



BALLARD COUNTY

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BUILDING STRONG FAMILIES FOR KENTUCKY 2014



OUR FOCUS

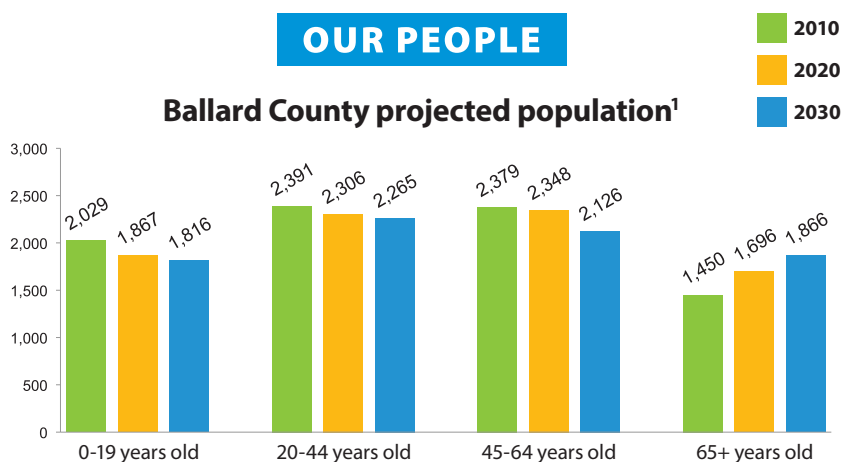
Family and Consumer Sciences Extension is committed to improving the health and well-being of individuals and families in Ballard County. To help families make wise decisions, our educational programs focus on:

- **Making Healthy Lifestyle Choices** that influence health and well-being
- **Nurturing Families** as they cope with fewer resources and more demands
- **Embracing Life as We Age** to strive for independence longer
- **Securing Financial Stability** in a turbulent economic period
- **Promoting Healthy Homes and Communities** to recycle, reduce waste, and protect our environment
- **Accessing Nutritious Food** that is affordable, available and safe
- **Empowering Community Leaders** as we all work to sustain and improve our communities

In 2012-2013, Family and Consumer Sciences Extension made **7,988** contacts with Ballard County individuals and families.²

OUR PEOPLE

Ballard County projected population¹



SPOTLIGHT ON ...

LEAP IN SECOND GRADE

Given Ballard County's high rate of Type II Diabetes, it is important for youth to understand the impact that good nutrition and physical activity can have in maintaining good health. To develop skills youth need to make better lifestyle choices, the Ballard County FCS agent worked with second-grade teachers to provide a variety of nutrition education and physical activity opportunities for 91 students and teachers. Using the "Literacy, Eating and Activity for Primary" (LEAP) curriculum, students learned about the nutritional value of various foods and the benefits of physical activity. Students were provided healthy snacks and handouts to take home. All students indicated they planned to ask their parents to include more fruit and vegetable choices in their meals.

<http://hes.uky.edu/StrongFamilies>

FAMILY ACCESS

According to the 2007-2011 American Community Survey,³ in Ballard County...

- **18.9%** (+/- 6.5) of families with children were below poverty
- **13.2%** (+/- 5.0) of those ages 65 and over were below poverty
- **22.6%** (+/- 3.1) of households had retirement income
- **5.8%** (+/- 2.1) of households had no vehicle

The USDA Food Environment Atlas⁴ indicates that in 2010, Ballard County had **499** people, **108** children and **95** seniors with low access to a supermarket or large grocery store.*

In addition, **210** residents had **both** low income **and** low access to stores.

As a result of participating in Ballard County Extension programs:²

- **63** people demonstrated an increase in practical living skills.
- **35** people utilized healthy food delivery systems and access points.
- **517** people in Managing in Tough Times: Moneywise became aware of how to manage current economic events.

COMMUNITY AVAILABILITY

In 2011, Ballard County had:

- **2** Grocery stores (any kind)⁵
 - **2** Grocery/supermarkets (except convenience)⁵
 - **0** Convenience stores (i.e. food marts – no gas)⁵
- **8** Gasoline stations with convenience stores⁵

In the county, there were:

- **3** Roadside markets that served the county⁶
- **1** Farmers market location⁷
- **7** SNAP** authorized stores (food stamps)⁴
- **3** WIC*** authorized stores⁴

In 2011, there were **\$140,770.06** in SNAP redemptions/per SNAP authorized store in Ballard County.⁴

As a result of participating in Ballard County Extension programs:²

- **73** people increased knowledge of lifestyle changes to improve personal health.
- **96** people understand the benefits of spending time together in physical activity.
- **156** people reported eating more healthy foods.

FOOD ASSISTANCE

In Ballard County...

- **544** was the average monthly number of children who received SNAP** (food stamps) in 2011, up from **383** children in 2007 (**up 42.0%**).⁹
- **51.0%** of students attending public schools were eligible for free or reduced-price meals.⁹
- There were **640** SNAP cases and the monthly SNAP benefit level was **\$273.76**.⁸

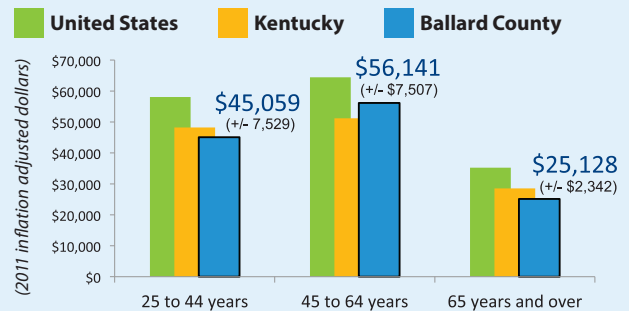
Ballard County is served by Purchase Area Development District Food Bank of the Ky. Assoc. of Food Banks.¹⁰

As a result of participating in Ballard County Extension programs:²

- **112** people in Plate it Up! Kentucky Proud indicated they are more likely to buy produce.
- **302** families/caregivers increased their knowledge about eating healthy foods.
- **184** youth increased their knowledge of healthy food consumption.

HOUSEHOLD INCOME

Median household income in past 12 months by age of householder in Ballard County (2007-2011)³



SOURCES

- ¹ Kentucky State Data Center
- ² Kentucky Cooperative Extension Service Reporting, FY 2013
- ³ 2007-2011 American Community Survey, 5-Year Estimates
- ⁴ USDA, Economic Research Service. <http://www.ers.usda.gov/data-products/food-environment-atlas.aspx>
- ⁵ US Dept of Commerce, County Business Patterns, 2011.
- ⁶ Kentucky Farm Bureau. <https://www.kyfb.com/federation/markets>
- ⁷ Kentucky Dept. of Agriculture Farmer's Market directory. <http://www.kyagr.com/marketing/farmers-market-directory.aspx>
- ⁸ Kentucky Cabinet for Health and Family Services, Data Book, June, 2013. http://chfs.ky.gov/dcbcs/data_book.htm
- ⁹ Kids Count Data Center, KY Youth Advocates.
- ¹⁰ Kentucky Association of Food Banks. <http://www.kafb.org>
- * Low access is defined as more than 10 miles in a rural area and more than 1 mile in an urban area.
- ** Supplemental Nutrition Assistance Program
- *** The Special Supplemental Nutrition Program for Women, Infants and Children