



FAYETTE COUNTY

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BUILDING STRONG FAMILIES FOR KENTUCKY 2014



OUR FOCUS

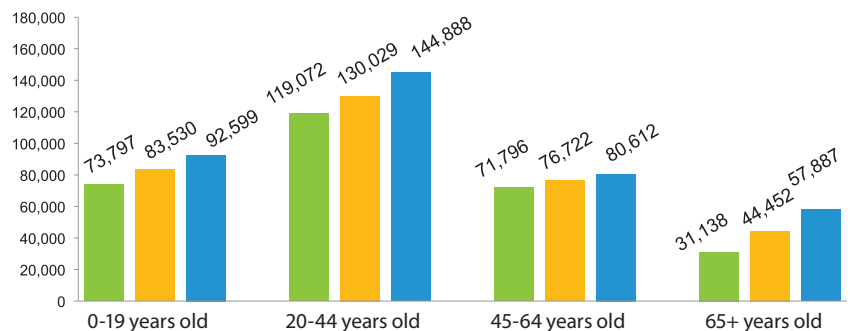
Family and Consumer Sciences Extension is committed to improving the health and well-being of individuals and families in Fayette County. To help families make wise decisions, our educational programs focus on:

- **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 **66,865** contacts with Fayette County individuals and families.²

OUR PEOPLE

Fayette County projected population¹



SPOTLIGHT ON ...

BETTER BITES FOR BETTER HEALTH

Better Bites is an outreach program that combats childhood obesity by making healthy food more accessible and unhealthy food less so in activity centered venues. Fayette County FCS Extension works with the Tweens Nutrition and Fitness coalition on programs, such as Better Bites, ensuring that youth have appealing, healthy food and beverage choices. Better Bites food options are now available at local swimming facilities, middle school snack shops, local restaurants, Whitaker Ball Park, and all 17 Kentucky State Parks. An analysis of customer interviews and sales data indicates that Better Bites sales increased from 9 percent of total sales in 2011 to 19 percent in 2012, during which time candy sales decreased 23 percent.

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

FAMILY ACCESS

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

- **18.8%** (+/- 1.6) of families with children were below poverty
- **9.0%** (+/- 1.1) of those ages 65 and over were below poverty
- **14.2%** (+/- 0.6) of households had retirement income
- **8.1%** (+/- 0.6) of households had no vehicle

The USDA Food Environment Atlas⁴ indicates that in 2010, Fayette County had **45,675** people, **10,164** children and **3,946** seniors with low access to a supermarket or large grocery store.*

In addition, **17,379** residents had **both** low income **and** low access to stores.

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

- **1,004** people demonstrated an increase in practical living skills.
- **630** people utilized healthy food delivery systems and access points.
- **656** people increased leadership knowledge and skills.

COMMUNITY AVAILABILITY

In 2011, Fayette County had:

- **82** Grocery stores (any kind)⁵
 - **59** Grocery/supermarkets (except convenience)⁵
 - **23** Convenience stores (i.e. food marts – no gas)⁵
- **108** Gasoline stations with convenience stores⁵

In the county, there were:

- **8** Roadside markets that served the county⁶
- **8** Farmers market locations⁷
- **231** SNAP** authorized stores (food stamps)⁴
- **40** WIC*** authorized stores⁴

In 2011, there were **\$278,678.02** in SNAP redemptions/per SNAP authorized store in Fayette County.⁴

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

- **820** people made lifestyle changes to improve health.
- **980** people in Plate it Up! Kentucky Proud indicated they are more likely to buy Kentucky produce.
- **880** people reported eating more healthy foods.

FOOD ASSISTANCE

In Fayette County...

- **15,858** was the average monthly number of children who received SNAP** (food stamps) in 2011, up from **11,107** children in 2007 (**up 42.8%**).⁹
- **47.0%** of students attending public schools were eligible for free or reduced-price meals.⁹
- There were **20,557** SNAP cases and the monthly SNAP benefit level was **\$271.16**.⁸

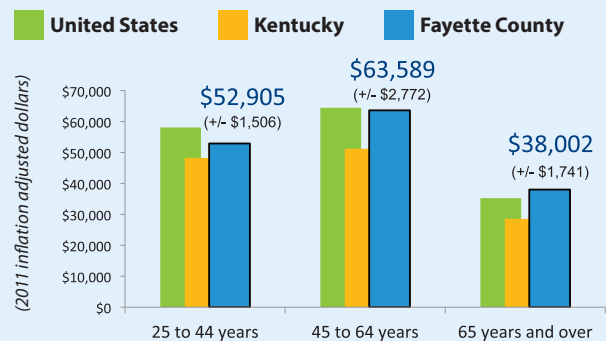
Fayette County is served by God's Pantry Food Bank of the Ky. Assoc. of Food Banks.¹⁰

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

- **1,225** people adopted practices to increase food access and affordability.
- **1,275** youth were reached with information on eating healthy foods.
- **1,175** people supplemented their diets with healthy foods they produced or preserved.

HOUSEHOLD INCOME

Median household income in past 12 months by age of householder in Fayette 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>
- ** Supplemental Nutrition Assistance Program
- *** The Special Supplemental Nutrition Program for Women, Infants and Children

