



KENTUCKY NUTRITION EDUCATION PROGRAM

2020 ANNUAL REPORT: BOURBON COUNTY

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 U.S. Census estimates for 2019, the median household income in Kentucky is **\$52,256**, 20% lower than the U.S. median household income of **\$65,712**.¹ Kentucky also has higher percentages of poverty and food insecurity among its population compared to census estimates for the United States overall.

	Kentucky	U.S.
Total Poverty ¹	16.0%	12.3%
Child Poverty ¹	20.9%	16.8%
Food Insecurity ² <i>(Actual ratings during COVID-19 may be higher)</i>	14.7%	11.7%

In 2018, an estimated **16.5%** of Bourbon County residents lived in poverty, and an estimated **24.2%** were children younger than 18.¹

Obesity

Today, about half of all Americans have one or more chronic diseases, often related to poor diet and physical inactivity.³ These include high blood pressure, cardiovascular disease, type 2 diabetes, and stroke.



In 2019, the percentage of obese adults in Kentucky was **36.5%**, ranking it in the top 10 states for highest obesity rates in the country. The percentage of physically inactive Kentuckians was **30.6%**, ranking it among the top five most physically inactive states in the nation. Kentucky was also ranked in the top 10 for high percentages of adults with diabetes (**13.3%**) and adults with hypertension (**40.9%**).⁴ 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.³

In 2020, **30%** of Bourbon County's adult population was considered obese, and **31%** was considered physically inactive.⁵

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 2020, 6,329 contacts were made with Bourbon County residents who participated in nutrition education programming.

OUR RESULTS

IN BOURBON COUNTY

Lifestyle improvements

In 2020, 100% of adult participants made a positive change in food group choices and 100% showed improvement in one or more food safety practices. In addition, 100% showed improvement in one or more food resource management practices and 75% made changes to be more physically active.



OUR SUCCESS

Providing nutrition education with Facebook

Social media is often used to stay in touch with family and friends. However, during the pandemic, it has become a way to reach clients without the need to congregate in-person. Individuals and families can access needed information without ever leaving the safety of their homes.

Before the COVID-19 pandemic, in-person lessons, demonstrations, and public relation events were the preferred method of reaching clients; therefore, the Bourbon County Nutrition Education Program's (NEP) Facebook page was not used frequently. Since the end of March, all events have been either canceled or moved to a virtual platform. To reach clients who were now staying healthy at home, the Bourbon County NEP Facebook page received a much-needed update, with pertinent content added daily. The number of individuals who have used the Facebook page has increased by 45% since the beginning of April. Individuals have been able to view recipes, food demonstration videos, and ChopChop newsletters. The Bourbon County NEP Facebook page also provided information regarding gardening, increasing physical

activity, proper hand-washing, meal planning, important COVID-related information, and Programs on the Go. On average, approximately 500 individuals view various topics on the Facebook page each week. One viewer left a comment, stating "My whole family loves having access to the Bourbon County Nutrition Education Facebook page. We have used a number of recipes that have incorporated things we're growing on our farm, or have bought at the

farmers' market, like the Tomato Corn Pesto Pizza! We also love the Kids Club newsletter, and my girls enjoy testing new recipes and learning all about healthy foods. I can get in the habit of cooking the same meals over and over and it helps me to break things up as well!"



University of Kentucky Nutrition Education Program Family and Consumer Sciences Extension

SOURCES:

1. U.S. Census Bureau Small Area and Income Poverty Estimates
2. America's Health Rankings 2019
3. World Health Organization Media Centre
4. The State of Obesity Report 2019
5. 2019 County Health Rankings & Roadmaps

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