Kentucky Extension Community Assessment
Campbell County Report
2019

COOPERATIVE EXTENSION

University of Kentucky
College of Agriculture, Food and Environment

Kentucky State University
College of Agriculture, Food Science, and Sustainable Systems

University of Kentucky
College of Agriculture, Food and Environment
Cooperative Extension Service

Dear Community Member,

Thank you for your support and participation in the Kentucky Cooperative Extension Service Community Needs Assessment. The purpose of this assessment is to better serve you through targeted educational programming.

The Kentucky Cooperative Extension Service is the outreach arm of the University of Kentucky College of Agriculture, Food and Environment and Kentucky State University College of Agriculture, Communities and Environment. With offices in all 120 counties of the Commonwealth, Extension provides practical, research-based educational programs and information.

Extension values community input into educational program development and has from its inception more than a century ago. Every four years, each Extension office prepares a plan of work that includes gathering information from community members as well as secondary data to inform the plan.

Our state is changing, and new areas of need are emerging. To standardize our plan of work process, a committee of Extension personnel and community members developed the community needs assessment process to formalize that data gathering portion.

We expected a large response and we were not disappointed. Over 38,000 people completed the survey. More than 500 interviews and focus groups were conducted. We will use this information to develop local plans of work in our counties as well as regional and statewide initiatives to make a positive impact in the lives of Kentuckians.

We look forward to continuing to serve you.

Sincerely,

University of Kentucky Cooperative Extension Service Administration

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ASSESSMENT OVERVIEW

In the fall of 2018, the University of Kentucky Cooperative Extension Service began a statewide assessment of community issues and priorities from across the Commonwealth. County Extension offices led the effort by collecting feedback from various county residents, stakeholders, and organizations. Each county collected feedback through surveys, focus groups, and interviews with community stakeholders. The goal of this project was to gain a better understanding of the needs and priorities facing communities in Kentucky. Gathering information from each county allowed both a broad view of state community issues and an opportunity to detail and address issues specific to counties. Utilizing the results, the University of Kentucky and Cooperative Extension Service can align resources and improve services and partnerships in response to the priority needs of each county. This report is a summary of the data collected in this county.

Community Survey

A community needs assessment survey was developed by a committee representing a mix of county Extension Agents, Extension Specialists from departments across the University of Kentucky, and community stakeholders. The assessment survey was shared with each county Extension office. In turn, Extension Agents invited county residents to participate in the community needs assessment survey. The survey was electronically distributed by social media and email, and was distributed on paper to individuals, groups and organizations to be completed.

Focus Groups

County Extension office staff convened community members in interactive focus groups in the fall of 2018. The focus group listening sessions were designed to allow community members to discuss their ideas on the future of the county in more detail than allowed on the survey. Participants in the focus groups were invited to discuss their vision for a more vibrant county, issues for the future, barriers to issue resolution, resources or information that would help the issues, and ideas for an improved future. A summarized reporting of the results of these listening sessions are included in this report.

Interviews

In addition to the survey and focus group sessions, county Extension Agents also conducted interviews with individuals in formal leadership roles in the county. The interview questioning followed a similar format to the focus groups, seeking information on pressing needs, long term needs, and exploring the role that Extension might serve to address future issues confronting the county.

Secondary Data

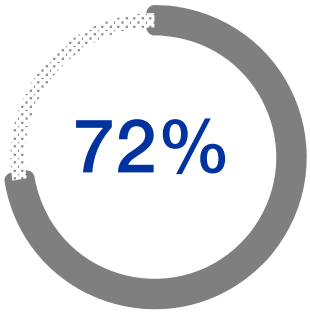
To complement the survey, focus groups, and interviews, detailed data profiles have been compiled for each county that correspond to topic areas covered in the survey. This information provides additional context to understand the role of identified issues in each county as well as historical data to highlight trends.

Next Steps

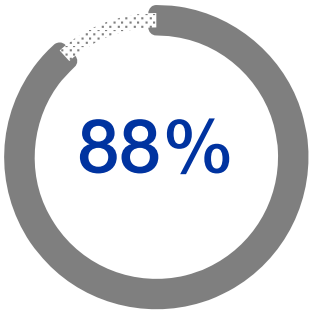
This report summarizes the information collected for this county. The report and the included secondary data compilation can serve as a starting point for deeper investigation into the issues of concern and priority for community members. The University of Kentucky and Cooperative Extension Service will support the county in addressing the priorities identified through this assessment.

SURVEY RESPONDENTS

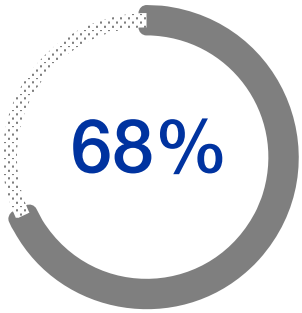
384 Respondents



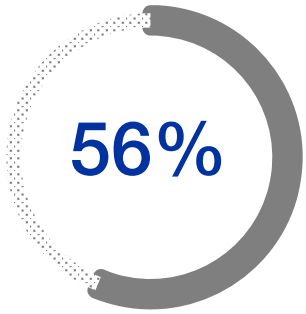
are Female



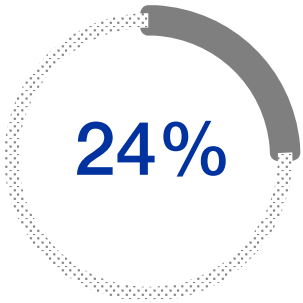
are White (non-Hispanic)



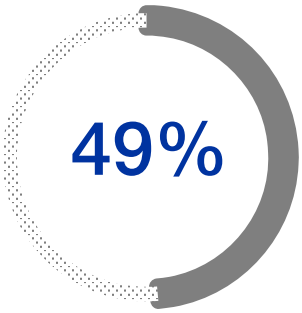
are 25-64 years old (working age)



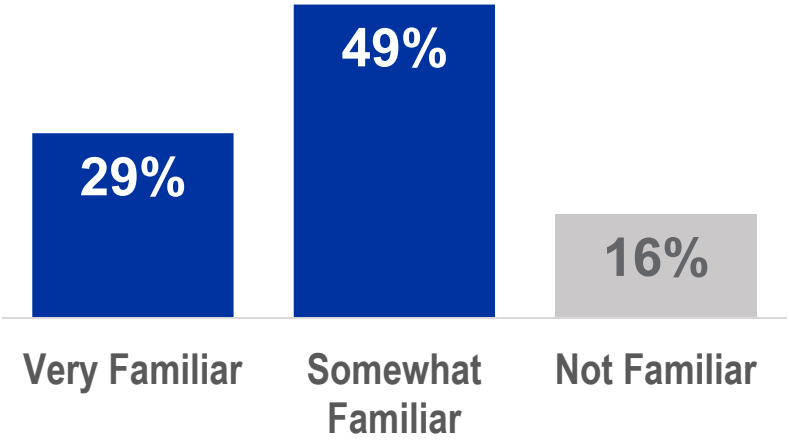
work or are self-employed



are retired



currently participate in Extension programming



respondent familiarity with Extension

ISSUE IMPORTANCE

384 respondents ranked 62 community issues on a scale of "very important" to "not important."

The table below lists all 62 community issues. The numerical value listed next to each issue represents the average rating across all respondents. Below is the scale used to determine the average rating:

Very important = 4 Important = 3 Not that important = 2 Not important = 1

The table is organized into two columns: the most important issue (on average) is listed at the top of the left column.

Category Legend:

▲ Health and Wellness ♥ Youth and Families ♦ Agriculture and Environment ■ Jobs and Infrastructure ● Community Vitality

3.78	■	Trustworthy and effective law enforcement	3.47	▲	Availability of substance use prevention programs
3.73	▲	Improved affordability of health care insurance	3.47	♦	More profitable farms
3.73	■	Responsive emergency services	3.47	♥	More child and partner abuse prevention resources
3.69	♥	More youth life skills training (money management, life decision making, etc.)	3.46	●	More youth community leadership opportunities
3.68	■	More jobs paying good wages with benefits	3.46	●	More pride in the community and its assets
3.68	▲	Improved access to quality affordable health care providers (medical, dental, etc.)	3.46	♦	More awareness and support for agriculture and agribusinesses
3.68	▲	Fewer chronic diseases (diabetes, heart disease, cancer, etc.)	3.43	▲	Better skills for selecting and preparing healthier food
3.66	▲	Fewer overweight or obese youth and adults	3.43	▲	Availability of substance use treatment
3.63	▲	Improved availability of health care insurance	3.43	●	More citizens helping to solve local issues
3.62	♥	Better family skills in reducing debt, increasing savings, and financial planning	3.41	▲	More individual physical activity opportunities
3.6	♥	More affordable, quality elder care options	3.41	●	More effective cooperation between community organizations
3.6	♦	Sustainability of family farms	3.4	■	Access to affordable, reliable high-speed internet service
3.6	■	Safe and accessible public water and sewer	3.38	●	More active community volunteers
3.58	♥	More support for prevention of school violence and bullying	3.37	▲	More healthy snacks and food options at restaurants and community events
3.58	●	More qualified leaders to prepare community for the future	3.37	■	More qualified employees for existing or new jobs
3.58	▲	More sources for buying safe, affordable, fresh local foods	3.34	■	Better employee "soft skills" training (communications, team work, etc.)
3.56	♦	Less illegal dumping and littering	3.34	♦	More land available for food production
3.56	▲	Safer use of prescription medications	3.33	♦	More crop and livestock production opportunities
3.55	■	Better roads and bridges	3.32	♦	Less pest, disease, and weed issues
3.55	♥	More support for families with mental and emotional health issues	3.32	▲	Improved sidewalks and crosswalks
3.54	♥	More support for families and individuals with special needs	3.28	■	Better utilities (water, sewer, etc.) to attract industry
3.54	♥	Affordable, quality child care	3.25	♦	Increased tree and forestry management
3.54	♥	More senior citizen support programs	3.23	♦	More community parks and green spaces
3.53	■	Increased support for small business	3.19	♦	More training for food gardening skills
3.52	♥	Stronger parenting and relationship building skills	3.18	●	More community marketing efforts (tourism, industry attraction, etc.)
3.52	♥	Better youth and adult career readiness	3.16	♦	More farm-related jobs
3.52	♦	More market opportunities for farmers	3.15	■	More part-time and summer job opportunities
3.51	▲	More sources for buying safe, affordable, fresh food	3.12	♦	More community gardens
3.5	▲	Safer community places to walk, run, bike, etc.	3.03	■	More public transportation options
3.48	♥	More support for relatives raising children of family members	2.95	♦	Better landscapes for improved home value
3.48	▲	Better use of food safety practices (hand washing, storage, preservation, etc.)	2.79	■	More tourism-related businesses

TOP PRIORITY ISSUES

After respondents ranked the importance of issues in their community, they were asked to identify the top three priorities for their community in each issue category.

274 respondents chose issues by priority, and the resulting top three priorities for each issue category are listed below.

By prioritizing the issues, respondents are not just identifying how important each issue is for their community, but rather ***which issues they would prioritize in their community***.

Jobs & Infrastructure

1. More jobs paying good wages and benefits
2. Responsive emergency services
3. Trustworthy and effective law enforcement

Agriculture & Environment

1. Sustainability of family farms
2. Less illegal dumping and littering
3. More market opportunities for farmers

Health & Wellness

1. Improved affordability of health care insurance
2. Improved access to quality, affordable health care providers (medical, dental, etc.)
3. Fewer chronic diseases (diabetes, heart disease, cancer, etc.)

Youth & Families

1. More youth life skills training (money management, life decision making, etc.)
2. Better family skills in reducing debt, increasing savings and financial planning
3. More support for prevention of school violence and bullying

Community Vitality

1. More qualified leaders to prepare community for the future
2. More citizens helping to solve local issues
3. More youth community leadership opportunities

The Campbell County Extension Office convened community members in three interactive focus groups. The group participants consisted of a diverse representation of public and private organizations, education systems, community leaders, business sectors, and age groups. The conversations focused on identifying the priority issues facing the county and proposed ideas of what residents would like to see in the future. While focus groups only offer a small sample of attitudes within the county, they do provide insightful first-hand perspectives from residents. The responses from the focus groups are summarized below.

Vision for a More Vibrant Community

When asked about their vision for a vibrant Campbell county, the focus group participants spoke of:

- Engagement with youth in personal development
- Community and economic development including comprehensive planning to support agriculture, suburban, and urban areas
- Community and citizen values encompassing the entire community
- Easily traveled roads, interstate access and public transportation to support "green" alternatives
- Coordination and collaboration between service organizations and strong community partnerships with schools
- An educated community

Identified Priorities

- Education on drug related issues
- Vocational education and training
- Funding
- Transportation
- Obesity and health

Priorities Discussion

Responding to drugs and substance abuse were identified as priority for the community. Focus group participants identified the importance of quality drug education programs and literacy. This included education about safety, substance use prevention, and education and awareness building about needle exchange programs. The development of a more literate population on aspects surrounding drug abuse was repeated throughout the focus groups.

Education was the second most significant issue discussed. The discussion included higher quality education, literacy, entrepreneurship, and the importance of having more vocational education training.

Focus group participants spoke of the need for increased funding for all the issues discussed and they would like more oversight on how the funds are correctly spent.

Participants provided numerous resources they felt would be useful to address issues in Campbell County. They are encompassed in the following topics:

- Provide research, education, training, and analysis
- Build leadership and organizational capacity
- Support community decision-making and initiatives
- Facilitate collaborations and networks

The Campbell County Extension agents conducted seven separate interviews with a diverse group of organizational, business and community leaders in Campbell County. These interviews allowed deeper insight from the perspectives of people highly engaged in community level activities. The interview followed a similar format to the focus groups, seeking information on pressing needs, long-term needs, and exploring ways that Extension might serve to address issues confronting the county. The interview perspectives are compiled and summarized to represent key discussion ideas.

Identified Priorities

- Economic and community development
- Response to drug abuse
- Health
- Individual and family support
- Education

Priorities Discussion

Key informant interviewees identified economic and community development as a pressing issue for Campbell County. Areas to address include improving opportunities for workforce development, addressing current tax and insurance structures that limit development, and increasing revenues and balancing spending to support both urban and rural needs. These were both pressing and long-term issues. Managing growth and land resources and investing in improvements in infrastructure were identified as longer-term issues important for the county.

Drug abuse, discussed as “drugs”, “heroin”, and “opioids”, was identified as a pressing issue for the community. Respondents spoke about the multiple ways that drugs have impacted the county including newborns being addicted, the social and emotional needs of families related to the trauma of addiction, and the financial cost of addressing substance abuse issues at the county level. The importance of education and awareness of drug and alcohol addiction for youth was emphasized.

Interviewed leaders identified health needs in a variety of ways. Discussions included health issues including obesity (for all ages) and the importance of family nutrition and food-related decision-making. Several interviewed leaders noted the importance of education and programs to support individuals and families with family life skills, foster care, homelessness services, and financial funding. Individual and family support issues related to poverty and the related stress of relatives raising children were identified as important. The broader issue of addressing mental health issues in the county was also discussed.

Education was identified as a pressing issue in Campbell County. Respondents stressed that a quality early childhood education (birth to 5 years) was important to address immediately. Other public education concerns included poor performing school districts as well as the inability to recruit teachers because of the government benefits policies were seen as factors that affect the community and economy.

Interviewed participants identified information or resources the University of Kentucky and the Cooperative Extension Service could provide to help address issues including: continued educational programming; facilitation support for collaboration with cities; flooding mitigation project management; and economic and community development to attract homebuyers and businesses.

UNDERSTANDING YOUR SECONDARY DATA PROFILE

As part of the Community Assessment process, each county is provided with a profile of secondary data. The goal is to supplement the survey, focus groups and interviews with a wide range of secondary data. The data selected for the profiles correspond to the topics covered in the survey and a list of variables provided by the committee that designed the assessment process.

As counties begin to understand the results from their surveys, focus groups and interviews, these data provide an additional dimension to understanding the role of particular issues in each county.

Profile Data

Data in each profile are organized as follows: county demographics; families and households; agriculture; jobs, economy and labor force; youth; and health and wellness. Because we all relate to data in different ways, within each section, the data are presented using three different formats:

- Tabular data
- Narrative
- Graphic

Comparison data over time or comparisons with the state as a whole are provided where space allowed.

County Demographics

Families and Households

Agriculture

Jobs, Economy and Labor Force

Youth

Health and Wellness

Finding More Data

If you need additional data, many sources are available. On the back page of each profile, we provide information for each of the data sources we used. We also provide a list of websites where you may access them.

For easy access to a wide array of data, visit **Kentucky: By The Numbers**, the **Building Strong Families Profiles** from Family and Consumer Sciences Extension, and the **County Data Profiles** from the Community and Economic Development Initiative of Kentucky (CEDIK).

If you need help in finding more data or if you need assistance in understanding this secondary data profile, please feel free to contact Dr. Julie N. Zimmerman (jzimm@uky.edu) in the Department of Community and Leadership Development.

Campbell County
Data Profile

Campbell County's Data Profile is provided by the **Kentucky: By The Numbers** program in the Department of Community and Leadership Development for the Community Assessments conducted by the University of Kentucky's Cooperative Extension Service. These secondary data profiles supplement the survey, focus groups, and key informant interviews conducted in each county across the state through the County Extension Offices and coordinated by Community and Economic Development Initiative of Kentucky (CEDIK).

The overall goals for the Community Assessments are:

- To gain a better understanding of the county's pressing issues;
- To enhance Extension's place-based approach by providing information on locally relevant issues in counties;
- To gain a better understanding of how Extension can support important community change to improve Kentucky;
- To provide a statewide view of how top issues are distributed across the state.

For more information on the Community Assessment process, visit https://extension.ca.uky.edu/communityassessment

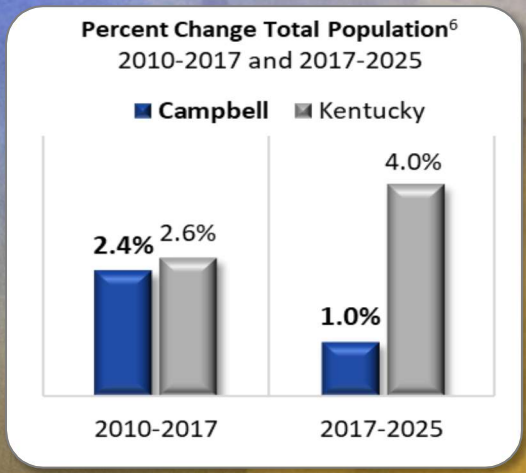
For additional data or other data-related assistance, contact: Dr. Julie N. Zimmerman (jzimm@uky.edu)

County Demographics

Population	**2010**[1]	**2017**[2]	**2025**[3]
Total	90,336	92,488	93,427
Ages 65 and over	11,557		17,497

	2010-2017[4]
Net Migration (in/out)	422

Race/Ethnicity	**2010**[1]	**2016**[5]
White	84,506	85,158
Black or African American	2,270	2,672
Asian	737	934
Other and 2 or more races	1,328	1,687
Hispanic	1,495	1,760



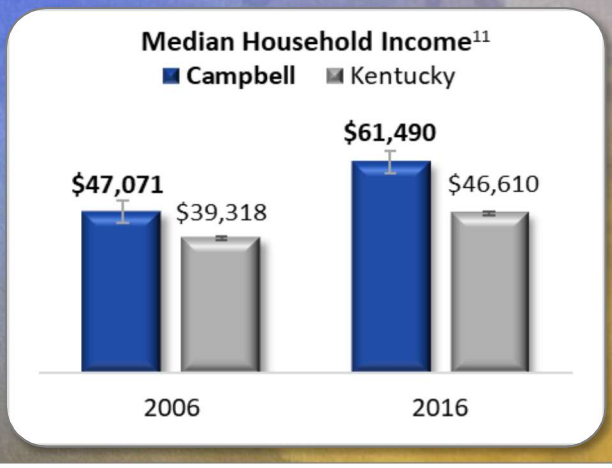
- From 2010 to 2017, the total population in Campbell County **increased** by **2,152** people.[2]
- Between April 2010 and June 2017, there was an estimated **net in migration** of **422** people.[4]
- In 2016, the composition of Campbell County's population is estimated to be **92.4%** White, **2.9%** Black/African American, **1.0%** Asian, **1.8%** other and 2 or more races, and **1.9%** Hispanic.[5]
- From 2017 to 2025, the total population in Campbell County is **projected** to **increase** by **939** people.[3]
- As baby boomers are entering retirement, between 2010 and 2025 the population ages 65 and over in Campbell County are **projected** to **increase** by **51.4%** compared to 51.9% for the state as a whole.[3]

Educational programs of Kentucky Cooperative Extension serve all people regardless of economic or social status and will not discriminate on the basis of race, color, ethnic origin, national origin, creed, religion, political belief, sex, sexual orientation, gender identity, gender expression, pregnancy, marital status, genetic information, age, veteran status, or physical or mental disability. UNIVERSITY OF KENTUCKY, KENTUCKY STATE UNIVERSITY, U.S. DEPARTMENT OF AGRICULTURE, AND KENTUCKY COUNTIES, COOPERATING

Families and Households

Families	2010[1]	2012-2016[7]
Married couple … with own children	6,451	6,522 (+/- 363)
Female householder … with own children	2,323	2,586 (+/- 331)
Male householder … with own children	957	738 (+/- 180)
Nonfamily households (live alone/unrelated)	13,446	12,701 (+/- 693)

Poverty	2012-2016[7]
Percent of families with related children who are below poverty	18.0% (+/- 2.6%)
Percent 65 and over below poverty	10.2% (+/- 1.8%)



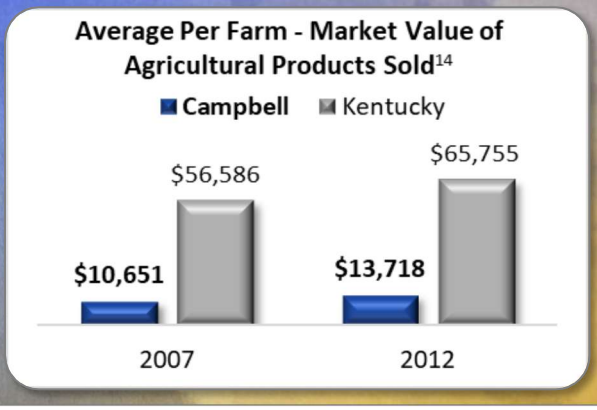
	2012-2016[7]
Grandparents living with and raising grandchildren[3]	691 (+/- 170)

- In 2016, Campbell County's official poverty rate was **12.5%** (10.6% - 14.4%), compared to 18.2% (17.9% - 18.6%) for the state as a whole.[8]
- In 2017, there were **61** child care centers in Campbell County. Of these **47** were STARS certified.[9]
- Between 2012-2016, **3.8%** (+/-0.5%) of people ages 5 and over spoke a language other than English at home.[7]
- The Urban Institute estimates that **18%** people in Campbell County with a credit bureau record in 2016 had student loan debt compared to 16% for the state.[10]

Agriculture (Data from the 2017 Ag Census will be available in 2019)

Farms*	2007[12]	2012[13]
Total number of farms	535	504
Percent of land in farms	48.9%	43.5%
Average farm size (acres)	88	84

	2012[13]
Income from agri-tourism and recreational services	$556,000
Number of farms marketing products directly to retail outlets	8
Average value per farm of agricultural products sold directly to individuals for human consumption	$7,098



Percent of Principal Operators	2012[13]
… who are female	11.1%
… under age 35	2.6%
… farming as primary occupation	42.1%

- In 2012, the total market value of agricultural products sold in Campbell County was **$6,914,000**.[13]
- Of the total market value of agricultural products sold, **45.7%** was the value of crops and **54.3%** was the value of livestock, poultry, and their products.[13]
- The total farm production expenses (average per farm) was **$20,445** compared to $62,002 for the state.[13]
- In Campbell County, there were **292** hired farm labor workers on **82** farms.[13]
- **91.7%** of farms were operated by a family or an individual compared to 91.0% for the state.[13]

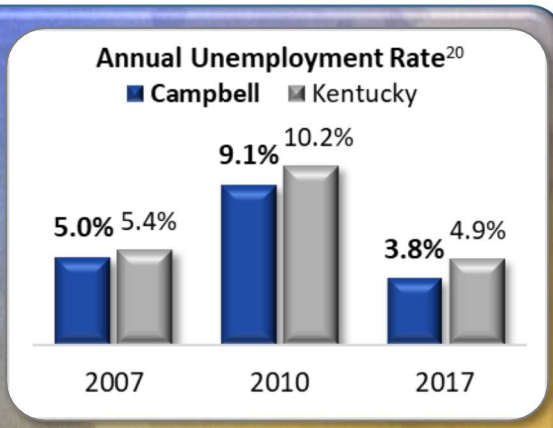
** A farm must sell at least $5,000 to be defined as a farm operation.*

Jobs, Economy, and Labor Force

Jobs and Businesses	2010	2016
Total Employment (# of jobs)[15]	38,420	42,100
Total Establishments (w/ employees)[16]	1,618	1,663
… % with 1-9 employees	70.5%	69.6%
… % with 10-20 employees	13.5%	13.7%
Total NonEmployer Establishments (w/o employees)[17]	5,181	5,586

Education	2012-2016[7]
Percent of population 25 and over	
… with HS or higher	90.1% (+/- 0.8%)
… with bachelors or higher	30.6% (+/- 1.4%)

	Men	Women
Median Earnings (2012-16)[7]	$40,302 (+/- $1,334)	$29,296 (+/- $1,958)



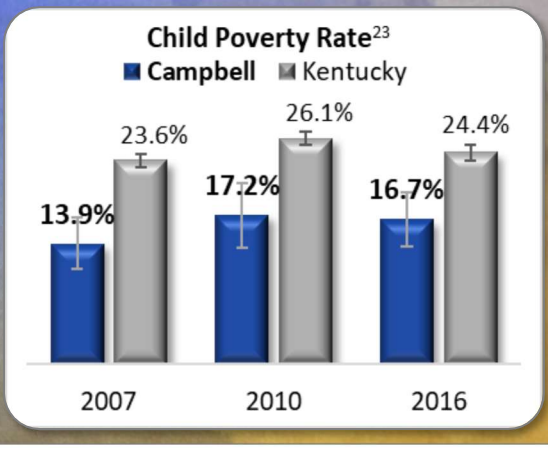
Avg Weekly Wage[18]	2017
… All Industries (Private & Govt)	$843
… Goods-producing (Private)	$1,259
… Service-providing (Private)	$740

- In 2017, the number of private establishments covered by unemployment insurance in Campbell County was **297** for goods-producing, **1,819** for service-providing, and **273** for hospitality & leisure.[18]
- Between 2012 and 2016, of the **45,413** (+/- 747) workers ages 16 and over, **36.0%** (+/- 1.4%) worked inside the county, **25.5%** (+/-1.5%) worked outside the county and **38.5%** (+/-1.5%) worked outside Kentucky.[7]
- Between 2012 and 2016, **2.2%** (+/-0.6%) of workers ages 16 and over who worked full-time year round were below poverty compared to 3.5% (+/- 0.1%) for the state as a whole.[7]
- **14.4%** of 2016 HS graduates in the county earned an industry certificate compared to 19.2% for the state.[19]

Youth

Population by Age	2010[1]	2017[2]	2025[3]
Under 5 years old	5,783	5,412	5,303
5-9 years old	5,560	5,250	5,386
10-14 years old	5,731	5,338	5,353
15-19 years old	6,538	6,238	6,202

Children by Relationship to Householder	2012-2016[7]
… Own Children (Biological, Adopted, Stepchild)	17,691 (+/- 310)
… Grandchild	1,432 (+/- 266)
… Other Relative	396 (+/- 165)
… Foster/Unrelated	293 (+/- 159)



11.7% of students entered KY public postsecondary institutions underprepared in one or more subjects (2015).[21]

- Between 2012-2016, there were an estimated **705** (+/-170) youth ages 5-17 who had a disability.[7]
- **53.3%** of 3rd grade students in Campbell County scored proficient or distinguished on math in the 2015-16 school year compared to 47.7% for the state.[22]
- **5,294** (+/- 544) youth under age 18 lived in households that received supplemental security income (SSI), cash public assistance, or food stamps/SNAP in the past 12 months (2012-2016).[7]

Campbell County Data Profile

Health and Wellness

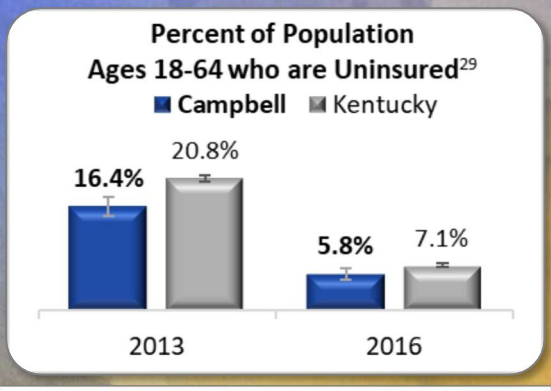
Percent of Adults

… reporting poor or fair health (2016)[24]	14.7% (14.1%-15.3%)
… with hypertension (2013-15)[25]	33.5% (27.3%-40.4%)
… with obesity (2014-16)[25]	27% (21.8%-33.1%)
… with diabetes (2014-16)[25]	8.2% (5.9%-11.3%)

Number of Individuals

… receiving SNAP (food stamps) (2017)[26]	7,423
… who are food insecure (2016 estimate)[27]	11,570

Number of Overdoses[28]	**2008-2010**	**2015-2017**
… fatal overdoses	68	173
… nonfatal overdoses	820	1,629



Number of Care Providers[24]

… Primary Care Physicians (2015)	57
… Dentists (2016)	42
… Mental Health Providers (2017)	127

- The estimated food insecurity rate for Campbell County is **12.6%**, compared to 15.5% for the state.[27]
- From 2010 to 2016, the number of grocery stores **decreased** by **12.0%**, from **25** to **22** stores.[16]
- In 2013-2015, **23.6%** (20.3%-27.0%) of adults ages 20 and over reported no leisure time physical activity.[24]
- The Urban Institute estimates that **15%** of people in Campbell County with a credit bureau record in 2016 had medical debt in collections compared to 27% for the state as a whole.[10]
- **11.8%** (7.5%-18.1%) of adults reported that there was a time in past year when they needed to see a doctor but could not because of the cost.[25]

Sources

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19. 2018 High School Feedback Report. Kentucky Center for Statistics (Formerly KCEWS).
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22. 2017 Early Childhood Profile. Kentucky Center for Statistics (Formerly KCEWS).
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24. 2018 County Health Rankings. Robert Wood Johnson Foundation.
25. Kentucky Health Facts. Foundation for a Healthy Kentucky.
26. Food and Nutrition Service. U.S. Department of Agriculture.
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BEA Regional Economic Accounts. https://apps.bea.gov/itable/iTable.cfm?ReqID=70&step=1

County Health Rankings. http://www.countyhealthrankings.org/

Debt in America: An Interactive Map. https://apps.urban.org/features/debt-interactive-map/

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Local Area Unemployment Statistics. https://www.bls.gov/lau/

Map the Meal Gap. http://map.feedingamerica.org/

Quarterly Census of Employment and Wages (QCEW). https://www.bls.gov/cew/

Small Area Health Insurance Estimates (SAHIE). https://www.census.gov/programs-surveys/sahie.html

Small Area Income and Poverty Estimates (SAIPE). https://www.census.gov/programs-surveys/saipe.html

Additional data are also available at:
Kentucky: By The Numbers (http://www2.ca.uky.edu/snarl/Index.htm),
the FCS Building Strong Families profiles (http://hes.uky.edu/StrongFamilies),
and the CEDIK county profiles (https://cedik.ca.uky.edu/CountyDataProfiles).

Julie N. Zimmerman and Cameron McAlister. January 2019. Kentucky: By The Numbers is a program in the Department of Community and Leadership Development and the Kentucky Cooperative Extension Service at the University of Kentucky. For more information contact your local Cooperative Extension office or Dr. Julie N. Zimmerman. Professor of Rural Sociology. Department of Community and Leadership Development, 500 Garrigus Building, University of Kentucky, Lexington, KY 40546-0215. email: jzimm@uky.edu.

Campbell County Priority Responses
274 Respondents

Jobs and Infrastructure

More jobs paying good wages and benefits	32.87%
Responsive emergency services	18.31%
Trustworthy and effective law enforcement	17.37%
Better roads and bridges	12.68%
Increased support for small businesses	12.15%
Safe and accessible public water and sewer	10.39%
Better employee "soft skills" training (communications, team work, etc.)	10.14%
Access to affordable, reliable high-speed internet service	7.93%
More qualified employees for existing and new jobs	7.02%
Better utilities (water, sewer, etc.) to attract industry	5.59%
More public transportation options	4.53%
More tourism-related businesses	3.4%
More part-time and summer job opportunities	1.7%

Agriculture and Environment

Sustainability of family farms	31.56%
Less illegal dumping and littering	29.05%
More market opportunities for farmers	23.81%
More community parks and green spaces	18.21%
More profitable farms	16.81%
More support for Kentucky agriculture and agribusiness	16.34%
Increased tree and forestry management	13.13%
More training for food gardening skills	12.57%
More crop and livestock production opportunities	9.6%
More farm-related jobs	9.27%
More community gardens	7.89%
Less pest, disease, and weed issues	7%
More land available for food production	5.95%
Better landscapes for improved home value	4.78%

Health and Wellness

Improved affordability of health care insurance	20.73%
Improved access to quality, affordable health care providers (medical, dental, etc.)	17.42%
Fewer chronic diseases (diabetes, heart disease, cancer, etc.)	16.99%
Fewer overweight or obese youth and adults	13.52%
Safer community places to walk, run, bike, etc.	9.83%
Availability of substance use prevention programs	9.52%
Availability of substance use treatment	9.04%
More sources for buying safe, affordable, fresh food	8.71%
More sources for buying safe, affordable, fresh local foods	8.45%
Better skills for selecting and preparing healthier food	7.61%
Improved availability of health care insurance	7.28%
More healthy snack and food options at restaurants and community events	7.06%
Better use of food safety practices (hand washing, storage, preservation, etc.)	7.06%
Safer use of prescription medications	5.35%
More individual physical activity opportunities	3.38%
Improved sidewalks and crosswalks	1.98%

Youth and Families

More youth life skills training (money management, life decision making, etc.)	27.17%
Better family skills in reducing debt, increasing savings and financial planning	20.5%
More support for prevention of school violence and bullying	18.16%
More affordable, quality elder care options	17.46%
More support for families with mental and emotional health issues	14.04%
Affordable quality child care	12.39%
Better youth and adult career readiness	10.67%
Stronger parenting and relationship building skills	8.73%
More senior citizen support programs	8.15%
More support for relatives raising children of family members	6.76%
More support for families and individuals with special needs	5.92%
More child and partner abuse prevention resources	5.63%

Community Vitality

More qualified leaders to prepare community for the future	40.72%
More citizens helping to solve local issues	24.93%
More youth community leadership opportunities	18.49%
More pride in the community and its assets	17.88%
More effective cooperation between community organizations	16.2%
More active community volunteers	14.33%
More community marketing efforts (tourism, industry attraction, etc.)	8.68%

COOPERATIVE EXTENSION

University of Kentucky
College of Agriculture, Food and Environment

DATE

Cooperative Extension Service
(Your) County
Street address
City, KY zip-speed
(000) 000-0000
Fax: (000) 000-0000
http://extension.ca.uky.edu

NAME
ADDRESS
CITY, KY ZIP

Re: _____ County Extension Community Survey

Dear _____,

The **Kentucky Cooperative Extension Service (Extension)** is the local outreach arm of the **University of Kentucky** College of Agriculture, Food and Environment and **Kentucky State University** College of Agriculture, Communities, and the Environment. The goal is to provide practical, research-based education that helps individuals, families and communities solve problems and improve lives. Extension provides value to communities through educational programs and information in areas like farming, gardening, parenting, budgeting, healthy living, and youth, community, and economic development.

We are interested in better understanding the issues that are important to you in your community. In response, the Kentucky Cooperative Extension System can tailor new and existing programs to address the highest priority issues that directly impact you, your family and your community. You do NOT need to be familiar with Cooperative Extension to complete this survey. The survey should take no more than 15 minutes to complete and all of your responses will be completely anonymous and confidential.

Please return this survey to (Local office name and address) by _____.

Thank you for taking the time to complete this survey. If you have any questions or concerns, please contact (local office name and phone number).

Sincerely,

Cooperative Extension Service
Agriculture and Natural Resources
Family and Consumer Sciences
4-H Youth Development
Community and Economic Development

Educational programs of Kentucky Cooperative Extension serve all people regardless of economic or social status and will not discriminate on the basis of race, color, ethnic origin, national origin, creed, religion, political belief, sex, sexual orientation, gender identity, gender expression, pregnancy, marital status, genetic information, age, veteran status, or physical or mental disability. University of Kentucky, Kentucky State University, U.S. Department of Agriculture, and Kentucky Counties, Cooperating.

LEXINGTON, KY 40546

Disabilities accommodated with prior notification.

1. Please rate each of the following community issues on a scale of "Not Important" to "Very Important" by placing a check mark or "X" in the corresponding space. If you are uncertain if an issue is important to your community, select "I don't know."

2. After evaluating the importance of each issue within this category, please select the **TWO** issues you consider the highest priority for your community.

Jobs and Public Infrastructure

	1.						2.
	Not Important	Not that Important	Important	Very Important	I don't know		Select 2 issues
More jobs paying good wages with benefits	O	O	O	O	O		O
More tourism-related businesses	O	O	O	O	O		O
Increased support for small businesses	O	O	O	O	O		O
More part-time and summer job opportunities	O	O	O	O	O		O
More qualified employees for existing or new jobs	O	O	O	O	O		O
Better employee "soft skills" training (communications, team work, etc.)	O	O	O	O	O		O
Better utilities (water, sewer, etc.) to attract industry	O	O	O	O	O		O
Access to affordable, reliable high-speed internet service	O	O	O	O	O		O
Safe and accessible public water and sewer	O	O	O	O	O		O
Responsive emergency services	O	O	O	O	O		O
Trustworthy and effective law enforcement	O	O	O	O	O		O
Better roads and bridges	O	O	O	O	O		O
More public transportation options	O	O	O	O	O		O
Other _____	O	O	O	O	O		O

Agriculture and Environment

	Not Important	Not that Important	Important	Very Important	I don't know		Select 2 issues
More farm-related jobs	O	O	O	O	O		O
More market opportunities for farmers	O	O	O	O	O		O
More crop and livestock production opportunities	O	O	O	O	O		O
More profitable farms	O	O	O	O	O		O
Sustainability of family farms	O	O	O	O	O		O
More awareness and support for agriculture and agribusinesses	O	O	O	O	O		O
More land available for food production	O	O	O	O	O		O
Less pest, disease and weed issues	O	O	O	O	O		O
More community gardens	O	O	O	O	O		O

This section continues on the next page.

Please rate each of the following community issues on a scale of "Not Important" to "Very Important" by placing a check mark or "X" in the corresponding space. If you are uncertain if an issue is important to your community, select "I don't know." After evaluating the importance of each issue within this category, **please select the TWO issues** you consider the highest priority for your community.

Agriculture and Environment, continued

	Not Important	Not that Important	Important	Very Important	I don't know		Select 2 issues
More training for food gardening skills	O	O	O	O	O		O
More community parks and green spaces	O	O	O	O	O		O
Increase tree and forestry management	O	O	O	O	O		O
Less illegal dumping and littering	O	O	O	O	O		O
Better landscapes for improved home value	O	O	O	O	O		O
Other _____	O	O	O	O	O		O

Health and Wellness

	Not Important	Not that Important	Important	Very Important	I don't know		Select 2 issues
Better skills for selecting and preparing healthier food	O	O	O	O	O		O
More healthy snacks and food options at restaurants and community events	O	O	O	O	O		O
Better use of food safety practices (hand washing, storage, preservation, etc.)	O	O	O	O	O		O
More sources for buying safe, affordable, fresh food	O	O	O	O	O		O
More sources for buying safe, affordable, fresh local foods	O	O	O	O	O		O
Fewer chronic diseases (diabetes, heart disease, cancer, etc.)	O	O	O	O	O		O
Fewer overweight or obese youth and adults	O	O	O	O	O		O
Improved access to quality affordable health care providers (medical, dental, etc.)	O	O	O	O	O		O
Improved availability of health care insurance	O	O	O	O	O		O
Improved affordability of health care insurance	O	O	O	O	O		O
Safer use of prescription medications	O	O	O	O	O		O
More individual physical activity opportunities	O	O	O	O	O		O
Safer community places to walk, run, bike, etc.	O	O	O	O	O		O
Improved sidewalks and crosswalks	O	O	O	O	O		O
Availability of substance use prevention programs	O	O	O	O	O		O
Availability of substance use treatment	O	O	O	O	O		O
Other _____	O	O	O	O	O		O

Please rate each of the following community issues on a scale of "Not Important" to "Very Important" by placing a check mark or "X" in the corresponding space. If you are uncertain if an issue is important to your community, select "I don't know."

After evaluating the importance of each issue within this category, **please select the TWO issues** you consider the highest priority for your community.

Youth and Families

	Not Important	Not that Important	Important	Very Important	I don't know		Select 2 issues
Better youth and adult career readiness	O	O	O	O	O		O
More youth life skills training (money management, life decision making, etc.)	O	O	O	O	O		O
Better family skills in reducing debt, increasing savings and financial planning	O	O	O	O	O		O
More support for prevention of school violence and bullying	O	O	O	O	O		O
More support for families with mental and emotional health issues	O	O	O	O	O		O
More support for families and individuals with special needs	O	O	O	O	O		O
More support for relatives raising children of family members	O	O	O	O	O		O
More child and partner abuse prevention resources	O	O	O	O	O		O
Stronger parenting and relationship building skills	O	O	O	O	O		O
Affordable quality child care	O	O	O	O	O		O
More senior citizen support programs	O	O	O	O	O		O
More affordable, quality elder care options	O	O	O	O	O		O
Other _____	O	O	O	O	O		O

Overall Community Vitality

	Not Important	Not that Important	Important	Very Important	I don't know		Select 2 issues
More qualified leaders to prepare community for the future	O	O	O	O	O		O
More youth community leadership opportunities	O	O	O	O	O		O
More citizens helping to solve local issues	O	O	O	O	O		O
More effective cooperation between community organizations	O	O	O	O	O		O
More active community volunteers	O	O	O	O	O		O
More pride in the community and its assets	O	O	O	O	O		O
More community marketing efforts (tourism, industry attraction, etc.)	O	O	O	O	O		O
Other _____	O	O	O	O	O		O

Demographics

Please select your age:	Under 18	18-24	25-44	45-64	65 and over
	O	O	O	O	O

Please select your gender?	Male	Female	Non-binary
	O	O	O

Please select your Race/Ethnicity?	
White, Non-Hispanic	O
African-American	O
Hispanic, Latino	O
Asian-American	O
Two or more races	O
Other	O

What is the highest level of education?	
Some high school	O
High school degree	O
Some college	O
Associate's degree	O
Bachelor's degree	O
Advanced degree(Masters, Doctorate, JD, MD, etc)	O

Please select the option that best describes your current employment status:

Retired	Unemployed	Self-employed	Do not work	Work full-time	Work part-time	Student
O	O	O	O	O	O	O

How familiar are you with the programs and services of the Cooperative Extension Service?

Very familiar O Somewhat familiar O Not familiar O

Do you, or someone in your family, currently participate in any Kentucky Cooperative Extension Service program?

Yes O No O

What county do you live?

_____

Do you live in the county seat?

Yes O No O

What other comments and/or suggestions do you have about important issues in your county?

_____

_____

_____

FOCUS GROUP PROCESS

Focus groups are a commonly used method for gathering feedback or perspectives from a sampling of stakeholders. For this initiative, county Extension educators convened two or more small group meetings of community members to facilitate discussion on community priorities. Participants were invited to discuss their vision for a more vibrant county, issues the county is experiencing, barriers to issue resolution, resources or information that would help address the issues, and ideas for an improved future.

The questions were not intended to focus solely on Extension related priorities. Rather, the questions sought to learn about what county residents were concerned about and how those issues impact residents. The focus group also sought to learn what quality of life issues residents are most interested in addressing.

FOCUS GROUP QUESTIONS

- What is your vision for a more vibrant county?
- Based on your experiences, what would you say are the most pressing issues for this county in the next four years?
    - Follow up questions: How do these issues affect you or your neighbors? What other quality of life aspects does this issue affect?
- Based on your experiences, what barriers prevent us from addressing these issues?
- What type of information or resources would help to address the issues?
- Given everything discussed, what final thoughts would you add on being a vibrant county? Have we left anything out?

INTERVIEW PROCESS

County Extension Educators were asked to conduct interviews with individuals in formal leadership roles in each county. These could include elected or appointed government leadership, public service or business organizational leaders, or leaders of healthcare or education institutions. The interview questioning followed a similar format to the focus groups, seeking perspectives on pressing needs, long term needs, and exploring the role that Extension might serve to address future issues confronting the county.

INTERVIEW QUESTIONS

- Based on your experiences, what would you say are the most pressing issues for this county in the next year?
- Based on your experiences, what would you say are the most pressing issues for this county in the next four years?
- What do you see as the broad (county wide) implications of the priorities you have identified?
- Based on your experience, what barriers obstruct addressing the issues?
- What type of information or resources could the University of Kentucky/Extension provide to help address these issues?

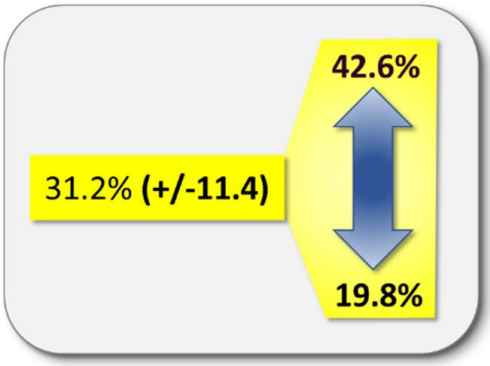
UNDERSTANDING SECONDARY DATA RELIABILITY

A key issue in understanding the secondary data profiles is to be aware of the ways in which sources report the reliability of their data. Both margins of error (+/- ##) and confidence intervals (### - ###) tells us the range within which the estimate most likely falls. The American Community Survey provides a margin of error for each estimate. Health data often report a confidence interval as do estimates on poverty and income from the Small Area Income and Poverty Estimates and those on health insurance from the Small Area Health Insurance Estimates.

Because their reliability can vary, we always need to look at the margin of error or confidence interval when we use data from these sources.

While we might not realize it, we encounter margins of error every time we hear about a poll in the news. When we see poll results and they say "plus or minus 5 points," they are telling us the margin of error.

One way to think about margins of error or confidence intervals is to think of them as our "grain of salt." We often use this phrase when we need to be cautious about taking something at face value. For instance, if the estimate is 30 (+/- 25), you will want to use a larger "grain of salt" than if your estimate is 30 (+/- 1).

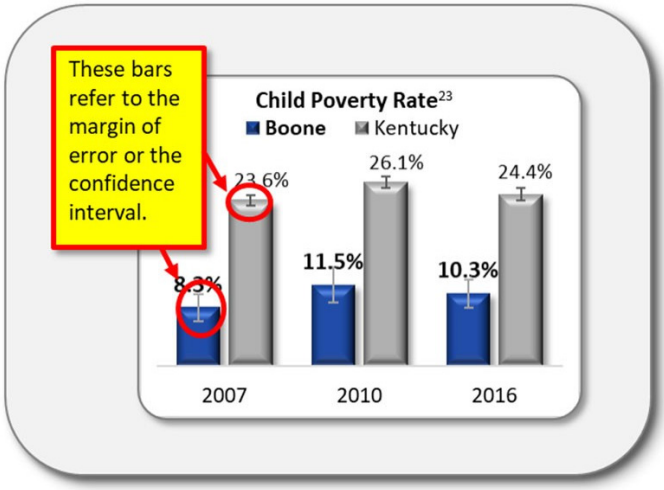


We can also think of margins of error and confidence intervals as "wiggle room." The larger the range, the more "wiggle room" there is for the estimate. In other words, when the margin of error is smaller, the estimate is more precise or the focus is sharper. When the margin of error is larger, the estimate is more 'fuzzy' or 'blurry.'

While a confidence interval gives us the actual range, for margins of error (or simply MOE) the plus/minus number gives us the information we need to determine the range. Since the estimate is generally the midpoint, finding the range represented by the margin of error is as straightforward as it seems.

To find the top of the range, add the margin of error to your number. To find the bottom of the range, subtract the margin of error from your number. (Remember, since confidence intervals already give the range, the math is already done.)

In the secondary data profiles, you will see the margins of error (+/- ##) or confidence intervals (### - ###) when they are part of the original data source. You will also see these reflected in the charts. They are called error bars. They look like the letter "**I**" and are located at the top of each bar.



One reason that margins of error and confidence intervals are important is because there will be times when they can be VERY large. This is especially the case for small groups or small places. Remember that "grain of salt?" The larger the range represented by the margin of error or confidence interval, the more cautious we need to be when it comes to interpreting the data.

It starts with us

Educational programs of Kentucky Cooperative Extension serve all people regardless of economic or social status and will not discriminate on the basis of race, color, ethnic origin, national origin, creed, religion, political belief, sex, sexual orientation, gender identity, gender expression, pregnancy, marital status, genetic information, age, veteran status, or physical or mental disability. UNIVERSITY OF KENTUCKY, KENTUCKY STATE UNIVERSITY, U.S. DEPARTMENT OF AGRICULTURE, AND KENTUCKY COUNTIES, COOPERATING