

PROGRAM GAP ANALYSIS
CARROLL COUNTY
September 25, 2003

Group A

Needs of NH residents, businesses & organizations:

- Have to offer affordable housing. (6 votes)
- Sprawl: how to control it and how to preserve our land and habitat. (6 votes)
- Greater number of day care facilities. Alternative day cares; non-traditional hours. Senior activities in the same building. (4 votes)
- Financial planning needs. Teach better consumer education. (3 votes)
- Water quality issues are a big issue. MBTE, milfoil. (3 votes)
- Public transportation is lacking. (3 votes)
- Support and increase agriculture in Carroll County; large growth in Southern NH; need to sustain themselves in the county. (2 votes)
- Consumer education needs public local officials. (2 votes)
- Need employees. How to keep young people in the area/state. (1 vote)
- Concern for economy relying on tourism but distaste for tourists. (1 vote)
- Responsible logging. Increasing accountability. Landowner awareness and education. Reaching new landowners. Affects tourism. (1 vote)
- Facilitate conservation of land; greater emphasis on this effort; enforcement of easements where there is a desire to prohibit hunting and other uses; create awareness of other options. (1 vote)
- Farmers don't know about support services.
- Hands on assistance for farmers to be more productive.
- Education on pesticides organic vs. non-organic. Convince public can have blemishes on produce.
- Little control over detrimental environmental hazards.
- Education – need for awareness on part of new residents for agriculture, local culture.
- More gardening education for children.

What Extension should do over the next two years and beyond to address these issues?

- Increase training for volunteers. How to be effective. (6 votes)

- Increasing business awareness of Extension and of issues that may be of interest to them; (i.e. affordable housing, transportation, day care, sprawl) (6 votes)
- Educate farmers on the support services that are available (Extension, NRCS, FSA, etc.) (4 votes)
- We need to group issues that overlap. Use team approach where possible (i.e., sprawl, housing, transportation, day care, preserve open space). (3 votes)
- Extension needs to reach people who do not know they may have an interest in the issues. (3 votes)
- Start a cab service to cope with the public transportation issue; train TANF recipients to run the whole operation (drive, service, answer phones, etc.). Creates jobs for recipients; vouchers for use of cabs by limited resource audiences; others can pay. (3 votes)
- Extension help set up action groups to deal with issues. (2 votes)
- Regulations need to be increased to insure quality affordable “workforce housing”. (2 votes)
- Extension can educate the general public on the differences between affordable housing with its stigmas attached and workforce housing. (2 votes)
- Provide information to economic councils, communities. (1 vote)
- Education for planning boards on these issues and how they are being addressed in other areas of the state. (1 vote)
- Continue and increase the amount of education to childcare providers so more child care centers can be opened. (1 vote)
- Increase education on need for water protection. (1 vote)
- Zoning ordinances that provide for cluster housing and daycare.
- Expand Chocorua Lake success story working with DOT.
- Encourage new landowners to develop a plan before massive clear cutting.
- Educate the contractors on developing a plan before massive clear cutting.
- Network with beginning farmers’ group (about 40 in Carroll County); need to reach out.
- Have farmer group set up display at garden show, fairs.

What are the best ways for Extension to deliver educational programs and information?

- Displays and people at County fairs, farmers’ stores to educate the public.
- Reach farmers about resources by providing information where farmers gather. Educate the people who don’t know they need the information.
- Never stop going into the homes and teaching one-on-one.

- Disks people can use at home about resources they can use; presenters on TV; radio presentations.
- Liberal use of advertising of presentations.
- 30-second blurbs of upcoming Extension programs that are of interest; PSAs – take advantage of these.
- Include announcements in bills (Public Service), bank statements, etc.
- Provide information to economic councils, businesses, communities and community groups, planning councils.
- Need greater explanation about all the programs available.

Group B

Needs of NH residents, organizations and businesses:

- Access to health care (7 votes)
- Rising property values-high tax burden on business and people (6 votes)
- Youth programs- good base, and reach out to teens (some suggested more teen 4-H involvement in ag & livestock) (6 votes)
- Guiding, controlling growth- sustainable growth no new federal or state money (4 votes)
- Land Fragmentation (4 votes)
- Public transportation- for elderly isolated and working parent (3 votes)
- More jobs and opportunity for people in the county (3 votes)
- Federal and state funding moving away from health and human service (3 votes)
- Farm taxation (3 votes)
- Business taxation- hidden fees and taxes (2 votes)
- Drop-out rates (2 votes)
- Greater economic opportunity (2 votes)
- Education funding straightened out (tax re-evaluation, town growth & increasing taxes - education has to do with poverty, jobs, economy) (2 votes)
- Water Protection (2 votes)
- Regulation- gone wacko, -business, land use, etc (1 vote)
- More hands on farming education for youth (1 vote)
- Close the digital divide (1 vote)
- Access to drug and alcohol treatment programs (1 vote)
- Recreation- open space (1 vote)
- Workforce of affordable housing (1 vote)

- Unification of the state – a north/south division of outlooks, needs, income, land use.
- Ag & Forestry Resource Education & Conservation
- Preservation of open space
- Reduce speed limits in business & residential areas
- Tourism dependant on open space
- Population growth
- More mental health professionals
- Land use based on soils

What should Extension do in the next two years & beyond to address these issues?

Access to Health Care & Health Insurance

- Promotion and education insurance alternatives/methods to control reduce health insurance costs (4 votes)
- Compile a survey of services available in the county – local health providers (4 votes)
- Get the process moving for attracting better businesses that provide benefits (1 vote)
- Community profiles focused on the information found in this process not open ended (1 vote)
- Peer education for teens on health issues and service available so they can be advocates (1 vote)
- Screening for well care and prevention if others not doing it
- Work with district health councils to work with Concord folks
- Sponsor screening, health fairs, wellness clinics
- Let local health care providers know what services Extension provides
- Don't duplicate
- Train healthcare advocacy – people help each other navigate the system
- Teach parents who are already connected with Extension to be an advocate, (similar to Coverts Extension program)
- Network and communication
- Educate decision makers on problems/solutions around healthcare issues

Increased property values and tax burden for individuals

- Help elected officials find ways to communicate with the public (12 votes)

- Educate elected officials in science based logic behind conservation (workshops integrating citizens & officials in implementation plans for preserving open space) (4 votes)
- Help elected officials understand environmental issues & land use (2 votes)
- Does Extension have any clout around this issue?
- Educate on the link between land use and taxes
- Educate town/county officials on working landscapes, agriculture preservation & family issues
- Advertise workshops to municipal officials – disconnect between workshops citizens and selected officials
- Education, don't re-invent wheel-tweak it through the people at this session
- Build coalitions with other groups, regional planning, etc.
- Help people learn to deal with change
- Work with those who are in for the long haul for the public office, especially in the state capitol
- Provide tools to elected officials
- Sequential learning workshops- follow up on how to use as tools

Youth programs for teens

- Join Recreation Department in this program “from play station to the pasture” (take kids away from video games & expose them to farm experiences) (7votes)
- Beginner farmers program for youth sponsored by farm bureau (3 votes)
- Find out why teens aren't connecting with 4-H & other youth programs (3 votes)
- Keep 4-H going (2 votes)
- Peer education (1 vote)
- 4-H is more than agriculture – promote existing youth programs (1 vote)
- Mentoring process (to farm and forest, hobbies) (1 vote)
- Need to reach a larger group of kids
- Programs in schools (promote in 4th grade)
- Build on successful programs like working steers & equine
- Involvement of parents in agriculture, Fyreborg Fair
- Develop model programs to bring to communities to help them start programs
- Have lower income access
- Americorps – service learning in the community for kids

What are the best ways for Extension to deliver educational programs and information?

- Buy a TV station
- Local cable station PSA's
- Local paper – article every month by Extension
- Local radio ads
- Get on Webster, linked both directions (from UNHCE to Webster & Webster to UNHCE)
- Promote website & increase links to our site
- Get pop-ups on AOL
- E-news established as a result of community profiles-communicate through e-news to public from Extension
- Cooperative Extension calendar in local papers always in the same place all the time with a catchy logo (If have to pay for calendar then include in weekly column)
- Put newsletters on-line
- Add newsletters to Extension website
- Reach new people with newsletters
- Reach lower income folk
- Find interest groups to promote your activities (i.e. info to voters)
- Get CE info to Realtors to include in their packets, post office, laundromat
- Deliver through schools
- Chamber of commerce, economic council
- Face to face, small groups
- Know the target audience and use different delivery for different populations
- Provide sequential workshops that build on each other
- Animal twilights meetings
- Partner with the College of Lifelong Learning
- Have UNH student intern in local Extension Offices
- Hands on workshops