

# 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**.<sup>1</sup> Kentucky has high rates of poverty and food insecurity when compared to the United States as a whole.<sup>1</sup>

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

In 2014, an estimated **2,484** Metcalfe County residents lived in poverty, and **863** of them were children. This is a **3.4%** increase in total poverty and **-0.6%** decrease in child poverty since 2007.<sup>2</sup>

#### 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.<sup>1</sup>

In 2015, **2,190** Metcalfe County residents received SNAP benefits, a **45.0%** increase since 2007.<sup>3</sup>

	Kentucky	U.S.
<b>SNAP Participation</b>	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.<sup>4</sup> Kentucky has a high prevalence of hypertension, diabetes, and obesity, ranking in the top 10 when compared to other states.<sup>5</sup> 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.<sup>4</sup>

In 2013, **2,502** Metcalfe County residents were considered obese, representing **33.8% (40.8%-27.0%)** of the county's population.<sup>6</sup>

## 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, 4,334 Metcalfe County residents with limited resources participated in nutrition education lessons.

## OUR RESULTS

### IN METCALFE COUNTY

#### Lifestyle improvements

In 2016, 98% of adult participants made a positive change in food group choices and 72% showed improvement in one or more food safety practices. In addition, 60% began to plan meals in advance more often and 72% used the “Nutrition Facts” on food labels to make food choices more often. Youth participants also experienced behavior changes, with 72% improving their ability to choose healthy foods.

## OUR SUCCESS

### Farmers market reaches more limited-resource Kentuckians

According to the 2013 Kentucky Health Issues poll, only 26% of individuals in Western Kentucky meet the daily recommended dietary intake of fruits and vegetables. While Metcalfe County has three grocery stores, it can be a challenge to obtain fresh, quality produce. The Metcalfe County Farmers Market had great success this year providing an ever-growing customer base with locally grown produce from 20 local farmers.

The Metcalfe County Farmers Market recently expanded to include fall, winter, and early spring market dates, allowing local high tunnel and greenhouse farmers to sell their goods beyond the summer market season. Five to 14 producers were onsite every Friday from May 1 through

October 30. In an effort to make fresh produce available for limited-resource Kentuckians in Metcalfe County, the market has started accepting SNAP benefits with the implementation of wooden coins and a SNAP debit card mobile phone reader. The Double Dollars program has increased usage of SNAP benefits and Senior Farmers Market Nutrition vouchers.

- SNAP benefits redemption has tripled from \$311 in 2015 to \$970 in 2016.
- Senior Farmers Market Nutrition Program voucher redemption rates have increased from 70% in 2013 to 94% in 2016.

During the farmers market, shoppers learned how to make recipes through food demonstrations offered by the Cooperative Extension



SNAP-Ed program assistant and market producers. Shoppers were also provided with take-home information on food preservation, healthy cooking, and produce selection. To encourage regular attendance, a Music at the Market night was implemented and shopping at the farmers market was promoted through billboard advertising, radio interviews, and Facebook.

#### SOURCES:

1. [Frac.org/reports-and-resources/national-and-state-program-data-2](http://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](http://Stateofobesity.org), accessed September 2016
6. Centers for Disease Control and Prevention (CDC), County Data Indicators, Obesity Prevalence

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