



University of Kentucky
College of Agriculture,
Food and Environment
Cooperative Extension Service

2018 KENTUCKY COUNTY PROFILES



BUILDING STRONG FAMILIES IN BALLARD COUNTY

Agent
Position
Vacant

There is currently no County Extension Agent for Family and Consumer Sciences Education in Ballard County.

OUR FOCUS

Family and Consumer Sciences (FCS) Extension is committed to improving the health and well-being of individuals and families throughout Kentucky. Our educational programs focus on making healthy lifestyle choices, nurturing families, embracing life as we age, securing financial stability, promoting healthy homes and communities, accessing nutritious food, and empowering community leaders.

OUR SUCCESS

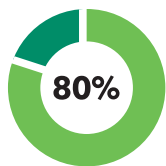
In 2016-2017, Cooperative Extension made

20,863

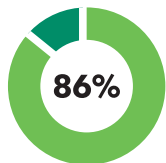
contacts with individuals and families in Ballard County.¹

A HEALTHIER KENTUCKY

Making healthy lifestyle choices



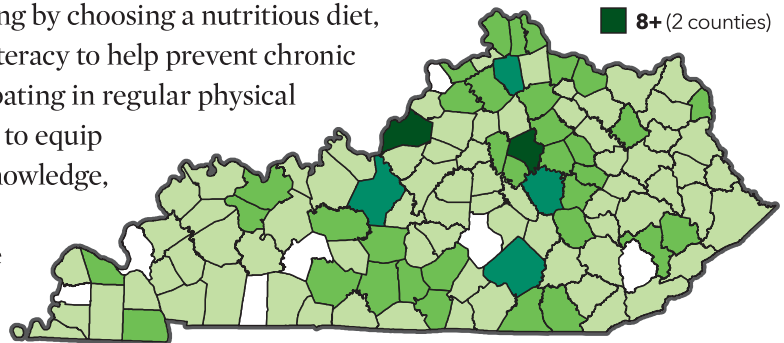
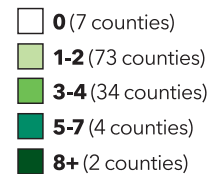
of counties in Kentucky implemented programs promoting healthy lifestyle choices.¹



of counties in Kentucky implemented programs promoting healthy homes and communities.¹

Easy access to unhealthy foods, increased stress, and limited opportunities for physical activity all create challenges and barriers for Kentucky families in making healthy lifestyle choices. Family and Consumer Sciences (FCS) Extension programming through the University of Kentucky teaches families to improve health and well-being by choosing a nutritious diet, increasing health literacy to help prevent chronic diseases, or participating in regular physical activity. Our goal is to equip citizens with the knowledge, resources, and an environment where the healthy choice is the easy choice.

Number of farmers market locations by Kentucky county²

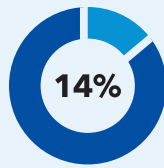




Food Environment

OUR COUNTY

- Ballard County had **2** supermarkets and other grocery stores and **7** convenience stores or gas stations with convenience stores in 2015.³
- According to Map the Meal Gap, in 2015, an estimated **1,140** individuals were food insecure in Ballard County.⁴
- Only **19.2% (41.9%-7.2%)** of adults in Ballard County consumed five or more servings of fruits and vegetables per day between 2013-2015.⁵



of the population in Ballard County were estimated to be food insecure in 2015.⁴

OUR RESULTS

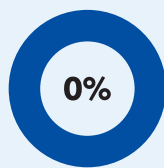
- 54** individuals increased their consumption of fruit and/or vegetables.¹
- 68** individuals are more likely to buy Kentucky fruits or vegetables because they tasted Plate It Up! Kentucky Proud recipe samples.¹



Physical Environment

OUR COUNTY

- According to the CDC's County Diabetes Atlas, **34.2% (41.2%-27.8%)** of adults 18 years and over in Ballard County were obese between 2012 and 2014.⁶
- The Diabetes Atlas also reports that between 2012 and 2014, **32.0% (39.4%-25.4%)** of adults in Ballard County reported no leisure-time exercise in the past month.⁶
- There were **no** fitness and recreation businesses in Ballard County in 2015.³



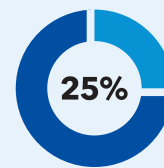
of the population in Ballard County had adequate access to locations for physical activity in 2014.⁷



Financial Environment

OUR COUNTY

- The median household income in Ballard County was **\$44,352 (\$48,456-\$40,248)** in 2015.⁸
- In Ballard County, **221** was the average monthly number of infants and children assisted by WIC* in 2013.⁹
- In 2015, there were **1,097** SNAP/food stamp recipients.¹⁰
- 7.6% (+/-3.0%)** of people age 65 and over were below poverty between 2011-2015¹¹ and **21.6% (26.7%-16.5%)** of children ages 5-17 in families were below poverty in 2015.⁸
- Between 2011 and 2015, **4.1% (+/-2.0%)** of full-time/full-year workers were below poverty.¹¹



of all children in Ballard County ages 17 and under¹² were below poverty in 2015.⁸

OUR RESULTS

- 48** individuals practiced one or more resource management behaviors that result in increased savings or investments.¹
- 154** individuals became more knowledgeable regarding ways to secure financial stability.¹

SOURCES:

¹ Kentucky Cooperative Extension Reporting, FY 2017

² Kentucky Proud Farmers Market Directory Report, Generated July 20, 2017 (<http://www.kyagr.com/marketing/farmers-market-directory-printable-format.aspx>)

³ U.S. Census Bureau, 2015 County Business Patterns. (factfinder.census.gov)

⁴ Map the Meal Gap 2017. (map.feedingamerica.org)

⁵ Kentucky Health Facts. (www.kentuckyhealthfacts.org)

⁶ CDC County Diabetes Atlas. (www.cdc.gov/diabetes/atlas/countydata/atlas.html)

⁷ Robert Wood Johnson Foundation 2016 County Health Rankings. (www.countyhealthrankings.org)

⁸ 2015 Small Area Income and Poverty Estimates, U.S. Census Bureau (www.census.gov/programs-surveys/saipe.html)

⁹ Kids Count Data Center. (datacenter.kidscount.org)

¹⁰ Kentucky Cabinet for Health and Family Services. Data Book. December 2015. (chfs.ky.gov/dcb/data_book.htm)

¹¹ 2015 American Community Survey 5-Year Estimates, U.S. Census Bureau (factfinder.census.gov)
¹² Margin of error: **(+/-19%-30%)**

* WIC is the Special Supplemental Nutrition Program for Women, Infants, and Children for low-income pregnant, breastfeeding, and non-breastfeeding postpartum women, and to infants and children up to age five who are found to be at nutritional risk."

For more information and to download this and other county profiles, visit hes.uky.edu/StrongFamilies

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