



# KENTUCKY NUTRITION EDUCATION PROGRAM

## 2020 ANNUAL REPORT: FLOYD 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**.<sup>1</sup> 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.  |
|--|----------|-------|
| <b>Total Poverty</b> <sup>1</sup>  | 16.0%    | 12.3% |
| <b>Child Poverty</b> <sup>1</sup>  | 20.9%    | 16.8% |
| <b>Food Insecurity</b> <sup>2</sup><br><i>(Actual ratings during COVID-19 may be higher)</i> | 14.7%    | 11.7% |

In 2018, an estimated **34.2%** of Floyd County residents lived in poverty, and an estimated **44.3%** were children younger than 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>3</sup> 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%**).<sup>4</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>3</sup>

In 2020, **41%** of Floyd County's adult population was considered obese, and **37%** was considered physically inactive.<sup>5</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 2020, 2,716 contacts were made with Floyd County residents who participated in nutrition education programming.

## OUR RESULTS

### IN FLOYD COUNTY

#### Lifestyle improvements

In 2020, 98% of adult participants made a positive change in food group choices and 89% showed improvement in one or more food safety practices. In addition, 83% showed improvement in one or more food resource management practices and 57% made changes to be more physically active.



## OUR SUCCESS

### Nutrition education via Facebook

Over these past few months, the COVID-19 pandemic has uprooted many aspects of our lives. Social distancing and strict guidelines have taken a toll on the psychological well-being of staff, students, children, and adults everywhere. In an extraordinarily short period of time, most of our day-to-day routines have drastically changed. However, during this hectic time, the Floyd County Cooperative Extension Office's Supplemental Nutrition Assistance Education Program (SNAP-Ed) Assistant figured out creative ways to reach audiences throughout the county, despite COVID-19. One of the best ways to stay connected and deliver nutrition education is through the internet. The Assistant created a Floyd County SNAP-Ed Facebook page in response to halting in-person nutrition classes. On a daily basis, anyone who uses social media can see nutritional content, budgeting information, cooking demonstration videos, recipes, and Extension opportunities. Although everyone can use most of the information posted to the page, the content is primarily aimed at those who are on a tight budget and still want to incorporate healthy meals into their lives. Using this



platform, we have reached more than 1,260 people so far through social media posts alone! Creating a Facebook page has helped a good number of people receive valuable information. It has also worked to extend the reach of the Floyd County Cooperative Extension Office's Nutrition Education Program (NEP). Even though much has changed during this pandemic, new opportunities have arisen, and NEP is still continuing to make a positive impact on the community.

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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