BUILDING STRONG FAMILIES
IN CAMPBELL 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 100,237 contacts with individuals and families in Campbell 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 Figures from the 2018 Kentucky County Profiles
² Data from the Kentucky Department of Agriculture
**Food Environment**

**OUR COUNTY**
- Campbell County had 16 supermarkets and other grocery stores and 37 convenience stores or gas stations with convenience stores in 2015.3
- According to Map the Meal Gap, in 2015, an estimated 11,780 individuals were food insecure in Campbell County.4
- Only 12.9% (18.2%-9.0%) of adults in Campbell County consumed five or more servings of fruits and vegetables per day between 2013-2015.5

**OUR RESULTS**
- 761 individuals reported eating more healthy foods.1
- 100 individuals prepared more healthy home-cooked meals.1
- 335 individuals used delivery systems/access points that supply healthy foods such as farmers markets, WIC*, and food pantries.1

**Physical Environment**

**OUR COUNTY**
- According to the CDC’s County Diabetes Atlas, 31.6% (35.3%-28.0%) of adults 18 years and over in Campbell County were obese between 2012 and 2014.6
- The Diabetes Atlas also reports that between 2012 and 2014, 23.1% (26.3%-20.2%) of adults in Campbell County reported no leisure-time exercise in the past month.6
- There were 11 fitness and recreation businesses in Campbell County in 2015.3

**OUR RESULTS**
- 46 individuals adopted physical activity practices.1
- 50 participants made healthy changes so they could age well and live independently.1
- Extension is involved in 6 healthy lifestyle coalitions.1

**Financial Environment**

**OUR COUNTY**
- The median household income in Campbell County was $51,694 ($53,550-$49,838) in 2015.8
- In Campbell County, 1,322 was the average monthly number of infants and children assisted by WIC* in 2013.9
- In 2015, there were 8,787 SNAP/food stamp recipients.10
- 9.8% (+/-2.7%) of people age 65 and over were below poverty between 2011-201511 and 16.7% (20.0%-13.4%) of children ages 5-17 in families were below poverty in 2015.8
- Between 2011 and 2015, 2.0% (+/-0.6%) of full-time/full-year workers were below poverty.11

**OUR RESULTS**
- 161 individuals practiced one or more resource management behaviors that result in increased savings or investments.1
- 161 individuals adopted short, mid- and/or long-term financial planning strategies.1
- $2,000 in EBT, WIC, or senior benefits were redeemed at farmers markets.1

**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)
7. 2015 Small Area Income and Poverty Estimates, U.S. Census Bureau (www.census.gov/programs-surveys/saipe.html)
8. Kids Count Data Center. (datacenter.kidscount.org)
10. 2015 American Community Survey 5-Year Estimates, U.S. Census Bureau (factfinder.census.gov)
11. Margin of error: (+/-15%-21%)
12. 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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