

# 2014 Service Area Report Card

HEALTH	Chesterfield (All)	Colonial Heights	Dinwiddie	Hopewell	Petersburg	Prince George	Sussex	State	National	Service Area Trend*
Robert Wood Johnson Fdn. County Health Outcomes Ranking (of 133)	2010: 17 2013: 22 2014: <b>16</b>	2010: 64 2013: 71 2014: <b>73</b>	2010: 86 2013: 92 2014: <b>88</b>	2010: 117 2013: 122 2014: <b>128</b>	2010: 130 2013: 133 2014: <b>133</b>	2010: 23 2013: 25 2014: <b>14</b>	2010: 107 2013: 117 2014: <b>118</b>	N/A	N/A	
Robert Wood Johnson Fdn. County Health Factors Ranking (of 133)	2010: 14 2013: 17 2014: <b>14</b>	2010: 35 2013: 42 2014: <b>42</b>	2010: 101 2013: 102 2014: <b>90</b>	2010: 128 2013: 132 2014: <b>132</b>	2010: 132 2013: 133 2014: <b>133</b>	2010: 66 2013: 82 2014: <b>77</b>	2010: 111 2013: 97 2014: <b>122</b>	N/A	N/A	
Infant Mortality Rate (per 1,000)	2003: 6.8 2009: 5.9 2012: 6.5 N/A	2003: 9.9 2009: 3.9 2012: N/A N/A	2003: N/A 2009: 17.4 2012: 19.4 N/A	2003: 11.8 2009: N/A 2012: 10.9 N/A	2003: 14.7 2009: 12.0 2012: 6.5 N/A	2003: 2.6 2009: 5.0 2012: 8.7 N/A	2003: 8.8 2009: 17.1 2012: 9.9 N/A	2003: 7.6 2009: 7.0 2012: 6.3 N/A	2003: 6.9 2009: 6.4 2012: 6.0 N/A	
Teen Pregnancy Rate (per 1,000)	2003: 16.9 2009: 15.7 2012: 12.3 N/A	2003: 55.7 2009: 32.1 2012: 29.4 N/A	2003: 25.3 2009: 13.8 2012: 15.3 N/A	2003: 61.6 2009: 75.5 2012: 52.4 N/A	2003: 87.1 2009: 103.7 2012: 66.7 N/A	2003: 21.3 2009: 19.5 2012: 15.8 N/A	2003: 41.9 2009: 39.0 2012: 25.9 N/A	2003: 27.4 2009: 24.3 2012: 16.7 N/A	N/A	
Behavioral Health Discharge Rate	2007: N/A 2011: 13.5 ** N/A	2007: 10.1 2011: 13.2 N/A	2007: 13.8 2011: 11.0 N/A	2007: 15.5 2011: 19.0 N/A	2007: 20.6 2011: 18.5 N/A	2007: 16.7 2011: 22.8 N/A	2007: 7.0 2011: 7.7 N/A	2007: 6.9 2011: 6.7 N/A	N/A	
EDUCATION	Chesterfield (All)	Colonial Heights	Dinwiddie	Hopewell	Petersburg	Prince George	Sussex	State	National	Service Area Trend
PALS-K Scores Below Readiness (Kindergarten - Fall)	2003: 19.7% 2009: 12.9% 2013: 11.9% 2014: <b>12.2%</b>	2003: 26.0% 2009: 19.5% 2013: 12.3% 2014: <b>17.7%</b>	2003: 25.1% 2009: 24.5% 2013: 19.2% 2014: <b>21.7%</b>	2003: 31.1% 2009: 17.6% 2013: 15.3% 2014: <b>22.1%</b>	2003: 33.9% 2009: 14.8% 2013: 11.3% 2014: <b>14.8%</b>	2003: 23.9% 2009: 18.2% 2013: 20.2% 2014: <b>19.7%</b>	2003: 30.6% 2009: 16.9% 2013: N/A 2014: <b>17.6%</b>	2003: 21.4% 2009: 13.9% 2013: 12.5% 2014: <b>12.9%</b>	N/A	
3rd Grade Reading Proficiency***	2006: 88.2% 2009: 89.3% 2013: 75.8% 2014: <b>72.0%</b>	2006: 91.7% 2009: 85.9% 2013: 80.4% 2014: <b>73.0%</b>	2006: 85.2% 2009: 87.5% 2013: 65.5% 2014: <b>73.0%</b>	2006: 83.7% 2009: 83.3% 2013: 62.8% 2014: <b>45.0%</b>	2006: 66.7% 2009: 78.9% 2013: 55.6% 2014: <b>57.0%</b>	2006: 87.4% 2009: 85.0% 2013: 80.6% 2014: <b>76.0%</b>	2006: 57.9% 2009: 64.5% 2013: 67.8% 2014: <b>49.0%</b>	2006: N/A 2009: 86.0% 2013: 72.0% 2014: <b>N/A</b>	N/A	
H.S. On-Time Graduation Rates	2008: 84.7% 2013: 90.2% 2014: <b>91.4%</b>	2008: 72.7% 2013: 91.1% 2014: <b>94.8%</b>	2008: 68.4% 2013: 81.7% 2014: <b>81.1%</b>	2008: 58.3% 2013: 78.8% 2014: <b>79.5%</b>	2008: 58.2% 2013: 77.5% 2014: <b>82.6%</b>	2008: 78.0% 2013: 83.2% 2014: <b>87.7%</b>	2008: 73.2% 2013: 77.5% 2014: <b>84.5%</b>	2008: 82.1% 2013: 89.1% 2014: <b>89.9%</b>	2008: 74.4% 2013: N/A 2014: <b>N/A</b>	
Higher Education Attainment 4 Yr.	2000: 18.1% 2012: 23.6% 2013: <b>23.1%</b>	2000: 12.4% 2012: 13.1% 2013: <b>12.7%</b>	2000: 7.5% 2012: 9.7% 2013: <b>8.9%</b>	2000: 6.6% 2012: 6.6% 2013: <b>6.5%</b>	2000: 9.6% 2012: 9.4% 2013: <b>9.9%</b>	2000: 13.6% 2012: 12.2% 2013: <b>11.8%</b>	2000: 6.6% 2012: 5.2% 2013: <b>5.9%</b>	2000: 17.9% 2012: 20.6% 2013: <b>20.5%</b>	2000: 15.5% 2012: 17.9% 2013: <b>N/A</b>	

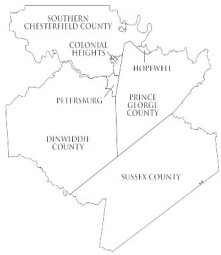
\* Comparison between oldest year and most recent year

\*\* Represents Southern Chesterfield only

\*\*\* Decline in scores due to implementation of a more rigorous SOL test in 2012 (VA Dept. of Education)

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# 2014 Service Area Report Card

SocioEconomic	Chesterfield (All)	Coloinal Heights	Dinwiddie	Hopewell	Petersburg	Prince George	Sussex	State	National	Service Area Trend*
Per Capita Income**	2003: \$36,586 2009: \$42,134 2012: \$46,080 <b>2013: \$46,810</b>	2003: \$28,793 2009: \$35,018 2012: \$40,155 <b>2013: \$40,629</b>	2003: \$28,793 2009: \$35,018 2012: \$40,155 <b>2013: \$40,629</b>	2003: \$26,361 2009: \$35,324 2012: \$41,063 <b>2013: \$41,545</b>	2003: \$28,793 2009: \$35,018 2012: \$40,155 <b>2013: \$40,629</b>	2003: \$26,361 2009: \$35,324 2012: \$41,063 <b>2013: \$41,545</b>	2003: \$21,657 2009: \$28,524 2012: \$30,777 <b>2013: \$30,280</b>	2003: \$35,932 2009: \$44,056 2012: \$48,715 <b>2013: \$48,838</b>	2003: \$32,677 2009: \$39,379 2012: \$44,200 <b>2013: \$44,765</b>	
Median Income	2003: \$61,907 2009: \$70,055 2012: \$70,371 <b>2013: \$67,454</b>	2003: \$43,765 2009: \$47,614 2012: \$51,664 <b>2013: \$49,715</b>	2003: \$42,123 2009: \$49,595 2012: \$51,131 <b>2013: \$51,864</b>	2003: \$32,845 2009: \$35,815 2012: \$39,315 <b>2013: \$39,440</b>	2003: \$28,558 2009: \$31,926 2012: \$33,280 <b>2013: \$32,623</b>	2003: \$49,503 2009: \$59,859 2012: \$62,475 <b>2013: \$65,625</b>	2003: \$30,302 2009: \$37,684 2012: \$36,901 <b>2013: \$38,948</b>	2003: \$50,028 2009: \$59,372 2012: \$61,782 <b>2013: \$62,745</b>	2003: \$43,318 2009: \$50,221 2012: \$51,371 <b>2013: \$52,250</b>	
Percent at Poverty Level	2003: 6.7% 2009: 6.1% 2012: 7.3% <b>2013: 8.0%</b>	2003: 7.4% 2009: 8.5% 2012: 10.5% <b>2013: 10.8%</b>	2003: 10.4% 2009: 11.2% 2012: 13.1% <b>2013: 14.5%</b>	2003: 16.4% 2009: 19.7% 2012: 18.9% <b>2013: 22.6%</b>	2003: 18.6% 2009: 22.2% 2012: 25.8% <b>2013: 28.1%</b>	2003: 9.2% 2009: 10.2% 2012: 8.7% <b>2013: 12.9%</b>	2003: 17.2% 2009: 18.4% 2012: 23.0% <b>2013: 24.0%</b>	2003: 10.0% 2009: 10.6% 2012: 11.8% <b>2013: 11.7%</b>	2003: 12.5% 2009: 14.3% 2012: 15.9% <b>2013: 15.8%</b>	
Percent of Children at Poverty Level (age 18 and under)	2003: 8.8% 2009: 8.6% 2012: 9.6% <b>2013: 10.8%</b>	2003: 11.0% 2009: 13.9% 2012: 16.4% <b>2013: 17.2%</b>	2003: 15.1% 2009: 15.1% 2012: 17.2% <b>2013: 20.2%</b>	2003: 26.0% 2009: 29.5% 2012: 29.8% <b>2013: 34.3%</b>	2003: 28.3% 2009: 34.2% 2012: 38.2% <b>2013: 46.9%</b>	2003: 11.5% 2009: 11.6% 2012: 12.6% <b>2013: 14.8%</b>	2003: 22.6% 2009: 23.6% 2012: 27.0% <b>2013: 30.4%</b>	2003: 13.6% 2009: 14.0% 2012: 15.5% <b>2013: 15.7%</b>	2003: 17.6% 2009: 20.0% 2012: 22.6% <b>2013: 22.2%</b>	
Housing Cost Burden Rate	2009: 31.5% 2011: 32.7% 2012: 29.4% <b>2013: 29.3%</b>	2009: 29.6% 2011: N/A 2012: 27.4% <b>2013: 28.1%</b>	2009: 30.7% 2011: 30.2% 2012: 26.7% <b>2013: 27.3%</b>	2009: 33.6% 2011: 39.3% 2012: 37.9% <b>2013: 36.2%</b>	2009: 36.8% 2011: 40.0% 2012: 39.7% <b>2013: 40.5%</b>	2009: 24.9% 2011: 27.2% 2012: 25.9% <b>2013: 24.0%</b>	2009: 32.3% 2011: N/A 2012: 24.7% <b>2013: 24.0%</b>	2009: 34.7% 2011: 35.4% 2012: 32.8% <b>2013: 33.4%</b>	N/A	
Unemployment Rate^ (not seasonally adjusted)	2003: 3.5% 2009: 6.9% 2013: 5.5% <b>2014: 5.1%</b>	2003: 4.5% 2009: 8.2% 2013: 6.0% <b>2014: 5.4%</b>	2003: 4.1% 2009: 8.3% 2013: 6.9% <b>2014: 5.9%</b>	2003: 6.3% 2009: 10.8% 2013: 8.5% <b>2014: 7.8%</b>	2003: 8.6% 2009: 13.8% 2013: 10.0% <b>2014: 9.6%</b>	2003: 4.2% 2009: 7.2% 2013: 6.2% <b>2014: 5.7%</b>	2003: 6.9% 2009: 10.5% 2013: 7.9% <b>2014: 6.7%</b>	2003: 4.1% 2009: 6.9% 2013: 5.5% <b>2014: 5.2%</b>	2003: 6.0% 2009: 9.3% 2013: 7.4% <b>2014: 6.2%</b>	

\* Comparison between oldest year and most recent year

\*\* Data reported with Dinwiddie, Colonial Heights and Petersburg combined. Prince George and Hopewell also combined.

\*\*\* Jan-Nov average for 2014 data. December 2014 data unavailable.

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# Annual Service Area Report Card Summary 2014

## Introduction

The Cameron Foundation strives to transform the Tri-Cities and surrounding counties into a healthy, vibrant and economically vital region by strategically leveraging resources for community impact. In keeping with this mission, the Foundation created the Annual Service Area Report Card.

This report card keeps community issues at the forefront, establishes a baseline for the region, and shows how the region compares to trends in both Virginia and the nation. This dashboard of community health factors will help guide strategic planning, program design and assessment of progress toward achieving long-term community goals.

The Cameron Foundation seeks to foster collaboration to address the most pressing concerns of its region. This report card is a critical part of that process, as it helps all stakeholders to understand challenges, identify new opportunities, and set priorities for working together.

The 2014 Service Area Report Card draws its data solely from outside and objective independent and government agencies. It will be revisited annually and tracks 15 indicators in three separate categories, including health, education and socio-economics. Below is a summary of each indicator with links to statistical sources.

## **Health**

- **Robert Wood Johnson Foundation (RWJF) County Health Outcomes Ranking:** [Health outcomes](#) in the RWJF County Health Rankings represent how healthy a county is. Two types of health outcomes are measured, including how long people live (length of life) and how healthy people feel while alive (quality of life). The [County Health Rankings](#) measure the health of nearly all counties in the nation and rank them within states. Within Virginia, 133 counties and cities are ranked. The rankings are compiled using county-level measures from a variety of national and state data sources. These measures are standardized and combined using scientifically-informed weights. Access the data at <http://www.countyhealthrankings.org/> and full reports at <http://www.countyhealthrankings.org/rankings/data/VA>.
- **Robert Wood Johnson Foundation County Health Factors Ranking:** [Health factors](#) in the RWJF County Health Rankings represent what influences the health of a county. It

measures four types of health factors: health behaviors, clinical care, social and economic, and physical environment factors. The healthy behaviors factor includes alcohol and drug use, diet and exercise, sexual activity and tobacco use. The clinical care factor includes access to care and quality of care. The social and economic factors include community safety, education, employment, family and social support, and income. The physical environment factor includes air and water quality and housing and transit. Each of these factors is based on several measures. Within Virginia, 133 counties and cities are ranked. Access the data at <http://www.countyhealthrankings.org/> and full reports at <http://www.countyhealthrankings.org/rankings/data/VA>.

- **Infant Mortality Rate:** Infant mortality is defined as death of a child in the first year after birth. The statistics are presented as a rate of deaths per 1,000 live births. Infant mortality rates were obtained from the [Virginia Division of Health Statistics](#) and the [National Center for Health Statistics](#). The infant mortality rates are a reflection of the quality of prenatal and birth care available to both children and mothers and are an indicator of the overall health of a region.
- **Teen Pregnancy Rate:** Teen pregnancy is defined as the teenage pregnancies per 1,000 women aged 15-19 years. Teen pregnancy rates were obtained from the [Virginia Division of Health Statistics](#). Teen pregnancy is a critical public health issue that affects the health, educational, social and economic future of the mother and child. Teen pregnancy is also a significant factor in other important social issues, such as welfare dependency, out-of-wedlock births, responsible fatherhood and workforce development.
- **Behavioral Health Discharge Rate:** The behavioral health discharge rate is defined as the number of hospital discharges with a behavioral health diagnosis as a primary diagnosis of a particular demographic group divided by the number of people in that demographic group divided by 1,000. A relatively high discharge rate compared to the same demographic group statewide or nationally for behavioral health usually reflects a lack of, limited, inaccessible, and/or ineffective community or outpatient resources to treat behavioral health conditions. Data was obtained from Virginia Health Information and Intellimed as reported in The Cameron Foundation Behavioral Health Needs Assessment Health Needs Assessments [2009](#) and [2013](#).

## Education

- **PALS-K Below Readiness Rate:** The PALS-K below readiness rate is defined as the percent of kindergarteners whose scores for the Phonological Awareness Literacy Screening for Kindergarten children (PALS-K) were below kindergarten readiness levels. The test is a measure of children's knowledge of several important literacy fundamentals. The data are from the PALS-K administered in the fall semester, which helps to measure children's literacy concepts before they enter school. The rates identify the percentage of students who were identified as needing assistance upon matriculation because these students were not adequately prepared to enter the public school system. The PALS-K rates were obtained from the [Kids Count Data Center](#).

- **Third Grade Reading Proficiency:** Third-grade reading proficiency is determined by the percentage of passing scores on the Standard of Learning examination (SOL). This data was obtained from the [Virginia Department of Education's customized assessment data tool](#). Reading achievement scores at the end of the third grade are predictors of later academic success. Third-grade reading levels correlate with on-time graduation rates and higher educational attainment, and it is used to predict propensity for incarceration and/or contact with the criminal justice system.
- **High School On-Time Graduation Rates:** Using a cohort design, the data provides the percentage of students who complete the graduation requirements set forth by Virginia's Department of Education (DOE) within four years of entering high school for the first time. Percentages are based on longitudinal student-level data and account for student mobility and retention and promotion patterns. Rates were obtained from the [DOE Virginia Cohort Reports](#). This rate is a measure of the success of an area's elementary and secondary educational system and the quality of its workforce. Completion of high school or its equivalent is usually the minimum level of education sought by employers; moreover, unemployment rates are lower and lifetime earnings are substantially higher for high school graduates than for high school dropouts.
- **Higher Education Attainment (4 Year):** Higher educational attainment is defined as achieving at least a bachelor's degree for those over 25 years of age. The measure reported here is specific to bachelor's degrees (4-year). Data was obtained from the 2000 U.S. Census and 5-Year American Community Surveys as reported by the U.S. Census Bureau's [American FactFinder](#). Higher educational attainment increases the breadth of employment options available to individuals while also increasing the propensity for higher economic earnings over their lifetime. For communities, an increased average of educational attainment raises the potential tax revenues and may attract more diverse businesses.

### Socio-Economics

- **Per Capita Income:** Per capita income is calculated by the total income divided by the total population of a given area. This measure is person-based and does not take into account the "economies of scale" involved when people share a household. Data was obtained from [the U.S. Bureau of Economic Analysis Interactive Data Tables](#). Changes in per capita income indicate trends in a region's standard of living and the availability of resources for an individual, family or society. Increases in this statistic reflect the economic vitality of a region thereby increasing the region's competitiveness when attracting businesses and recruiting and retaining residents.
- **Median Household Income:** Median income is the amount that divides the income distribution into two equal groups, half having income above that amount, and half having income below that amount. This measure accounts for multiple incomes in a household. This data was obtained from the U.S. Census Bureau's [Small Area Income and Poverty Estimates](#) (SAIPE).

- **Percent (of Population) Below Poverty Level:** This indicator measures the percentage of the population below the poverty threshold. Poverty status is determined by comparing pre-tax cash income against an official threshold that is set at three times the cost of a minimum food diet in 1963, updated annually for inflation using the Consumer Price Index, and adjusted for family size, composition and age of householder. The percent of the population below the poverty line was ascertained from the U.S. Census Bureau's [Small Area Income and Poverty Estimates](#) (SAIPE). Exposure to poverty negatively affects an individual's psychological well-being, educational attainment, propensity for contact with the criminal justice system, and other aspects. Higher rates of poverty in a community represent decreased tax revenues, increased public welfare expenditures and decrease regional marketability. Widespread poverty also diminishes the sustainability of a region.
- **Percent of Children in Poverty:** This indicator is defined the percent of children under age 18 living in poverty. This data was obtained from the U.S. Census Bureau's [Small Area Income and Poverty Estimates](#) (SAIPE). Research indicates that poverty is the single greatest threat to children's well-being. Poverty can impede children's ability to learn and contributes to social, emotional and behavioral problems. Poverty also can contribute to poor health and mental health. Risks are greatest for children who experience poverty when they are young and/or experience deep and persistent poverty.
- **Housing Cost Burden Rate:** The housing cost burden rate is defined as the percent of households with a housing cost burden. A household is considered cost burdened if it is paying more than 30% of its household income for housing. This housing affordability measure reflects affordability at the individual household level, as it is based on the housing costs and income of an individual household. Per federal guidelines, for housing to be affordable, a household should not have to spend more than 30% of its annual income on shelter. This data was obtained from the Housing Virginia [SOURCEBOOK](#) and from research associates at the [Virginia Tech Center for Housing Research](#).
- **Unemployment Rate:** The unemployment rate is defined as the percent of the civilian labor force, age 16 and older, that is unemployed but actively seeking work. The data was obtained from the [U.S. Bureau of Labor Statistics Database](#). Unemployment rates are indicative of the economic health of a region. The unemployed have lower personal incomes, lower standards of living, and can suffer poorer physical and mental health. Rising unemployment is seen as a sign of a weak economy, with slow growth and little spending. The economic status of an area also affects economic competitiveness in terms of attracting businesses and potential residents.

## **Noteworthy Trends**

- In 2014, Chesterfield, Dinwiddie and Prince George improved on both the RWJF County Health Outcomes Ranking and the Health Factors Ranking. Overall, the service area continued to have lower rankings compared to 2010, and Petersburg still had the lowest rankings in the state.
- While having dropped slightly in 2014, the PALS-K Scores were better across the service area as compared to 2003.
- On-time graduation rates continued to rise across the service area, and there were significant improvements as compared to 2008. To highlight a few, Dinwiddie's rates rose from 68.4% to 81.1%; Hopewell, from 58.3% to 79.5%; and Petersburg, from 58.2% to 82.6% as compared to 2008.
- With the exception of Chesterfield, the service area trailed behind the state and the nation on all of the health and education indicators for which data was available.
- Per capita income and median income continued to increase in most of the localities across the service area (Chesterfield and Colonial Heights had a small decline in median income for 2013). However, with the exception of Chesterfield, all of the localities trailed significantly behind the state and national income levels.
- Both the percent of people in poverty and percent of children in poverty continued to increase in every locality of the service area. These percentages were higher than the state and national percentages in most localities, particularly in Petersburg, where the percent of children in poverty reached 46.9%, more than double that of the state and the nation.
- The housing cost burden rates for most of the service area were lower than the state rate. This had been the ongoing trend since 2009. Only Hopewell and Petersburg had higher rates than the state.
- Unemployment had decreased in every locality since 2009. However, except for Chesterfield, the rates in all localities of the service area remained above that of the state rate. The Hopewell, Petersburg and Sussex rates also exceeded the national rate.

## **Additional Notes**

- The report card was created 2/9/15.
- Having a range of years that included 2009 whenever possible allows the user to see the changes in the service area before, during and after the Great Recession.
- Some indicators do not change significantly from year-to-year, or even in a three to five year range.
- Updated figures were not available for the infant mortality, teen pregnancy and behavioral health discharge rates at the time that the 2014 report card was created.
- Comparable national data was not available for teen the pregnancy rate, behavioral health discharge rate, third-grade reading proficiency, and housing cost burden rate.
- RWJF rankings are only available by county. Comparable state and national data is not available.
- Virginia's PALS-K rate is unique to the Commonwealth. Therefore, comparable national figures are not available.
- The decline in Third-Grade Reading Proficiency scores is due to implementation of a more rigorous SOL test in 2012 by the Virginia Department of Education.
- Per capita income data from the U.S. Bureau of Economic Analysis Interactive Data Tables are reported in current dollars and not adjusted for inflation.

If you think the information in this report is incorrect or incomplete, we hope you will point us to the right information at an independent and verifiable source on the web. Comments and suggestions are always welcome. Please send your ideas to [Program Officer Brandy Cramer](#).