

NUTRITION EDUCATION PROGRAM 2016 ANNUAL REPORT

OUR FOCUS

The Kentucky Nutrition Education Program works in all 120 counties to improve the lives of limited-resource Kentuckians through education and changes in behavior and in community. Through the Supplemental Nutrition Assistance Program Education (SNAP-Ed) and the Expanded Food and Nutrition Education Program (EFNEP), the University of Kentucky Cooperative Extension Service has agents and nutrition assistants across the state who are dedicated to improving lives in their communities.



OUR CHALLENGE

Poverty

In Kentucky, household median income is **\$45,215**, which is much lower than the U.S. median of **\$55,775**.¹ Kentucky has high rates of poverty and food insecurity when compared to the United States as a whole.¹

	Kentucky	U.S.
Total Poverty	18.5%	14.7%
Child Poverty	25.9%	20.7%
Food Insecurity	17.6%	13.7%
Very Low Food Secure	7.3%	5.4%

In 2014, an estimated **14,370** Daviess County residents lived in poverty, and **4,980** of them were children. This is a **2.5%** increase in total poverty and **-2.4%** decrease in child poverty since 2007.²

SNAP benefits

Participation in the SNAP program among those who are eligible for its benefits is higher in Kentucky than in the U.S. as a whole.¹

In 2015, **13,123** Daviess County residents received SNAP benefits, a **41.0%** increase since 2007.³

	Kentucky	U.S.
SNAP Participation	91%	83%



Obesity

Nearly half of all American adults experience one or more preventable, diet-related chronic conditions, such as high blood pressure, cardiovascular disease, type 2 diabetes, and obesity.⁴ Kentucky has a high prevalence of hypertension, diabetes, and obesity, ranking in the top 10 when compared to other states.⁵ A large body of evidence shows that healthy eating habits and regular physical activity can help people achieve and maintain good health and reduce the risk of chronic disease throughout life.⁴

In 2013, **21,871** Daviess County residents were considered obese, representing **30.4%** (**33.7%-27.3%**) of the county's population.⁶

OUR SOLUTION

Provide hands-on, nutrition education to limited-resource audiences, focusing on:

- Buying and preparing healthy foods
- Developing new meal planning and cooking skills
- Adopting new healthy lifestyle behaviors
- Managing SNAP resources

In 2016, **26,206** Daviess County residents with limited resources participated in nutrition education lessons.

OUR RESULTS

IN DAVIESS COUNTY

Lifestyle improvements

In 2016, **92%** of adult participants made a positive change in food group choices and **78%** showed improvement in one or more food safety practices. In addition, **81%** began to plan meals in advance more often and **88%** used the “Nutrition Facts” on food labels to make food choices more often. Youth participants also experienced behavior changes, with **88%** improving their ability to choose healthy foods.

OUR SUCCESS

Families applaud Snack Strong/Better Bites program

According to the Healthy Communities Institute, over 15% of limited-resource preschool students (age 2-4) in Daviess County were classified as obese. Further data from the Healthy Communities Institute shows that 62% of adults in Daviess County are overweight and only 11% of adults report eating five or more fruits and vegetables per day.

In an effort to address these issues in the Owensboro/Daviess County community, the Snack Strong/Better Bites program was launched in 2015. The program brings healthier snack and drink options to locations where families and children congregate such as pools, ball fields, parks, and community centers. Better Bites snack and drink items are chosen based on

the USDA nutritional guidelines and requirements for the public school food service centers. The Daviess County Extension agent for Family and Consumer Sciences along with fellow Cooperative Extension Service agents, SNAP-Ed Nutrition Education Program assistants, the Healthy Horizons group (Owensboro/Daviess County Health Coalition), and the Obesity Action Team partnered to launch and implement Snack Strong/Better Bites. The program was promoted with written materials, presentations, and marketing, resulting in nine Snack Strong/Better Bites locations. Better Bites menu boards replaced concession stand menu boards at two local public pools and one city park/softball complex as of May 2016.

Feedback and comments from pool



and park patrons as well as community members indicate the success of the Snack Strong/Better Bites program. Both pool locations and the city park have reported increased sales for the 2016 season and positive comments from individuals regarding the healthier options for their families.

SOURCES:

1. Frac.org/reports-and-resources/national-and-state-program-data-2, accessed December 2016
2. U.S. Census Bureau, Small Area Income and Poverty Estimates
3. Kentucky Department for Public Health, Cabinet for Health and Family Services, Statewide Summaries, December 2007, 2013, 2015
4. 2015-2020 Dietary Guidelines for Americans
5. Stateofobesity.org, accessed September 2016
6. Centers for Disease Control and Prevention (CDC), County Data Indicators, Obesity Prevalence

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