



KENTUCKY NUTRITION EDUCATION PROGRAM

2020 ANNUAL REPORT: CAMPBELL 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 **13.1%** of Campbell County residents lived in poverty, and an estimated **14.4%** 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, **32%** of Campbell County's adult population was considered obese, and **24%** 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, 78,774 contacts were made with Campbell County residents who participated in nutrition education programming.

OUR RESULTS

IN CAMPBELL COUNTY

Lifestyle improvements

In 2020, 100% of adult participants made a positive change in food group choices and 84% showed improvement in one or more food safety practices. In addition, 72% showed improvement in one or more food resource management practices and 80% made changes to be more physically active.



OUR SUCCESS

Cooperative Extension provides new opportunities for families

The COVID-19 pandemic created a lot of uncertainty and lack of routine for people, particularly for children in limited-resource communities who rely on schools and community programs to provide educational opportunities and social support. Educators needed to quickly shift to home-based learning opportunities and find ways to engage youths. The Youth Leadership Development group switched from in-person summer programming to home-delivered educational kits to provide eight weeks of programs that offered multiple activities. Members of the Campbell County Cooperative Extension including Horticulture, 4-H, Agriculture agents and the Nutrition Education Program (NEP) collaborated with them. The NEP Assistant worked with the Horticulture Agent to provide educational materials such as healthy recipes and gardening supplies and instructions. The kits were delivered to 15 homes throughout the county. Through a private Facebook group, we shared demonstration videos so the families could follow along while planting and cooking. This format provided a safe experience where questions and photos could be shared.



Participants used the herbs they had planted to make a dipping oil to enjoy with a no-knead bread recipe. The NEP Assistant and two teen volunteers created an instructional video for the weekly session. Even though things were not the same as usual, great things happened during summer programming. New collaborations formed, new individuals who had previously not experienced Cooperative Extension found new opportunities, and, most importantly, kids still had a sense of excitement while learning new skills during uncertain times.

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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