



MARSHALL COUNTY

Vicki Wynn,
County Extension Agent, Family and Consumer Sciences

BUILDING STRONG FAMILIES FOR KENTUCKY 2014



OUR FOCUS

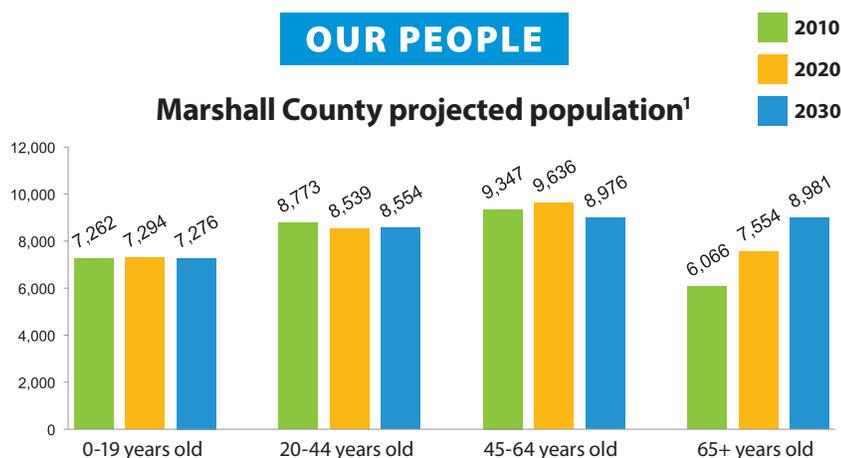
Family and Consumer Sciences Extension is committed to improving the health and well-being of individuals and families in Marshall County. To help families make wise decisions, our educational programs focus on:

- **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 **6,346** contacts with Marshall County individuals and families.²

OUR PEOPLE

Marshall County projected population¹



SPOTLIGHT ON ...

BECOMING SUPERMARKET SAVVY

As Kentucky families experience tightened budgets, it becomes necessary to alter spending habits to make ends meet. The Marshall County FCS programs "Supermarket Savvy" and "Couponing 101" continue to be effective in helping improve household spending habits during tough economic times. The programs were shared with Head Start families, Moms of Preschoolers (MOPS), Family Resource Center clientele, and the community at-large. In a follow up survey, 46 participants reported increased awareness of shopping strategies and regular use of meal planning and coupons to cut household spending. Twenty-five participants reported consistently saving 25 to 50 percent on their food budget and have begun putting money aside to save for future household purchases.

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

FAMILY ACCESS

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

- **16.8%** (+/- 4.7) of families with children were below poverty
- **7.6%** (+/- 2.5) of those ages 65 and over were below poverty
- **24.9%** (+/- 2.2) of households had retirement income
- **7.3%** (+/- 1.1) of households had no vehicle

The USDA Food Environment Atlas⁴ indicates that in 2010, Marshall County had **1,059** people, **210** children and **246** seniors with low access to a supermarket or large grocery store.*

In addition, **339** residents had **both** low income **and** low access to stores.

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

- **520** people demonstrated an increase in practical living skills.
- **181** people increased knowledge of economic and enterprise development.
- **61** people increased leadership knowledge and skills.

COMMUNITY AVAILABILITY

In 2011, Marshall County had:

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

In the county, there were:

- **1** Roadside market that served the county⁶
- **0** Farmers market locations⁷
- **27** SNAP** authorized stores (food stamps)⁴
- **7** WIC*** authorized stores⁴

In 2011, there were **\$196,204.32** in SNAP redemptions/per SNAP authorized store in Marshall County.⁴

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

- **145** people increased knowledge of healthy food consumption.
- **992** people increased knowledge of lifestyle changes to improve personal health.
- **124** people who participated in Managing in Tough Times: Moneywise became aware of how to manage current economic events.

FOOD ASSISTANCE

In Marshall County...

- **1,504** was the average monthly number of children who received SNAP** (food stamps) in 2011, up from **1,226** children in 2007 (**up 22.7%**).⁹
- **47.0%** of students attending public schools were eligible for free or reduced-price meals.⁹
- There were **2,110** SNAP cases and the monthly SNAP benefit level was **\$249.85**.⁸

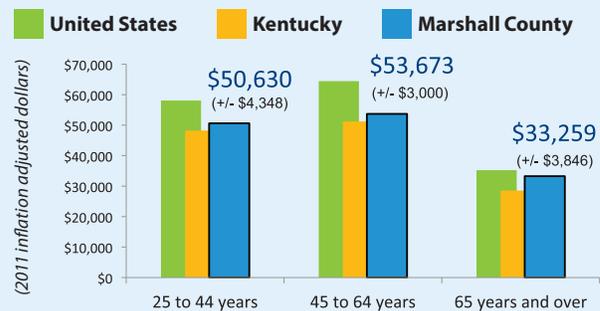
Marshall County is served by Purchase Area Development District Food Bank of the Ky. Assoc. of Food Banks.¹⁰

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

- **14** people supplemented their diets with healthy foods they produced or preserved.
- **124** people were reached with information on eating healthy foods.
- **761** youth increased their knowledge of healthy food consumption.

HOUSEHOLD INCOME

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