



2010 United Way Priority Areas & Community Objectives

United Way Priority Area: Youth **Population under 18: 24,491 (23%)**

Goal 1: Children are ready for and successful in school

Indicators of Need:

- 50% of three and four year olds attend nursery school/preschool (2005-2007 CS)
- 12.5% of 4th graders not meeting reading standards (2008 Kids Count)
- 34.7% of Seniors/12th graders not meeting reading standards (2008 Kids Count)
- 8% High School Drop Out Rate (2008 Kids Count)

Community Objectives:

- Increase and maintain the availability of free center based preschool for young children.
- Expand home visiting services for at risk families with young children who have emotional and/or behavioral problems.
- Expand the capacity of quality day care options for families with young children:
 - Increase the number that accept state funding
 - Increase the number available during non-traditional hours
 - Increase the number that are licensed
- Increase recreational and after-school opportunities for youth during the evening and on the weekend in their neighborhoods or at their schools.
- Increase the number of Bay County youth who complete high school.

Goal 2: Youth ages birth to 18 are safe & healthy

Indicators of Need:

- 271 confirmed victims of child abuse/neglect, rate of 11.1 per 1000 (2008 Kids Count)
- 7 youth ages 1 to 19 died; 3 accidents, 2 suicides, and 1 cancer (2006 MDCH)
- 11.4% of middle school and 33.4% of high school students used alcohol in the past 30 days (2008 MIPHY)
- 13.5% of middle school and 15.9% of high school students are overweight (2008 MIPHY)
- 55.2% of middle school and 44.9% of high school students are physically active at least an hour a day, five days a week (2008 MIPHY)
- 29% of youth live in single parent families (2005-07 CS)

Community Objectives:

- Decrease substance use among youth and families by providing prevention and intervention services.
- Support families by providing parenting groups and other programs that enhance parenting skills and increase parents' enabling of healthy behaviors.
- Improve the health and safety of youth by addressing the physical, medical, dental, mental health and safety needs of youth.
- Ensure youth are safe by maintaining an adequate supply of free car seats, booster seats, and cribs for low-income families.

United Way Priority Area: Health & Wellness
Population 18 and older: 83,617 (77%)

Goal 3: Individuals are physically and mentally healthy

Indicators of Need:

- 1,134 total deaths in Bay County; top 4 causes: 383 heart disease, 266 cancer, 69 lower respiratory disease, and 54 stroke (2007 MDCH)
- 19 adults committed suicide and there were 717 hospitalizations due to psychoses (2007 MDCH)
- 5,289 adults with diagnosed mental illness were treated by Bay Arenac Behavioral Health (2007 MDCH)
- 6,692(42%) adults over 65 have a disability (2005-07 CS)
- 11,000 adults are uninsured (2007 MDCH)

Community Objectives:

- Increase the availability and awareness of substance abuse prevention and intervention services for adults and seniors (including RX drug abuse, tobacco, etc.)
- Improve the physical health of adults and seniors by providing health services (medical, dental & prescription assistance), health prevention/education and skill building classes.
- Increase access to counseling, respite services, and other interventions that address mental health needs of high-risk populations (especially those who are uninsured).

United Way Priority Area: Basic Needs & Independence

Individuals in Poverty: 12,318 (11.4%)

Individuals 5 and older with a Disability: 17,638 (17.5%)

Goal 4: Individuals and families are stable

Indicators of Need:

- 12.3% Unemployment Rate (September 2009 DLEG)
- 7,734 (17.3%) of households receive food stamps (2008 DHS)
- 2,936 requests for Basic Needs were made to United Way; 1,177 for utilities, 795 for housing/shelter, 361 for transportation, 351 for food, and 118 for material goods (2008 Call Center Report)
- 509 foreclosures in 2008 (Register of Deeds)

Community Objectives:

- Increase the number of individuals and families who have their basic needs of housing/shelter, utilities, food, clothing, and material goods met.
- Improve the availability of permanent, safe, and affordable housing for low-income individuals and families.
- Increase residents' awareness of and access to available community resources and programs.

Goal 5: Individuals at risk are living independently

Indicator of Need:

- 1,146 victims of domestic violence (2007 MICR)
- 10,173 or 13.7% of adults 25 and older have less than a 12th grade education (2005-2007 CS)
- 16.9 % of adults 25 and older have a Bachelor's Degree or higher (2005-2007 CS)
- 19% of the residents ages 16 and older have a disability (2005-2007 CS)
- 2,820 (6.3%) of households have no vehicle available (2005-07 CS)

Community Strategies:

- Increase the number of individuals and families who are financially independent by providing programs such as case management, budgeting assistance, life skills education, and assistance with obtaining GED, skilled trade, or higher education.
- Increase employability by providing supports to adults, seniors, and individuals with disabilities including training or retraining to those who are unemployed or underemployed.
- Improve availability of support services for adults and seniors transitioning to and from the community from various institutions (i.e. foster care, correctional facilities, homeless shelters, long term care facilities, rehabilitation and mental health facilities).
- Improve availability of transportation services at times or in situations where public transportation is not available (bus passes, gas cards, taxi services, car repair, car insurance and registration).
- Improve access to public and special transportation services for seniors and individuals with disabilities including assistance from home to curb.
- Expand home support services for seniors and individuals with disabilities including homemaker programs, companionship programs, home delivered meals and case-management.
- Increase independence of seniors and individuals with disabilities by providing repairs (ramps, grab bars, etc) and resources to allow them to stay in their homes.
- Increase the availability of opportunities to engage and include seniors and individuals with disabilities in the community.