

They can't imagine life without you.

Odds are, they just might have to.



Birthdays, holidays, graduations, weddings, grandchildren – your loved ones expect you to be there to see it all. **74% of the premature deaths** in rural Eastern Kentucky are caused by obesity, physical inactivity, smoking and drug abuse.¹

REALITY CHECK:



FACT: In Eastern KY, people are expected to live **shorter lives** than their parents.²

FACT: The prevalence of obesity in rural Kentucky is nearly **40%**.³

FACT: **1 in 2** adult Kentucky women living in rural environments report being physically inactive.⁴

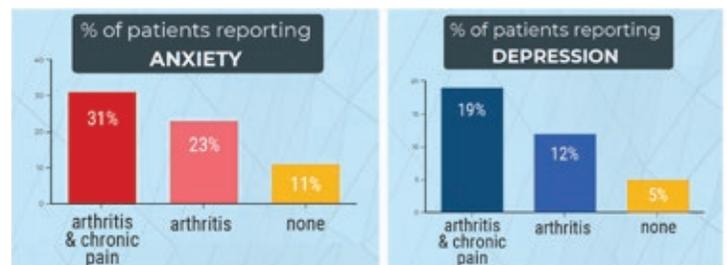
FACT: Overall deaths due to cardiovascular disease are much higher than the national average. Every year in Kentucky an additional **1500** women die due to cardiovascular disease (compared to the national average).⁵

FACT: **14.5%** of women in Hazard, KY suffer from diabetes. In rural communities the percent is much higher age 65 or over.⁶

FACT: More than **1 in 4** Kentucky women living in rural environments report being in physical distress. Physical distress is defined as reporting poor health 15 of 30 days a month. **50% of your life!**⁷

FACT: **24%** of women in Hazard, KY/Perry County between the ages of 35-64 have an “ambulatory” movement disability.⁸

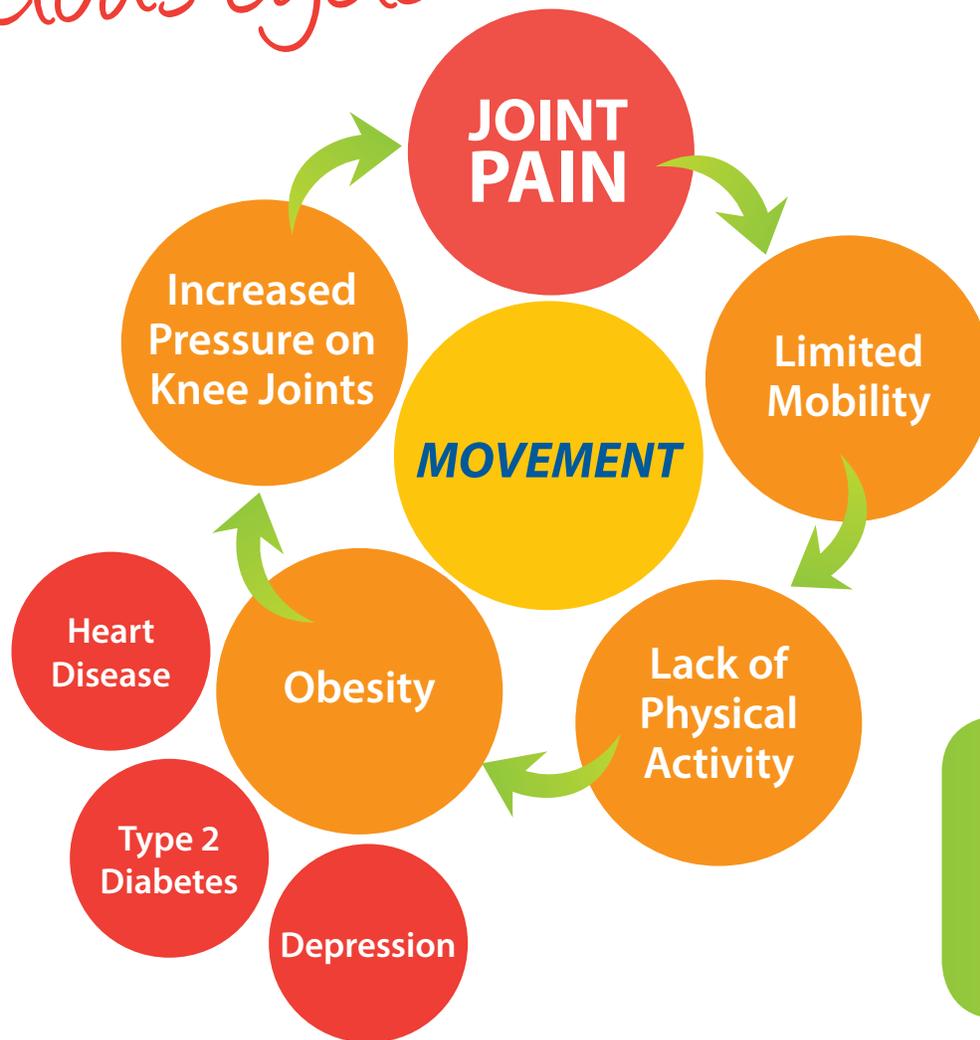
Physical Health Affects Mental Health
People with both arthritis & chronic pain report triple the rates of anxiety & depression.⁹



FACT: **52%** of women living in rural Kentucky are using pain management for their arthritis.¹⁰

FACT: In Eastern Kentucky, drug deaths caused by opioids **38.5%**, is the second highest in the top 13 states impacted by opioid deaths.¹¹

Breaking the vicious cycle.



Being only 10 pounds overweight increases the force on the knee by 30-60 pounds with each step.

Obesity and inactivity create a vicious cycle. Extra weight puts pressure on your joints, causing chronic pain and weakness. As a result, you become less active. That inactivity maintains, or increases obesity, putting you at risk for worsening joint pain, heart disease, Type 2 Diabetes and depression.

1. americanhealthrankings.org/learn/reports/2017-annual-report/state-summaries-kentucky
 2. Final Report, Appalachian Diseases of Despair August 2017 Prepared for the Appalachian Regional Commission by the Walsh Center for Rural Health Analysis
 3. The State of Obesity: Better Policies for a Healthier America. <https://www.stateofobesity.org/states/ky/>
 4. americanhealthrankings.org/learn/reports/2017-annual-report/state-summaries-kentucky
 5. Final Report, Appalachian Diseases of Despair August 2017 Prepared for the Appalachian Regional Commission by the Walsh Center for Rural Health Analysis
 6. americanhealthrankings.org/learn/reports/2017-annual-report/state-summaries-kentucky
 7. Ibid.
 8. American Fact Finder 2017 Disability Characteristics <https://factfinder.census.gov/faces/tableservices/jsf/pages/productview.xhtml?src=bkmk>
 9. CDC2018, *Symptoms of Anxiety and Depression Among Adults with Arthritis – United States, 2015-2017*
 10. americanhealthrankings.org/learn/reports/2017-annual-report/state-summaries-kentucky
 11. Final Report, Appalachian Diseases of Despair August 2017 Prepared for the Appalachian Regional Commission by the Walsh Center for Rural Health Analysis https://www.arc.gov/assets/research_reports/appalachian_diseases_of_despair_august_2017.pdf
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