.
- Childcare staffing pay rates are often low, under \$15 per hour. WAGE\$ program at DHS provides some financial stipends to those who qualify and are pursuing higher ed.
- Training for providers is available but not often accessed



What's Working?

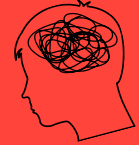
- Tennesseans for Quality Early Education (TQEE)
- The Tennessee Child Care Resource & Referral Network

How to get connected

- Bright Start/ NETN Accountable Care Community
- Local Childcare providers <https://accweb.dhs.tn.gov/>
- Greater Kingsport Afterschool Network
- Kingsport YMCA



Intro



Q & A

EARLY GRADE READING

Why Reading Proficiency by Grade 3 Matters

Key indicator of future academic success as well as lifelong socioeconomic and health outcomes

Children reading at grade level are...



**MORE
LIKELY
TO:**

- Graduate from high school
- Enter & complete post-secondary programs
- Remain gainfully employed later in life



**SIGNIFICANTLY
MORE LIKELY TO:**

Stay on grade level
over time

HIGHLY CORRELATED with high school
completion and lifelong socioeconomic
and health and wellness outcomes.



Children not reading at grade level are...

**4X MORE LIKELY TO DROP
OUT OF HIGH SCHOOL**

Negatively impacting short & long-term earning potential

ASSOCIATED with higher rates of poverty, not keeping up
with medical treatment, pre-teen alcohol use, depression,
and teenage pregnancy.

KEY TAKEAWAY

Low literacy rates negatively
impacts our students and our
state.



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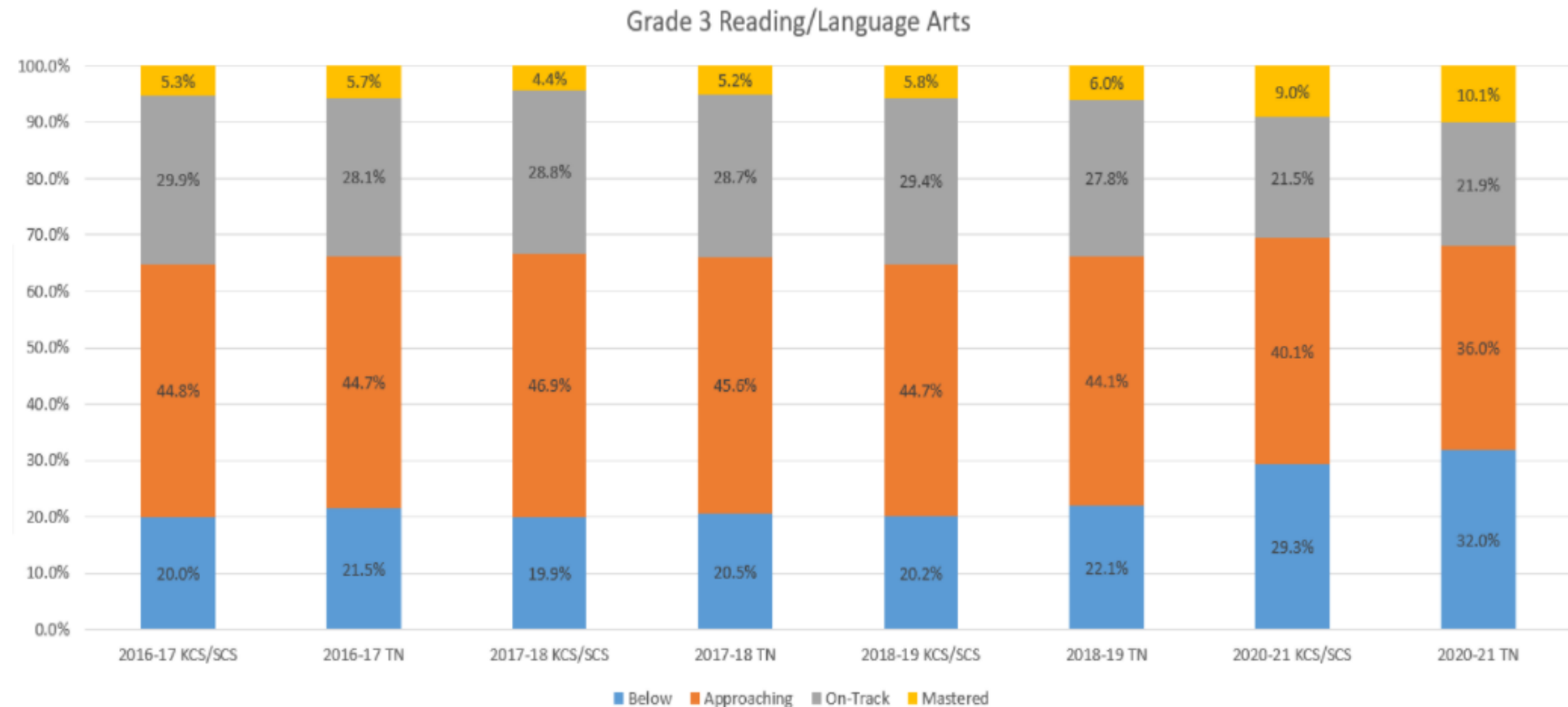


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Grade 3 Reading/Language Arts Performance Levels

Key Take-Aways:

- Proficiency rates in 3rd grade ELA declined 38% in 2019 to 32% in 2021
- In 2020-21, stable trends in students scoring **Mastered**, with more students shifting from **On-Track** to **Approaching**.
- Data showed disproportionate increases in students scoring **Below**.



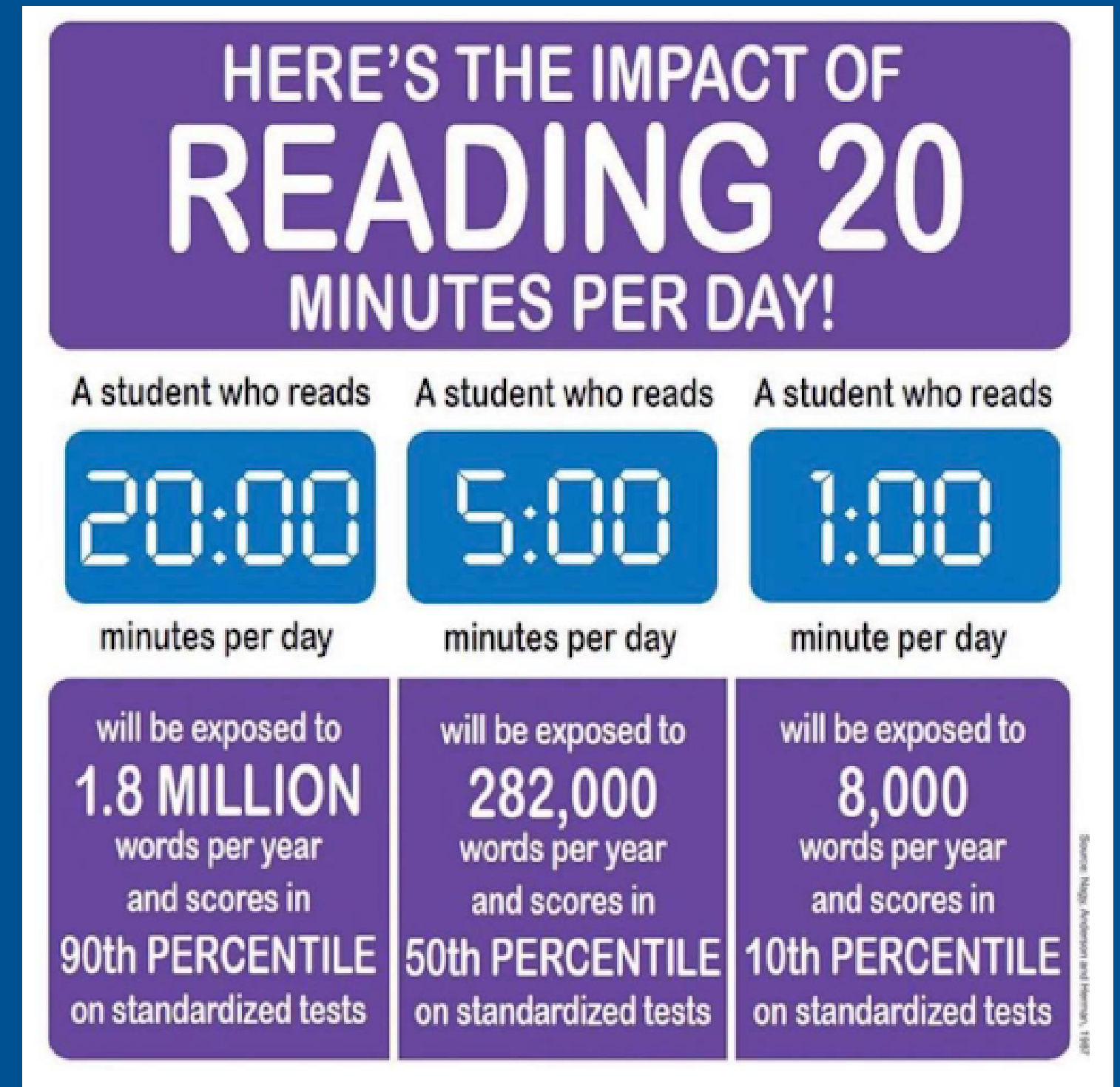
Key Gap Areas

- Limited accessibility to resources that enrich and aid students and/or parents and caregivers.
- Some Afterschool programs operate at or near capacity depending on funding and staffing levels.
- A child's brain architecture changes the most between 0-5 years old. A Safe, Stable, and Nurturing adult is the number one factor to build resilience in children. Including critical thinking skills. If a child cannot regulate, they cannot learn.

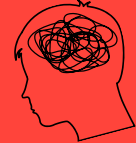


How to get connected

- Partner with Any of the Greater Kingsport Afterschool programs
- Become a volunteer, mentor and/or tutor
- All it takes is reading 20 minutes a day
- Families are supported through resources and parenting tools provided by Hope House of Kingsport, Sullivan County Health Department, Nurse Family Partnership, etc...



Intro



Q & A

HOUSING



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Causes of Homelessness

- job loss
- domestic violence
- addiction
- mental health
- divorce
- family breakup
- natural disasters
- severe poverty



Point in Time Count

	2014	2015	2016	2017	2018	2019	2020	2021
Emergency Sheltered	49	65	46	33	51	50	47	82
Transitional	62	71	54	52	40	38	42	22
Unsheltered	47	14	52	31	21	46	71	61



2021 numbers include all of Sullivan County. 2014-2020 separated out Kingsport and Bristol TN

Emergency Shelters

- Salvation Army
 - serving men, women, and families
- Hope Haven
 - serving men (women and children shelter is currently not open)
- Family Promise
 - serving families
- Kingsport Homeless Ministries - Grace House (2022)
 - plans to serve men and women



Key Gap Areas - Homelessness

- Major gaps continue to be housing, transportation, and employment
- Transitional Housing is also a need in Kingsport
 - Friends and Neighbors is currently the only transitional housing provider serving families (housing up to 2 years)
 - Hope House of Kingsport serves single women and babies
- Additional Street Outreach and continued Case Management are needed to help clients move toward self sufficiency

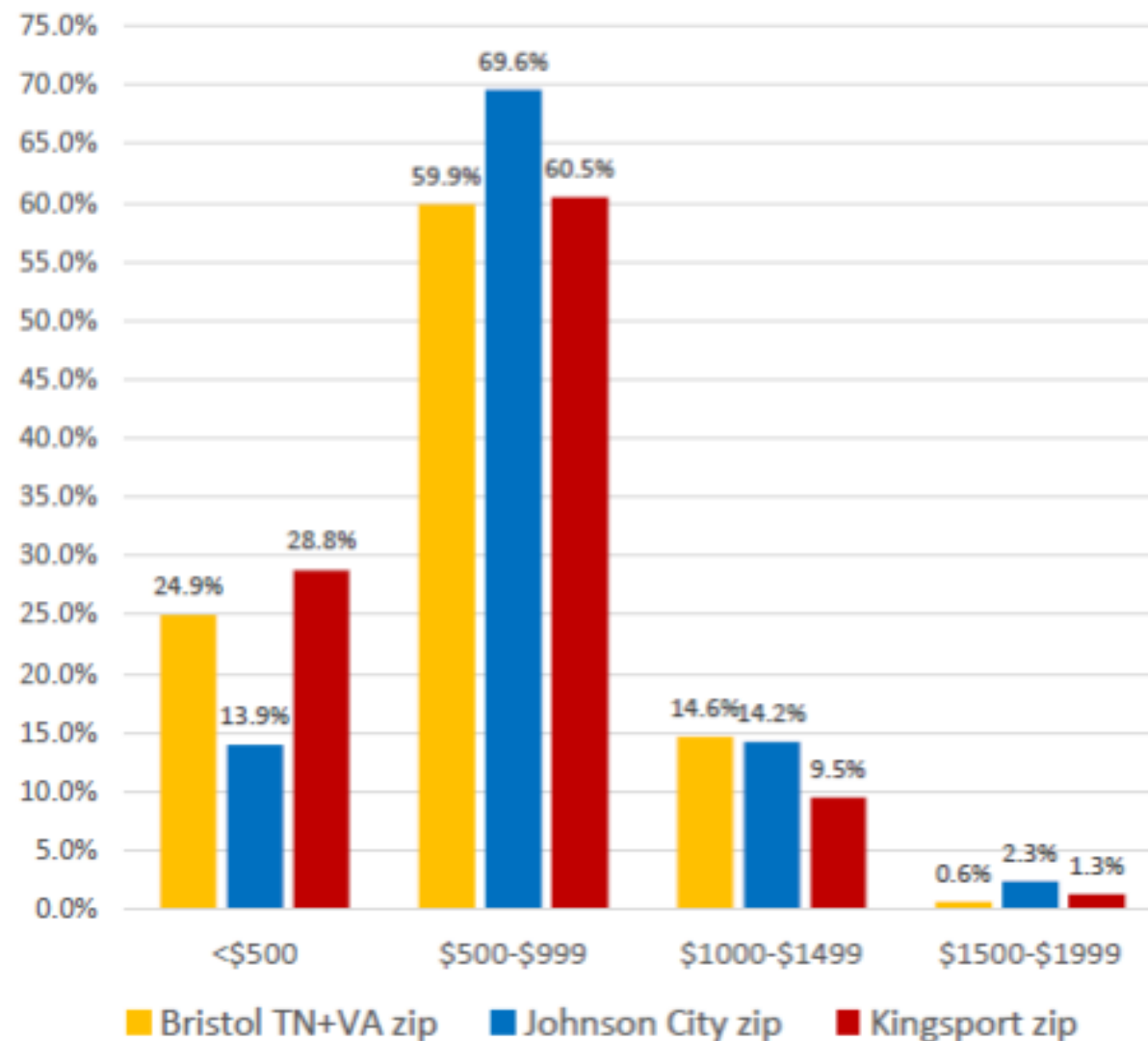


Key Gap Areas - Housing

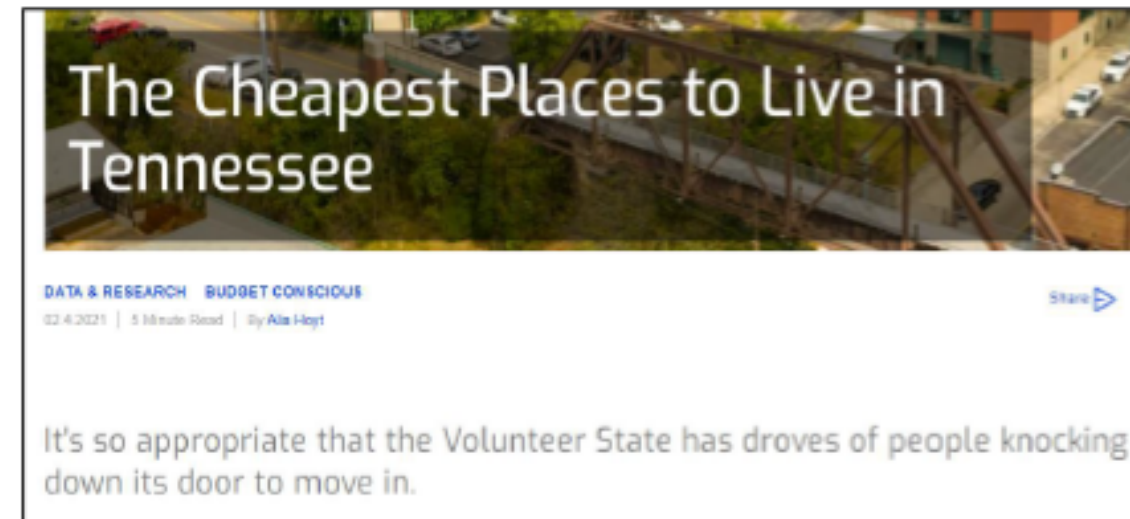
- Kingsport Housing and Redevelopment Authority: As of the end of June, 99% occupancy rate with 1210 people on the waiting list.
- One bedrooms are in the highest demand.
- Priority is given to elderly, disabled and women needing to leave a violent situation.
- It can take 6 months to 1 year to move off the list and the list is considered low compared to many areas outside of NETN.



Kingsport's position in Tri-Cities Market



- **28.8%** of Kingsport renters pay <\$500 per month
- Kingsport has 2,787 units of subsidized housing (low income housing tax credits, public housing, and vouchers)
- Kingsport has 30% more subsidized housing than Johnson City and 47% more than Bristol TN+VA
- 100% of Kingsport's subsidized multi-family complexes are within the city limits
- Kingsport was **named one of the cheapest to live in Tennessee** on rent.com (2/4/2021):



How to get connected

- Volunteer for local non-profits assisting individuals experiencing homelessness
- Instead of offering someone money, connect them to agencies and churches for basic need



Intro

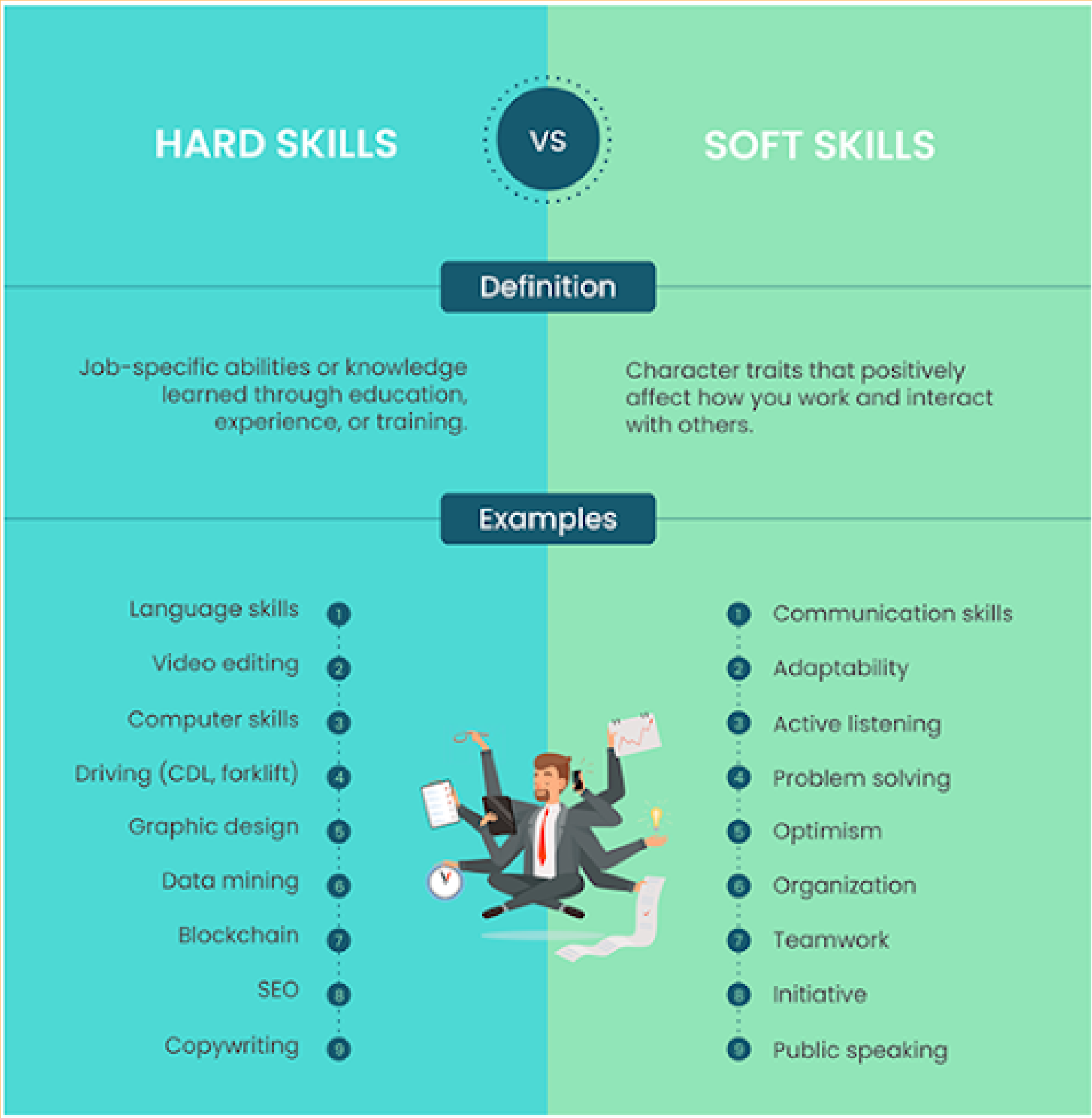


Q & A

SOFT SKILLS



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LinkedIn's Global Talent Trends 2019 report, 92% of talent acquisition professionals reported that soft skills are equally or more important to hire for than hard skills. And, 89% said that when a new hire doesn't work out, it's because they lack critical soft skills.

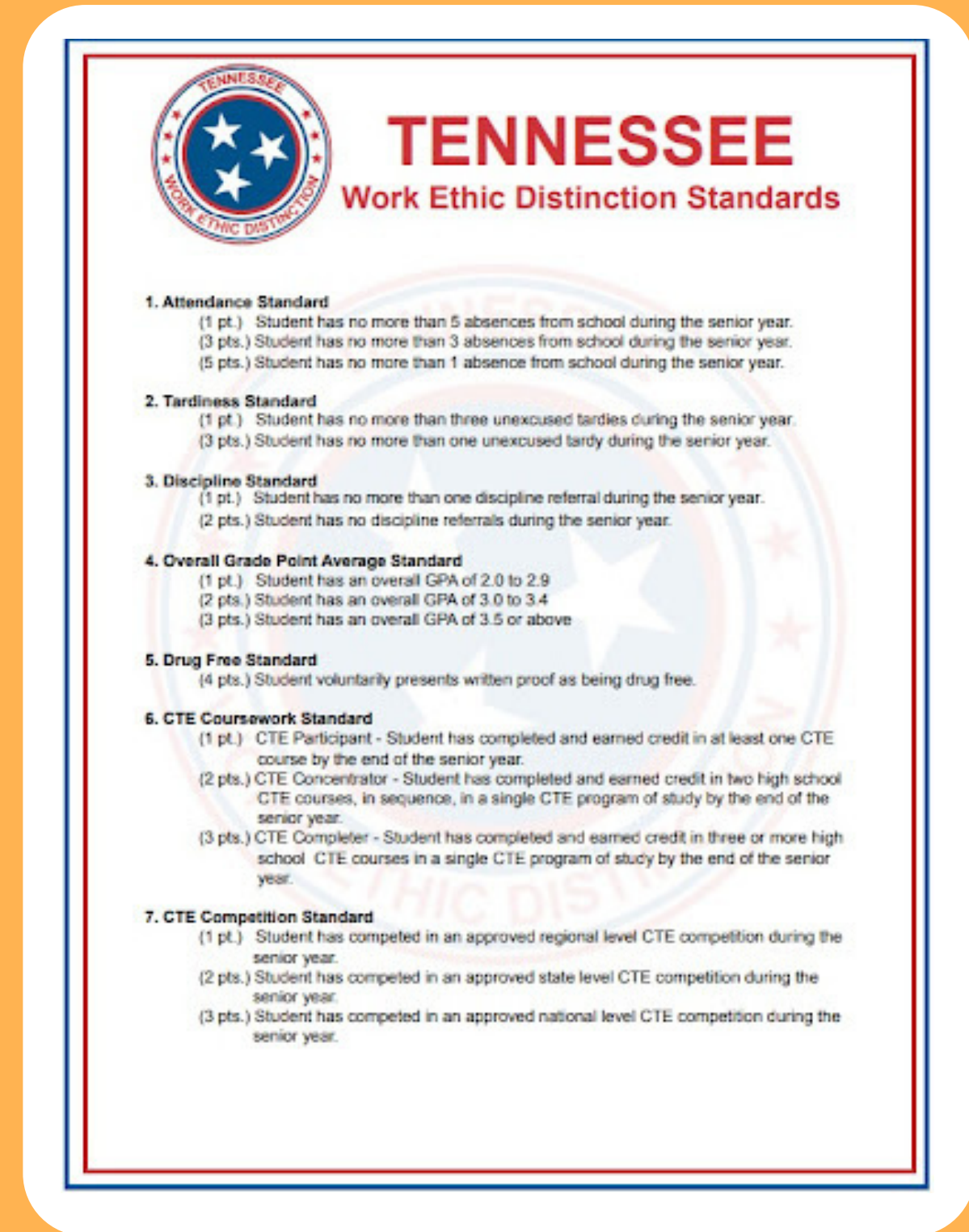


Soft Skills Development Through the Tennessee Work Ethic Distinction

A soft-skills building strategy that is used by K-12 school systems in the Northeast region is the Tennessee Work Ethic Distinction. Students can earn points for completing work ethic standards such as:

- Maintaining Good Attendance
- Staying Drug Free
- Participating in Community Service
- Gaining Work Experience
- Earning a National Career Readiness Certificate and more...

Students who earn 32 points receive the Work Ethic Distinction along with their high school diploma. Partnering employers make the commitment to grant a job interview to any qualified applicant who applies for an open position and has successfully attained the Work Ethic Distinction. For more info, go to <https://tnworkethic.com/>.



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Key Gap Areas

- Lack of self-awareness: It can be difficult to identify skills that we personally need to improve upon
- Individuals are not always aware of the skills they will need in the workplace

How to get connected

- Northeast State's Career & Workforce Development Center offers career guidance and employability workshops to students and the general public.
- KHRA's Family Self Sufficiency Program supports their residents through various services, many of which are related to the development of soft-skills, as they work towards becoming self-sufficient and gaining economic independence.
- The Kingsport Chamber of Commerce offers leadership programs that help individuals hone their leadership skills, as well as other soft skills.



Intro

Q & A

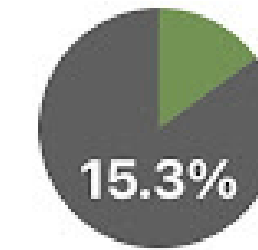
HUNGER



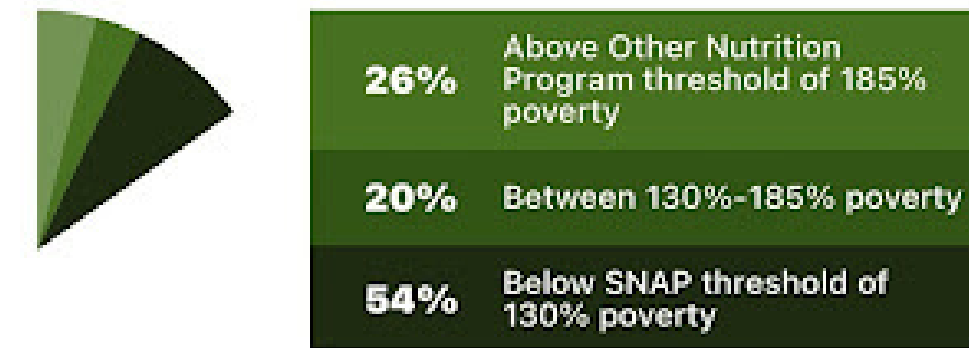
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- According to Second Harvest Food Bank, food insecurity levels had begun to level off at 14.3 % in 2017 and 2018
- The last official numbers were from 2019, which showed an increase to 15.3%
- The projected numbers for 2020 and during the height of the pandemic shut-down is an increase to 18.8%
- Estimated numbers for 2021 are a decrease to 16.6%

FOOD INSECURITY RATE IN SULLIVAN



ESTIMATED PROGRAM ELIGIBILITY AMONG FOOD INSECURE PEOPLE IN SULLIVAN



AVERAGE MEAL COST IN SULLIVAN

\$3.25

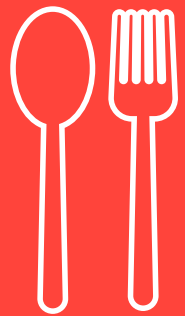
ANNUAL FOOD BUDGET SHORTFALL

\$13,367,000



Key Gap Areas

- Lack of knowledge of available food sources or inability to navigate the system
 - Many elderly residents and those living in rural locations do not have access to the internet or proficiency in using it
- Lack of transportation to buy own food or access food pantries
 - Lack of transportation has been compounded by fear of catching or spreading COVID-19



How to get connected

- Be ready and know where to go for resources
www.netfoodbank.org
www.feedkingsport.org
- Volunteer with Meals on Wheels
- Volunteer with My Ride Kingsport, which can take senior residents shopping or deliver groceries



www.netfoodbank.org



www.mealsonwheelskingsport.org



www.contact211netn.org



Intro

Q & A

DOMESTIC VIOLENCE

- TN ranks as the 5th worst state for violence against women
- Domestic violence crimes include murder, kidnapping, sex offenses, trafficking, assault, intimidation and stalking
- On average, a victim will attempt to leave **seven times** before staying away for good. Exiting the relationship is the most unsafe time for a victim. As the abuser senses that they're losing power, they will often act in dangerous ways to regain control over their victim.



Domestic Violence 2020

Kingsport Police Department

↓ -2.97%

compared to 2019

DOMESTIC VIOLENCE

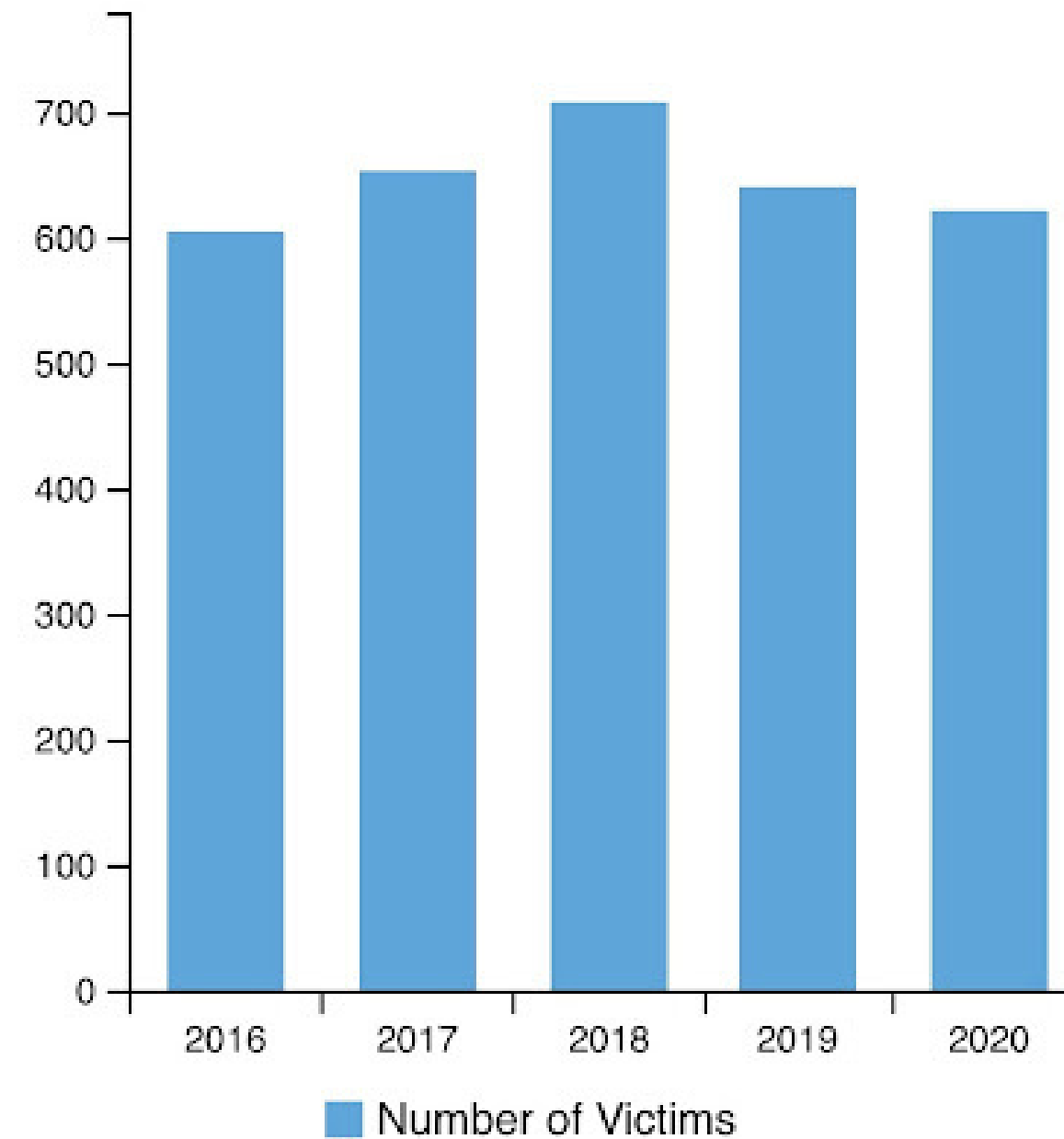
Violent or aggressive behavior within the home or towards a family member, often involving the violent abuse of a spouse or partner

Cases: 621

Cleared: 527

DOMESTIC VIOLENCE

Trend



Key Gap Areas

- Community recognition of issue and lack of knowledge of programs and resources for victims
 - There is much misunderstanding and stigma related to domestic abuse
- Pet foster placements for multiple or unvaccinated animals
 - Knowing pets are secure can help in making an exit plan

How to get connected

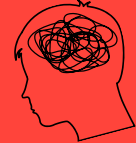


www.branchhousetn.org

The Branch House Family Justice Center can provide resources and training for their volunteer needs and community education



Intro



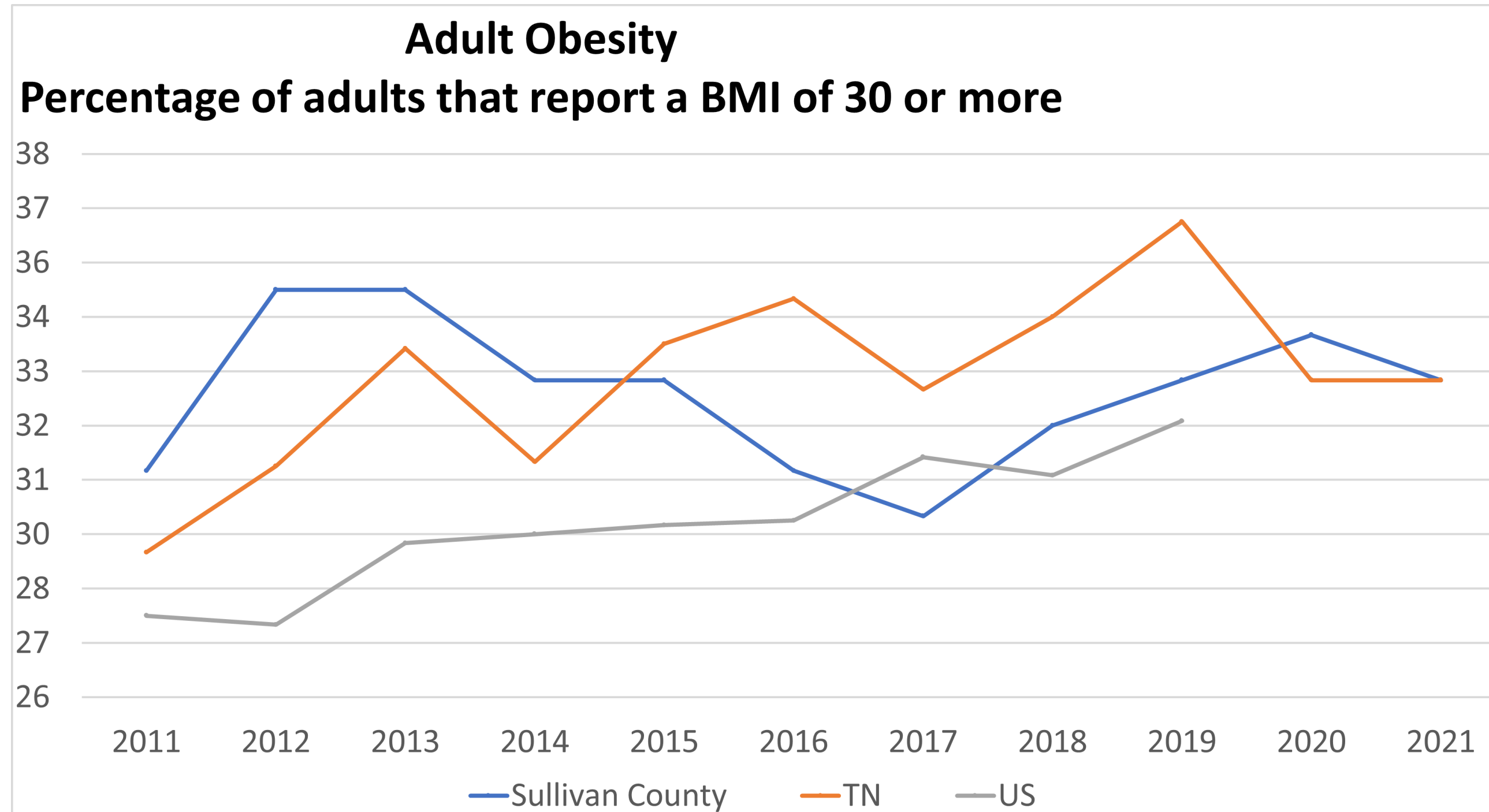
Q & A

OBESITY



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- The height of the pandemic caused many to forego outdoor activities and workout routines due to facility closures.
- That trend has reversed and our BMI index is on the decline for the first time since 2017



Key Gap Areas

- Maintaining emphasis on wellness as pandemic fatigue continues
 - Physical and mental fatigue can lead to unhealthy choices

How to get connected

- Join the efforts of Healthy Kingsport to make wellness fun and accessible by promoting:
 - Healthy workplaces
 - Living Sugar and Tobacco Free
 - Becoming the first city to log 4 million miles



HELP IS AVAILABLE IN OUR GREATER KINGSPORT COMMUNITY - TENNESSEE

Local Domestic Violence Assistance: 1-844-578-7233 (SAFE)

National Domestic Violence Hotline: 1-800-799-7233

National Child Abuse Hotline: 1-877-542-2873

Drug Issues call the Tennessee REDLINE: 1-800-889-9789

Suicide Prevention: 1-800-273-8255

Mental Health assistance call the Frontier Health Hotline: 1-877-928-9062

Food Pantries: Call 2-1-1 or visit www.feedkingsport.org

Homeless Shelters: Call Salvation Army at 423-246-6671 or Hope Haven at 423-246-6012

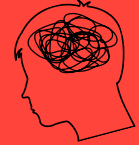
For ANY matter: Call 2-1-1 or 423-246-2273, text 898-211 or visit www.uwaykpt.org



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Intro



Q & A

Q & A



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BREAK OUT ROOMS

Room 1: Childcare & Reading

Room 2: Homelessness, Soft Skills & Hunger

Room 3: Substance Misuse/ Mental Health/ Obesity

Room 4: Domestic Violence/ Child Abuse