

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 **4,041** Lawrence County residents lived in poverty, and **1,181** of them were children. This is a **-1.5%** decrease in total poverty and **-5.3%** 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, **4,495** Lawrence County residents received SNAP benefits, a **5.7%** 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, **4,997** Lawrence County residents were considered obese, representing **42.2%** (**47.9%-36.6%**) 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, **11,718** Lawrence County residents with limited resources participated in nutrition education lessons.

OUR RESULTS

IN LAWRENCE COUNTY

Lifestyle improvements

In 2016, **97%** of adult participants made a positive change in food group choices and **80%** showed improvement in one or more food safety practices. In addition, **67%** began to plan meals in advance more often and **80%** used the “Nutrition Facts” on food labels to make food choices more often. Youth participants also experienced behavior changes, with **80%** improving their ability to choose healthy foods.

OUR SUCCESS

Farmers market veggie bucks boost produce sales

Lawrence County Nutrition Education Program Assistants partnered with the Family and Consumer Sciences agent to promote the importance of consuming fresh local produce from the Lawrence County Farmers Market. Our target audience was children age 2-17. The Veggie Bucks program was a partnership between Cooperative Extension and the local health department. With funding from a Marshall University diabetes grant and the Appalachian Regional Commission, \$5 Veggie Bucks vouchers were distributed to children at the farmers market for each child to spend on produce of their choice. A parent or guardian had to be present when vouchers were redeemed. Each market day, assistants made a Kentucky Proud Plate It Up recipe for sampling. During the four days of voucher distribution, 187 children participated, redeeming \$852 to purchase local produce.

Program evaluations found that 87% of participating children tried a new fruit and/or vegetable; 48% were first-time shoppers at the farmers market; 96% tried the Kentucky Proud Plate It Up recipe sample; 43% tried a Kentucky Proud Plate-It Up recipe at home; and 87% made a return visit to the farmers market. Parent comments included: “My two boys absolutely loved picking out their own veggies and fruits,” and “It taught my children the importance of eating fresh vegetables and using locally grown food.”



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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