

**2013**

# **BUILDING STRONG FAMILIES**

## **FOR KENTUCKY**





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**SCHOOL OF HUMAN ENVIRONMENTAL SCIENCES  
FAMILY & CONSUMER SCIENCES EXTENSION**

**2013**  
**BUILDING  
STRONG  
FAMILIES**  
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# INTRODUCTION

A family's ability to function as a strong and stable unit is impacted by the community supports that are influenced by local economic and social factors. Persistent poverty and unemployment are two of the significant contributing factors to a family's ability to function effectively. The University of Kentucky Family and Consumer Sciences (FCS) Extension program works to improve the quality of individual and family life in the context of each Commonwealth community. FCS Extension professionals are present in all 120 counties to focus their efforts on educational skill-building to strengthen family development, economic stability and health. The purpose of Building Strong Families for Kentucky is twofold: 1) to share a picture of the economic and demographic characteristics of families in each county and 2) to report the response of families to relevant programs provided by local FCS agents.

## **Cooperative Extension Service in Kentucky**

The University of Kentucky Cooperative Extension Service is the organization that bridges the expertise and research of the university with local communities. Through the efforts of Cooperative Extension campus-based faculty and staff and leaders within each county of the Commonwealth, families have access to services, information and resources of importance to their daily lives. Kentucky Cooperative Extension Service relies on a campus/community partnership to effectively deliver programs. In 2011-2012, 7,575,263 contacts were made by Extension personnel across the state (Kentucky Cooperative Extension Service, 2011).

## **Campus Based Support: School of Human Environmental Sciences**

The School of Human Environmental Sciences (HES) within the College of Agriculture provides the expertise in family sciences, nutrition and food science and merchandising and hospitality management to support program efforts offered by FCS agents. Extension faculty and staff housed in the departments and units of the school develop and evaluate resources used to support FCS programs across the state. These state level Extension professionals develop relationships with other organizations and university departments to maximize resources and encourage a diverse and rich base of expertise to support local programs. During this year, School of HES leveraged \$3.3 million of direct support for FCS Extension programs and \$303,000 of research funding that investigates issues relevant to Kentucky families.

## **Overview of FCS Extension**

Kentucky FCS Extension agents are valuable resources to local communities in building a strong infrastructure to support families. There are 126 FCS agents within the Commonwealth who work directly with families to teach skills in family communications, nutrition, leadership, financial management, parenting and health. Agents are responsible for guiding stakeholders to identify and prioritize FCS program needs and efforts within the community. As a result of this input, FCS agents, paraprofessionals, faculty and state specialists develop, implement and evaluate local outreach efforts to strengthen the skills and knowledge of local families.

## **Rationale for the Building Strong Families for Kentucky County Profiles**

It is important to validate the priorities and needs of each community in order to put into perspective the potential for community programs provided by FCS Extension. It is also important to report to internal and external stakeholders the efforts and successes of local communities in building strong family related programs. The Building Strong Families for Kentucky County profiles began as an effort to give local stakeholders a snapshot of county economic, community and health information and report FCS Extension outreach results. The project has evolved to provide a context for decision-making, program delivery and evaluation, through the information provided annually. The demographic and community data provides a picture of the needs of families within the community that can inform future program choices and offerings. The evaluation data provided by agents provides an annual retrospective look at the strides FCS program has made within the community and can guide future planning efforts. The profile is divided into six sections: Our Focus, Our People, Spotlight, Our Families, Our Community and Our Health. Each section provides information that guides and informs educational outreach to local families. This volume specifically focuses on county data that illustrate current health and family indicators from eight data sources: American Community Survey; Behavioral Risk Factor Surveillance System Survey and the National Diabetes Surveillance System, Centers for Disease Control; the Census Bureau's Small Area Health Insurance Estimates; the Kentucky Cabinet for Health and Family Services Data Book; the Kids Count Data Center; Kentucky State Data Center; and Kentucky Health Facts.

# PROFILE OVERVIEW

## OUR FOCUS

**T**his section in the Building Strong Families for Kentucky County Profiles provides an overview of the current initiatives of Kentucky FCS Extension. Specialists, agents and stakeholders work jointly to define goals that guide FCS program efforts and outreach.

### Initiative 1: Making Healthy Lifestyle Choices

Family and Consumer Sciences Extension encourages families to make proactive choices to improve individual health and well-being, whether choosing a low fat, nutritious diet, increasing health literacy for chronic disease prevention or participating in regular physical activity.



#### GOALS

- 1.1 Apply** knowledge and skills to think critically, to solve problems and to make informed decisions regarding healthy lifestyle choices.
- 1.2 Manage** healthy weight throughout the lifecycle through healthy lifestyle choices.
- 1.3 Increase** promotion and practice of physical activity daily.
- 1.4 Reduce** chronic disease risk, debilitation and premature death.

### Initiative 2: Nurturing Families

Family and Consumer Sciences Extension focuses on individual and family development by promoting effective communication, understanding developmental ages and stages, appreciating individual and cultural differences, developing a strong value system, making wise decisions and encouraging a supportive environment.



#### GOALS

- 2.1 Strengthen** family nurturing attitudes and behaviors by caring for the health and well-being of each individual throughout the lifespan.

- 2.2 Build** personal strengths, interpersonal communication and life skills to strengthen families.
- 2.3 Foster** the optimal development of children and youth.
- 2.4 Practice** wise parenting skills.
- 2.5 Build** community capacity to nurture all families through appropriate collaborations and programs.

### Initiative 3: Embracing Life as We Age

Throughout all life stages, it is important to acknowledge and celebrate the changes that accompany aging. Family and Consumer Sciences Extension help individuals, families and communities manage the challenges and discover the positive aspects of life's transitions and growing older.



#### GOALS

- 3.1 Adapt** lifestyles to promote healthy aging.
- 3.2 Adjust** and manage environmental factors to promote independent aging.
- 3.3 Practice** healthy communication and enhance relationships to promote quality aging.

### Initiative 4: Securing Financial Stability

In the current economy, financial stability is important. That stability rests with families securing and managing their basic human needs of food, clothing and shelter. Increasing buying power with wise consumer decision-making, avoiding pitfalls of overextended credit,



# PROFILE OVERVIEW

developing saving habits and managing financial risks are topics taught by Family and Consumer Sciences Extension.

## GOALS

- 4.1 Articulate** and apply smart financial behaviors related to goal setting, budgeting, analysis of credit and contracts, risk management, saving and investing and use of financial services.
- 4.2 Develop** smart financial behaviors related to wealth management strategies including: retirement, estate planning and investing.
- 4.3 Adopt** smart financial behaviors related to consumer protection including: laws and rights, fraud and services.
- 4.4 Use** information and technology related to consumption of goods and services including shopping decisions and conserving resources.



## Initiative 5: Promoting Healthy Homes and Communities

Through Family and Consumer Sciences Extension, individuals improve safety in their home and decrease their environmental footprint. Community efforts are designed to promote healthy lifestyles throughout the lifespan.

## GOALS

- 5.1 Create** safe homes in environments that promote and support the physical and mental well-being of families throughout the lifecycle.
- 5.2 Improve** the built and natural environment



## Initiative 6: Accessing Nutritious Foods

Family and Consumer Sciences Extension helps families gain access to food and to stretch food dollars; communities to decrease hunger; and local food assistance programs to educate recipients on healthy and safe food preparation methods. Family and Consumer Sciences agents and paraprofessionals are

pivotal in training consumers and producers to maximize local access to farm-to-table food products.

## GOALS

- 6.1 Increase** access to fruits and vegetables.
- 6.2 Increase** the number of new mothers who attempt to breast feed their babies and increase duration of breastfeeding to six weeks or more.
- 6.3 Apply** skills of food resource management, food safety and food preparation to afford healthy, nutritious food choices.



## Initiative 7: Empowering Community Leaders

Building the capacity of volunteer leaders is critical for the sustainability of communities that support and strengthen families. Family and Consumer Sciences Extension is committed to engaging, educating and empowering local citizens to investigate issues, make responsible decisions and take ownership of solutions.

## GOALS

- 7.1 Develop** skills and knowledge designed to improve personal leadership capacity.
- 7.2 Implement** leadership practices designed to improve successful accomplishment of organizational goals and objectives.
- 7.3 Employ** effective practices designed to increase community support for improving community.

Each county uses an extensive stakeholder input process to prioritize programs and localize and finalize areas of focus within the FCS program initiatives. The goal of FCS is to reach out broadly in the community to teach life skills and provide opportunities for people to use and share their skills with their families and others in the community. This section also details the number of contacts made by county FCS agents during the 2011–2012 program year, based on the Kentucky Cooperative Extension Service Impact Reporting System.

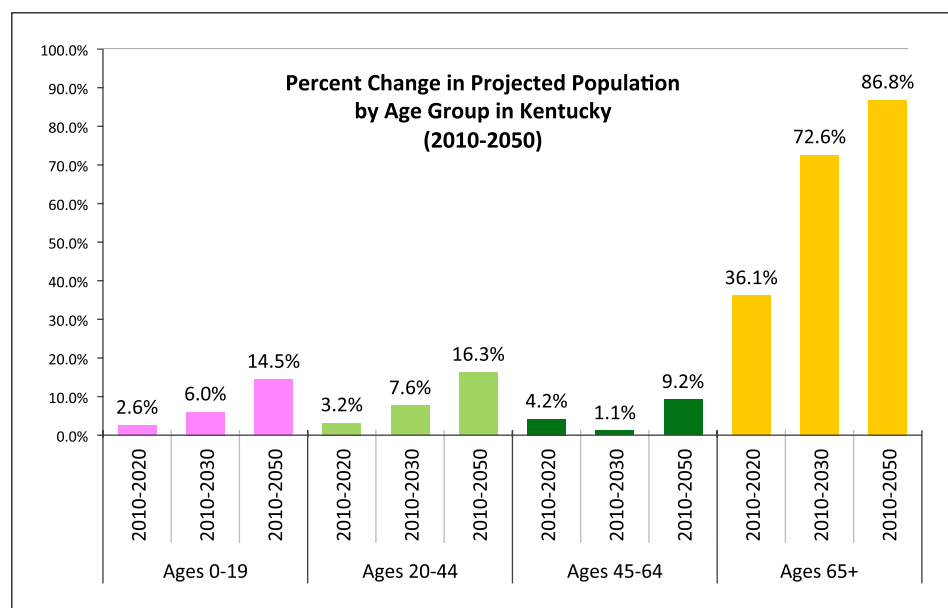


# PROFILE OVERVIEW

## OUR PEOPLE

This section provides a graphic picture of the population projections for four age groups within the county. The projections are calculated by the Kentucky State Data Center and are based on the 2010 U.S. Census. In Kentucky, over the next 40 years the population is projected to grow by 23.3% — adding just over 1 million people to the Commonwealth. Statewide, the most dramatic change is projected to come from the retirement of the baby boom generation. Figure 1 shows that from 2010 to 2030, the number of people ages 65 and over will increase by 72.6% — adding 419,857 people to the already 578,227 people counted in the 2010 Census. FCS agents provide educational programs and activities for all stages of the life cycle. FCS programs are designed to build the skills of parents and early childcare professionals with age appropriate resources to meet the needs of the youngest Kentuckians, age 4 and below. School age programs are designed to encourage youth to make healthy lifestyle choices and build skills for adulthood. Kentucky adults improve diets, financial management practices, leadership ability and family communication skills through participation in FCS programs. Older adults benefit from FCS programs in areas such as estate planning, care giving and nutrition. The population projection graph is an important tool for FCS Agents, Cooperative Extension Service Advisory Councils and community leaders to use to make informed choices for county program priorities.

Figure 1





# PROFILE OVERVIEW

## SPOTLIGHT

The spotlight section features a success story from each county. These stories are highlights of a program, project or series that has had impact within the community through the work of FCS Extension. In a majority of the spotlights featured within this collection, the emphasis is not only on the subject matter content or individual program, but also on the networks built within the community by the FCS agents.

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## OUR FAMILIES

Our Families focuses attention on data from the American Community Survey, as well as data on health insurance and food assistance for each of the 120 counties. Specifically the data gives us a snapshot of the local economic situations that families in the Commonwealth are facing. Understanding this information can help communities explore the economic challenges facing their families and some programs that provide assistance. Agents annually report on specific health and wellness indicators that measure skills, knowledge and behavior change as a result of their programs geared toward these family dynamics. This section highlights the outcomes of these programs from 2012 Kentucky Cooperative Extension Reporting System.



# PROFILE OVERVIEW

## OUR COMMUNITY

The information in Our Community section provides a snapshot of health indicators and health care access points within the county. This information is key as Cooperative Extension Service professionals work with community leaders to build supportive environments for healthy living. Provisions in the Affordable Health Care Act for preventive health and wellness provide teachable moments for community discussions and action. Health education programs offered by FCS agents are targeted to assist families to make daily healthy lifestyle choices. Our Community program data focuses FCS program results on the increased ability of people to make wise decisions and become involved in solving community health issues.



# PROFILE OVERVIEW

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## OUR HEALTH

The Our Health section provides evidence of the health challenges and opportunities reported by residents in 107 counties as compared to the state totals. These are from the Kentucky Health Facts website and provide county estimates from the Kentucky Behavioral Risk Factor Surveillance System. The profile reflects the number of families who did not pursue health care due to cost. Additionally, Our Health section reflects the number of adults who reported their health status was less than good and those who received a flu vaccine in the last year. Lastly, a bar graph illustrates the percent of adults who are diagnosed with diabetes, obesity or are physically inactive.

There was no county specific estimates available for these health measures in Kentucky Health Facts for thirteen counties: Bourbon, Carroll, Estill, Fulton, Gallatin, Garrard, Harrison, Henry, Hickman, Nicholas, Powell, Spencer, and Trimble. In these counties, other health indicators from the Kentucky Department for Public Health Behavioral Risk Factor Surveillance System data were reported using Area Development District data.

FCS Agents provide educational programs to help families take ownership of their health. The Extension outcomes data featured in this section reports the results of county agent efforts in building families skills to implement healthy home practices, safety habits and nutrition behaviors.

