

2014

BUILDING STRONG FAMILIES

FOR KENTUCKY



SCHOOL OF HUMAN ENVIRONMENTAL SCIENCES
FAMILY & CONSUMER SCIENCES EXTENSION



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2014

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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 Kentucky counties and focus their efforts on educational skill-building to strengthen family development, economic stability and well-being. 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 Extension 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 2012-2013, 7,697,261 contacts were made by Extension personnel across the state (Kentucky Cooperative Extension Service, 2013).

Campus Based Support: School of Human Environmental Sciences

The School of Human Environmental Sciences (HES) within the College of Agriculture, Food and Environment provides the expertise in family sciences, nutrition and food science and merchandising and hospitality management to support program efforts offered by FCS Extension agents. Extension faculty and staff housed in the departments and units of the school develop and evaluate resources used to support FCS Extension 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 \$3.8 million of direct support for FCS Extension programs and \$343,000 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 122 FCS Extension 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 Extension program needs and efforts within the community. As a result of this input, FCS Extension 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 provide a picture of the needs of families within the community that can inform future program choices and offerings. The evaluation data provided by agents provide an annual retrospective look at the strides the FCS Extension program has made within the community and can guide future planning efforts.

The profile is divided into six sections: Our Focus, Our People, Spotlight, Family Access, Community Availability and Food Assistance. Each section provides information that guides and informs educational outreach to local families. This volume specifically focuses on county data that illustrate current food access and family indicators from ten data sources: Kentucky State Data Center; Kentucky Cooperative Extension Service Reporting; American Community Survey; United States Department of Agriculture Economic Research Service Food Environment Atlas; United States Department of Commerce County Business Patterns; Kentucky Farm Bureau; Kentucky Department of Agriculture Farmer's Market Directory; the Kentucky Cabinet for Health and Family Services Data Book; the Kids Count Data Center; and Kentucky Association of Food Banks.

PROFILE OVERVIEW

OUR FOCUS

This 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 Extension 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 2012–2013 program year, based on the Kentucky Cooperative Extension Service Reporting System.



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OUR PEOPLE

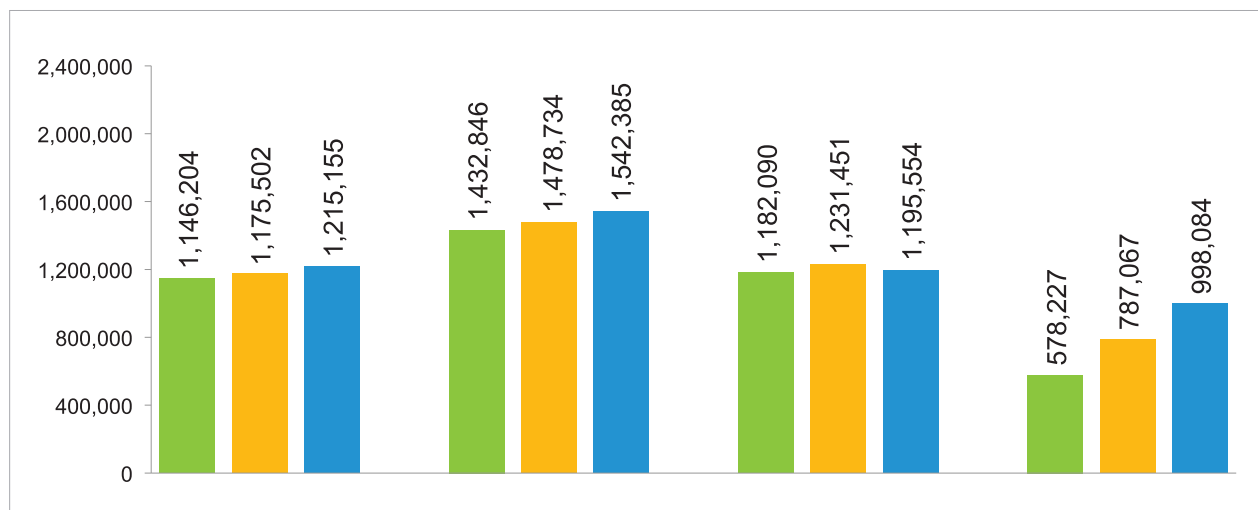
This section provides a graphic picture of the population projections for four age groups within the county. The projections are calculated by the Kentucky State Data Center and are based on the 2010 U.S. Census.

By 2030, the population of Kentucky is projected to grow from 4,339,367 in 2010 to 4,951,178 people in 2030 — adding a half of a 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 from 578,227 to nearly 1 million in 2030.

FCS Extension agents provide educational programs and activities for all stages of the life cycle. FCS Extension programs are designed to develop 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 Extension programs. Older adults benefit from FCS Extension programs in areas such as estate planning, care giving, housing, safety, and nutrition. The population projection graph is an important tool for FCS Extension Agents, Cooperative Extension Service Advisory Councils and community leaders to use to make informed choices for county program priorities.

Figure 1



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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 Extension agents.

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FAMILY ACCESS

Family Access focuses attention on data from the American Community Survey and the Food Environment Atlas. Specifically, the data give us a snapshot of the local economic situations that families in the Commonwealth face, and situations that can impact families' access to nutritious foods in particular. For example, rural families living more than ten miles (and urban families more than one mile) from a food store are classified by the United States Department of Agriculture (USDA) as families with "low access" to food. This section reflects the number of *individuals* with low access to food stores in 100 counties. In 20 counties — Bath, Bracken, Crittenden, Elliott, Gallatin, Hancock, Jackson, Knott, Lee, Letcher, McLean, Martin, Menifee, Metcalfe, Nicholas, Owsley, Pendleton, Powell, Spencer, and Webster — the data reported indicate the number of *households* with low access to food stores and no automotive vehicle.



Understanding these economic factors can help communities explore the challenges families confront, as well as explore programs that can facilitate access to nutritious foods. Agents annually report on specific health and community engagement indicators that measure skills, knowledge and behavior change as a result of their programs. This section highlights the outcomes of these programs from 2013 Kentucky Cooperative Extension Reporting System.

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COMMUNITY AVAILABILITY

The information in the Community Availability section provides a snapshot of various types of food stores and other food outlets available to families within the county. The number of roadside and farmers markets can fluctuate; however, the reported data were retrieved from the Kentucky Farm Bureau Certified Roadside Market and from the Kentucky Department of Agriculture Farmers Market Directory websites on September 25, 2013. Data in the Community Availability section further reflect the number of SNAP and WIC authorized stores from the USDA Economic Research Service. SNAP authorized retail outlets sell food, but in some cases, their primary business activity is NOT food. As a result, the number of SNAP authorized stores often exceeds the county's total number of food stores obtained through the Department of Commerce's County Business Patterns. See the glossary for more detailed definitions.

This information is key as Cooperative Extension Service professionals work with community leaders to build supportive environments for healthy living. Programs offered by FCS Extension agents are targeted to assist families to make daily healthy lifestyle choices. The Community Availability program data focuses FCS Extension program results on the increased ability of people to implement safe food practices and healthy behaviors.



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FOOD ASSISTANCE

The Food Assistance section provides a snapshot of the benefits provided children through the Supplemental Nutrition Assistance Program (SNAP) and school lunch programs. These data are from the Kentucky Cabinet for Health and Family Services Data Book, and from Kids County Data Center, Kentucky Youth Advocates.

FCS Extension agents provide educational programs to help families realize the benefits of good nutrition and promote wise food choices. The Extension outcomes data featured in this section reports the results of county agent efforts to build the skills needed to increase access to nutritious food choices among families and youth in particular.



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GLOSSARY

The following are operational definitions used in the production of Building Strong Families for Kentucky 2014.

Convenience Stores

This industry comprises establishments known as convenience stores or food marts (except those with fuel pumps) primarily engaged in retailing a limited line of goods that generally includes milk, bread, soda, and snacks (<http://www.census.gov/eos/www/naics>).

Farmers Markets

A farmers' market is defined as a prescribed location(s) where two or more producers gather on set days and times to sell products that they grow or produce directly to consumers. Though the market may allow other types of sales, the sale of agriculture products grown or produced by the seller or their family should be the primary business of the market (Kentucky Department of Agriculture, http://www.kyagr.com/marketing/documents/FM_Manual.pdf).

Gasoline Stations with Convenience Stores

This industry comprises establishments engaged in retailing automotive fuels (e.g., diesel fuel, gasohol, gasoline) in combination with convenience store or food mart items. These establishments can either be in a convenience store (i.e., food mart) setting or a gasoline station setting. These establishments may also provide automotive repair services (<http://www.census.gov/eos/www/naics>).

Grocery Stores

This industry group comprises establishments primarily engaged in retailing a general line of food products (<http://www.census.gov/eos/www/naics>).

Low Access

This classification refers to people in a county living more than 1 mile from a supermarket or large grocery store if in an urban area, or more than 10 miles from a supermarket or large grocery store if in a rural area (Economic Research Service (ERS), U.S. Department of Agriculture (USDA). Food Environment Atlas. <http://www.ers.usda.gov/data-products/food-environment-atlas.aspx>).

Roadside Markets

Roadside markets are certified by Kentucky Farm Bureau for the purpose of selling farm fresh produce, meats, plants, and value-added products directly to consumers.

SNAP Authorized Store

A store in the Supplemental Nutrition Assistance Program (SNAP) must sell food for home preparation and consumption and meet one of the criteria below:

(A) Offer for sale, on a continuous basis, at least three varieties of qualifying foods in each of the following four staple food groups, with perishable foods in at least two of the categories: meat, poultry or fish; bread or cereal; vegetables or fruits; dairy products

OR

(B) More than one-half (50%) of the total dollar amount of all retail sales (food, nonfood, gas and services) sold in the store must be from the sale of eligible staple foods (<http://www.fns.usda.gov/snap/retail-store-eligibility-usda-supplemental-nutrition-assistance-program>).

SNAP Case

"Case" is a unit of measure used in administering and reporting data from programs such as SNAP. A "case" can contain a single individual, an entire family or household, or several individuals within a family or household.

Supermarkets and Other Grocery (except Convenience) Stores

This industry comprises establishments generally known as supermarkets and grocery stores primarily engaged in retailing a general line of food, such as canned and frozen foods; fresh fruits and vegetables; and fresh and prepared meats, fish, and poultry. Included in this industry are delicatessen-type establishments primarily engaged in retailing a general line of food (<http://www.census.gov/eos/www/naics>).