



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 their 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 where they live.

Our Challenge

Poverty

According to US Census estimates for 2016, the median household income in Kentucky is **\$46,610**, almost 20% lower than the U.S. median household income of **\$57,617**.¹ Kentucky also has higher percentages of poverty and food insecurity among its population compared to census estimate for the United States overall.

	Kentucky	U.S.
Total Poverty	17.2%	12.3%
Child Poverty	24.4%	19.5%
Food Insecurity	14.7%	11.8%

In 2016, an estimated **1,679** Cumberland County residents lived in poverty, and **543** of those were children under 18. This represents a **5.7%** increase in total poverty and **6.1%** increase in child poverty since 2008.¹

Obesity

Today, about half of all Americans have one or more chronic diseases, often related to poor diet.² These include high blood pressure, cardiovascular disease, type 2 diabetes and stroke which are often associated with obesity.



In 2017, the percentage of obese adults in Kentucky was **34.3%**, ranking it in the top 10 states for highest obesity rates in the country. Kentucky was also ranked in the top 10 for high percentages of adults with diabetes (**12.9%**) and adults with hypertension (**39.4%**).³ 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.²

In 2014, **33.6%** of Cumberland County's adult population were considered obese.⁴

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 2018, 13,311 Cumberland County residents with limited resources participated in nutrition education lessons.

Our Results

IN CUMBERLAND COUNTY

Lifestyle improvements

In 2018, 98% of adult participants made a positive change in food group choices and 91% showed improvement in one or more food safety practices. In addition, 88% showed improvement in one or more food resource management practices and 81% made changes to be more physically active. Youth participants also experienced behavior changes, with 88% improving their ability to choose healthy foods.

Our Success

Making healthful strides with the local farmers market

The Cumberland County Extension service hosted a series on "Cooking with the Farmers Market" at the extension office where participants learned about cooking with locally grown produce. Surveyed participants showed a significant number of individuals did not consume enough fruits and vegetables and according to the Government Health Survey, Cumberland County has a high number of residents with diabetes as well as obesity. So, this year, the extension service decided to have different programs run at the farmers market over the entire season to try and increase the consumption of fresh fruit and vegetables. The youth program was called the POP (Power of Produce) Club. Once a month,

the parents brought children for activities and taste tests on the fruit or vegetable of the month. Youth would then receive vouchers to spend at the market (sponsored by the local health coalition). The Nutrition Education Program assistant used lessons from the Healthy Choices for Every Body curriculum with adults and families could sample recipes with featured produce.

The impact from the programs has been wide reaching and powerful with families including children, parents, aunts, uncles and grandparents visiting the market to learn more about the fresh products; some learned what the produce was and how the food was grown, how to cook with it or how to incorporate them into their meals and live healthy. The



numbers of senior farmers market voucher packages for the county increased from 95 to 110 packages; in August, Cumberland County had the highest redemption rate in the State. WIC vouchers were also redeemed more with younger families now frequenting the market to purchase food increasing by 100%.

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SOURCES:

1. U.S. Census Bureau Small Area and Income Poverty Estimates
2. 2015-2020 Dietary Guidelines for Americans
3. The State of Obesity Report 2018
4. 2018 County Health Rankings & Roadmap

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