



## RUSSELL COUNTY

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# BUILDING STRONG FAMILIES FOR KENTUCKY 2014



### OUR FOCUS

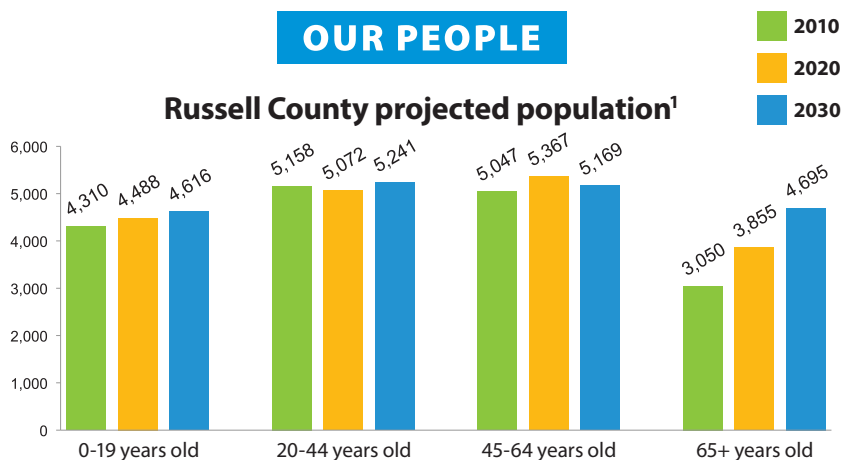
Family and Consumer Sciences Extension is committed to improving the health and well-being of individuals and families in Russell County. To help families make wise decisions, our educational programs focus on:

- **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.<sup>2</sup>

### OUR PEOPLE

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



### 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.

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

## FAMILY ACCESS

According to the 2007-2011 American Community Survey,<sup>3</sup> 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<sup>4</sup> indicates that in 2010, Russell County had **428** people, **77** children and **78** seniors with low access to a supermarket or large grocery store.\*

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

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

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

In the county, there were:

- **3** Roadside markets that served the county<sup>6</sup>
- **2** Farmers market locations<sup>7</sup>
- **34** SNAP\*\* authorized stores (food stamps)<sup>4</sup>
- **4** WIC\*\*\* authorized stores<sup>4</sup>

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

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

- **258** people increased knowledge of safe storage, handling, and preparation of food.
- **285** people increased knowledge of lifestyle changes to improve personal health.
- **105** people reported eating more healthy foods.

## FOOD ASSISTANCE

In Russell County...

- **1,605** was the average monthly number of children who received SNAP\*\* (food stamps) in 2011, up from **1,265** children in 2007 (**up 26.9%**).<sup>9</sup>
- **68.0%** of students attending public schools were eligible for free or reduced-price meals.<sup>9</sup>
- There were **2,447** SNAP cases and the monthly SNAP benefit level was **\$248.79**.<sup>8</sup>

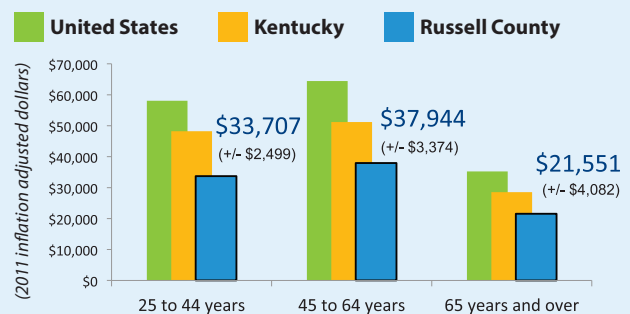
Russell County is served by Feeding America, Kentucky's Heartland of the Ky. Assoc. of Food Banks.<sup>10</sup>

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

- **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)<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/dcb/dcb\\_data\\_book.htm](http://chfs.ky.gov/dcb/dcb_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