



FLOYD COUNTY

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BUILDING STRONG FAMILIES FOR KENTUCKY 2014



OUR FOCUS

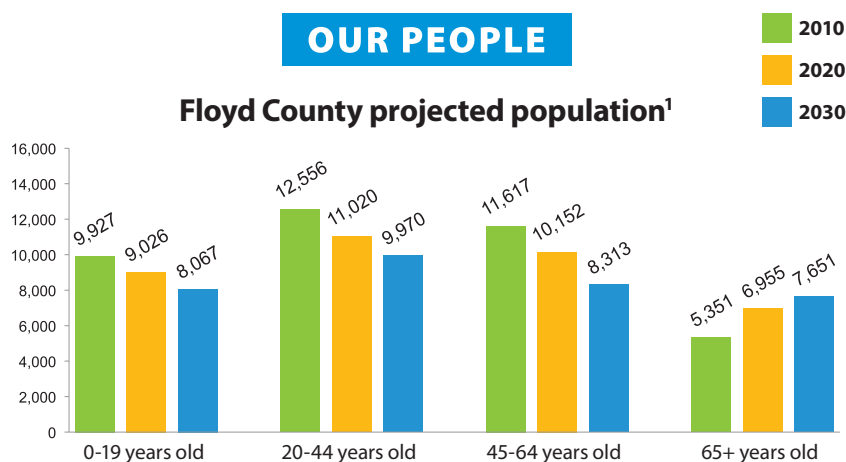
Family and Consumer Sciences Extension is committed to improving the health and well-being of individuals and families in Floyd County. To help families make wise decisions, our educational programs focus on:

- **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 **14,800** contacts with Floyd County individuals and families.²

OUR PEOPLE

Floyd County projected population¹



SPOTLIGHT ON ...

WORKPLACE WELLNESS

At the request of a major transportation employer, the Floyd County Cooperative Extension FCS agent provided a six-month weekly healthy living educational program. Prevention and lifestyle changes were the primary focus, with significant outcomes achieved. Participants reported changes in their lifestyle that included that among non-breakfast eaters: 80 percent now eat breakfast; 90 percent eliminated late night snacking; changed from white refined starches to whole grains; consistently ate smaller portions, especially fewer starches and carbohydrates; reduced portion sizes during lunch and dinner meals; and 84 percent of participants chose fruits and vegetables as healthier snacks. Due to the multiple lifestyle changes, the total weight loss was 77.2 pounds.

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

FAMILY ACCESS

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

- **35.1%** (+/- 6.1) of families with children were below poverty
- **14.1%** (+/- 3.9) of those ages 65 and over were below poverty
- **20.0%** (+/- 2.3) of households had retirement income
- **9.6%** (+/- 1.6) of households had no vehicle

The USDA Food Environment Atlas⁴ indicates that in 2010, Floyd County had **1,681** people, **367** children and **315** seniors with low access to a supermarket or large grocery store.*

In addition, **953** residents had **both** low income **and** low access to stores.

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

- **453** people demonstrated an increase in practical living skills.
- **2,720** people utilized healthy food delivery systems and access points.
- **280** people in Managing in Tough Times: Moneywise became aware of how to manage current economic events.

COMMUNITY AVAILABILITY

In 2011, Floyd County had:

- **16** Grocery stores (any kind)⁵
 - **15** Grocery/supermarkets (except convenience)⁵
 - **1** Convenience store (i.e. food marts – no gas)⁵
- **24** Gasoline stations with convenience stores⁵

In the county, there were:

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

In 2011, there were **\$249,429.99** in SNAP redemptions/per SNAP authorized store in Floyd County.⁴

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

- **901** people made lifestyle changes to improve health.
- **601** people implemented practices for safe storage, handling, and preparation of food.
- **3,041** people reported eating more healthy foods.

FOOD ASSISTANCE

In Floyd County...

- **4,493** was the average monthly number of children who received SNAP** (food stamps) in 2011, up from **4,211** children in 2007 (**up 6.7%**).⁹
- **77.0%** of students attending public schools were eligible for free or reduced-price meals.⁹
- There were **7,253** SNAP cases and the monthly SNAP benefit level was **\$252.97**.⁸

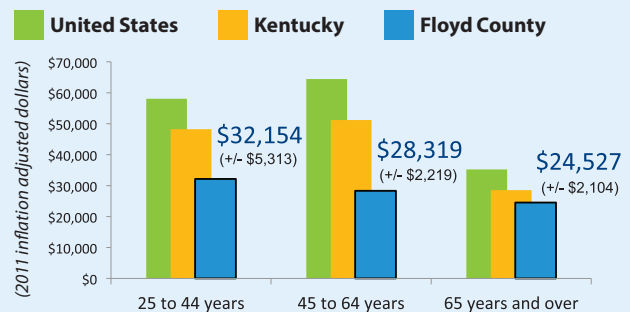
Floyd County is served by God's Pantry Food Bank of the Ky. Assoc. of Food Banks.¹⁰

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

- **3,842** people adopted practices to increase food access and affordability.
- **3,859** people were reached with information on accessing healthy foods.
- **2,650** youth increased their knowledge of healthy food consumption.

HOUSEHOLD INCOME

Median household income in past 12 months by age of householder in Floyd 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