



## McCRACKEN COUNTY

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# BUILDING STRONG FAMILIES FOR KENTUCKY 2014



### OUR FOCUS

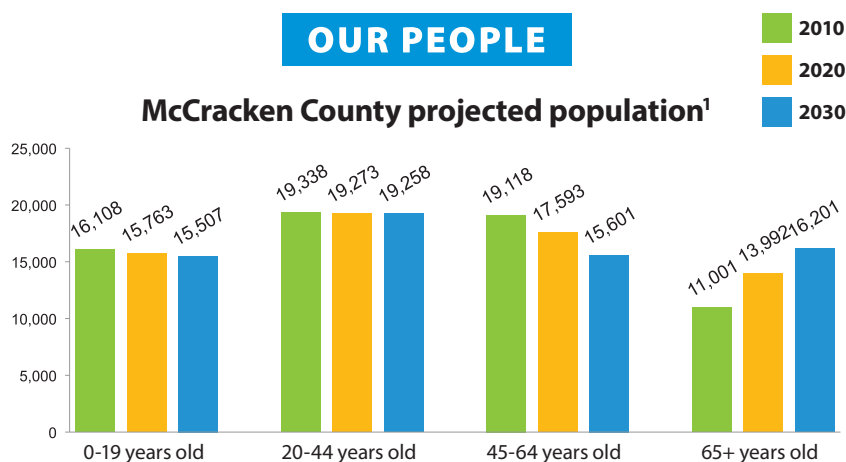
Family and Consumer Sciences Extension is committed to improving the health and well-being of individuals and families in McCracken County. To help families make wise decisions, our educational programs focus on:

- **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 **21,194** contacts with McCracken County individuals and families.<sup>2</sup>

### OUR PEOPLE

McCracken County projected population<sup>1</sup>



### SPOTLIGHT ON ...

## PLATE IT UP! KENTUCKY PROUD

The "Plate It Up! Kentucky Proud" campaign enabled the McCracken County Cooperative Extension Service to promote the purchase of Kentucky-grown foods. Recipes from "Plate It Up! Kentucky Proud" were featured and tasted at the Downtown Farmers' Market, Lowertown Arts and Music Festival, and two local businesses that sell Kentucky Proud products. The Downtown Farmers' Market vendors reported increased produce sales as high as 20 to 25 percent when the produce was featured in a demonstrated recipe. McCracken County participated for the first time in the Senior Farmers market Nutrition Program (SFMNP), providing low-income seniors with 100 voucher booklets redeemable for \$28 to purchase fresh fruits, vegetables, honey, and herbs. A follow-up is planned at the end of the growing season to gauge SFMNP's reach and usage.

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

## FAMILY ACCESS

According to the 2007-2011 American Community Survey,<sup>3</sup> in McCracken County...

- **20.1%** (+/- 2.9) of families with children were below poverty
- **9.1%** (+/- 1.8) of those ages 65 and over were below poverty
- **22.3%** (+/- 1.3) of households had retirement income
- **6.5%** (+/- 0.8) of households had no vehicle

The USDA Food Environment Atlas<sup>4</sup> indicates that in 2010, McCracken County had **14,443** people, **3,246** children and **2,368** seniors with low access to a supermarket or large grocery store.\*

In addition, **4,987** residents had **both** low income **and** low access to stores.

### As a result of participating in McCracken County Extension programs:<sup>2</sup>

- **1,200** people demonstrated an increase in practical living skills.
- **770** people utilized healthy food delivery systems and access points.
- **1,037** people increased knowledge of economic and enterprise development.

## COMMUNITY AVAILABILITY

In 2011, McCracken County had:

- **12** Grocery stores (any kind)<sup>5</sup>
  - **9** Grocery/supermarkets (except convenience)<sup>5</sup>
  - **3** Convenience stores (i.e. food marts – no gas)<sup>5</sup>
- **37** Gasoline stations with convenience stores<sup>5</sup>

In the county, there were:

- **1** Roadside market that served the county<sup>6</sup>
- **1** Farmers market location<sup>7</sup>
- **63** SNAP\*\* authorized stores (food stamps)<sup>4</sup>
- **13** WIC\*\*\* authorized stores<sup>4</sup>

In 2011, there were **\$376,939.10** in SNAP redemptions/per SNAP authorized store in McCracken County.<sup>4</sup>

### As a result of participating in McCracken County Extension programs:<sup>2</sup>

- **1,686** people increased knowledge of healthy food consumption.
- **1,250** people increased knowledge of lifestyle changes to improve personal health.
- **625** people reported eating more healthy foods.

## FOOD ASSISTANCE

In McCracken County...

- **4,226** was the average monthly number of children who received SNAP\*\* (food stamps) in 2011, up from **3,667** children in 2007 (**up 15.2%**).<sup>9</sup>
- **53.0%** of students attending public schools were eligible for free or reduced-price meals.<sup>9</sup>
- There were **5,994** SNAP cases and the monthly SNAP benefit level was **\$248.54**.<sup>8</sup>

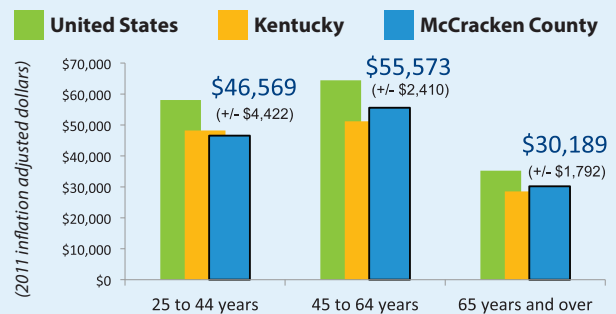
McCracken County is served by Feeding America, Kentucky's Heartland of the Ky. Assoc. of Food Banks.<sup>10</sup>

### As a result of participating in McCracken County Extension programs:<sup>2</sup>

- **190** people adopted practices to increase food access and affordability.
- **592** families/caregivers were reached with information on accessing healthy foods.
- **1,250** youth increased their knowledge of healthy food consumption.

## HOUSEHOLD INCOME

### Median household income in past 12 months by age of householder in McCracken County (2007-2011)<sup>3</sup>



#### SOURCES

- <sup>1</sup> Kentucky State Data Center
- <sup>2</sup> Kentucky Cooperative Extension Service Reporting, FY 2013
- <sup>3</sup> 2007-2011 American Community Survey, 5-Year Estimates
- <sup>4</sup> USDA, Economic Research Service. <http://www.ers.usda.gov/data-products/food-environment-atlas.aspx>
- <sup>5</sup> US Dept of Commerce, County Business Patterns, 2011.
- <sup>6</sup> Kentucky Farm Bureau. <https://www.kyfb.com/federation/markets>
- <sup>7</sup> Kentucky Dept. of Agriculture Farmer's Market directory. <http://www.kyagr.com/marketing/farmers-market-directory.aspx>
- <sup>8</sup> Kentucky Cabinet for Health and Family Services, Data Book, June, 2013. [http://chfs.ky.gov/dcbcs/data\\_book.htm](http://chfs.ky.gov/dcbcs/data_book.htm)
- <sup>9</sup> Kids Count Data Center, KY Youth Advocates.
- <sup>10</sup> 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