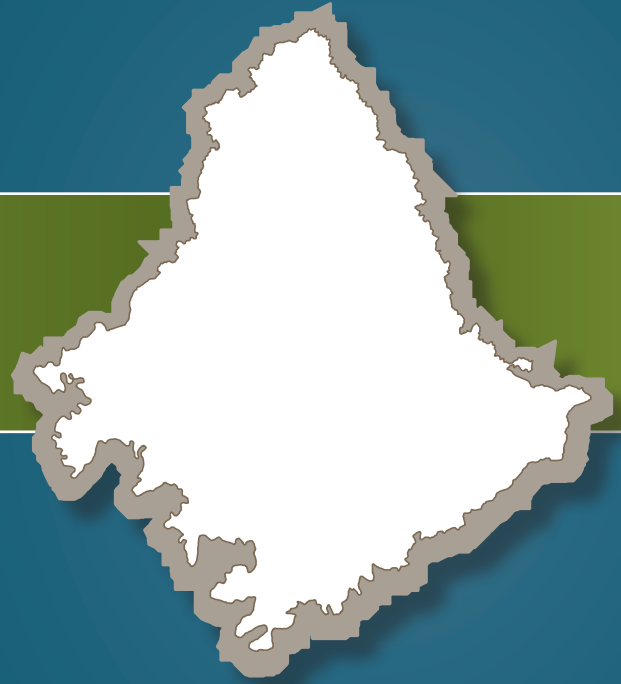


# ROWAN COUNTY



## Demographic and Socioeconomic Makeup of the County

### Rowan County Snapshot

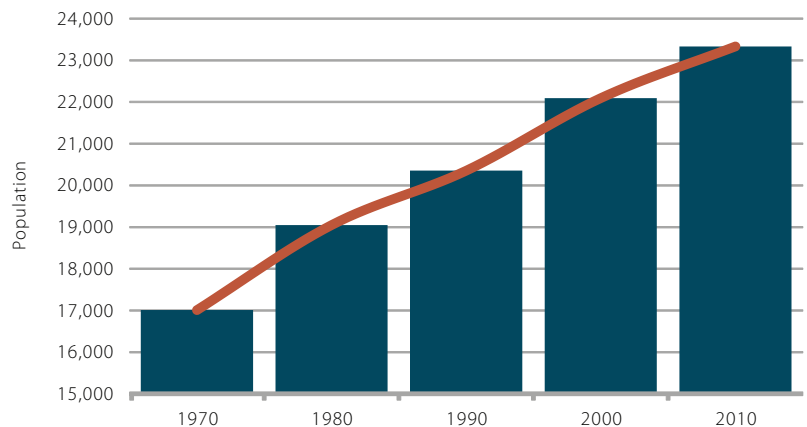
Designated as a Distressed Appalachian County by ARC

Geographic Size - 286 Square Miles

Direct Access to I-64

Since 1970 Rowan County's population has increased at an average of 8% per decade. A growth rate matching the state but lower than the nation.

Total Population

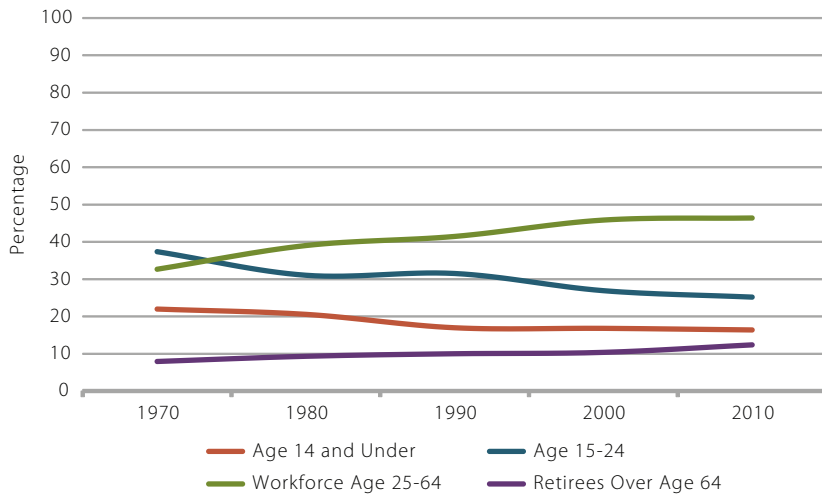


### Population Data

	1970	1980	1990	2000	2010	Average Growth per Decade
Rowan County	17,010	19,049	20,353	22,094	23,333	8%
Kentucky	3,218,706	3,660,777	3,685,296	4,041,769	4,339,367	8%
US	203,211,926	226,545,805	248,709,873	281,421,906	308,745,538	11%

US Census Bureau - Decennial Census

## Population by Age



## Population by Age Data

	1970	1980	1990	2000	2010
<i>Age 14 and Under</i>					
Rowan County	22%	21%	17%	17%	16%
Kentucky	29%	24%	21%	20%	20%
US	28%	23%	22%	21%	20%
<i>Age 15-24</i>					
Rowan County	37%	31%	32%	27%	25%
Kentucky	18%	19%	15%	14%	14%
US	17%	19%	15%	14%	14%
<i>Workforce 25-64</i>					
Rowan County	33%	39%	41%	46%	46%
Kentucky	43%	46%	51%	53%	54%
US	44%	47%	51%	52%	53%
<i>Retirees Over Age 64</i>					
Rowan County	8%	9%	10%	10%	12%
Kentucky	10%	11%	13%	12%	13%
US	10%	11%	12%	12%	13%

US Census Bureau - Decennial Census

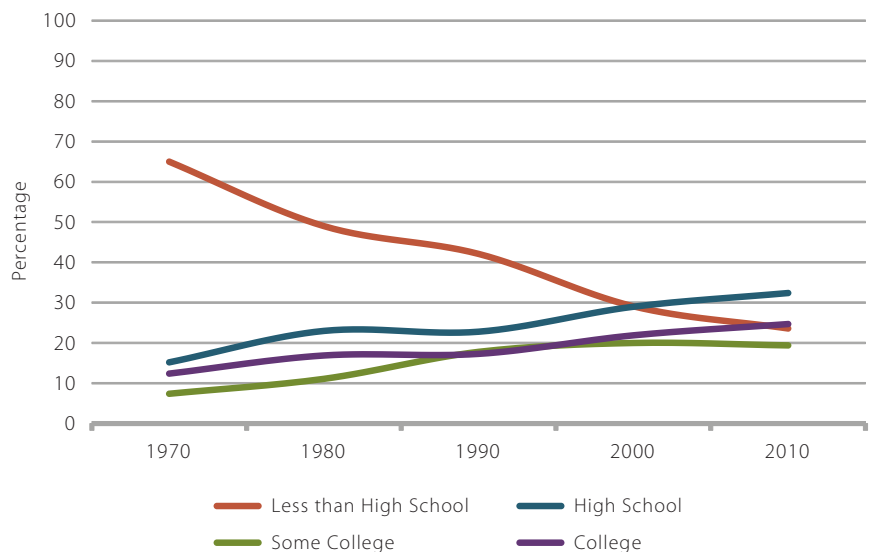
Rowan County's educational attainment rates have shown dramatic improvement since the 1970s. More improvement is necessary to equal levels of the state and the nation.

## Educational Attainment 2010

	Rowan Co.	KY	US
Less than High School	24%	19%	15%
High School	32%	34%	29%
Some College	19%	26%	28%
College	25%	20%	28%

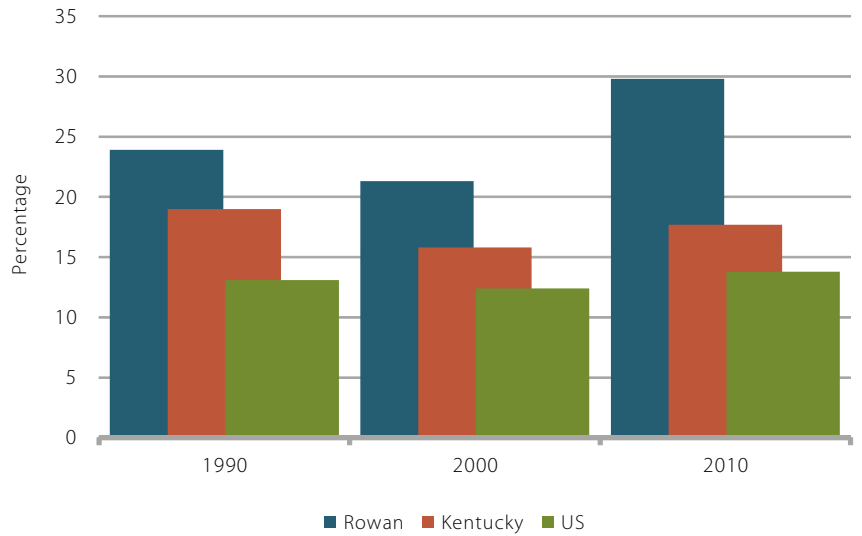
US Census Bureau - Decennial Census

## Educational Attainment



Rowan County's poverty levels dipped below 25% in 2000 but have since increased. The percentage of Rowan County's population living in poverty is substantially higher than the state and the nation.

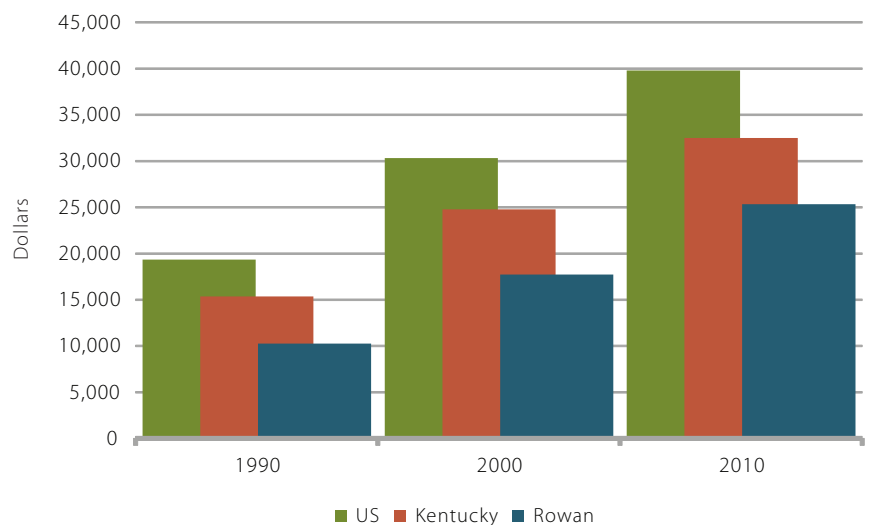
## Poverty Level



Appalachian Regional Commission

Rowan County's per capita income is slightly above \$25,000 and has historically been lower than the state and the nation.

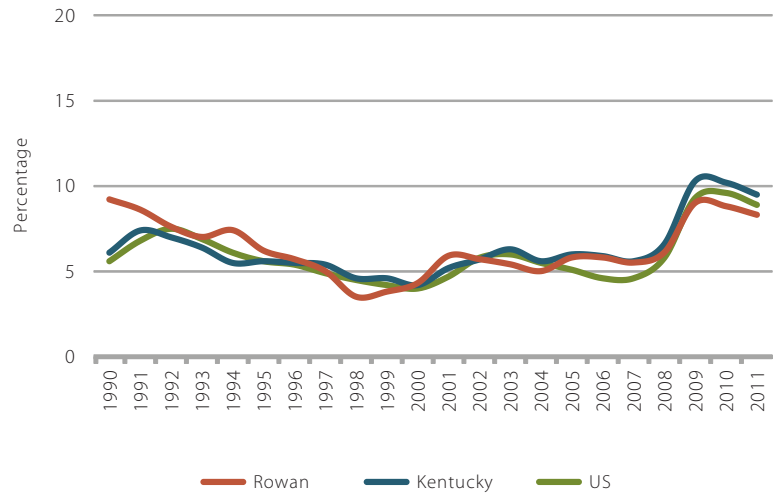
## Per Capita Income



Bureau of Economic Analysis

## Unemployment

Rowan County's rate of unemployment has closely followed Kentucky and US rates since 1990.



Bureau of Labor Statistics

## Range of Household Incomes

Rowan County's range of household incomes show higher percentages in the lower income brackets than the state and the nation.

	Rowan County		Kentucky		United States	
Total Households	8,285		1,676,708		114,235,996	
Less than \$10,000	1,287	<b>16%</b>	164,561	<b>10%</b>	7,777,925	<b>7%</b>
\$10,000 to \$14,999	764	<b>9%</b>	114,253	<b>7%</b>	5,721,104	<b>5%</b>
\$15,000 to \$19,999	615	<b>7%</b>	107,888	<b>6%</b>	5,834,183	<b>5%</b>
\$20,000 to \$24,999	634	<b>8%</b>	104,723	<b>6%</b>	5,893,766	<b>5%</b>
\$25,000 to \$29,999	538	<b>7%</b>	97,674	<b>6%</b>	5,685,259	<b>5%</b>
\$30,000 to \$34,999	370	<b>5%</b>	94,011	<b>6%</b>	5,734,815	<b>5%</b>
\$35,000 to \$39,999	309	<b>4%</b>	87,775	<b>5%</b>	5,491,184	<b>5%</b>
\$40,000 to \$44,999	280	<b>3%</b>	83,306	<b>5%</b>	5,262,577	<b>5%</b>
\$45,000 to \$49,999	296	<b>4%</b>	77,606	<b>5%</b>	5,019,418	<b>4%</b>
\$50,000 to \$59,999	555	<b>7%</b>	132,397	<b>8%</b>	8,978,920	<b>8%</b>
\$60,000 to \$74,999	751	<b>9%</b>	163,163	<b>10%</b>	11,708,572	<b>10%</b>
\$75,000 to \$99,999	936	<b>11%</b>	185,534	<b>11%</b>	14,176,495	<b>12%</b>
\$100,000 to \$124,999	452	<b>6%</b>	112,930	<b>7%</b>	9,632,817	<b>8%</b>
\$125,000 to \$149,999	177	<b>2%</b>	60,078	<b>4%</b>	5,845,201	<b>5%</b>
\$150,000 to \$199,999	155	<b>2%</b>	47,328	<b>3%</b>	5,584,288	<b>5%</b>
\$200,000 or More	168	<b>2%</b>	43,480	<b>3%</b>	5,889,473	<b>5%</b>

US Census Bureau - American Community Survey

## Top 10 Industries by Employment 2008

NAICS Code	Description	Number of Jobs
920	State Government	2,479
622	Hospitals	970
930	Local Government	919
722	Food Services and Drinking Places	903
621	Ambulatory Health Care Services	592
452	General Merchandise Stores	512
238	Specialty Trade Contractors	357
493	Warehousing and Storage	333
321	Wood Product Manufacturing	311
445	Food and Beverage Stores	285
Total Top 10		7,661

**Total Jobs in Rowan County 12,534**

CEDIK - EMSI Complete Employment

The top 10 industries by employment represent nearly 61% of the total jobs in Rowan County.

## Sources of Income

Total Households	8,285
Median household income	\$31,604
Mean household income	\$47,304
Number of households with earnings	6,081
Mean earnings	\$50,251
Number of households with Social Security Income	2,500
Mean Social Security Income	\$14,055
Number of households with retirement income	1,345
Mean retirement income	\$19,965
Number of households with Supplemental Security Income	665
Mean Supplemental Security Income	\$6,221
Number of households with cash public assistance income	109
Mean cash public assistance income	\$3,133
Number of households with Food Stamp/Snap benefits past 12 months	1,312

US Census Bureau - American Community Survey

73% of households in Rowan County had earnings. 30% had Social Security income. 16% had retirement income. 8% had Supplemental Security Income. 1% received cash public assistance. 16% received Food Stamp/SNAP benefits in the past 12 months.

## Fair Market Rent

2010	2011	2012
\$550	\$549	\$491

## Hourly Wage Needed to Afford Fair Market Rent

\$10.58	\$10.56	\$9.44
---------	---------	--------

Kids Count Data Center

## Housing Units

Total Housing Units	9,971
Occupied	8,285
Vacant	1,686
Owner-occupied	5,834
Owner-occupied with mortgage	3,156
Owner-occupied without mortgage	2,678
Heated by electricity	4,662
Heated by utility gas	1,975
Heated by bottled, tank or LP gas	791
Heated by wood	716
No vehicle available	601
Lacking complete plumbing facilities	13
Lacking complete kitchen facilities	17
No telephone service available	761

US Census Bureau - American Community Survey

59% of housing units in Rowan County are owner-occupied.

## Means of Transportation to Work

Workers 16 and over	9,592	
Car, truck or van	8,380	87.4%
Public transportation	51	0.5%
Motorcycle	0	0%
Bicycle	0	0%
Walked	650	6.8%
Other means	45	0.5%
Worked at home	466	4.9%

US Census Bureau - American Community Survey

## Travel Time to Work

Workers 16 and over	9,126	
Less than 10 minutes	2,145	22.4%
10 to 19 minutes	3,486	36.3%
20 to 29 minutes	1,326	13.8%
30 to 39 minutes	819	8.5%
40 to 59 minutes	488	5.1%
60 to 89 minutes	431	4.5%
90 or more minutes	431	4.5%
Worked at home	466	4.9%

US Census Bureau - American Community Survey

## Health Resources Availability

### Health Coverage

Uninsured individuals under 65	2,916
Percentage of population uninsured	16%
Medicare beneficiaries age 65 and older	2,616
Medicare beneficiaries disabled	947
Medicaid beneficiaries	4,836

US Dept. of Health and Human Services  
Community Health Status Indicators Report

### Rowan County Family Medicine Physician Needs Analysis

Target Ratio	1:2,000
Optimum Physician Need 2012	11.7
Optimum Physician Need 2015	11.8
Current County Physician Supply	4.8
2012 Physician surplus/deficit	-6.9

St. Claire Regional Medical Staff Development Plan

### Healthcare Providers

Primary Care Physicians per 100,000 population	127.6
Dentists per 100,000 population	52.8
Community/Migrant Health Centers	No
Health Professional Shortage Area	No

US Dept. of Health and Human Services  
Community Health Status Indicators Report

### Rowan County Health Resources

#### *Available in Rowan County*

St. Claire Regional Medical Center	JCAHO-accredited 159 bed regional referral center
St. Claire Regional Family Medicine	3.0 Physicians, 1.0 Midwife, 2.0 NP, 1.0 PA
Cave Run Surgical Specialists	11.0 Physicians
Morehead Medical Specialists	15.0 Physicians
Center for Health, Education and Research	
St. Claire Regional Outpatient Center	
Ambulance Service	ALS-trained paramedics
Life Care Center	97 bed nursing home
People's Clinic (Free Clinic)	

#### *Specialties Available in Rowan County*

Allergy, Asthma & Immunology	0.2
Anesthesiology	3.0
Cardiology	3.5
Emergency Medicine	6.1
Gastroenterology	1.0
Hematology & Oncology	1.0
Internal Medicine/Hospitalists	5.0
Nephrology	1.0
Neurology	1.0
Neurosurgery	0.1
OB/GYN	2.4
Orthopedic Surgery	2.2
Otolaryngology	0.6
Pathology	1.0
Physiatry	1.0
Podiatry	1.0
Psychiatry	3.6
Radiology	3.0
Surgery	5.4
Urology	2

St. Claire Regional Medical Staff Development Plan



## Health Outcomes

### Basic Health Measures

Adequacy of Prenatal Care (percent of pregnant women)	84%
Immunization Coverage (percent of children 19-35 months)	79%

### Self-rated health status

Percentage of adults who rate fair or poor	22%
Average number of unhealthy days in past month	7.5 days

### Infectious Diseases Reported

E. coli - 1 reported, 2 expected
Salmonella - 23 reported, 33 expected
Shinglola - 2 reported, 16 expected

### Air Quality

All National air quality standards met by county
--

### Behavioral Risk Factors

Prevalence of smoking adult	26%
Prevalence of smoking youth	23%
Prevalence of obesity adult	31%
Lack of physical activity adult	29%
Oral health adults missing 6 or more teeth	28%
Motor vehicle deaths per 1M miles driven	1.3
Violent crime offenses per 100,000 population	121
Drug arrests per 100,000 population	909
Occupational fatalities per 100,000 workers	0

All above, left column:  
US Dept. of Health and Human Services  
Community Health Status Indicators Report

### Zip codes without healthy foods

Rowan County has 1 zip code with healthy foods and 1 without

countyhealthrankings.org  
Access to healthy foods is measured as the percent of zip codes in a county with a healthy food outlet, defined as a grocery store or produce stand/farmers' market.

### Could Not See Doctor Due to Cost

Rowan County - 22%	Kentucky 17%
--------------------	--------------

countyhealthrankings.org

### Percent of Population with Diabetes

Rowan County - 10%	Kentucky 12%
--------------------	--------------

countyhealthrankings.org

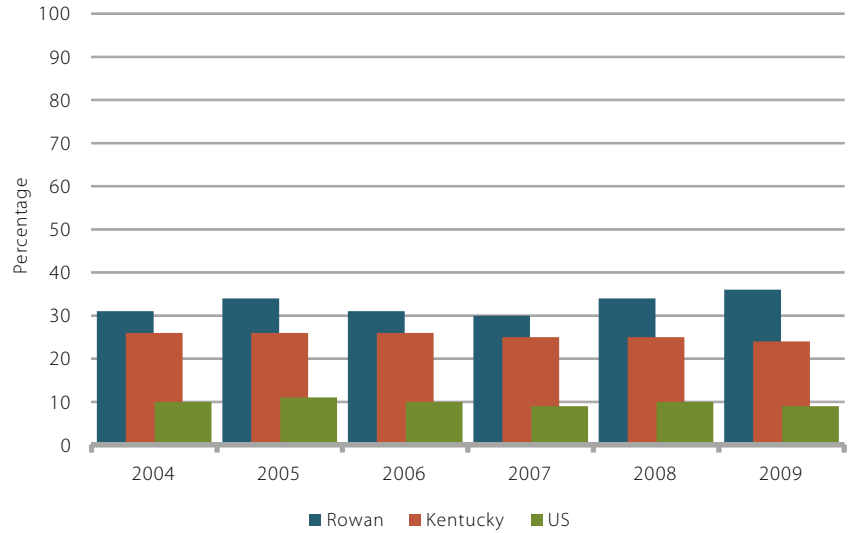
### Leading Causes of Death

All causes	181
Malignant Neoplasms	43
Diseases of heart	36
Lung Cancer	18
Chronic Lower Respiratory Diseases	19
Cerebrovascular Diseases	16
Unintentional injuries	12
Influenza and Pneumonia	7
Motor Vehicle Crashes	7
Intentional self-harm	5
Breast Cancer	3
Chronic liver disease and cirrhosis	2
Congenital malformations, deformations, etc.	2
Assault	1
Drug-Induced	1

US Dept. of Health and Human Services  
Community Health Status Indicators Report

## Births to Mothers Who Smoked During Pregnancy

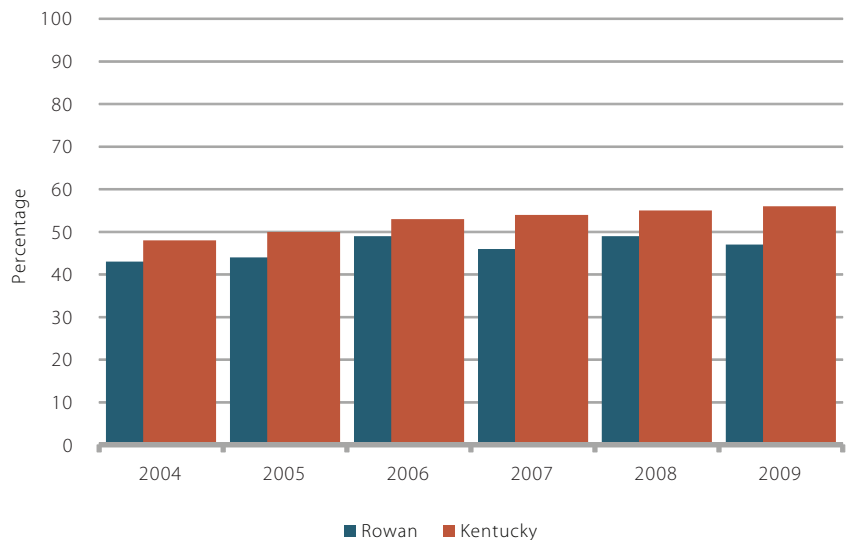
There were significantly more births to mothers who smoked during pregnancy in Rowan County compared to the state or nation.



Kids Count Data Center

## Newborns being Breastfed at Hospital Discharge

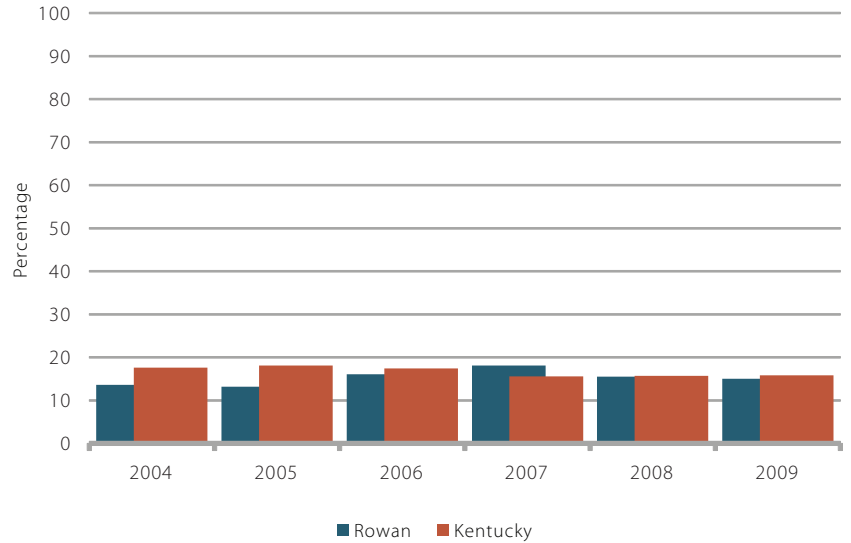
Rowan County newborns who were being breastfed at hospital discharge are increasing, but are below Kentucky levels.



Kids Count Data Center

Early childhood obesity appears to be lower in Rowan County than in Kentucky. These figures represent children ages 2-4 participating in SNAP with a BMI in the 95th percentile.

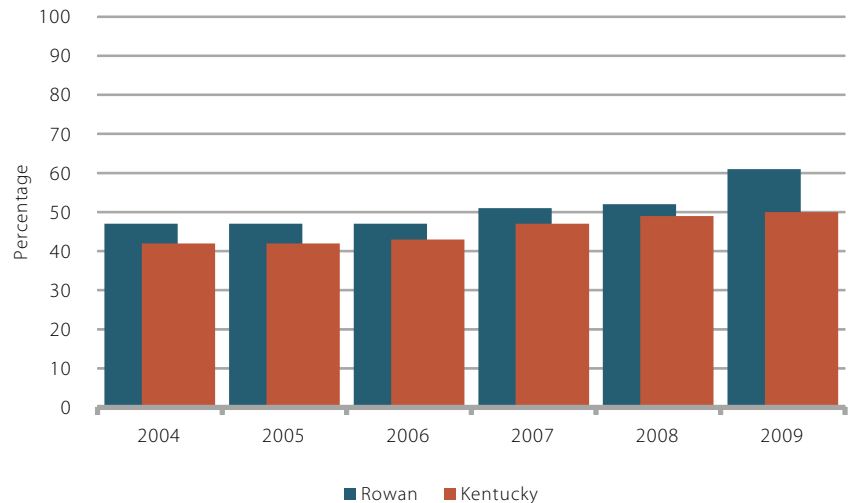
## Early Childhood Obesity



Kids Count Data Center

Children enrolled in Medicaid or KCHIP received dental services at a higher rate in Rowan County than the state of Kentucky.

## Children Enrolled in Medicaid or KCHIP Who Received Dental Services



Kids Count Data Center

## Maternal Health Measures

<i>Birth Measures</i>	<i>US Rate 2005</i>	<i>Healthy People 2010 Target</i>	<i>Rowan County Rate</i>
Low birth weight (<2500 g)	8.2	5	7.1
Very low birth weight (<1500 g)	1.5	0.9	1.4
Premature Births (< 37 weeks)	12.7	7.6	11.3
Births to women under 18	3.4	no objective	3.2
Births to women age 40-54	2.7	no objective	12
Births to unmarried women	36.9	no objective	29.4
No care in first trimester	no data	10	no data
<i>Infant Mortality</i>	<i>US Rate 2005</i>	<i>Healthy People 2010 Target</i>	<i>Rowan County Rate</i>
Infant mortality	6.9	4.5	4.8
White non-hispanic infant mortality	5.8	4.5	5.0
Black non-hispanic infant mortality	13.6	4.5	no data
Hispanic infant mortality	5.6	4.5	no data
Neonatal infant mortality	4.5	2.9	3.6
Post-neonatal infant mortality	2.3	1.2	12

CDC - National Center for Health Statistics

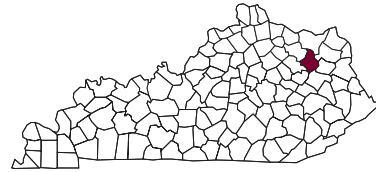
## Death Measures

<i>Birth Measures</i>	<i>US Rate 2005</i>	<i>Healthy People 2010 Target</i>	<i>Rowan County Rate</i>
Breast Cancer	24.1	21.3	32.4
Colon Cancer	17.5	13.7	28.3
Coronary Heart Disease	154	162	251.1
Homicide	6.1	2.8	no data
Lung cancer	52.6	43.3	123.4
Motor Vehicle Injuries	14.6	8	35.9
Stroke	47	50	123.9
Suicide	10.9	4.8	20.0
Unintentional Injury	39.1	17.1	46.1
Prostate Cancer	33	?	43

CDC - National Center for Health Statistics

## ROWAN

### A COMPARATIVE ASSESSMENT OF HEALTH RISK



#### Rank: 17

	County	State	Nation
<b>Behavioral/Social Factors</b>			
Prevalence of Smoking (percent adult population)	26	29	21
Prevalence of Youth Smoking (percent high school students)	23	25	23
Prevalence of Obesity (percent adult population)	31	29	24
Lack of Physical Activity (percent adult population)	29	32	24
Oral Health (percent adults missing 6 or more teeth)	28	37	33
Motor Vehicle Deaths (per 100,000,000 miles driven)	1.3	2.1	1.5
Violent Crime Offenses (per 100,000 population)	121	267	469
Drug Arrests (per 100,000 population)	909	1,046	700
Occupational Fatalities (per 100,000 workers)	0	8	5
<b>Demographics</b>			
High School Graduation (percent adults 25 or older)	71	72	80
Per Capita Personal Income	\$20,670	\$27,625	\$33,689
Population Age 65 or Older (percent)	10	11	13
<b>Health Access</b>			
Uninsured Population (percent under age 65)	16	15	16
Primary Care Physician to Population Ratio (1:3,500)	4.1	2.5	3.7
Adequacy of Prenatal Care (percent pregnant women)	84	85	75
Immunization Coverage (percent children 19-35 months)	79	80	81
<b>Health Outcomes</b>			
Low Birth Weight (per 1,000 live births)	7	8	8
Infant Mortality (per 1,000 live births)	5	7	7
Infectious Disease (per 100,000 population)	2	8	23
Prevalence of Diabetes (percent adults)	8	9	7
Limited Activities in Previous Month (percent adults)	35	28	19
Cardiovascular Deaths (per 100,000 population)	381	409	326
Cancer Deaths (per 100,000 population)	191	237	202
Total Mortality (per 100,000 population)	936	987	842
Premature Death (years lost per 100,000 population)	10,444	9,111	7,562
<b>Cancer Death Rates (per 100,000 population)</b>			
Lung/Bronchus	81	80	55
Colorectal	47	23	20
Breast	34	27	26
Prostate	43	33	28

#### Strengths:

Good oral health  
 Low occupational fatalities  
 Younger patient population  
 Availability of primary care physicians  
 Normal birthweight  
 Low infant mortality

#### Challenges:

Obesity

#### Outliers:

High colorectal cancer rate  
 High prostate cancer rate

### Rowan County Health Synopsis

Rowan County's overall health status is favorable. The county has a strong supply of primary care physicians, a relatively young population, and good oral health habits. Numbers for infant mortality, low birthweights, and occupational fatalities are also favorable. These factors provide community leaders with a solid foundation from which they may work to further minimize poor health outcomes. Efforts to promote awareness of the risks associated with obesity, along with programs that promote increased activity and improved diets, can lower the county's high rate of obesity. Colorectal, breast, and prostate cancers are all major outliers for the county. Increasing residents' access to and utilization of preventive medical screenings can increase the incidence of early detection and treatment, lowering these rates. These efforts, with continued efforts in areas of strength, can help to optimize an already strong health environment.



## Rowan (RW)

	Rowan County	Error Margin	Kentucky	National Benchmark*	Rank (of 120)
<b>Health Outcomes</b>					<b>38</b>
<b>Mortality</b>					<b>44</b>
Premature death	9,005	7,658-10,352	8,768	5,317	
<b>Morbidity</b>					<b>37</b>
Poor or fair health	24%	21-28%	21%	10%	
Poor physical health days	5.1	4.4-5.8	4.7	2.6	
Poor mental health days	5.0	4.3-5.8	4.3	2.3	
Low birthweight	7.3%	6.1-8.5%	9.1%	6.0%	
<b>Health Factors</b>					<b>43</b>
<b>Health Behaviors</b>					<b>46</b>
Adult smoking	28%	24-32%	26%	13%	
Adult obesity	35%	31-40%	33%	25%	
Physical inactivity	30%	27-35%	31%	21%	
Excessive drinking	10%	7-14%	12%	7%	
Motor vehicle crash death rate	20	14-28	20	10	
Sexually transmitted infections	441		377	92	
Teen birth rate	23	20-26	50	21	
<b>Clinical Care</b>					<b>46</b>
Uninsured	20%	18-23%	18%	11%	
Primary care physicians**	1,062:1		1,588:1	1,067:1	
Dentists**	2,345:1		1,855:1	1,516:1	
Preventable hospital stays	105	90-120	103	47	
Diabetic screening	82%	72-92%	84%	90%	
Mammography screening	57%	46-69%	62%	73%	
<b>Social &amp; Economic Factors</b>					<b>54</b>
High school graduation**	74%		78%		
Some college	53%	45-61%	56%	70%	
Unemployment	8.4%		9.5%	5.0%	
Children in poverty	33%	25-41%	27%	14%	
Inadequate social support	20%	16-24%	20%	14%	
Children in single-parent households	35%	23-47%	33%	20%	
Violent crime rate	121		264	66	
<b>Physical Environment</b>					<b>44</b>
Daily fine particulate matter	12.7	12.5-12.9	13.1	8.8	
Drinking water safety	18%		11%	0%	
Access to recreational facilities	9		8	16	
Limited access to healthy foods**	4%		5%	1%	
Fast food restaurants	63%		54%	27%	

\* 90th percentile, i.e., only 10% are better.

\*\* Data should not be compared with prior years due to changes in definition.

Note: Blank values reflect unreliable or missing data

2013

## Kentucky County Health Care Profiles Rowan County

Demographics	Rowan County		Kentucky		United States	
Percent Change in Total Population, 2000-2010 (Census)	5.6%		7.4%		9.7%	
Percent of the Population that is Non-white, 2010 (Census)	2.9%		10.6%		27.6%	
Percent of the Population that is Older than 64 years, 2010 (Census)	9.2%		13.3%		12.9%	
Percent of the Total Population in Poverty, 2009 Estimate (SAIPE)	26.6%		18.4%		14.3%	
Percent of the Total Population under 18 in Poverty, 2009 Estimate (SAIPE)	31.5%		25.3%		20.0%	
Teen births, Rate per 1,000 Women ages 15-19, 2003-2007 (KY Health Facts)	22.22		52.11		41.50	
	Estimate	MOE	Estimate	MOE	Estimate	MOE
Percent of the Population 25 and Older that have a High School Diploma, GED, or more, 2005-2009 Estimate (ACS)	83.8%	4.2%	80.3%	0.2%	84.6%	0.1%
Percent of the Population 25 and Older that have a Bachelor's Degree or more, 2005-2009 Estimate (ACS)	24.2%	2.8%	20.0%	0.2%	27.5%	0.1%
Percent of Workers who Travel 30 minutes or more one way, to work, 2005-2009 Estimate (ACS)	23.4%	3.7%	28.2%	0.3%	35.1%	0.03%
Unemployment Rate, 2010 Annual Average (BLS)	9.2%		10.7%		9.3%	
Median Household Income, 2009 Estimate (SAIPE)	\$33,081		\$40,061		\$50,221	

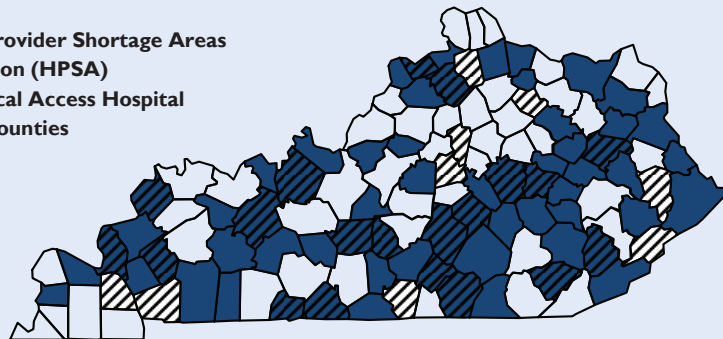
NAICS Health Sector	2005 Jobs	2010 Jobs	Projected 2020 Jobs
Offices of Physicians	159	208	259
Offices of Dentists	58	66	87
Offices of Other Health Practitioners	44	43	55
Outpatient Care Centers	86	75	126
Medical & Diagnostic Laboratories	<10	<10	<10
Home Health Care Services	145	163	173
General Medical & Surgical Hospitals	870	979	1204
Psychiatric & Substance Abuse Hospitals	0	0	0
Specialty Hospitals (not Psychiatric & Substance Abuse)	0	0	0
Average Earnings Per Worker (2010)	\$44,828		





Data Source: EMSI

13	<b>Total Licensed Dentists, 2009</b>
69	<b>Total Licensed Physicians, 2010</b> (Primary Care & Specialty)
3	Cardiology
2	OB/GYN
3	Pediatrics
3	Radiology
1	Neurology
3	Psychiatry
2	Oncology
2	Urology
23	Other

Data Source: KY Board of Dentistry,  
KY Board of Medical Licensure

### Health Provider Shortage Areas Designation (HPSA) and Critical Access Hospital (CAH) Counties



-  CAH County and HPSA Designation
-  CAH County, no HPSA Designation
-  HPSA Designation
-  No HPSA or CAH