



Churchill County Extension Office, 111 Sheckler Road, Fallon, Nev.

Results of a 2013 Churchill County Needs Assessment

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University of Nevada Cooperative Extension, a college within the University of Nevada, Reno, provides educational programming to communities across Nevada. These educational programs are designed to address local community issues and are based upon comprehensive needs assessments conducted by Cooperative Extension faculty and staff. This publication reports on the results of a Cooperative Extension needs assessment conducted in Churchill County, Nevada.

Introduction

Churchill County, Nevada is located approximately 60 miles east of Reno, Nevada on Highway 50. The county encompasses 4,929 square miles, with a population of approximately 25,000 people. Fallon, its principal city and county seat, is home to about 8,600 residents. Known as the "Oasis of Nevada," Churchill County is recognized for its agricultural production, the world famous "Hearts of Gold" cantaloupe and the location for three-quarters of the state's dairy business. In addition to traditional agricultural products, Churchill County farmers are planting alternative crops that use less water and have a higher yield in efforts to enter new markets and industries.

Churchill County has many historical and cultural sites. Grimes Point, 10 miles east of Fallon, has one of the largest exhibits of petroglyphs in Nevada, and Hidden Cave, a Native American burial site. The Stillwater National Wildlife Refuge lies east of Fallon on the edge of the Fallon Paiute-Shoshone Reservation. Continuing east 25 miles from Fallon along Highway 50 is Sand Mountain Recreation Area, with its 600-foot high, 2-mile long sand dune. Southeast of Fallon is Naval Air Station Fallon, a Navy strategic air warfare training facility.

Located in the Lahontan Valley, Churchill County stands on ground that was once covered by a prehistoric inland sea. Due to its geological makeup, Churchill County is one of the largest producers of geothermal energy in the United States and is also the site of renewable solar and hydroelectric energy. While the physical environment is conducive for alternative energy sources, early settlers traveling to California to try their luck during the California Gold Rush were hard pressed to view the geological terrain positively. Considered the most dreaded part of the trip, settlers had to traverse the Lahontan Valley's "Forty Mile Desert." Desert heat coupled with lack of potable water made nighttime crossing imperative. The pioneer trail through the Valley claimed belongings, livestock and the lives of many travelers. A survey made in 1850 reported 1,061 dead mules, almost 5,000 horses, 3,750 cattle and 953 graves (Sebasta, P., 2014).

Purpose of This Needs Assessment

University of Nevada Cooperative Extension, a college within the University of Nevada, Reno, is concerned with providing educational



Wagon tracks across the 40-mile desert.
Photo courtesy Churchill County Museum, Fallon, Nev.

programming to communities across Nevada. These educational programs are designed to address local community issues and are based upon comprehensive needs assessments conducted by Cooperative Extension faculty and staff. While faculty and staff are most-often University employees, they live and work within the communities they serve, with offices serving each one of the state's 17 counties. In order to guide and help prioritize Cooperative Extension educational programming, Nevada Revised Statute (NRS) 549.010 has identified the topic areas for educational efforts as agriculture, community development, health and nutrition, horticulture, natural resources, and personal and family development. Once a needs assessment is conducted, Cooperative Extension prioritizes the results in order to develop, implement and evaluate research-based educational programs that can be delivered to address these high-priority community concerns. Developed programs often overlap topic areas and have implications throughout the state and region. Many Cooperative Extension programs have realized national and international impact.

Method

While community needs assessments often target individual community members via a mail-out survey or focus group format, this particular assessment looked at the perception of community needs through the eyes of agencies and organizations that provide services and resources to community members. In preparation for this evaluation of community needs, the authors examined recently published needs assessments that included Churchill County issues to identify existing and emerging needs. These identified

needs were then categorized within the six NRS identified program areas to maintain consistency with Cooperative Extension programming. Once these needs were identified and categorized, a search was undertaken to determine if there were current programs or initiatives that existed to address the identified needs. In some cases, programs already existed to address particular needs; in other cases, this was not the circumstance. Therefore, it was important to evaluate current programs and identify gaps in programming, or where programs were limited in scope.

To accomplish this task, a matrix of needs was created that included a list of current community needs, a list of corresponding existing programs that addressed those needs, and a list of additional program ideas that would help to address those needs. The authors of this assessment developed the matrix.

NRS 549.010: Extension work in agriculture, home economics and rural welfare

To provide for continued educational, research, outreach and service programs pertaining to agriculture, community development, health and nutrition, horticulture, personal and family development, and natural resources in the rural and urban communities in the State of Nevada, the Director of the Agricultural Extension Department of the Public Service Division of the Nevada System of Higher Education and the boards of county commissioners of any or all of the respective counties of the State of Nevada may enter into cooperative agreements and activities subject to the provisions of this chapter.

As Cooperative Extension faculty and staff strive to work on critical and/or emerging community concerns, it was important to rank the needs as high, medium or low priority to ensure that resources allocated to potential programming would be used efficiently and effectively.

Once the matrix was in draft form, it was emailed to Cooperative Extension faculty outside Churchill County that have experience or knowledge of the local community. Faculty were asked to edit the matrix by identifying additional concerns and to review the list of existing and needed programs to address those concerns.

As a final step in this faculty review component, faculty were asked to rank each concern as a high, medium or low priority. When the faculty review

process was completed, the matrix was revised to incorporate their suggestions, comments and rating of needs.

After the matrix was finalized with faculty input, it was hand-delivered to 45 community agency representatives that provide services to residents in Churchill County. Agency survey recipients were asked to edit the matrix, providing the same input that Cooperative Extension faculty and staff had been asked to provide. As with the previous review, community agency representatives were also asked to rank the concerns as high, medium or low priority.

Nineteen surveys were returned for a 42 percent response rate. Respondents were informed both verbally and in writing that participation was purely voluntary and were asked not to place any identifying information on the survey to ensure confidentiality. All needs assessment instruments and research procedures were approved through the University of Nevada, Reno's Office of Research Integrity Institutional Review Board to ensure that investigative protocols were maintained throughout the entire process and to protect participant confidentiality.

The authors recognize that not every community need may have been identified, or that all of the current programs addressing these concerns may be listed. This limitation is reduced however, by the thorough, iterative review by Cooperative Extension faculty and by staff from key Churchill County community agencies. Any omission of programs on the original matrix was unintentional, which was why the process was designed to have participants "fill in the blanks," and add to the comprehensiveness of the matrix.

The authors thank the community agencies for their willingness to help complete an inclusive picture of the issues facing Churchill County residents. The final, completed matrix, including ranking and comments, is provided as an Appendix to this publication.

Results

Cooperative Extension is charged with responding to priority community issues. The intent of this publication is to report on the priority ratings of issues referenced in this needs assessment. Interestingly, while faculty and community agencies ranked some topics similarly, they differed on others. The authors/researchers made the decision that when half or more of each category of

respondents (faculty or community agencies) ranked a concern as high, that concern was given a high-priority ranking. While six faculty members and 19 community agencies responded, not all faculty members or agencies responded to every issue. Hence, the “N,” or total number of respondents is provided within the High-H, Medium-M or Low-L ranking categories and may not always total 25.

While only one concern received a unanimous high-priority rating, **water-efficient agriculture**, the majority of concerns received at least one high-priority rating from the respondents. The concerns that **did not** receive a high-priority rating from either faculty or community agencies included 1) provide training, education and research related to ethnic differences in aging, 2) more volunteer opportunities to encourage getting involved, 3) wetland management, 4) school liaisons, and 5) more multi-jurisdictional collaboration. The Tables below report on the ratings of concerns and are divided into the same categories as defined in the NRS.



Canola field trial (winter and spring varieties).
Newlands Agriculture Experimental Station, Fallon, Nev.
Photo courtesy of Jay Davison.

Tables 1-4, list the concerns that were rated high by both Cooperative Extension faculty and community agencies.

Table 1: Number of community agencies and Cooperative Extension faculty rating high-priority agriculture concerns (ranked)	Community			Cooperative Extension		
	H	M	L	H	M	L
Agriculture:						
Water-efficient agriculture	24			6		
Maintain agriculture in our community	15	2	1	6		
(H) High, (M) Medium, (L) Low						

Two concerns within the **Agriculture** category were rated as high-priority issues in Table 1 above. “Water-efficient agriculture” ranked higher than any other need in any of the six NRS categories, receiving a unanimous high-priority rating.

Ranked second was “Maintain agriculture in our community.” While Cooperative Extension Alternative Crop and Herds & Harvest Programs address these concerns, as well as programs

provided by Western Nevada College Specialty Crop Institute, respondents outlined additional needed program efforts. Program suggestions included farm financial aid budget workshops, commercial beef cow herd management and programs that place emphasis on small producers. In addition, respondents identified the need to encourage youth to “study the Ag field of careers and be able to come back to Fallon and share their knowledge.”

Table 2: Number of community agencies and Cooperative Extension faculty rating high-priority community development concerns (ranked)	Community			Cooperative Extension		
	H	M	L	H	M	L
Community Development: (Communication)						
Get the word out about events/meetings/activities/announcements through multiple sources	13	3		5	1	
Collaboration/communication among all entities to improve image, infrastructure and use of existing resources – working together	11	4		6		
(H) High, (M) Medium, (L) Low						

Within the **Community Development** category (Table 2), two concerns were identified as high-priority, “Get the word out about events/meetings/activities/announcements through multiple sources,” and “Collaboration/communication among all entities to improve image, infrastructure and use of existing resources – working together.” Both of these concerns were under the category “Communication” on the Community Development portion of the matrix. Current efforts, such as the County Planning Department bi-annual agency

meetings; community coalition meetings; Chamber of Commerce events and promotions; and efforts through radio, newspaper and flyers address these concerns. However, the respondents requested that these efforts be expanded. One suggestion provided was to create a community website and calendar that would link to other websites in the community, including retail, events and government services. To support this effort, it was suggested that a media campaign promote this website/calendar as “the” community calendar.

Table 3: Number of community agencies and Cooperative Extension faculty rating high-priority health and nutrition concerns (ranked)	Community			Cooperative Extension		
	H	M	L	H	M	L
Health and Nutrition						
Maintaining and enhancing health	8	7		5	1	
Poor physical health	8	7		5		
Length of life/mortality	8	7		5		
Health and wellness programs across the lifespan	8	6		5	1	
Access to mental health services	7	7		5		
Elder abuse	9	5		5		1
(H) High, (M) Medium, (L) Low						

Six issues were identified in the **Health and Wellness** category (Table 3 above) as high-priority. The “Maintaining and enhancing health” concern was listed in a category related to senior citizen concerns. A needed program to address that concern was training for local agency personnel concerning warning signs that a senior may have trouble maintaining his or her independence. This training could include topics such as issues facing seniors, warning signs that indicate a crisis, development of protocol for reporting and how to manage referral and follow-up. Known as the gatekeeper concept, trained personnel work hand in hand with Aging Disability and Resource Center (ADRC) case managers to provide individualized services to seniors. In 2013, Churchill County Senior Center received a grant to establish such a Resource Center.

Suggestions to address “Poor physical health” included citywide/countywide organized exercise and nutrition training with free events. In addition, respondents would like to have health fairs to promote local providers and articles in the newspaper that address exercises that can be done at home.

In response to “Length of life/mortality” suggestions included those provided above, along with

conversations regarding the new federal health initiatives. It was recommended that questionnaires and/or surveys be sent to community members to see what types of programs they would enjoy and attend.

For the concern “health and wellness programs across the lifespan,” respondents indicated, in addition to the above, that it was important to provide transportation and/or hold the nutrition and physical activity classes in convenient locations.

“Access to mental health services” requires community education about local services and how to access 24-hour intervention when the local services are unavailable. Additionally, it was mentioned that a program was needed to provide help to low-income and needy families.

The final concern under Health and Wellness is “Elder abuse.” While efforts exist to educate senior service agencies and seniors, it was suggested that these efforts be expanded to others in the community as well. It was also recommended that services for seniors be enhanced, so that if an abused senior is identified, he or she is not faced with a long wait time, often inhibiting the ability to gain immediate assistance.

Table 4: Number of community agencies and Cooperative Extension faculty rating high-priority personal and family development concerns (ranked)	Community			Cooperative Extension		
	H	M	L	H	M	L
Personal and Family Development						
Youth reported: 1) Alone at home 2) TV overexposure 3) Physical abuse 4) Victims of violence 5) Drinking	11	4		5	1	
Family violence issues	10	5		3		
Youth reported: Feeling safe in community but not at school	9	6		5	1	
Nevadans have second-highest average credit card balance in nation	9	4	2	5	1	
Legal needs of Nevadans are extensive. Many Nevadans report more than one legal problem. Can't afford legal services, let alone knowing who to turn to	7	7		5		1
(H) High, (M) Medium, (L) Low						

Personal and Family Development (Table 4) had five concerns that rated high-priority. The first issue was a youth-reported concern identified in a Fallon, Nev. middle-school and high-school survey, “Developmental Assets: A Profile of Your Youth” reported and published December 2012. Youth reported 1) Alone at home, 2) TV overexposure, 3) Physical abuse, 4) Victims of violence, and 5) Drinking as issues they face. While programs exist to provide opportunities for youth engagement in and outside of school, it was suggested that needed programs included out-of-school mentoring, and low-or no-cost activities at the pool, golf course, community center or other locations that are easily accessible. The next high-priority issue was “Family violence.” In addition to current programs, it was identified that education be available to help families learn positive alternative behaviors and to provide positive activities for families. It was further identified that community education was needed regarding the effects of family violence on youth, families and communities, including the signs and how and what to report.

Youth also reported in the school survey “Feeling safe in the community, but not in school” as the third concern. Matrix respondents indicated the need for having the schools become a place of “high expectations” encouraging children to go to college and become professionals and community leaders. In addition, it was suggested that locked doors at school contribute to youth feeling unsafe. (It is important to note, however, that locking classrooms is a recognized method to help ensure student safety in the aftermath of school shootings across the nation.

The fourth issue, “Nevadans have the second-highest credit card debt in the nation,” was identified as a concern that affects marriages and children in the household. It was proposed that school-age youth be required to take basic budgeting classes to understand the financial concepts of credit, revolving accounts and accumulating interest charges.

The final high-priority need dealt with the legal issues that face Nevadans. As identified in this concern, Nevadans “Can’t afford legal services, let alone knowing who to turn to.” To address this concern, it was suggested that there be a hotline available to answer questions, or that a “Lawyer in the Lobby” concept be offered to residents.



Cooperative Extension partners with the Harmon Social Club in October 1935 to sponsor “The Keep Growing Contest” at a local school.

Photo courtesy Churchill County Museum, Fallon, Nev.

None of the concerns listed under the categories Horticulture or Natural Resources received a high-priority rating by both the community agencies and Cooperative Extension faculty responding to this survey.

Tables 5-9 report survey results on the remaining topics. These topics were not identified as high-priority by **both** community agency personnel and Cooperative Extension faculty.

Table 5: Number of community agencies and Cooperative Extension faculty rating other agriculture concerns (ranked)	Community			Cooperative Extension		
	H	M	L	H	M	L
Agriculture						
Enable long-term farming and ranching	14	2	1	1	5	
Diversification – value-added agriculture	12	3	2	1	5	
Industrial development that complements and supports agriculture	10	4	1		1	5
Educate urban areas about where their food comes from	9	7	2		5	1
Develop partnerships between “ag” and “non-ag” entities	9	6	2		5	1
Agri-tourism – business plans need to be developed	9	5	4		6	
(H) High, (M) Medium, (L) Low						

In Table 5 above, community agencies identified six additional items as high-priority concerns in the category **Agriculture**. All but one of the concerns was also rated as a medium-priority by Cooperative Extension faculty. The issue “Industrial development that complements and supports agriculture” was ranked high by the community agencies, but overall low by Cooperative Extension faculty.

“Enable long-term farming and ranching” and “Diversification – value-added agriculture” each

received one high-priority rating from faculty. Needed programs to address these concerns included ideas such as an “Ag in the Classroom” concept for adults. In addition, it was suggested that more emphasis needs to be placed on promotion of local farming efforts; collaboration with information specialists to distribute position papers and fact sheets to the legislature; and development of partnerships, such as pairing local restaurants with local farmers and ranchers to improve visibility.

Table 6: Number of community agencies and Cooperative Extension faculty rating other community development concerns (ranked)	Community			Cooperative Extension		
	H	M	L	H	M	L
Community Development (Communication)						
Jobs – new industries	13	2	1	1	5	
Economic diversification through new industries that enhance opportunities for women and youth and “fits” the community	10	5	1		6	
Jobs for women and youth	9	6	2			6
Positive campaign about community to overcome negative buzz	9	7			6	
Transportation to and from Reno/Carson City and within county	9	6	1			6
Recreation – promotion of existing events	9	5	1		1	6
Developing programs to educate community, as well as seniors, about senior issues and resources	8	6	1		5	1
Clean/green jobs	8	5	1		1	5
Enhance entrepreneurial development	8	5	1	1	5	
Branding – sharing positive impacts	7	4	3		6	
Provide train-the-trainer programming	2	11	1	5		1
(H) High, (M) Medium, (L) Low						

Ten **Community Development** issues (Table 6 above), in addition to those in Table 2, were listed as high-priority by the community. Of those 10, Cooperative Extension faculty listed six as medium-priority, and four as low-priority. Five of the issues

focused on job creation or entrepreneurial development, two related to positive community image, one addressed transportation, one focused on education about senior issues, and the last was promotion of recreational opportunities.

Suggestions to address these concerns included additional workforce training opportunities between Western Nevada College and high school youth, intern programs with local employers and conversations with the community on the types of businesses that may succeed in Fallon. In addition, it was suggested that new events and programs be developed that would increase local involvement, but that would also be promoted beyond county lines. To address transportation concerns, ideas included a community board to post car-pooling options, safer crosswalks on Sheckler Road and a youth bike campaign, to name a few.

Only “Provide train-the-trainer programming” received a high-priority rating by Cooperative Extension faculty under the Community Development category. The train-the-trainer concept prepares participants to go out and become teachers on certain subject matter. Those

students/teachers become additional experts to address community concerns. The authors recognize that the train-the-trainer concept is an instructional model often used to address a need as opposed to being a need itself. However, because the “train-the-trainer” concept was originally identified as a need when reviewing the previously published assessments used as a basis for this publication’s survey matrix, it is being reported on as a need in this publication.

A gaps analysis could determine the types of educational programs currently being delivered in the community to address medium-and high-priority concerns. This process could also identify overlapping programs, potential collaborations and elimination of duplication, thereby freeing-up expertise for new train-the-trainer program development.

Table 7: Number of community agencies and Cooperative Extension faculty rating other health and nutrition concerns (ranked)	Community			Cooperative Extension		
	H	M	L	H	M	L
Health and Nutrition						
Legal assistance	12	3			5	1
Senior gap issues – rural needs are due to limited resources or long waiting lists	9	6			5	1
Encourage people to seek local services	9	5				6
Senior gap issues – Help with Social Security, Medicare and Affordable Care changes	8	6				
Senior gap issues – Making successful transitions	8	6	1		5	1
Disability services	4	11		5	1	
Low-birth-weight infants	2	10	2	5		

(H) High, (M) Medium, (L) Low

In the **Health and Nutrition** category (Table 7 above), community agencies identified five additional high-priority needs. Three addressed senior-related concerns, one identified legal issues, and another encouraged the use of local services. Cooperative Extension faculty rated three as medium-priority and the use of local services as low-priority. The concern “Senior gap issues – help with Social Security, Medicare and Affordable Care changes” was not ranked by faculty, as it was identified as a concern after the Cooperative Extension rating was complete.

Suggestions for addressing senior concerns focused mainly on increased promotion, education and awareness. It was identified that many residents are not aware of those specific senior-related issues, nor is there an awareness of the

active lifestyle in which many local seniors are involved.



Maine Street, Fallon, Nev., circa 1940. Photo courtesy Churchill County Museum.

Having opportunities to learn about local services, as well as the promotion of all that is available in Churchill County, was clearly identified as a means to address many of the high, medium and low priority concerns. Respondents indicated the need to do a better job of letting people know what is offered.

Within the Health and Nutrition category, “Disability Services” and “Low-birth-weight infants” received high-priority rating by Cooperative Extension faculty. An Aging Disability Resource Center grant

was awarded to the Churchill County Senior Center in 2013 to help provide information and services to individuals and families with disabilities. However, it was recognized that additional community education, as well as investigations into needed programs, would be beneficial. As with most of the suggestions, community awareness was again identified. While campaigns about the effect of smoking and alcohol on newborns are available throughout the community, a targeted educational program delivered to junior high and high school youth was recommended.

Table 8: Number of community agencies and Cooperative Extension faculty rating other natural resource concerns (ranked)	Community			Cooperative Extension		
	H	M	L	H	M	L
Natural Resource						
Maintaining water quality	13	3				
Local drinking water quality	12	4				
Water – safe use and protection of	11	5		1		5
Noxious weed prevention	11	4				
Educate residents on efficient water use	9	7		1		5
Wildfire prevention education	7	7				
(H) High, (M) Medium, (L) Low						

Community agencies rated six **Natural Resource** issues (Table 8 above) as high. None of the Natural Resource concerns received high-priority ratings by both community agency and Cooperative Extension faculty. Two issues identified include “Noxious weed prevention” and “Wildfire prevention education.” All Natural Resource issues listed in Table 8 received mostly low-priority ratings from faculty.

It was recommended that water experts be available to address our water quality and quantity issues. While Cooperative Extension provides water education materials, having a water expert on hand at various community events would be desirable. To address wildfire education and noxious weeds, respondents recommended pamphlets/flyers, local media campaigns and newspaper articles, as well as information about the Lahontan Conservation District Noxious Weed Program. No new high-priority concerns were identified by Cooperative Extension faculty in the Natural Resource category.



Mike Wargo sprays herbicide on African rue. Photo courtesy Jay Davison.

Again, none of the Horticulture concerns were rated high-priority by community agencies or Cooperative Extension faculty.

Table 9: Number of community agencies and Cooperative Extension faculty rating other personal and family development concerns (ranked)	Community			Cooperative Extension		
	H	M	L	H	M	L
Personal and Family Development						
Child abuse and neglect	11	4				
More affordable activities	8	7				6
Jobs for youth – out of school activities lacking	8	6			5	1
Legal needs among the elderly and those with limited English	8	4	2			
Suicide	7	5				
Insufficient resources to meet civil legal needs	5	9	1	5		1
Insufficient pro bono resources including those with expertise in specific areas of civil legal needs	5	9	1	5		1
Insufficient education and awareness about civil legal needs	4	9	1	5		1
STEM education related to career development	3	8	1	3		
(H) High, (M) Medium, (L) Low						

The community agencies rated five additional **Personal and Family Development** issues (Table 9 above) as high-priority. These included “Child abuse and neglect,” “More affordable activities,” “Jobs for Youth – out of school activities lacking,” “Legal needs among the elderly and those with limited English,” and “Suicide.” Only jobs for youth received a medium-priority rating from faculty, with the remaining issues receiving mostly low ratings.

As with many of the previously mentioned concerns, respondents encouraged increasing opportunities for community engagement, including volunteering and mentoring. It was identified that youth need opportunities to socialize as well as volunteer. In addition, community education about the concerns that local residents face would help to build community collaborations to address the concerns. It was further suggested that legal outreach be available to all, but that English as a Second Language be provided as outreach for low-income families through an adult education program.

Four additional high-priority concerns were identified by Cooperative Extension faculty under Personal and Family Development. Three of these relate to legal issues, and the fourth addresses Science, Technology, Engineering and Math (STEM) education as it relates to career development.

Suggestions to address legal concerns were similar to the suggestions identified in Tables 4 and 9, including educating residents on where to go to get help. In addition, targeted low-cost or free presentations are needed on topics regarding wills/trusts, creditors, housing and Civil Rights violations.



4-H youth exhibitors at the 2013 Churchill County Junior Livestock Show and Sale, Fallon, Nev.
Photo courtesy of Kathy Lofthouse.

Discussion

In administering this assessment, efforts were made to include agencies that could provide expertise to one or more of the NRS categories identified in the matrix. For example, organizations asked to participate included those in the fields of health, economic development, agriculture, legal issues, land use, natural resources, education and mental health. This was important to ensure that survey respondents did not unfairly weigh any concern higher because representation was not adequately balanced.

In combining the high-priority needs in Tables 1-9, we are able to identify topic categories that warrant further education. In the Agriculture category, eight concerns were identified as high-priority when combining community agencies and Cooperative

Extension faculty responses; 13 concerns were identified within Community Development; 13 within Health and Nutrition, none within Horticulture; six within Natural Resources; and 14 within Personal and Family Development. With many of these concerns, several topics could overlap categories. For example, topics such as legal issues could easily fall within Personal and Family Development, Community Development or Health and Nutrition, depending upon the focus of the legal concern. Similarly, issues focusing on water quantity and quality could fall within Agriculture, Natural Resources, Health and Wellness, or Horticulture.

Fifty-four of the concerns provided in the matrix were ranked high-priority by community agencies, Cooperative Extension faculty or both groups. In reviewing program objectives to address these issues, the need for enhanced or expanded communication was mentioned in almost every case. Communication can be identified as better media campaigns and/or awareness of issues or programs, or it could also be a way to gain collaboration and involvement among agencies or between residents and agencies.

In reviewing the matrix, it can be seen that many services exist, but residents are unaware of where to find information about the services or programs. It also is noted that agencies may have overlapping services and that opportunities to collaborate for efficiency and effectiveness could be undertaken. It is recognized, however, that collaboration is often difficult due to time constraints, program “turf” issues, funding limitations and lack of awareness about existing programs outside one’s own agency.

A limitation to this assessment is that not all agencies and organizations that provide services to Churchill County residents responded. This is a common concern about most community assessments and should be taken into account when reviewing results. In addition, this assessment only asked for agency input. While the matrix was developed from recent assessments that were conducted in the community and that surveyed residents, only agencies were targeted to respond to this particular assessment. This was in large part due to the supposition that residents had experienced survey fatigue due to the numerous assessments conducted in the recent past. Survey fatigue is characterized by respondents becoming tired of completing surveys and therefore, it may have an adverse effect on response rates.

This “key informant” method also has its strengths, however, since the identified agencies routinely address many of the issues identified in this assessment, and are in a unique position to provide input on community needs and programming. The matrix provided in this assessment is based upon recent assessments conducted in the community. If a concern was not listed in one of the formative assessments, it was omitted from the matrix. If the agency respondents did not include the concern, it was not identified.

Implications

Cooperative Extension faculty and staff develop programs based upon identified concerns, issues and needs. Conducting needs assessment to identify high-priority issues is important to ensure that resources are allocated appropriately. Equally important, however, is the recognition of areas of expertise. While Cooperative Extension employs faculty throughout Nevada with expertise in each of the NRS program categories, individual county offices may not have experts in all high-priority areas. Using needs assessment results creates optimal programs by matching organizational strengths to meet unmet needs. With that being said, high-priority needs are sometimes addressed by Cooperative Extension or other University faculty outside the county or via Cooperative Extension statewide initiatives. Should a high-priority concern be identified within a county that has no local expertise, local faculty can collaborate with faculty outside the county to address the concern. In addition, Cooperative Extension collaborates with numerous local, state and national agencies to develop program efforts. It could be that a collaborative effort, based upon this assessment, will form in the future to address the concerns.



Flight line, Naval Air Station Fallon, Fallon, Nev.
Photo courtesy Zip Upham.

Conclusion

Needs assessments are critical components of program development. For this assessment, 18 Cooperative Extension programs address the high-priority concerns identified. For a comprehensive list of programs, please visit the Cooperative Extension website at www.unce.unr.edu. For those identified concerns that are currently not being addressed by local Cooperative Extension faculty and staff, this assessment will be shared with organizations within Churchill County in an effort to create collaborations to develop programs. This publication will also be shared outside Churchill County with Cooperative Extension faculty and staff who have expertise and/or current programs that may address other priority needs. It is the intent of the authors to create a publication that identifies and ranks issues Churchill County residents face in the hope of creating educational programs to enhance their quality of life.

need. The numbers on the top row relate to Cooperative Extension faculty ratings; the bottom row conveys the responses from community agency personnel. Community agency edits to the matrix are typed in blue. Reviews to the matrix were not altered and are typed exactly as the participants responded.



May 8, 2014 marked the 100-year anniversary of the signing of the Smith-Lever Act, officially creating the national Cooperative Extension system.

The following Appendix is a copy of the matrix of needs that was created for community agency and Cooperative Extension faculty review. The Appendix includes a list of current community needs, a list of corresponding existing programs that addressed these needs, and a list of additional program ideas that would help to address those needs. Numbers under the (H) High, (M) Medium and (L) Low columns relate to the number of respondents providing a rating of that respective

References and Resources

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Photos courtesy Barbara Hodges, Churchill County Museum, Fallon, NV.

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CHURCHILL COUNTY NEEDS ASSESSMENT—University of Nevada Cooperative Extension

Instructions:

- 1) List any additional concerns that may be missing on the matrix. Space is provided for this at the end of each block of categories.
- 2) For each concern you add, please provide information in the “Needed Program” and “Current Program” categories.
- 3) Rank all listed concerns, including those you provide, by placing an “X” in the High (H), Medium (M) or Low (L) column space provided.
- 4) Review ALL “Needed Program” and “Current Program” categories and change/update as needed.
- 5) Please feel free to provide feedback in all areas even if your knowledge/expertise is limited, or only in one topic area. There is additional space within each concern box, as well at the end of each category, to provide your written comments. Attach additional pages, if needed.

Your comments and explanations on this document are very important. Deadline for completion is September 27, 2013, or before ☺.

Thank you again for your willingness to assist in this process.

Agriculture Concerns					
	H	M	L	Needed program	Current program
Maintain agriculture in our community	6 15	--- 2	--- 1	Are these programs hurting ranchers/farmers?; farm financial aid budget workshops; Additional education for water users, water measurement(?) hydrology, meteorology, soil science; Commercial beef cow herd management; Alfalfa and forage crop management; Info on agriculture overall; Programs to help those who would like to learn; Make sure results are available in many venues; Include soil health when evaluating crops and cropping sequences. Perhaps partners can assist with this aspect; Program to encourage youth in Churchill Co to study the Ag field of careers and be able to come back to Fallon and share their knowledge; Home gardener program/education; More emphasis on small producers not just the large units	University of Nevada Cooperative Extension Alternative Crop and Herds & Harvest Programs; Western Nevada College Specialty Crop Institute Cluster developments, TDR program; FFA and 4-H

For count – top row is from the Cooperative Extension faculty review; bottom row is from the community agency review.

Agriculture Concerns (cont.)					
	H	M	L	Needed program	Current program
Educate urban areas about where their food comes from	--- 9	5 7	1 2	Need to get adults involved in seeing something like Ag. in classroom; additional education for consumers; Service organizations, Chamber of Commerce, CEDA; Promote association memberships; try to get farmers more involved with Chamber of Commerce and put announcement in their newsletter; Some type of "Ag in the Class" for all Churchill County, adults as well maybe at county fair; Media campaign in nearby metro areas highlighting milk and food from Fallon; More cooperation with school programs – once a year connection is not enough	University of Nevada Cooperative Extension Herds & Harvest Program; local farmer efforts; Western Nevada College Specialty Crop Institute; Ag in the Classroom (good – kids too) Live local Fallon, Fallon First Program; School and other tours of milk plant
Developing partnerships between agriculture and non-agriculture entities	--- 9	5 6	1 2	Events that bring the two entities together other than farmers markets Local restaurants purchase local produce and meats/dairy; Pair up farmers with other businesses to improve visibility; establish local partnerships; Put the farmer's market back on Main Street (better access for majority of population); Newspapers; car shows, horse shows, dog shows	University of Nevada Cooperative Extension Herds & Harvest Program; local farmer efforts; Western Nevada College Specialty Crop Institute Tractors and Truffles, Rise and Shine Farms local chicken, and Lattin Farms
Industrial development that complements and supports agriculture	--- 10	1 4	5 1	While agriculture is important to build our economy, efforts are needed outside ag	Dry Milk Plant; Desert Oasis Teff; Churchill Vineyards
Enable long-term farming and ranching	1 14	5 2	--- 1	Programs to inform policy makers Programs to inform farmers; Give; Work with Information Specialists to distribute position papers and fact sheets to legislatures, etc; Programs to help keep youth interested in Ag.; More representation at legislature, not only during sessions but with committees during the off year	University of Nevada Cooperative Extension Alternative Crop and Herds & Harvest Programs; Western Nevada College Specialty Crop Institute Cluster developments, TDR program

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Agriculture Concerns (cont.)					
	H	M	L	Needed program	Current program
Diversification – value-added agriculture	1 12	5 3	--- 2	Introduction of crops that consume lesser amounts of water!; incentives for alternative crops to support dairies in our area and cut down on importation; Use Chamber to promote (I'm not hearing about these programs); Economic development specialists work with local grower groups, organics, value added, "natural," etc; Program to help small units to get financial help to build hoop houses	University of Nevada Cooperative Extension Alternative Crop, teff and grape programs; hoop house classes Increase marketing
Agri-tourism – business plans need to be developed	--- 9	6 5	--- 4	Educate community on programs available to assist; Promote new farms and growth of existing farms (multigenerational encouragement); Develop self-guided tours; Are their bed and breakfast in farms and ranches?; Work with area farms to provide tours (insurance); A 1 day tour with all Senators and Assembly people during legislative session – most don't even know where Fallon is	University of Nevada Herds & Harvest Program; local farmers efforts, Western Nevada College Specialty Crop Institute Lattin Farms – crop maze, special weekends, scarecrow factory; Churchill vineyards, Tractors and Truffles
Water efficient agriculture	6 18	--- ---	--- ---	Agricultural producers taking an active role in water conservation See above, also education regarding conservation of water resources; dryland/limited watering crops; Increased efficiency of Ditchriders and TCID (better communication training); Ad Hoc committee to work with TCID to determine opportunities – extend irrigation season?; government and producers work together to correct and build policies to help the water storage issue; Experiment with water efficient crops	University of Nevada Cooperative Extension education and Herds & Harvest Program; Natural Resource Conservation Service programs; Western Nevada College specialty classes Convert to concrete and underground water systems (pipe, maybe ag wells)

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Agriculture Concerns (cont.)					
	H	M	L	Needed program	Current program
Additional concerns:	--- 3	--- 1	--- ---	TCID viability long-term Research alternative water sources Offer classes, workshops, and information on how to start an ag. business (cattle, sheep, goats, pigs, etc). Teach/encourage how to raise animals will also stimulate crop production to feed them. Need legislation to legalize sale of raw milk for small farm producers Work with farms for off-season activities (hunting, concerts, tours) Effective lending programs	
Community Development Concerns					
	H	M	L	Needed program	Current program
<i>INFRASTRUCTURE</i>	--- 1	2 3	4 ---		City/county efforts
<i>ECONOMIC DIVERSIFICATION</i>	--- ---	--- 1	--- 1		
Jobs – new industries	1 13	5 2	--- 1	Trained workforce to encourage new business to area. Maintain/expand Western Nevada College education for rural youth Bigger push – WNC classes in to the high school to come out with certificates and AA/AS degrees like in Las Vegas; If you train people for work that is not available, people will leave the area! Bring in new business worth training for!	Western Nevada College Workforce Development
Economic diversification through new industries that enhance opportunities for women and youth and “fits” the community	--- 10	--- 5	6 1	Job training to acquire businesses. Collaboration between youth serving organizations and business community to train youth Intern programs from various employers	Western Nevada College Workforce Development; Churchill County High School/Churchill County Junior High School job-shadowing opportunities.

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Community Development Concerns (cont.)					
	H	M	L	Needed program	Current program
Jobs for women and youth	--- 9	--- 6	6 2	Job training to acquire businesses Educate community on programs; teach kids good work ethics, train women and youth for writing resumes and interviews; We need a strong enough economy to sustain new business ventures, classes/workshops about what businesses will succeed in Fallon	Western Nevada College Workforce Development; Churchill County High School/Churchill County Junior High School job-shadowing opportunities.
<i>POSITIVE IMAGE DEVELOPMENT</i>					
Maine Street development We need more events/businesses downtown to encourage people to go there	--- 5	6 9	--- 2	New business development Outreach to sustain business and programs available; Lower rent and fill the empty buildings – it looks dead (some money is better than none to pay the taxes); Economic development – companies to come in and supply jobs (there are not enough good paying jobs in Fallon); Other community ‘Jewels’ i.e., Oats Park Art Center; Signage, organization, seek grants, do events	Community Economic Development Authority (CEDA) trainings about business startup; Job Opportunities in Nevada, Inc. (JOIN) training & support; Chamber of Commerce NNDa and others
Positive campaign about community to overcome negative buzz The only negative buzz I hear is businesses have closed and people can’t find quality jobs that make enough money for people to live on; Livelocalfallonnv.com	--- 9	6 7	--- ---	Better promotional campaigns WNC as vibrant; make community a destination; Is the “cancer cluster” stigma at rest; Advertise in Reno/Sparks about Churchill county; Other positive events that occur annually?; Continue to build walking, jogging travel corridors along canals, rivers, etc. – provides health/recreation benefits and lare(?) reasons to live in/move to Fallon; Live Local Fallon (only campaign of its kind in the country!); Not only of the big producers – dairies, goats	Recognition of Churchill County business outside of Churchill County (Churchill Vineyards, Lattin Farms, etc.) New Millennium Blog, Systems Dicaperl Mineral Corp, Live Local Campaign

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Community Development Concerns (cont.)					
	H	M	L	Needed program	Current program
<i>JOBS</i>					
Clean/green	--- 8	1 5	5 1	Trained workforce	Expansion of geothermal/solar and hydro energy
Enhance entrepreneurial development	1 8	5 5	--- 1	Expand Western Nevada College Workforce Development Obtain business feedback on what is needed; Inform community of what types of businesses Fallon needs and how to start them; improve why outside businesses would want to come to Fallon	Training opportunities via Community Economic Development Authority, Job Opportunities in Nevada, Inc. and Chamber Others
<i>COMMUNICATION</i>					
Collaboration/communication among all entities to improve image, infrastructure and use of existing resources – working together	6 11	--- 4	--- ---	Expand collaborative opportunities	Quarterly (Bi-annual) agency meetings hosted by County Planning Department Others; Community Partnership/Resource Community
Get the word out about events/meetings/activities/announcements through multiple sources	5 13	1 3	--- ---	Better communication of meetings dates and dissemination of meeting minutes Creation of a “community” website that links to other websites for Fallon government services and retail and events and information; Have a community calendar and promote it; Media/informational campaign promoting a website/calendar as “the” community calendar	Flyers in utility bill; reader boards; banners; newspaper; radio Chamber of Commerce does a good job
Cross-generational and cross-cultural events	--- 5	--- 7	6 2	Better communication of event opportunities Incentives for youth to volunteer at nursing homes and senior center. Nursing homes to provide activity where children can go to visit with elderly (Easter, Halloween, etc); Better use of new Venturacci gym – daytime use maybe to involve schools and different service clubs/in bridging the gap and old community members	Senior Center events that incorporate youth; Arts Council community programs

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Community Development Concerns (cont.)					
	H	M	L	Needed program	Current program
Build relationships	6 6	--- 8	1 1	Opportunities to come together to discuss community concerns Gain community support and involvement in meetings re: government; Include senior citizens and young adults	Quarterly (Bi-annual) agency meetings hosted by County Planning Department; Coalition Others; Community Partnership/Resource Community
<i>BRANDING</i>					
County logo released in January 2013 Doing a good job	--- 3	1 8	5 4	County needs to define what they want to be “True Branding”; banners, recognition (voted best, newspaper articles), promotion; use it; Fallon is the brand opportunity, not the county	County logo C of F centennial; Live Local Fallon; “Oasis of Nevada”
Sharing positive impacts and successes	--- 7	6 4	--- 3	Publicity campaign Promote the benefits of Fallon and positive image (healthy living, active lifestyles, agriculture, geothermal, WNC as a higher learning option for grads); Special events are a vehicle for this (e.g., Tractors and Truffles)	Live Local articles in paper and Chamber Newsletter that show how local business support one another; Annual reports – displays – store fronts of vacant buildings; City’s PR campaign through ABB, PR. Livelocalfallonnv.com
<i>TRANSPORTATION</i>					
Truck route around city center Sheckler desperately needs youth friendly pedestrian crossing	1 6	--- 6	5 3	Sheckler needs X walks, slower speeds due to CCPR – afterschool program, afterschool pool use, LOGOS school, multiuse recreational field Pop Warner, AYSO, Babe Ruth, etc., CCHS parking lot, Lahontan Elementary school; No need; Need widened roads and shoulders	City/county agreements
Barriers to youth transportation (to and from jobs, after-school events, etc.) Safe walking paths and crossings biggest safety issue!	--- 6	--- 7	6 1	Transportation summit to review unused or underutilized resources Move cooperation between existing CART and other; Youth bike campaign	Churchill Area Rapid Transit (CART) bus system
Transportation to and from Reno/Carson City and within county	--- 9	--- 6	6 1	Better collaboration – perhaps a regional transportation system Some type of community board that helps people traveling carpool with others; In dire need of regional transport	VA offers transport van. Can or do others use? RSVP; Intuesource(?) (Corp) interested for work opp.; Does Senior Center offer any?

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Community Development Concerns (cont.)					
	H	M	L	Needed program	Current program
<i>RECREATION</i>					
Promotion of existing events	--- 9	1 5	6 1	Better collaboration between agencies; Promote recreation in our community, Lake Lahontan, race tracks, gun clubs, our parks, Grimes Point, Stillwater wetlands (on county webpage); Bring new events and programming, develop young people to have a lifelong active lifestyle, collaborate with other rural areas; Start a Northern Nevada Health initiative; Whatever happened to the pow wow here in Fallon?; A newspaper that has Fallon news – more people of prominence involved	Banners; flyers; reader boards; newspaper; radio Livelocalfallonnv.com , Visitfallonnevada.com
Community garden	--- 5	--- 7	6 4	Grants to promote public greenhouse; youth and senior involvement, make it a club, offer classes on preserving and cooking classes, maintenance and growing workshops; start one; Should connect with the Hoop House program	
Protect golf course	1 3	--- 6	5 8	Need more use of facilities by local businesses and organizations to make it profitable for management group. Advertise golfing specials or options so others outside the golf course know the costs and opportunities; Work on youth programs to encourage as a lifelong activity; classes, programs, events, incentives; large events pull in outside of our community participation (will also improve tourism); improve its sustainability; Tournaments/Convention groups/events; More affordable to older people	County purchased golf course in 2013

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Community Development Concerns (cont.)					
	H	M	L	Needed program	Current program
Provide training, education and research related to ethnic differences in aging	--- 4	5 10	1 1	So many agencies conducting; Mentoring program; Network with assisted living and long-term agencies in town. They offer many of the same workshops. Get together and offer a variety of workshops for the community. Offer training for family caregivers and promote independent living and activity. Promote the need for senior activity even buy in from senior population	Senior Center awarded Aging Disability Resource Center (ADRC) grant 6-14-13. An ADRC provides the aging/disabled and their families with resources and education about services and programs that can provide support, such as health insurance issues, long-term care options, and funding for living needs. An ADRC serves as an access point and provides a case management approach to follow-up on issues seniors and the disabled face. An ADRC provides education about aging to the community. University of Nevada Cooperative Extension took the lead to organize and support the Senior Center to obtain their ADRC grant.
Multigenerational sports center Work on making it a true multigenerational environment	--- 6	1 9	5 ---	Transportation to and from Senior walking hours before opening for kids to come; Encourage elderly to work with youth golf teams and share knowledge of golf?; Need programs and structured activities; Big events – health fairs, tournaments, conferences, clinics, sports/youth camps; With low admission so all can attend	Venturacci Park Gym opened in 2013
Covered events center If fairgrounds stadium or additional center (covered) was available, more could be offered in cold seasons	--- 6	--- 8	6 2	Transportation to and from Financing to pay for covered or enclosed arena, so elderly can enjoy events; Hutchings may be using his covered area as an event center soon; Maximize use; Offer large events to encourage tourism (ex. Night in the Country, Yerington); Need a year-round covered horse events center (at fairgrounds); With affordable fees; Bike program	Fairgrounds (not covered); Venturacci Park Gym

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Community Development Concerns (cont.)					
	H	M	L	Needed program	Current program
Develop programs to educate community, as well as seniors, about senior issues and resources Very important	--- 8	5 6	1 1	Nursing facilities could include articles for Chamber and Rotary newsletters, school newspaper, an community newspaper; active living, jobs for seniors/income; Program with schools to get kids and seniors working together	Senior Center Aging Disability Resource Center grant State also conducts(?); Banner Community Hospital does classes; AARP
Hike and bike trails Walking paths and access safety	--- 2	6 10	--- 3	Expand bike lanes outside of city Transportation to hiking areas (Grimes Point, etc); These trails need access points – Sheckler route has no way to access LOGOS, swimming pool, Lahontan Elementary, safe access to HS, no cross walks – All of this is very dangerous, there have been several deaths because of this; Link existing segments; Desert hike and bike trails could be better marked and maybe a map at the county of all trails; Hiking/fitness trails	Some bike lanes exist, but are limited TRACC Program has bike routes throughout the area. Part of Master Plan.
<i>EDUCATION, RESEARCH, CAPACITY BUILDING</i>					
Professional development for senior center directors and agencies	--- 6	5 6	1 2	Gaps analysis to determine what programs currently exist and what programs are available	Aging Disability Resource Center grant
Community forums on aging issues	--- 5	5 7	1 3	Collaboration among agencies that provide senior services to plan and host healthy aging series Look at target groups to educate	Aging Disability Resource Center grant
Promote youth engagement in gerontology programs	--- 4	--- 11	6 ---	Expand opportunities for high school health students to learn about aging issues Incentives for volunteering at Nursing facilities and Senior Center; Encourage seniors to be involved in youth at schools etc	Aging Disability Resource Center grant; Collaboration with Health Occupations Students of America (HOSA) classes at Churchill County High School

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Community Development Concerns (cont.)					
	H	M	L	Needed program	Current program
Collaborate with stakeholders on doing assessments	--- 7	6 8	--- ---	Offer more often, quarterly, biannual?	Quarterly Community Coalition meetings Community Partnership/Resource Committee; Social services very helpful (add or do similar for agriculture)
Provide train-the-trainer programming	5 2	--- 11	1 1	Resource database to determine training currently available – Gaps analysis	Quarterly Community Coalition meetings
Coordination of a statewide transportation summit	--- 3	--- 7	6 4	Local and build out	Aging Disability Resource Center grant
Facilitate networking opportunities	--- 7	5 7	1 1	As on other issues, better communication needed; community concierge system; resource database (Central Intake/Ref System) Federal goal; Need local paper	211; Coalition; Chamber; Planning Department meetings State Housing Div.; Social services
Provide training, education and research related to ethnic differences in aging ?	--- ---	5 9	1 5	Aging Disability Resource Center	Aging Disability Resource Center; Community Coalition
Collaborate with stakeholders in developing advocacy and policy recommendations ?	--- 2	5 9	1 3	Coordinated community response concept “Community Response Team” – had but never carried out	Aging Disability Resource Center; Community Coalition
Additional concerns: Educate community re: mental illness Assisted Living Complex Intern jobs for HS students to learn about various jobs in the community	--- 2	--- ---	--- ---	Community awareness drive(?) to address stigma Seniors want to work – help them to be trained and get jobs in their community – AARP	
Additional concerns: More volunteer opportunities to encourage getting involved	--- ---	--- ---	--- ---		

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Health and Nutrition Concerns						
	H	M	L	Needed program	Current program	
Encourage people to seek local services	--- 9	--- 5	6 ---	Better communication about what services are available. Current insurance issues are forcing many residents to go outside the area for medical services Awareness efforts at Farmer's Market, Fairs, and Festivals re: services available; Providers need to accept health plans so people don't have to travel for cheaper healthcare costs; Get local providers on insurance networks to stay local	Access to Health Care Network; More walk-in clinics are now available (Narag, Renown)	
Health and wellness programs across the lifespan, with education to agencies that provide services	5 8	1 6	--- ---	Collaboration among health providers and educators to provide nutrition/physical activity education in the community. Further analysis is needed to determine gaps where community (public and private) resources do not address health and wellness for specific target audiences Market to community and possibly provide transportation and/or hold in convenient places	Aging Disability Resource Center grant; University of Nevada Cooperative Extension Health and Wellness series; hospital health and wellness brochures/pamphlets that are mailed to residents; education for hospital employees; health forums Look to Health Board for help	
Length of life/mortality Information shared at community events re: these issues and how to handle them	5 8	--- 7	--- ---	Intervention to support engagement with services that can promote healthy behaviors, both physical and mental. Free or low-cost health and wellness education. Conversations regarding new federal health initiatives Questionnaires and surveys to see what community will enjoy and respond to	Various cessation programs to help with addiction; mental health services are limited	
Poor or fair health Information shared at community events re: these issues and how to handle them	5 7	--- 7	--- 1	Free or low-cost health care Better understanding and explanation of Act and how to comply	Fee-based health care Access to Health Care Network; Patient Protection and Affordable Care Act	

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Health and Nutrition Concerns (cont.)					
	H	M	L	Needed program	Current program
Poor physical health Information shared at community events re: these issues and how to handle them	5 8	--- 7	--- ---	Citywide/Countywide organized exercise and nutrition training; provide free events and publish; more health fairs to promote local providers; articles in paper for 10 and 15 minute exercises to do at home; Better marketing and promotion; Better access to one-stop information center – the Chamber is really helping in this effort	Gyms, parks, sports center Pi(?); Need newsletter, community calendars, event distribution for community activities; Let's Move Campaign!
Access to mental health services Information shared at community events re: these issues and how to handle them ?	5 7	--- 7	--- ---	Look at intake, Need open access to mental health clinic 24 hours; Educate the public re: service available; Programs to help low income or needy families	Mental health clinic is open from 9-5, M-F; fee-based counseling sessions
Low-birth-weight infants Information shared at community events re: these issues and how to handle them ?	5 2	--- 10	--- 2	Just need to educate community on what's available; Info provided everywhere cigarettes and alcohol are served/sold; Target young girls (Jr. High and High School) to explain risks – health class presentation?	Women, Infants and Children; existing OB/GYN services; pregnancy center education
<i>SENIOR GAPS ISSUES</i>					
Help with Social Security, Medicare and Affordable Care changes ?	--- 8	--- 6	--- ---	Location where residents can get accurate information and help to complete proper forms Broadcast resource; Need a program NOW for all the changes that are taking place. Include payment for mileage, etc, for competent speakers	Ageing Disability Resource Center Doesn't Senior Center have someone come in?

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Health and Nutrition Concerns (cont.)					
	H	M	L	Needed program	Current program
Maintaining and enhancing health <i>I would like this training. Our facility services many older adults and seniors.</i>	5 8	1 7	--- ---	Gatekeeper program is designed to train local agency personnel to look for warning signs that a senior may be having trouble maintaining their independence. The trained gatekeeper reports a possible concern to an Aging Disability Resource Center case manager who can follow-up with the senior to ascertain the need and help refer to available resources. Education and training is needed for agencies about issues facing seniors, warning signs that indicate a crisis, development of protocol for reporting, and how to manage resource referral and follow-up	Aging Disability Resource Center
Engaging in life	--- 7	5 7	1 1	Gatekeeper Program <i>Make available list of activities and service to people for engaging in activities outside their homes – depression is greater with keeping away from others; Bike program</i>	Aging Disability Resource Center
Making successful transitions	--- 8	5 6	1 1	Aging Disability Resource Center and Gatekeeper Program to educate community on issues seniors face <i>Show how being old doesn't equal walkers, bed ridden, etc – our seniors are more active today</i>	Aging Disability Resource Center
Rural needs are due to limited resources (or long waiting lists) <i>Very important!</i>	--- 9	5 6	1 ---	Educate/enhance local agencies to understand gerontology issues <i>Educate policy makers</i>	Aging Disability Resource Center
Homemaker services	--- 7	5 7	1 1	Classes on all aspects of home (from parenting to financial to cooking) for all people, but focusing on grandparents who raise grandchildren <i>Find a way to/incentive for people to come (everyone needs this training)</i>	Churchill Coalition provides parenting classes; Friends and Family Resource Center <i>Need more, but coordinate!!</i>

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Health and Nutrition Concerns (cont.)						
	H	M	L	Needed program	Current program	
Legal assistance	--- 12	5 3	1 ---	Affordable services – “Lawyer in the Lobby” concept Find ways to help those who aren’t eligible for VARN and can’t afford legal assistance; Improve incentives for lawyers to contribute	Churchill County University of Nevada Cooperative Extension is currently collaborating with Volunteer Attorneys for Rural Nevadans (VARN) to bring legal education via Interactive Television RSVP has attorney at senior center - Carelaw	
Disability services Very lacking	5 4	1 11	--- ---	Aging Disability Resource Center. Increased community education about disabilities and issues people/families with disabilities face Give out a questionnaire to see what service they would like and educate community agencies	Aging Disability Resource Center Rural developmental services	
Lack of communication	--- 6	--- 8	6 1	Better communication among agencies to avoid service duplication and identification of gaps in services Community calendar that everyone can go to for reference (programs/services/events)	Aging Disability Resource Center Community Partnership meetings	
Elder abuse ?	5 9	--- 5	1 ---	Community education about elder abuse. Provide better services for elder once abuse is reported. Wait time for non-county elder abuse services often forces senior back into abusive environment Awareness at community events	Senior Center Senior Advocate presentations; law enforcement intervention; Elder Protective Services hotline	
Additional concerns: Elder fieldtrips	--- 2	--- ---	--- ---	Promote more outings (pine nut picking, Candy Dance, etc.) Senior volunteers		
Additional concerns:	--- 1	--- ---	--- ---	Senior mentors		

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Horticulture Concerns					
	H	M	L	Needed program	Current program
Green industry	--- 7	1 8	5 ---	Community education about green industry and current alternative energy sources in county Program on how to improve an individual's green footprint at home – home geothermal, solar panels, install natural light, insulate home, better windows, etc, planting trees to cool home.	Solar, geothermal, hydroelectric plant websites; county website
Home and small-scale food production	--- 5	6 10	--- 1	Master Canner education Small group; Teach: (1) how to use what you grow, (2) food preservation, (3) successful gardening in Fallon NV [crops, fertilization, pest control, etc]; Provide these existing programs, better marketing; Home gardening	University of Nevada Cooperative Extension Grow Your Own, Alternative Crop and Herds & Harvest Programs; Western Nevada College Specialty Crop Institute; local farmer initiatives
Community and school garden concept	--- 5	--- 7	6 3	Master Gardener There is a plot at Liberty Pond meant for a local garden, never been used; Connect with Hoop House	University of Nevada Cooperative Extension Grow Your Own Program Advertise events with Chamber; 4 th grade foresters
Pest diagnosis and management ?	--- 6	1 6	6 1	Teach successful gardening in Fallon NV; Program for small operations – as well as home owners	Department of Agriculture
Climate-appropriate gardening	--- 5	6 6	--- 3	Teach successful gardening in Fallon NV; education sessions/workshops needed	University of Nevada Cooperative Extension Grow Your Own Program LCD Tree sale
Additional concerns:	--- ---	--- 1	--- ---		
Additional concerns:	--- ---	--- 1	--- ---		

For count – top row is from the Cooperative Extension faculty review; bottom row is from the community agency review.

Natural Resource Concerns					
	H	M	L	Needed program	Current program
Water (safe use and protection of)	1 11	--- 5	5 ---	Need presentations/publications from water experts on topics such as protecting our water, conservation strategies, etc. Safe storage; Also to defuse Fallon water health concerns; Show Fallon is a safe place to live and responsible with water usage	University of Nevada Cooperative Extension fact sheets; Truckee-Carson Irrigation District presentations and efforts Expand; Carson River work days for youth
Educate residents on efficient water use	1 9	--- 7	5 ---	Need presentations from water experts on how to conserve Is this homeowner or ag producer?; utilize media; Also, storage for times water isn't available – people with wells may need this more; Also pamphlets to take home, magnets for fridge, t-shirt slogans (designate a day to wear it "Water Wednesday" – "Green" conservation – "Wave" water and CCHS mascot – "Green" Wave Water Wednesdays	University of Nevada Cooperative Extension fact sheets; Truckee-Carson Irrigation District presentations and efforts Carson River work days
(Greater) Sage grouse habitat improvement ?	--- 2	--- 10	--- 3		Bureau of Land Management; Nevada Department of Wildlife; University of Nevada Cooperative Extension; Governor's strategic plan
Wildfire prevention education ?	--- 7	--- 7	--- ---	Media pertaining to our area	University of Nevada Cooperative Extension Living With Fire Program
Noxious weed prevention ?	--- 11	--- 4	--- ---	More education county program; Get word out on Conservation District's 2-4D Program – flyers, articles in paper, etc	University of Nevada Cooperative Extension fact sheets and presentations LCD Noxious weed program
Local drinking water quality	--- 12	--- 4	--- ---	Media; Education on concerns; Pamphlets and fridge magnets; I think this is a deterrent for people moving to the area; How do we let the community know that info is available at extension office?	University of Nevada Cooperative Extension fact sheets

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Natural Resource Concerns (cont.)					
	H	M	L	Needed program	Current program
Maintaining water quality	--- 13	--- 3	--- ---	Media	University of Nevada Cooperative Extension fact sheets
Additional concerns: Wetland Management	--- ---	--- ---	--- ---	Better management of Stillwater wetlands for farmers	
Personal and Family Development Concerns					
	H	M	L	Needed program	Current program
More affordable activities	--- 8	--- 7	6 ---	Youth recreation center Youth golf day (reduced fees); IVGID has a wonderful model facility; get everyone in one space; multigenerational mingling, activities and programming	Venturacci Park Gym opened 2013 County pool, Parks and Rec events, tennis, horseshoes
Jobs for youth – out of school activities lacking Need low cost programs; Leadership, resume building, community improvement projects	--- 8	5 6	1 ---	Opportunities that do not involve sports. Transportation issues exist Incentives for volunteerism – even if they can't find a job, they should be encouraged to serve; Kids need a place to hangout, socialize, and to keep them out of trouble (but kids don't want to feel babysat); Youth bike program – donated bikes refurbished and given to local youth; Youth volunteers	4-H/FFA/faith-based/sports activities for out-of-school youth
Limited developmental assets for youth	5 6	--- 7	1 ---	Out-of-school mentoring More activities kids want to participate in (give out a kid questionnaire)	4-H/FFA/faith-based/sports activities for out-of-school youth Friends
Youth reported 1) Alone at home 2) TV overexposure 3) Physical abuse 4) Victims of violence 5) Drinking	5 11	1 4	--- ---	Out-of-school mentoring Low/No cost activities (pool, golf course, community center, etc); In a place easily accessible, lots of marketing needed	4-H/FFA/faith-based/sports activities for out-of-school youth; 5-year Children, Youth and Families At Risk grant awarded in 2013 Coalition

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Personal and Family Development Concerns (cont.)					
	H	M	L	Needed program	Current program
Youth reported feeling safe in community but not at school	5 9	--- 6	1 ---	Teacher education/bullying issues School needs to be a more positive place with high expectations for child's future endeavors (like college, becoming a professional, community leaders); Schools need to feel safe. Teachers scare students with locked doors, like a shooter is coming in any minute	Coalition; Numa has a great anti-bully policy
Family violence issues Help families learn positive daily routines so they don't revert back to old ways	3 10	--- 5	--- ---	Community education regarding the effects of family violence on youth, families and communities. What are the signs, how and what to report Media; To deter negative behavior; to report and recognize; give positive alternative examples and activities for families	Domestic Violence Intervention; Standing Through the Rain Foundation; 2013 5-year Children, Youth and Families At Risk grant Coalition; Epworth United Methodist Church – Healing community group meetings
Child abuse and neglect	--- 11	--- 4	--- ---	Community education regarding the effects of child abuse and neglect on youth, families and communities. What are the signs; how and what to report Build social networks for at risk youth	Department of Children and Family Services; 4-H leader training Coalition
Suicide ?	--- 7	--- 5	--- ---	Workplace/community awareness education. Increased mental health services. Mental health facilitators Need at school; Even educate causes of suicide that are preventable and treatable – get people out of their homes/with others	Hotline; text line; emergency services Coalition - friends

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Personal and Family Development Concerns (cont.)					
	H	M	L	Needed program	Current program
Legal needs of Nevadans are extensive. Many Nevadans report more than one legal problem. Can't afford legal services, let alone knowing who to turn to	5 7	--- 7	1 ---	"Lawyer in the Lobby concept" (at Legislature) Hotline to ask ?'s; VARN doesn't cover all legal issues and won't handle contested divorces or custody issues, even for low income; P./O	Volunteer Attorneys for Rural Nevadans collaboration Carelaw at Senior Center
Nevadans have second-highest average credit card balance in nation Very important topic, affects marriages, children in household	5 9	1 4	--- 2	Financial education One-on-one budgeting; Basic budgeting classes (before you graduate HS); Educate people re: balances earning interest, so don't buy consumables (groceries, eating out, etc) where you pay interest. Show how much a burger actually costs when purchased on credit and not paid in full at end of the month; Add as a coalition series, make it a required class in HS; Offer education as a child and become fiscally responsible adults	eXtension; Western Nevada College accounting and adult education classes CCSS completes(?) with clientele; CCHS – personal finance
Legal needs among the elderly and those with limited English ?	--- 8	--- 4	--- 2	No-cost or low-cost attorney services Legalization outreach; English as Second Language classes for low income through adult ed?; VARN won't help with all legal needs; P./O; Needed for all ages and demographics	eXtension; Western Nevada College accounting and adult education; Aging Disability Resource Center (for seniors and those with disabilities); Volunteer Attorneys for Rural Nevadans collaboration; Social services
Insufficient resources to meet civil legal needs ?	5 5	--- 9	1 1	No-cost or low-cost attorney services	Aging Disability Resource Center (for seniors and those with disabilities); Volunteer Attorneys for Rural Nevadans collaboration Carelaw
Insufficient pro bono resources including those with expertise in specific areas of civil legal needs ?	5 5	--- 9	1 1	Volunteer Attorneys for Rural Nevadans collaboration On more cases involving contested divorces and child custody – it isn't the fault of the one person that the other wants to contest it	Aging Disability Resource Center (for seniors and those with disabilities); Volunteer Attorneys for Rural Nevadans collaboration Carelaw

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Personal and Family Development Concerns (cont.)					
	H	M	L	Needed program	Current program
Insufficient education and awareness about civil legal needs ? I wouldn't know where to get help	5 4	--- 9	1 1	No-cost or low-cost attorney services. Targeted presentations on topics such as wills/trusts, creditors, housing, etc. "Civil Rights" (what are those specifically and how to act on violations)	Aging Disability Resource Center (for seniors and those with disabilities); Volunteer Attorneys for Rural Nevadans collaboration Carelaw
Science, Technology, Engineering and Math (STEM) education related to career development What is STEM?	3 3	--- 8	--- 1	Collaboration among youth and community businesses to provide education and hands-on activities for youth regarding careers in Science, Technology, Engineering and Math fields.	Youth serving organizations providing Science, Technology, Engineering and Math activities; Churchill County High School and Churchill County Junior High School curriculum covering STEM
Additional concerns: School liaisons	--- ---	--- 1	--- ---	Assist families with educational needs Educate the lawyers on where to get these services Start a committee to keep stakeholders informed	
Additional concerns: More multi-jurisdictional collaboration	--- ---	--- 1	--- ---	Quarterly meetings to address concerns with courts, law enforcement, etc.	
Resources Used 1) Nevada's Health and Nutrition Needs – Preferred Methods of Health Information Delivery SP-09-18 2) Nevada State Office of Rural Health Data Book, 2011 and 2013 Editions 3) Churchill County, Nevada 2010 Community Assessment Final Report (Nevada Rural Development Council and University of Nevada Cooperative Extension) 4) Meeting the Needs of Nevada's Older Adults: The Role of University of Nevada Cooperative Extension, EB-07-02 5) Developmental Assets: A Profile of Your Youth December 2012 (Fallon, Nev. middle/high school survey) 6) Civil Legal Needs and Access to Justice in Nevada July 2008 (Social Entrepreneurs, Inc.) 7) Banner Churchill County Hospital: Community Health Needs Assessment (Banner Health, 2013) 8) Healthy People Nevada: Moving from 2010 to 2020 - Churchill County Report (Nevada State Health Division)					

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