



# Nutrition Education Program

## 2017 Annual Report: Campbell County

### Our Focus

The 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.



University of Kentucky  
College of Agriculture,  
Food and Environment  
Cooperative Extension Service

### Our Challenge

#### Poverty

In Kentucky, household median income is \$46,659, which is much lower than the U.S. median of \$57,617.<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%	14.4%
<b>Child Poverty</b>	25%	19.8%
<b>Food Insecurity</b>	17.3%	13%
<b>Very Low Food Secure</b>	7.4%	5.2%

In 2014, an estimated 11,724 Campbell County residents lived in poverty, and 3,496 of them were children. This is a 38.0% increase in total poverty and 23.9% increase 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, 8,787 Campbell County residents received SNAP benefits, a 43.9% 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, 21,544 Campbell County residents were considered obese, representing 31.6% (28.0%-35.3%) 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 2017, 9,756 Campbell County residents with limited resources participated in nutrition education lessons.

## Our Results

### IN CAMPBELL COUNTY

#### Lifestyle improvements

In 2017, 90% of adult participants made a positive change in food group choices and 73% showed improvement in one or more food safety practices. In addition, 63% began to plan meals in advance more often and 56% used the “Nutrition Facts” on food labels to make food choices more often. Youth participants also experienced behavior changes, with 77% improving their ability to choose healthy foods.

## Our Success

### Helping those who have served

To address poor nutrition issues among a group of Vietnam veterans, the Veterans Administration facilitated a six-part Healthy Choices for Every Body program, conducted by the Campbell County Extension’s Nutrition Education Program in collaboration with SNAP-Ed. The program focused on nutrition education, basic cooking skills, meal planning and food budgeting. The participants were especially interested in learning about and discussing how proper nutrition affects chronic disease, an area of concern as several had been diagnosed with diabetes, high blood pressure or cardiovascular disease. Each class included a cooking demonstration in which participants helped prepare a healthy recipe. Recipes demonstrated were economical, quick and easy to prepare and typically included fruits and/or vegetables. Based on what was learned from the Healthy Choices for Every Body series, all participants improved their overall dietary choices. Fruit and vegetable consumption improved by 50%. Additionally, 59% of the participants used nutrition information, such as reading labels, more often when making food purchases.



University of Kentucky  
Nutrition Education Program  
Family and Consumer Sciences Extension



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**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 2017; 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 December 2017; 6. Centers for Disease Control and Prevention (CDC), County Data Indicators, Obesity Prevalence

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