

BALLARD COUNTY

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2013

BUILDING STRONG FAMILIES FOR KENTUCKY



OUR FOCUS

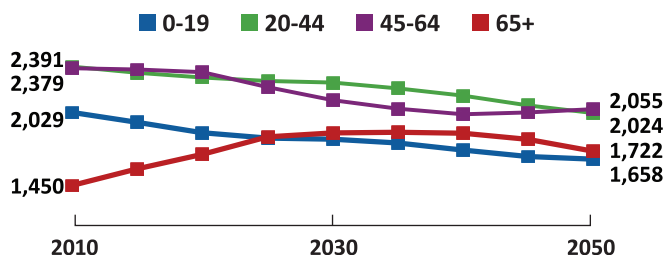
Family and Consumer Sciences Extension is committed to improving the health and well-being of individuals and families in Ballard County. To help families make wise decisions our educational programs focus on:

- **Making Healthy Lifestyle Choices** that influence health and well-being
- **Nurturing Families** as they cope with fewer resources and more demands
- **Embracing Life as We Age** to strive for independence longer
- **Securing Financial Stability** in a turbulent economic period
- **Promoting Healthy Homes and Communities** to recycle, reduce waste, and protect our environment
- **Accessing Nutritious Food** that is affordable, available and safe
- **Empowering Community Leaders** as we all work to sustain and improve our communities

In 2011-2012, Family and Consumer Sciences Extension made **4,895** contacts with Ballard County individuals and families.²

OUR PEOPLE

Population projections by age group for Ballard County¹



SPOTLIGHT ON ...

INCREASING CHILDREN'S FRUIT AND VEGETABLE CONSUMPTION

In Ballard County, children are not getting enough fruits and vegetables in their diets, nor are they getting at least 30 minutes of physical activity on most days of the week. In the spring, the Ballard County Cooperative Extension service partnered with Ballard County Schools to educate 97 second-grade students on the importance of having a balanced diet and getting enough exercise. Cooperative Extension professionals and volunteers, presented lessons from the "From Farm to Table," "Literacy and Eating for Primary Health," and "Professor Popcorn" curricula. Results indicated that 85 percent of students knew the correct amount of vegetables and fruits to consume each day for good health. Ninety-five percent said they planned to ask their parents to provide more fruits and vegetables in their meal planning.



OUR FAMILIES

According to the 2010 American Community Survey,³ between 2006 and 2010 it is estimated that in Ballard County:



- **15.0% (+/- 4.9)** families with related children were below poverty
- **16.1% (+/- 5.7)** of those over the age of 65 were below poverty

In addition:

- **19.9% (+/- 2.0)** of those ages 18-64 did not have health insurance in 2010⁴
- **101** children on average received Kentucky Children's Health Insurance Program (KCHIP) benefits in 2010⁵
- **1,463** people received Supplemental Nutrition Assistance Program (SNAP) benefits in 2012⁶

As a result of participating in Ballard County Extension programs:²

- **254** people were reached on importance of physical activity.
- **254** people increased their knowledge about healthy foods.
- **95** people reported eating more healthy foods.

OUR COMMUNITY

In Ballard County:

- **86.0%** of births were to mothers who received early and regular prenatal care in 2009⁷
- **66.0%** of ordered child support was collected in 2011⁸

Of the **1** primary care physicians in Ballard County:⁹

- **100.0%** are family practice
- **0.0%** are pediatricians
- **0.0%** are OB/GYN

As a result of participating in Ballard County Extension programs:²

- **82** people adopted a practice to access food or make it more affordable.
- **181** people increased awareness of how to manage financial resources.
- **121** people were able to utilize new decision-making skills for health.

OUR HEALTH

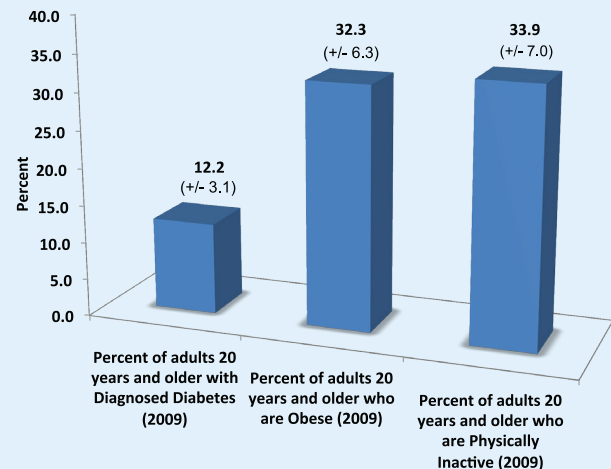
According to Kentucky Health Facts,¹⁰ between 2008 and 2010 in Ballard County:

- **9.8% (4.8 - 18.9)** did not pursue health care due to cost, compared to **18% (17.0 - 18.6)** in the state
- **25.5% (16 - 38.1)** of adults reported their health status as less than good, compared to **23% (22.0 - 23.6)** in the state
- **38.8% (26.8 - 52.5)** of adults reported having received a flu vaccine in the past year

As a result of participating in Ballard County Extension programs:²

- **141** people increased knowledge of diet and exercise changes to improve health.
- **48** people made diet or exercise changes to improve health.
- **189** people experienced a change in knowledge of healthy food safety practices.

Health Snapshot: Ballard County¹¹



SOURCES

- ¹ Kentucky State Data Center
- ² Kentucky Cooperative Extension Service, Impact Reporting, FY2012
- ³ U.S. Census Bureau, 2010 American Community Survey, 5-Year Estimates
- ⁴ U.S. Census Bureau, Small Area Health Insurance Estimates
- ⁵ Kids Count Data Center, Kentucky Department for Medicaid Services
- ⁶ Kentucky Cabinet for Health and Family Services, Data Book, June 2012
- ⁷ Kids Count Data Center, Kentucky Cabinet for Health and Family Services
- ⁸ Kids Count Data Center, Kentucky Division of Child Support
- ⁹ Kentucky Health Facts, Kentucky Board of Medical Licensure
- ¹⁰ Kentucky Health Facts, Behavioral Risk Factor Surveillance System
- ¹¹ Centers for Disease Control, National Diabetes Surveillance System

<http://hes.uky.edu/StrongFamilies>