

**Community Blueprint Mission:**  
to improve community life

**Community Blueprint Vision Statement:**  
Licking County is a growing, caring and optimistic community, building upon its rich heritage and diverse resources by engaging all people in opportunities for success.

**Summary Report**  
**2007**

# Licking County Community Blueprint

Surveying the People of Licking County - Key Findings

**Dear Licking County Community Member:**

Beginning in 2005, more than 700 citizens and 80 local businesses, organizations and government agencies have been part of the Licking County Community Blueprint Initiative. Led by Licking County United Way, the Community Blueprint Initiative is designed to be both a tool and a process that will guide Licking County organizations in establishing funding priorities, measuring results and identifying future projects to improve community conditions.

As Chair of the Steering Committee for the Community Blueprint, I have seen these partners in action and I am very proud of the good work that has already been accomplished. To date, they have worked together to:

- Fund the Initiative
- Oversee the countywide collection and analysis of data
- Establish meaningful goals based on the data
- Develop action plans to achieve the goals

We're entering the very important stage of finalizing and implementing the Initiatives described in this report. These Initiatives address the top three priorities in our community:

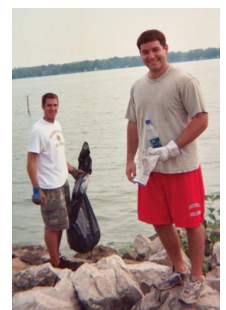
- Health Care and Dental Care Affordability
- Economic and Employment Issues
- Behavioral Health Concerns

The full report and more detailed information about the methodology is available at [www.lickingcountycommunityblueprint.com](http://www.lickingcountycommunityblueprint.com).

We invite you to participate in the important work that is still ahead by volunteering to be on an action team, to share in the funding costs or to help implement The Plan. Please contact your Licking County United Way at 740-345-6685 if you would like to become involved.

Sincerely,

Cheryl Snyder  
Senior Vice President, The Park National Bank  
Steering Committee Chair



## Welcome to the Licking County Community Blueprint

Spearheaded by Licking County United Way, the Community Blueprint was launched in 2005 as a collaboration between businesses, civic organizations, government, social service agencies and other community entities.

A Community Blueprint Steering Committee comprised of community leaders from various organizations guided the process. The Community Blueprint represents a tremendous collaboration between hundreds of individuals who came together with one agenda in mind: improving community life. Through a well-defined process, representatives from diverse groups found common ground to develop partnerships and seek ways to identify and address Licking County's most concerning challenges and fruitful opportunities.

## Our Roadmap ... Compass II

Using Compass II, a community needs assessment tool developed by United Way of America, the Community Blueprint process was launched. Compass II's core strength is its focus on enhancing community strengths and connecting people with opportunities to improve their community. Compass II is a guiding force for over 100 communities across the country.

## ■ COLLECTING COMMUNITY DATA

### The First Step: the Community Asset Survey

Nearly 100 Community Asset Surveys were completed by business, civic, education, neighborhood, human service, labor and religious organizations in Licking County. The results of the Community Asset Survey showed how these organizations make Licking County a better place to live and how these organizations might work together to improve the community.

### Step Two: We asked our Community

- A random Household Survey of Licking County Residents was conducted by Scripps Survey Research Center at Ohio University. This survey obtained information about strengths, weaknesses and issues in Licking County households and in the community at large. In addition to survey responses, demographic information was gathered.
- The Community Leader Survey gathered information on community strengths and concerns from 83 Licking County professionals, retirees and executives.
- To gather detailed information on survey findings, focus groups were held in cities, villages and communities throughout Licking County.
- A youth survey and focus group captured the thoughts of individuals in this group.

When the survey process was complete, we had gathered the thoughts and opinions of more than 700 community members through telephone, Internet and paper surveys. This comprehensive data was the seed that would grow to help realize our vision of improving community life.

### Step Three: Supporting Data

Statistics on social, economic and environmental conditions in Licking County were compiled. This data confirmed the input of survey respondents and helped narrow the focus of each area of concern.

## Step Four: Priority Areas Identified

Using the information collected in steps one through three, three key priorities were identified: Health Care and Dental Care Affordability, Economic and Employment Issues and Behavioral Health (mental health and drug abuse concerns).

## ■ FOCUSING ON A SOLUTION: THE COMMUNITY BLUEPRINT PLAN

With the three priorities established, a Blueprint Plan was developed. The Plan includes the Initiatives that will begin to address the priorities.

### Health Care and Dental Care Affordability

Prevention (wellness) and improving accessibility (better connecting people to available resources) were identified as strategies to address health concerns.

**The Wellness Initiative** will improve the health and wellness of residents through a coordinated initiative called, *We're Active Licking County (WALC)*, by:

- Increasing activity levels of participants.
- Improving healthy eating.
- Supporting and tracking progress via a Web site.

**The Better Connecting to Resources Initiative** will increase residents' access to medical and dental care by:

- Promoting the movement to a 211 Call Center and supporting Web site.
- Establishing a Patient Navigation Initiative that will assist individuals in reducing barriers to health care.

### Economic and Employment Issues

Improving personal money management and employability skills were identified as strategies to address economic and employment issues.

**The Financial Responsibility and Life Skills Initiative** will increase the number of financially responsible youth and young adults by:

- Equipping youth with the knowledge and skills to wisely budget, save, invest and spend their money.
- Engaging families and support systems to reinforce learning.

**The Workforce Development Initiative** will help move people from low wage to higher wage jobs and from unemployment to employment by:

- Teaching employability assets such as interpersonal skills, work ethic and attendance.
- Providing services in an employment setting to utilize real-life experiences to support skill development.

### Behavioral Health

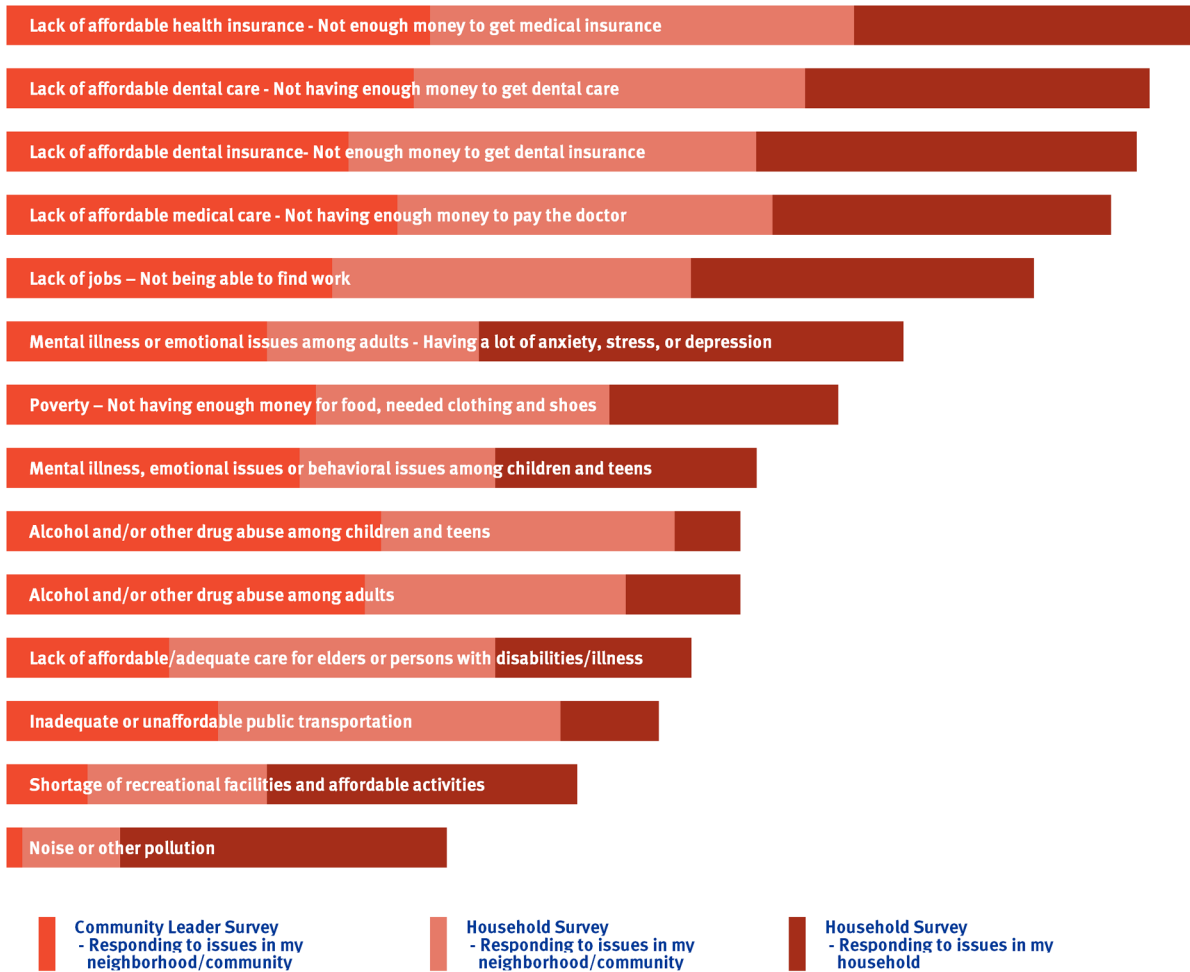
Increasing family-focused services was identified as a strategy to address mental health and alcohol and drug abuse concerns.

**Family Focused Initiative** will improve the functioning of youth and their families by:

- Engaging a more inclusive support system.
- Empowering families and other support systems.
- Supporting the Consortium for a Drug Free Licking County.

**We're all concerned about many of the same issues in Licking County.**

*The greater the concern of respondents – the longer the bar. This chart shows the priorities and the commonality of responses from the household and community leader surveys.*



**Who responded to the survey?**

700 participants including 83 community leaders and participants in 7 public, countywide focus groups.

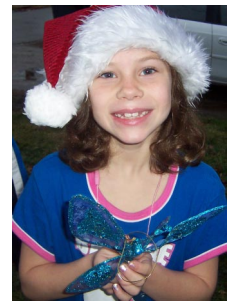
36% of homes surveyed had at least 1 child living with two adults

42% of homes surveyed had 2 or more adults with no children

4% of homes surveyed had 1 adult living with at least 1 child

65% were female

35% were male



View all survey questions in *The Report to the Community* at: [www.lickingcountycommunityblueprint.com/Reports](http://www.lickingcountycommunityblueprint.com/Reports)

**Where do we go from here?**

During the survey process, we heard over and over that residents enjoy living in a rural area with a strong sense of community and a rich heritage.

Social service and recreational resources were highlighted as community assets.

The friendliness and generosity of friends and neighbors combined with their willingness to work together to find solutions to problems, make Licking County a wonderful place to call home.

We invite you to be part of the Community Blueprint Plan and make good things happen for yourself and Licking County. Join us as we develop these initiatives. Make a personal commitment to take care of what matters for you, your family and your community.

Call United Way 740.345.6685 or at 1.877.264.1082.

**Want to learn more?**

The complete Community Blueprint Report is available at: [www.lickingcountycommunityblueprint.com](http://www.lickingcountycommunityblueprint.com)



**And what they said ...**

*“People in Licking County are very caring. When someone runs into hard times, they’re the first ones to respond.”*

*“We know our neighbors.”*

*“If you need help in Licking County, there is certainly a non-profit agency to take care of you.”*



## Good Neighbors, Good Friends in Licking County

What we discovered from the surveys:

- 38% of respondents said that they volunteer for an average of 5 groups. The national volunteer rate is 28.8%.
- 43% volunteer in church.
- 22% volunteer for children and youth activities and school groups.
- 77% had positive feelings about their neighborhood and felt their neighbors trusted each other. The State of Ohio rate is only 34% for those who trust each other.
- Respondents said that community leaders work productively and with mutual respect to address critical community issues.
- Respondents said that our community promotes participation in the political process and positive relations among people of all races, genders, ages and cultures.



## Individuals and organizations who are making The Community Blueprint Vision a reality ...

### Steering Committee Chair

Cheryl Snyder, *The Park National Bank*

### Steering Committee Members

#### *Guided the process*

Brad Byrd, *The Energy Cooperative*

Dr. Craig Cairns, *Licking Memorial Health Systems*

Angela Carnahan, *Licking County Job & Family Services*

Donna L. Carpenter, *Licking County United Way*

David Edelblute, *Juvenile & Probate Court*

Joe Ebel, *Licking County Health Department*

John Fisher, *Licking County Job & Family Services*

Susan Hatcher, *Licking Valley School District*

Cheri Hottinger, *Licking County Chamber of Commerce*

Lowell Lufkin, *Newark City Health Department*

William L. MacDonald, *The Ohio State University at Newark*

Dawn Pettit, *The Boeing Company*

Sarah Philipps, *Village of Johnstown*

Rick Platt, *Heath-Newark-Licking County Port Authority*

Mike Shearer, *The Advocate*

Rochelle Steinberg, *Community Mental Health & Recovery Board of Licking and Knox Counties*

Sherry Steinman, *Licking County Board MR/DD*

Bob Timmons, *PCA*

Wendy Williams, *Community Mental Health & Recovery Board of Licking and Knox Counties*

Sylvia Friel, *Process Manager*  
*Licking County United Way*

Tom Ander, *Project Manager*  
*Andwin Company*

### Community Blueprint Partners

#### *Completed the process*

Arthritis Foundation, *Licking County Chapter*

Arwebb Office Equipment

Big Brothers Big Sisters

Boeing Company

Central Ohio Technical College

Citizen Volunteers

Community Health Clinic

C-TEC

Denison University

Family Health Services

Girl Scouts-Heart of Ohio

Goodwill

Huntington National Bank

LICCO

Licking County Coalition for Housing

Licking County Adult Probation Department

Licking County Aging Program

Licking County Alcoholism Prevention Program

Licking County Board of MR/DD

Licking County Child Support Advisory Committee

Licking County Children and Families First Council

Licking County Commissioners

Licking County Department of Community Development

Licking County Education Service Center

Licking County Family YMCA

Licking County Health Department

Licking County Job and Family Services

Licking County Juvenile Court

Licking County Transit Board

Licking County United Way

Licking County Veterans Services

Licking Memorial Health System

Licking Valley Schools

Licking/Knox Community Mental Health & Recovery Board

Mental Health America

Moundbuilders Guidance Center

Mount Vernon Nazarene University

Newark City Government

Newark City Health Department

Newark City Schools

Newark Public Library

OSU Extension Services

Pathways of Licking County

Reese Adult Day Center/

United Cerebral Palsy

Salvation Army

Sheryl L. Kraner Esq. Youth and Family

Behavioral Health Campus

The Main Place

The Ohio State University-Newark

The Woodlands

Veterans Services Office

WIA Business Advisory Board and WIA Youth Council

### Community Blueprint Funders

The Boeing Company

City of Newark

Community Mental Health & Recovery

Board of Licking and Knox Counties

Family Health Services

Gannett Foundation/The Advocate

Susan and Jerry Hatcher

Licking County Commissioners

Licking County Board of Mental Retardation

and Developmental Disabilities

Licking County Job & Family Services

Licking County United Way Agency

Executive Council

Licking County United Way

Licking Memorial Health Systems

The Park National Bank