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.

**OUR FOCUS**

**OUR PEOPLE**

**Floyd County projected population¹**

<table>
<thead>
<tr>
<th>Age Group</th>
<th>2010</th>
<th>2020</th>
<th>2030</th>
</tr>
</thead>
<tbody>
<tr>
<td>0-19 years old</td>
<td>9,927</td>
<td>8,028</td>
<td>9,677</td>
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<td>20-44 years old</td>
<td>12,656</td>
<td>11,020</td>
<td>9,870</td>
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<td>45-64 years old</td>
<td>11,617</td>
<td>10,152</td>
<td>8,313</td>
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<tr>
<td>65+ years old</td>
<td>5,951</td>
<td>6,965</td>
<td>7,651</td>
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</tbody>
</table>

**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:

- 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;
- 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.
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%).
- 77.0% of students attending public schools were eligible for free or reduced-price meals.
- There were 7,253 SNAP cases and the monthly SNAP benefit level was $252.97.
- Floyd County is served by God’s Pantry Food Bank of the Ky. Assoc. of Food Banks.

As a result of participating in Floyd County Extension programs:
- 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: Moneywi$e became aware of how to manage current economic events.

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 Atlas 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.

FAMILY ACCESS

COMMUNITY AVAILABILITY

In 2011, Floyd County had:
- 16 Grocery stores (any kind)
- 15 Grocery/supermarkets (except convenience)
- 1 Convenience store (i.e. food marts – no gas)
- 24 Gasoline stations with convenience stores

In the county, there were:
- 1 Roadside market that served the county
- 1 Farmers market location
- 70 SNAP** authorized stores (food stamps)
- 18 WIC*** authorized stores

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

As a result of participating in Floyd County Extension programs:
- 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.

FOOD ASSISTANCE

HOUSEHOLD INCOME

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

As a result of participating in Floyd County Extension programs:
- 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.

SOURCES

1 Kentucky State Data Center
2 Kentucky Cooperative Extension Service Reporting, FY 2013
3 2007-2011 American Community Survey, 5-Year Estimates
data-products/food-environment-atlas.aspx
9 KY 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

Educational programs of Kentucky Cooperative Extension serve all people regardless of race, color, age, sex, religion, disability, or national origin.