



ROWAN COUNTY

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BUILDING STRONG FAMILIES FOR KENTUCKY 2014



OUR FOCUS

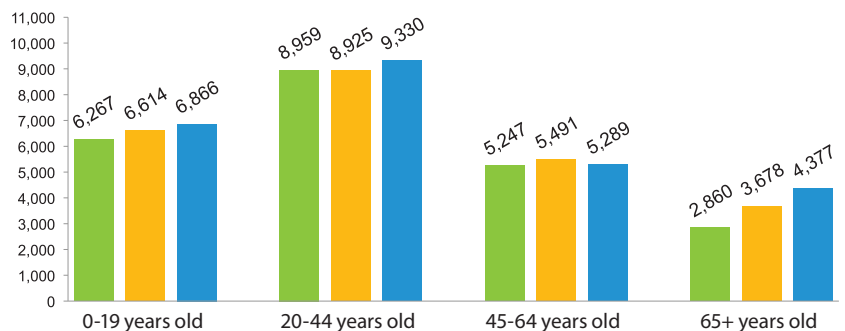
Family and Consumer Sciences Extension is committed to improving the health and well-being of individuals and families in Rowan County. To help families make wise decisions, our educational programs focus on:

- **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 **3,889** contacts with Rowan County individuals and families.²

OUR PEOPLE

Rowan County projected population¹



SPOTLIGHT ON ...

PLATE IT UP! KENTUCKY PROUD

Rowan County FCS nutrition education programs focus on helping families access more local foods, stretch food dollars, decrease hunger, and utilize healthy and safe food preparation methods. As part of these efforts, the Rowan County Extension Service staff provided the "Plate it Up! Kentucky Proud" program for a women's health conference. Eighty-five women participated in the workshop. Participants were surveyed following the program and 100 percent indicated they were likely to increase consumption of Kentucky fruits and vegetables. Additionally, 100 percent indicated that they would utilize Kentucky Proud produce and recipes in their home. After participating in the program, 100 percent of participants reported that they planned to increase daily servings of fruits and vegetables.

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

FAMILY ACCESS

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

- **31.3%** (+/- 6.7) of families with children were below poverty
- **19.5%** (+/- 5.4) of those ages 65 and over were below poverty
- **16.3%** (+/- 2.4) of households had retirement income
- **7.5%** (+/- 2.3) of households had no vehicle

The USDA Food Environment Atlas⁴ indicates that in 2010, Rowan County had **1,624** people, **250** children and **209** seniors with low access to a supermarket or large grocery store.*

In addition, **887** residents had **both** low income **and** low access to stores.

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

- **175** people in Plate it Up! Kentucky Proud indicated they are more likely to buy Kentucky produce.
- **350** people utilized healthy food delivery systems and access points.
- **250** people were involved in addressing community issues.

COMMUNITY AVAILABILITY

In 2011, Rowan County had:

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

In the county, there were:

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

In 2011, there were **\$385,808.70** in SNAP redemptions/per SNAP authorized store in Rowan County.⁴

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

- **520** people made lifestyle changes to improve health.
- **910** people increased knowledge of healthy food consumption.
- **600** families spent time together in physical activity.

FOOD ASSISTANCE

In Rowan County...

- **1,655** was the average monthly number of children who received SNAP** (food stamps) in 2011, up from **1,363** children in 2007 (**up 21.4%**).⁹
- **60.0%** of students attending public schools were eligible for free or reduced-price meals.⁹
- There were **2,875** SNAP cases and the monthly SNAP benefit level was **\$246.80**.⁸

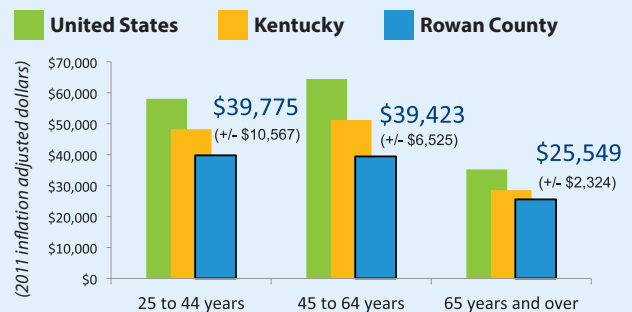
Rowan County is served by God's Pantry Food Bank of the Ky. Assoc. of Food Banks.¹⁰

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

- **360** people adopted practices to increase food access and affordability.
- **950** people were reached with information on eating healthy foods.
- **725** youth increased their knowledge of healthy food consumption.

HOUSEHOLD INCOME

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