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.

[Map of Kentucky showing counties]

Number of farmers market locations by Kentucky county:

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

- Rowan County had 3 supermarkets and other grocery stores and 15 convenience stores or gas stations with convenience stores in 2015.  
- According to Map the Meal Gap, in 2015, an estimated 4,110 individuals were food insecure in Rowan County.  
- Only 14.4% (22.5%-9.0%) of adults in Rowan County consumed five or more servings of fruits and vegetables per day between 2013-2015.

**OUR RESULTS**

- 1,000 individuals reported eating more healthy foods.  
- 250 individuals prepared or intend to prepare more healthy home-cooked meals.  
- 250 individuals made changes to their diet and began exercising to improve their health.  

**Physical Environment**

- According to the CDC’s County Diabetes Atlas, 34.4% (38.8%-30.3%) of adults 18 years and over in Rowan County were obese between 2012 and 2014.  
- The Diabetes Atlas also reports that between 2012 and 2014, 28.1% (32.0%-24.5%) of adults in Rowan County reported no leisure-time exercise in the past month.  
- There were 3 fitness and recreation businesses in Rowan County in 2015.

**OUR RESULTS**

- 150 participants made healthy changes so they could age well and live independently.  
- 300 individuals used delivery systems/access points that supply healthy foods such as farmers markets, WIC*, and food pantries.

**SOURCES:**

1. Kentucky Cooperative Extension Reporting, FY 2017  
3. U.S. Census Bureau, 2015 County Business Patterns. (factfinder.census.gov)  
7. Kids Count Data Center. (datacenter.kidscount.org)  
9. 2015 American Community Survey 5-Year Estimates, U.S. Census Bureau (factfinder.census.gov)  
10. Margin of error: (+/-26%-39%)

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**OUR COUNTY**

- The median household income in Rowan County was $36,597 ($40,390-$32,804) in 2015.  
- In Rowan County, 651 was the average monthly number of infants and children assisted by WIC* in 2013.

**OUR RESULTS**

- In 2015, there were 4,223 SNAP/food stamp recipients.  
- 17.1% (+/-5.3%) of people age 65 and over were below poverty between 2011-2015 and 30.2% (37.3%-23.1%) of children ages 5-17 in families were below poverty in 2015.  
- Between 2011 and 2015, 4.8% (+/-2.2%) of full-time/full-year workers were below poverty.

**Financial Environment**

- 32% of all children in Rowan County ages 17 and under were below poverty in 2015.

**OUR RESULTS**

- 250 individuals implemented strategies to avoid breaches in personal or financial security.  
- 250 individuals practiced setting goals for how to use their money.  
- $3,000 in EBT, WIC, or senior benefits were redeemed at farmers markets.

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