BUILDING STRONG FAMILIES IN FLOYD 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 51,510 contacts with individuals and families in Floyd 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

<table>
<thead>
<tr>
<th>Number of Counties</th>
<th>Count</th>
</tr>
</thead>
<tbody>
<tr>
<td>0</td>
<td>7</td>
</tr>
<tr>
<td>1-2</td>
<td>73</td>
</tr>
<tr>
<td>3-4</td>
<td>34</td>
</tr>
<tr>
<td>5-7</td>
<td>4</td>
</tr>
<tr>
<td>8+</td>
<td>2</td>
</tr>
</tbody>
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¹ Source: United States Department of Agriculture, Economic Research Service
² Source: Kentucky Farm Bureau, 2018 Farm and Consumer Trends Report
**Food Environment**

**OUR COUNTY**
- Floyd County had 13 supermarkets and other grocery stores and 24 convenience stores or gas stations with convenience stores in 2015.\(^3\)
- According to Map the Meal Gap, in 2015, an estimated 7,480 individuals were food insecure in Floyd County.\(^4\)
- Only 8.4% (14.5%-4.7%) of adults in Floyd County consumed five or more servings of fruits and vegetables per day between 2013-2015.\(^5\)

**OUR RESULTS**
- 1,197 individuals reported eating more healthy foods.\(^1\)
- 492 individuals prepared more healthy home-cooked meals.\(^1\)
- 45 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, 37.6% (42.0%-33.3%) of adults 18 years and over in Floyd County were obese between 2012 and 2014.\(^6\)
- The Diabetes Atlas also reports that between 2012 and 2014, 37.6% (42.1%-33.6%) of adults in Floyd County reported no leisure-time exercise in the past month.\(^6\)
- There were no fitness and recreation businesses in Floyd County in 2015.\(^3\)

**OUR RESULTS**
- 200 individuals made changes to their diet and began exercising to improve their health.\(^1\)
- 17 individuals adopted physical activity practices.\(^1\)
- Extension is involved in 3 healthy lifestyle coalitions.\(^1\)

**Financial Environment**

**OUR COUNTY**
- The median household income in Floyd County was $30,888 ($33,865-$27,911) in 2015.\(^8\)
- In Floyd County, 1,284 was the average monthly number of infants and children assisted by WIC* in 2013.\(^9\)
- In 2015, there were 12,525 SNAP/food stamp recipients.\(^10\)
- 13.7% (+/-3.1%) of people age 65 and over were below poverty between 2011-2015\(^11\) and 41.1% (49.1%-33.1%) of children ages 5-17 in families were below poverty in 2015.\(^8\)
- Between 2011 and 2015, 5.5% (+/-2.0%) of full-time/full-year workers were below poverty.\(^11\)

**OUR RESULTS**
- 365 parents and/or caregivers used community resources when needed.\(^1\)
- $601 in EBT, WIC, or senior benefits were redeemed at farmers markets.\(^1\)

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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 5Year Estimates, U.S. Census Bureau (factfinder.census.gov)
12. Margin of error: (+/-36%-59%).

* 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