



Nutrition Education Program

2017 Annual Report: Rowan 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 \$57,617.¹ 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%	14.4%
Child Poverty	25%	19.8%
Food Insecurity	17.3%	13%
Very Low Food Secure	7.4%	5.2%

In 2014, an estimated 4,953 Rowan County residents lived in poverty, and 1,304 of them were children. This is a 3.7% increase in total poverty and 6.6% increase 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, 4,223 Rowan County residents received SNAP benefits, a 47.8% 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, 6,003 Rowan County residents were considered obese, representing 34.4% (30.3%-38.8%) 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 2017, **3,871** Rowan County residents with limited resources participated in nutrition education lessons.

Our Results

IN KENTUCKY

Lifestyle improvements

In 2017, **98%** of adult participants made a positive change in food group choices and **81%** showed improvement in one or more food safety practices. In addition, **71%** began to plan meals in advance more often and **73%** used the “Nutrition Facts” on food labels to make food choices more often. Youth participants also experienced behavior changes, with **85%** improving their ability to choose healthy foods.

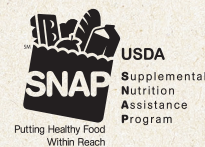
Our Success

Helping people gain better access to local fruits and veggies

In 2012, Rowan County’s poverty rate was more than 24%; approximately 800 families receive food assistance through the WIC program. The WIC Farmers Market Nutrition Program helps limited-resource families get local fruits and vegetables. Health departments distributed WIC vouchers and worked with Cooperative Extension and the local farmers markets to increase WIC redemption rates for the farmers market vouchers in the Gateway Area Development District. In Rowan County, Extension worked with the health department, farmers market vendors and the Kentucky Educational Development Corp. Migrant Program on an educational program that helped limited-resource and limited-English speaking audiences better access local fruits and vegetables. The program included fresh local produce sold at the Rowan County Farmers Market, youth activities, food preservation information, nutrition education information, blood pressure screenings and migrant education information. Redemption rates for the five-county region have increased from last year, including a 59% increase for Rowan County, which meant \$3,836 in sales for farmers market vendors. The adolescent health and WIC coordinator with the Gateway District Health Department said that redemption rates for the district have also increased since last year.



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

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