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

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

- 0 (7 counties)
- 1-2 (73 counties)
- 3-4 (34 counties)
- 5-7 (4 counties)
- 8+ (2 counties)

¹ Source: Cooperative Extension Service
² Source: Kentucky Department of Agriculture
**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

**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

**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

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**Sources:**

1. Kentucky Cooperative Extension Reporting, FY 2017
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)
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)
11. 2015 American Community Survey 5-year Estimates, U.S. Census Bureau (factfinder.census.gov)
12. Margin of error: (+/-19%-39%)

* 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.

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

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