



## Our Focus

The Kentucky Nutrition Education Program, as part of the University of Kentucky Cooperative Extension Service, encompasses two separate USDA programs: The Expanded Food and Nutrition Education Program (EFNEP) and the Supplemental Nutrition Assistance Program Education (SNAP-Ed). Both programs utilize agents and assistants to provide educational opportunities for limited-resource individuals and families to acquire knowledge, develop skills, and change behaviors for improved health and well-being.

## Our Challenge

### Poverty

According to US Census estimates for 2017, the median household income in Kentucky is **\$48,332**, almost 20% lower than the U.S. median household income of **\$60,336**.<sup>1</sup> 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.
<b>Total Poverty</b>	17.1%	13.4%
<b>Child Poverty</b>	22.1%	18.4%
<b>Food Insecurity</b>	14.7%	12.3%

In 2017, an estimated **9,700** Campbell County residents lived in poverty, and an estimated **2,217** were children under 18.<sup>1</sup>

### Obesity

Today, about half of all Americans have one or more chronic diseases, often related to poor diet and physical inactivity.<sup>2</sup> These include high blood pressure, cardiovascular disease, type 2 diabetes and stroke.



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. The percentage of physically inactive Kentuckians was **34.4%**, ranking it as the most physically inactive state in the nation. Kentucky was also ranked in the top 10 for high percentages of adults with diabetes (**12.9%**) and adults with hypertension (**39.4%**).<sup>3</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>2</sup>

In 2015, **31%** of Campbell County's adult population were considered obese, and **22.2%** were considered physically inactive.<sup>4</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 2019, **16,438** contacts were made with Campbell County residents who participated in nutrition education programming.

## Our Results

### IN CAMPBELL COUNTY

#### Lifestyle improvements

In 2019, **96%** of adult participants made a positive change in food group choices and **80%** showed improvement in one or more food safety practices. In addition, **88%** showed improvement in one or more food resource management practices and **88%** made changes to be more physically active. Youth participants also experienced behavior changes, with **78%** improving their ability to choose healthy foods.

## Our Success

### More Red, Orange, and Dark Green Veggies

**T**he Campbell County Cooperative Extension Service Supplemental Nutrition Education Program partnered with the Calvin A. Perry Community Center to present seven weekly sessions of the Healthy Choices for Every Body program. Most of the seven participants attended the program with the goals of learning new, healthy recipes they can make easily and affordably at home and increasing their intake of certain fresh fruits and vegetables. According to the Behavioral Risk Factor Surveillance System data, only 11% of adults in Campbell County met the recommended fruit and vegetable intake in 2017. Lessons taught from the Healthy Choices curriculum focused on the importance of increasing fruit and vegetables in the diet, particularly red, orange, and dark green vegetables. The nutrition program assistant also included lessons on how to plan and prepare meals at home with an emphasis on affordability. By the program's end, 57% of the participants increased their consumption of red, orange, and dark green vegetables each week. More than half of the participants also cooked dinner at home more times a week than before attending the program. One participant expressed: "Changing your diet doesn't happen overnight, but I've been able to make small changes every day that make a difference."



University of Kentucky  
Nutrition Education Program  
Family and Consumer Sciences Extension



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

#### SOURCES:

1. U.S. Census Bureau Small Area and Income Poverty Estimates
2. World Health Organization Media Centre
3. The State of Obesity Report 2019
4. 2019 County Health Rankings & Roadmaps

This material was partially funded by USDA's Supplemental Nutrition Assistance Program (SNAP). This institution is an equal opportunity provider.



Educational programs of Kentucky Cooperative Extension serve all people regardless of economic or social status and will not discriminate on the basis of race, color, ethnic origin, national origin, creed, religion, political belief, sex, sexual orientation, gender identity, gender expression, pregnancy, marital status, genetic information, age, veteran status, or physical or mental disability.

