Family and Consumer Sciences Extension is committed to improving the health and well-being of individuals and families in Russell 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 41,848 contacts with Russell County individuals and families.

**OUR FOCUS**

**OUR PEOPLE**

Russell 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>4,310</td>
<td>8,408</td>
<td>5,916</td>
</tr>
<tr>
<td>20-44 years old</td>
<td>5,158</td>
<td>6,072</td>
<td>6,241</td>
</tr>
<tr>
<td>45-64 years old</td>
<td>5,047</td>
<td>6,367</td>
<td>5,169</td>
</tr>
<tr>
<td>65+ years old</td>
<td>3,160</td>
<td>3,865</td>
<td>4,693</td>
</tr>
</tbody>
</table>

**SPOTLIGHT ON ...**

**PLATE IT UP! KENTUCKY PROUD**

Less than 20 percent of the adult population eat the recommended number of fruit and vegetable servings daily, a practice that could contribute toward healthy diets high in fiber and low in fat, cholesterol, sodium, and sugar. The Russell County FCS program utilized the "Plate It Up! Kentucky Proud" program to increase fruit and vegetable consumption, preparation, and preservation. Tasting samples of 12 "Plate It Up! Kentucky Proud" recipes were shared with more than 3,000 individuals at the Russell County Farmers Market and other community events. Healthy recipes, produce selection and storage tips are also routinely used by mass media outlets such as the weekly newspaper with a weekly distribution of 7,500 readers and a television station with an audience of 7,500 in a three-county viewing area.
According to the 2007-2011 American Community Survey, 3 in Russell County:

- **26.4% (+/- 7.0)** of families with children were below poverty
- **21.9% (+/- 5.9)** of those ages 65 and over were below poverty
- **18.9% (+/- 2.5)** of households had retirement income
- **5.2% (+/- 1.4)** of households had no vehicle

The USDA Food Environment Atlas 4 indicates that in 2010, Russell County had 428 people, 77 children and 78 seniors with low access to a supermarket or large grocery store. 6

In addition, 192 residents had both low income and low access to stores.

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

- **495** people demonstrated an increase in practical living skills.
- **150** people utilized healthy food delivery systems and access points.
- **235** people increased knowledge of economic and enterprise development.

### COMMUNITY AVAILABILITY

In 2011, Russell County had:

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

In the county, there were:

- **3** Roadside markets that served the county 6
- **2** Farmers market locations 2
- **34** SNAP** authorized stores (food stamps) 4
- **4** WIC*** authorized stores 4

In 2011, there were **$177,519.64** in SNAP redemptions/per SNAP authorized store in Russell County. 4

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

- **28** people adopted practices to increase food access and affordability.
- **1,550** families/caregivers were reached with information on accessing healthy foods.
- **304** youth increased their knowledge of healthy food consumption.

### HOUSEHOLD INCOME

#### Median household income in past 12 months by age of householder in Russell County (2007-2011) 3

<table>
<thead>
<tr>
<th>Age Group</th>
<th>United States</th>
<th>Kentucky</th>
<th>Russell County</th>
</tr>
</thead>
<tbody>
<tr>
<td>25 to 44 years</td>
<td>$33,707 (+/- $2,499)</td>
<td>$37,944 (+/- $3,374)</td>
<td>$21,551 (+/- $4,082)</td>
</tr>
<tr>
<td>45 to 64 years</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>65 years and over</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

**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
10. Supplemental Nutrition Assistance Program
11. The Special Supplemental Nutrition Program for Women, Infants and Children

*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.