Kentucky Extension Community Assessment
Rowan 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

S 107 Ag Science North | Lexington, KY 40506 | P: 859-257-1803 | extension.ca.uky.edu

An Equal Opportunity University

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

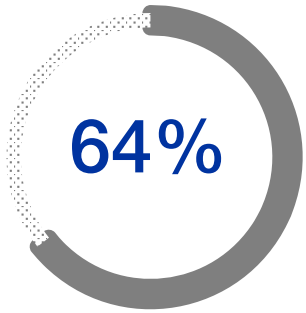
To complement the survey, focus groups, and interviews, detailed data profiles have been compiled for each county that correspond to topic areas covered in the survey. This information provides additional context to understand the role of identified issues in each county as well as historical data to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

Next Steps

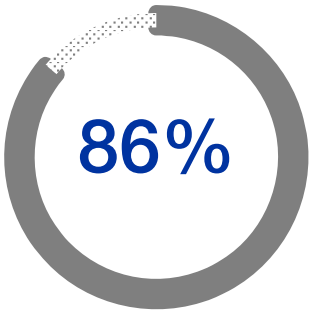
This report summarizes the information collected for this county. The report and the included secondary data compilation can serve as a starting point for deeper investigation into the issues of concern and priority for community members. The University of Kentucky and Cooperative Extension Service will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

SURVEY RESPONDENTS

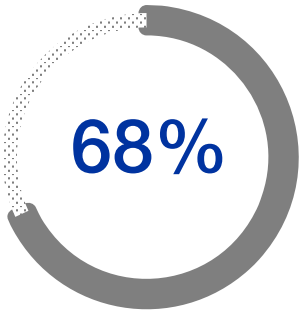
129 Respondents



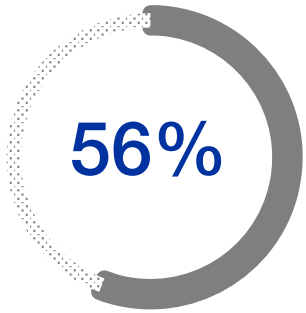
are Female



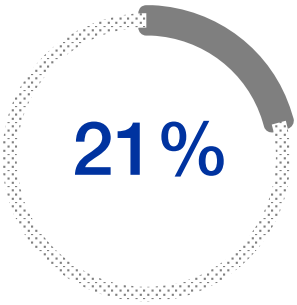
are White (non-Hispanic)



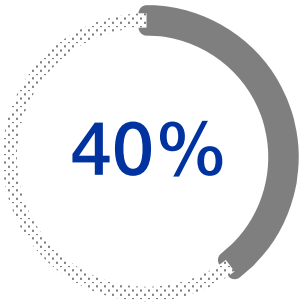
are 25-64 years old (working age)



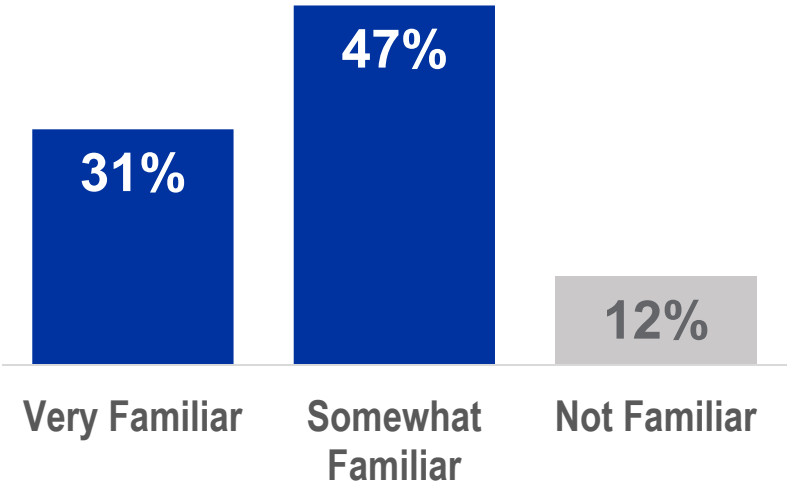
work or are self-employed



are retired



currently participate in Extension programming



respondent familiarity with Extension

ISSUE IMPORTANCE

129 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

3.89	■	More jobs paying good wages with benefits	3.52	♥	More support for families and individuals with special needs
3.8	■	Trustworthy and effective law enforcement	3.51	▲	Availability of substance use prevention programs
3.8	♥	More youth life skills training (money management, life decision making, etc.)	3.5	▲	More individual physical activity opportunities
3.8	▲	Fewer chronic diseases (diabetes, heart disease, cancer, etc.)	3.5	▲	Availability of substance use treatment
3.76	■	Responsive emergency services	3.5	♥	More senior citizen support programs
3.72	▲	Improved affordability of health care insurance	3.48	♥	More child and partner abuse prevention resources
3.71	▲	Fewer overweight or obese youth and adults	3.48	▲	Safer community places to walk, run, bike, etc.
3.69	■	Safe and accessible public water and sewer	3.48	♥	More support for relatives raising children of family members
3.69	♥	Better family skills in reducing debt, increasing savings, and financial planning	3.48	♦	More awareness and support for agriculture and agribusinesses
3.67	▲	Safer use of prescription medications	3.46	▲	Better use of food safety practices (hand washing, storage, preservation, etc.)
3.65	▲	Improved availability of health care insurance	3.44	■	Better employee "soft skills" training (communications, team work, etc.)
3.64	♥	More support for prevention of school violence and bullying	3.43	▲	Better skills for selecting and preparing healthier food
3.64	▲	Improved access to quality affordable health care providers (medical, dental, etc.)	3.43	■	More qualified employees for existing or new jobs
3.61	♥	More support for families with mental and emotional health issues	3.42	●	More community marketing efforts (tourism, industry attraction, etc.)
3.6	●	More pride in the community and its assets	3.42	■	Better utilities (water, sewer, etc.) to attract industry
3.6	♦	Less illegal dumping and littering	3.41	♦	More market opportunities for farmers
3.6	♥	Affordable, quality child care	3.37	♦	More profitable farms
3.59	●	More qualified leaders to prepare community for the future	3.33	▲	More healthy snacks and food options at restaurants and community events
3.58	▲	More sources for buying safe, affordable, fresh food	3.31	♦	More crop and livestock production opportunities
3.58	♥	Better youth and adult career readiness	3.3	▲	Improved sidewalks and crosswalks
3.58	▲	More sources for buying safe, affordable, fresh local foods	3.28	■	More tourism-related businesses
3.57	♥	More affordable, quality elder care options	3.25	♦	More community parks and green spaces
3.55	■	Better roads and bridges	3.24	♦	Increased tree and forestry management
3.55	♥	Stronger parenting and relationship building skills	3.23	♦	Less pest, disease, and weed issues
3.54	●	More effective cooperation between community organizations	3.19	♦	More community gardens
3.54	■	Increased support for small business	3.18	♦	More land available for food production
3.54	♦	Sustainability of family farms	3.15	■	More public transportation options
3.54	●	More youth community leadership opportunities	3.14	■	More part-time and summer job opportunities
3.53	■	Access to affordable, reliable high-speed internet service	3.14	♦	More training for food gardening skills
3.53	●	More citizens helping to solve local issues	3.11	♦	Better landscapes for improved home value
3.53	●	More active community volunteers	3.04	♦	More farm-related jobs

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.

107 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. More tourism-related businesses
3. Better employee "soft skills" training (communications, team work, etc.)

Agriculture & Environment

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

Health & Wellness

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

Community Vitality

1. More qualified leaders to prepare community for the future
2. More citizens helping to solve local issues
3. More pride in the community and its assets

The Rowan County Extension Office convened community members in two interactive focus groups. One group consisted of community members, many of whom were not typically engaged in Extension services, and service industry representatives. The other participant group consisted of the Chamber of Commerce members, senior citizens, and families. 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 more vibrant county, the focus group participants spoke of:

- A community with an "alive", walkable downtown filled with businesses
- Increased number of food choices
- Improved Rodburn Park
- Accessible Cave Run Lake with additional community event space and amenities
- A diverse, welcoming, responsible, and philanthropic community

Identified Priorities

- Improve downtown development
- Increase county-wide walkability, entertainment venues, events and activities
- Cultivate life skills and workforce development
- Expand philanthropy
- Develop a more welcoming community

Priorities Discussion

The focus groups had rich discussions that led to a number of priority issues identified for the county. Countywide development was emphasized specifically prioritizing supporting a vibrant downtown, creating more entertainment venues and activities, improving walkability, and increasing tourism and Cave Run Lake amenities. Development around the I-64 corridor was identified as an important focus for Rowan County. The importance of accessibility for the handicapped and residents without transportation was also discussed. Focus group participants discussed the need to support youth. This included addressing bullying, developing more skills and opportunities for youth in the county, and supporting training to enhance the labor force to fill job vacancies.

The focus groups also raised the importance of planning and zoning and the impact on property values when ordinances are not in place or enforced. Discussion focused on increasing the retail opportunities to address projected growth, as well as high land and rental prices.

The groups discussed the desire of creating a more welcoming spirit within Rowan County and expanding ways citizens can give back to the county, including philanthropy.

When asked what resources or information would assist the county, focus group participants spoke of more volunteer and purpose driven groups. In addition, strengthening personal habits on topics such as money, life skills, the difference between wants and needs, prioritizing, learning from mistakes, being thankful, strong families, and supporting youth development skills through coaching.

Rowan County Extension conducted interviews with two government representatives in positions of leadership. These interviews allowed deeper insight from the perspectives of people highly engaged in community 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 Immediate Priorities

- Increased activities to support health and wellness
- Drug education and prevention
- Support community partnerships
- Poverty
- Protect the youth

Identified Long-term Priorities

- Vocational education
- Soft skills development
- Recreational opportunities
- Strengthening individuals and families
- Ambulance service

Priorities Discussion

The interviewed participants had a sincere concern for the health and well-being of youth in the county. Providing educational services including early drug, alcohol, disease, and abuse prevention were topics of importance, as well as personal hygiene in early kindergarten and middle school. Providing activities and opportunities for youth is important, as well as providing after school meals.

Entertainment opportunities such as outside movies, theater, splash pad, and physical recreation options also could support youth and support resident health.

Vocational training was identified as a priority for Rowan County residents to support the development of skills for employment and to pay for schooling. Respondents noted county leadership should provide more support toward vocational education.

Combating poverty was identified as a pressing need in the community. Homelessness, people living paycheck to paycheck, and single parenting challenges affect the well-being of community residents.

Other priority needs identified were community partnerships, strengthening families, the need for a new ambulance service, and long-range planning to pay for major projects.

When asked about ways that the University of Kentucky and Cooperative Extension Service can provide information or assist with these pressing issues, interviewees suggested:

- Specific, targeted programs toward youth such as bullying and suicide awareness
- Support for changing community culture
- Other programs offered at a regular occurrence through the year for all ages including entrepreneurial skills
- Matching interns with jobs
- A YMCA or recreational facility

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.

Rowan County
Data Profile

Rowan 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

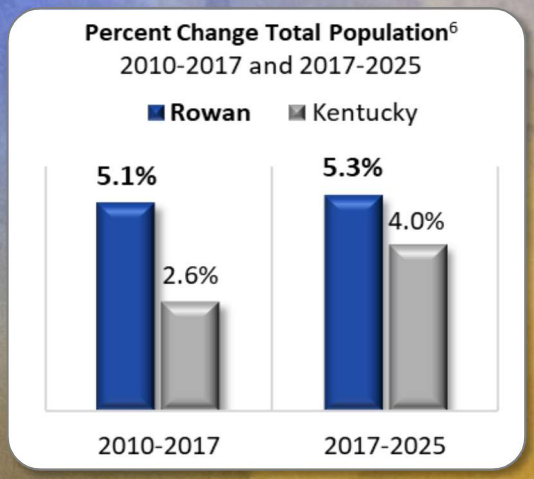
For additional data or other data-related assistance, contact: Dr. Julie N. Zimmerman (jzimm@uky.edu)

County Demographics

Population	**2010**[1]	**2017**[2]	**2025**[3]
Total	23,333	24,517	25,809
Ages 65 and over	2,860		4,122

	2010-2017[4]
Net Migration (in/out)	794

Race/Ethnicity	**2010**[1]	**2016**[5]
White	22,286	23,096
Black or African American	341	430
Asian	179	201
Other and 2 or more races	233	296
Hispanic	294	428



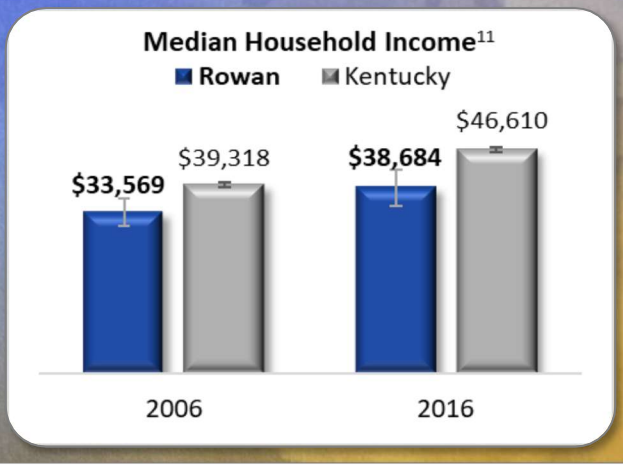
- From 2010 to 2017, the total population in Rowan County **increased** by **1,184** people.[2]
- Between April 2010 and June 2017, there was an estimated **net in migration** of **794** people.[4]
- In 2016, the composition of Rowan County's population is estimated to be **94.5%** White, **1.8%** Black/African American, **0.8%** Asian, **1.2%** other and 2 or more races, and **1.8%** Hispanic.[5]
- From 2017 to 2025, the total population in Rowan County is **projected** to **increase** by **1,292** people.[3]
- As baby boomers are entering retirement, between 2010 and 2025 the population ages 65 and over in Rowan County are **projected** to **increase** by **44.1%** 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	1,509	1,420 (+/- 252)
Female householder		
… with own children	568	492 (+/- 176)
Male householder		
… with own children	221	287 (+/- 151)
Nonfamily households (live alone/unrelated)	3,377	3,389 (+/- 396)

Poverty	2012-2016[7]
Percent of families with related children who are below poverty	25.9% (+/- 7.2%)
Percent 65 and over below poverty	18.9% (+/- 5.3%)



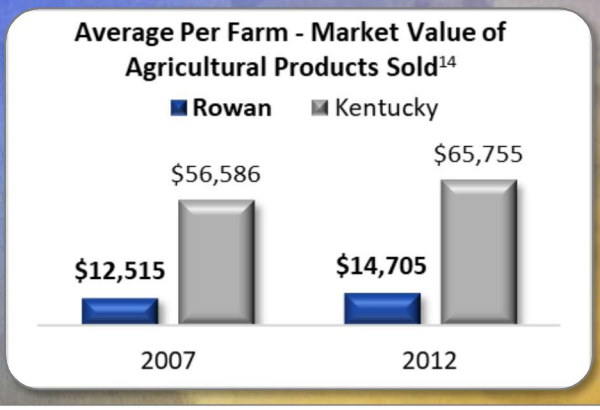
	2012-2016[7]
Grandparents living with and raising grandchildren[3]	320 (+/- 160)

- In 2016, Rowan County's official poverty rate was **25.4%** (21.2% - 29.6%), compared to 18.2% (17.9% - 18.6%) for the state as a whole.[8]
- In 2017, there were **10** child care centers in Rowan County. Of these **9** were STARS certified.[9]
- Between 2012-2016, **4.8%** (+/-1.9%) of people ages 5 and over spoke a language other than English at home.[7]
- The Urban Institute estimates that **20%** people in Rowan 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	386	356
Percent of land in farms	27.9%	23.6%
Average farm size (acres)	129	119

	2012[13]
Income from agri-tourism and recreational services	N/A
Number of farms marketing products directly to retail outlets	8
Average value per farm of agricultural products sold directly to individuals for human consumption	$6,369



Percent of Principal Operators	2012[13]
… who are female	11.0%
… under age 35	5.6%
… farming as primary occupation	29.5%

- In 2012, the total market value of agricultural products sold in Rowan County was **$5,235,000**.[13]
- Of the total market value of agricultural products sold, **48.1%** was the value of crops and **51.9%** was the value of livestock, poultry, and their products.[13]
- The total farm production expenses (average per farm) was **$17,602** compared to $62,002 for the state.[13]
- In Rowan County, there were **315** hired farm labor workers on **85** farms.[13]
- **94.7%** of farms were operated by a family or an individual compared to 91.0% for the state.[13]

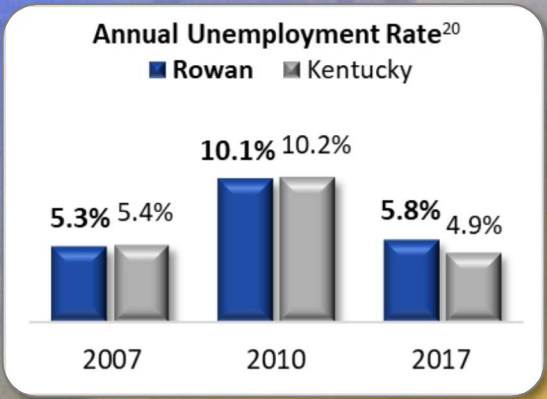
** A farm must sell at least $5,000 to be defined as a farm operation.*

Jobs, Economy, and Labor Force

Jobs and Businesses	2010	2016
Total Employment (# of jobs)[15]	12,673	13,216
Total Establishments (w/ employees)[16]	456	508
… % with 1-9 employees	70.8%	71.1%
… % with 10-20 employees	17.1%	15.9%
Total NonEmployer Establishments (w/o employees)[17]	1,421	1,396

Education	2012-2016[7]
Percent of population 25 and over	
… with HS or higher	81.0% (+/- 2.7%)
… with bachelors or higher	26.6% (+/- 2.9%)

	Men	Women
Median Earnings (2012-16)[7]	$25,204 (+/- $3,399)	$16,997 (+/- $4,241)



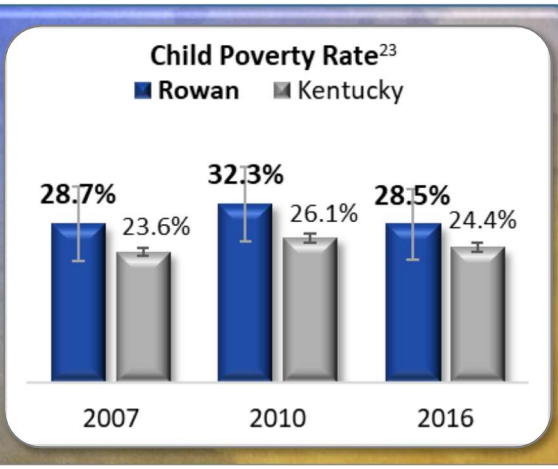
Avg Weekly Wage[18]	2017
… All Industries (Private & Govt)	$655
… Goods-producing (Private)	$801
… Service-providing (Private)	$583

- In 2017, the number of private establishments covered by unemployment insurance in Rowan County was **56** for goods-producing, **462** for service-providing, and **48** for hospitality & leisure.[18]
- Between 2012 and 2016, of the **9,791** (+/- 589) workers ages 16 and over, **76.3%** (+/- 3.9%) worked inside the county, **22.5%** (+/-0.8%) worked outside the county and **1.2%** (+/-0.8%) worked outside Kentucky.[7]
- Between 2012 and 2016, **4.8%** (+/-2.4%) 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]
- **19.9%** 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	1,353	1,332	1,420
5-9 years old	1,203	1,286	1,323
10-14 years old	1,249	1,251	1,491
15-19 years old	2,462	2,672	2,510

Children by Relationship to Householder	2012-2016[7]
… Own Children (Biological, Adopted, Stepchild)	3,678 (+/- 301)
… Grandchild	520 (+/- 280)
… Other Relative	91 (+/- 83)
… Foster/Unrelated	211 (+/- 125)



22.8% of students entered KY public postsecondary institutions underprepared in one or more subjects (2015).[21]

- Between 2012-2016, there were an estimated **82** (+/-51) youth ages 5-17 who had a disability.[7]
- **39.6%** of 3rd grade students in Rowan County scored proficient or distinguished on math in the 2015-16 school year compared to 47.7% for the state.[22]
- **1,735** (+/- 449) 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]

Rowan County Data Profile

Health and Wellness

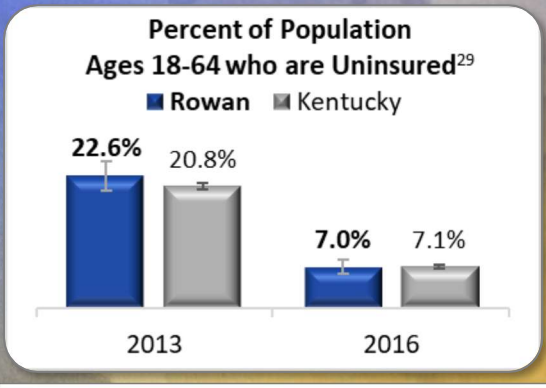
Percent of Adults

… reporting poor or fair health (2016)[24]	24.1% (23.2%-25.0%)
… with hypertension (2013-15)[25]	38.9% (30.8%-47.6%)
… with obesity (2014-16)[25]	35% (28.0%-42.1%)
… with diabetes (2014-16)[25]	10.4% (7.0%-15.2%)

Number of Individuals

… receiving SNAP (food stamps) (2017)[26]	4,092
… who are food insecure (2016 estimate)[27]	4,140

Number of Overdoses[28]	**2008-2010**	**2015-2017**
… fatal overdoses	15	19
… nonfatal overdoses	239	378



Number of Care Providers[24]	
… Primary Care Physicians (2015)	22
… Dentists (2016)	16
… Mental Health Providers (2017)	105

- The estimated food insecurity rate for Rowan County is **17.0%**, compared to 15.5% for the state.[27]
- From 2010 to 2016, the number of grocery stores **decreased** by **60.0%**, from **10** to **4** stores.[16]
- In 2013-2015, **27.6%** (23.9%-31.9%) of adults ages 20 and over reported no leisure time physical activity.[24]
- The Urban Institute estimates that **38%** of people in Rowan County with a credit bureau record in 2016 had medical debt in collections compared to 27% for the state as a whole.[10]
- **15.3%** (10.9%-21.0%) 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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3. Population Projections – Vintage 2016. Kentucky State Data Center.
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5. 2016 Population Estimates. U.S. Census Bureau. American FactFinder.
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8. 2016 Small Area Income and Poverty Estimates (SAIPE). U.S. Census Bureau.
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16. County Business Patterns. U.S. Census Bureau. American FactFinder.
17. NonEmployer Statistics. U.S. Census Bureau. American FactFinder.
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19. 2018 High School Feedback Report. Kentucky Center for Statistics (Formerly KCEWS).
20. Chart: 2007, 2010, and 2017 Annual Unemployment Rate. Local Area Unemployment Statistics. Bureau of Labor Statistics.
21. Kentucky Council on Postsecondary Education. Kids Count Data Center.
22. 2017 Early Childhood Profile. Kentucky Center for Statistics (Formerly KCEWS).
23. Chart. 2007, 2010, and 2016 Small Area Income and Poverty Estimates (SAIPE). U.S. Census Bureau.
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.
27. Map the Meal Gap. Feeding America.
28. Custom Data Request. Kentucky Injury Prevention and Research Center (KIPRC).
29. Chart: 2013 and 2016 Small Area Health Insurance Estimates (SAHIE). U.S. Census Bureau.

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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/

Food and Nutrition Service. https://www.fns.usda.gov/pd/supplemental-nutrition-assistance-program-snap

Kentucky Center for Statistics (Formerly KCEWS). https://kystats.ky.gov/

Kentucky Health Facts. http://www.kentuckyhealthfacts.org/

Kentucky State Data Center. https://factfinder.census.gov

Kids Count Data Center. https://datacenter.kidscount.org/

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.

Rowan County Priority Responses
107 Respondents

Jobs and Infrastructure

More jobs paying good wages and benefits	63.25%
More tourism-related businesses	12.62%
Better employee "soft skills" training (communications, team work, etc.)	11.65%
Better utilities (water, sewer, etc.) to attract industry	9.8%
Trustworthy and effective law enforcement	8.74%
Better roads and bridges	8.65%
Increased support for small businesses	8.57%
Responsive emergency services	7.69%
Safe and accessible public water and sewer	6.73%
More qualified employees for existing and new jobs	6.6%
Access to affordable, reliable high-speed internet service	3.85%
More public transportation options	1.94%
More part-time and summer job opportunities	0.98%

Agriculture and Environment

More market opportunities for farmers	37.27%
Sustainability of family farms	31.43%
Less illegal dumping and littering	29.36%
More support for Kentucky agriculture and agribusiness	25.47%
More profitable farms	17.48%
More crop and livestock production opportunities	15.24%
More community parks and green spaces	11.32%
More farm-related jobs	9.62%
Increased tree and forestry management	9.62%
More training for food gardening skills	9.43%
More land available for food production	6.86%
Less pest, disease, and weed issues	5.83%
More community gardens	5.77%
Better landscapes for improved home value	1.96%

Health and Wellness

Fewer chronic diseases (diabetes, heart disease, cancer, etc.)	25.93%
Improved affordability of health care insurance	21.3%
Improved access to quality, affordable health care providers (medical, dental, etc.)	19.05%
More sources for buying safe, affordable, fresh food	17.65%
Availability of substance use prevention programs	17.31%
More sources for buying safe, affordable, fresh local foods	14.29%
Fewer overweight or obese youth and adults	14.29%
Improved availability of health care insurance	11.32%
More healthy snack and food options at restaurants and community events	8.82%
Better skills for selecting and preparing healthier food	8.65%
Safer use of prescription medications	7.84%
Availability of substance use treatment	7.84%
Safer community places to walk, run, bike, etc.	5.83%
Better use of food safety practices (hand washing, storage, preservation, etc.)	4.81%
Improved sidewalks and crosswalks	3.92%
More individual physical activity opportunities	1.96%

Youth and Families

More youth life skills training (money management, life decision making, etc.)	35.85%
Better family skills in reducing debt, increasing savings and financial planning	28.44%
Better youth and adult career readiness	27.88%
More support for families with mental and emotional health issues	23.81%
More support for prevention of school violence and bullying	23.36%
Affordable quality child care	13.33%
More support for relatives raising children of family members	12.38%
Stronger parenting and relationship building skills	10.78%
More affordable, quality elder care options	9.52%
More child and partner abuse prevention resources	5.88%
More support for families and individuals with special needs	4.9%
More senior citizen support programs	3.85%

Community Vitality

More qualified leaders to prepare community for the future	34.62%
More citizens helping to solve local issues	30.28%
More pride in the community and its assets	26.17%
More youth community leadership opportunities	25.71%
More effective cooperation between community organizations	24.53%
More community marketing efforts (tourism, industry attraction, etc.)	17.14%
More active community volunteers	15.09%

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?

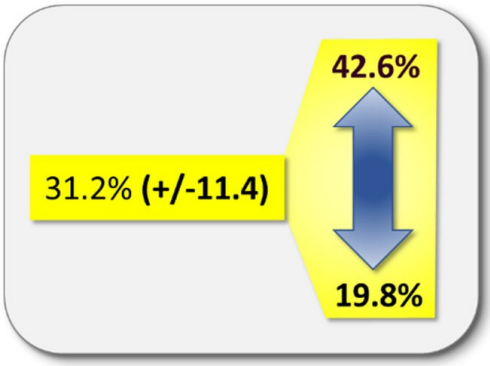
UNDERSTANDING SECONDARY DATA RELIABILITY

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).

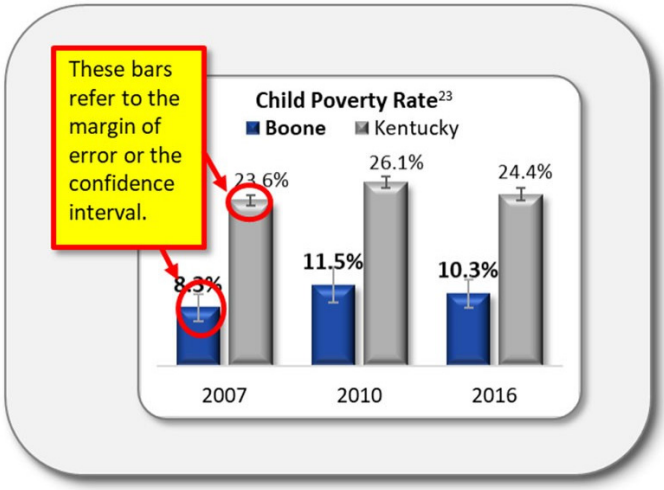


We can also think of margins of error and confidence intervals as "wiggle room." The larger the range, the more "wiggle room" there is for the estimate. In other words, when the margin of error is smaller, the estimate is more precise or the focus is sharper. When the margin of error is larger, the estimate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