



KENTUCKY NUTRITION EDUCATION PROGRAM

2020 ANNUAL REPORT: GREENUP 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 **16.6%** of Greenup County residents lived in poverty, and an estimated **21.3%** 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, **40%** of Greenup County's adult population was considered obese, and **33%** 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, 3,611 contacts were made with Greenup County residents who participated in nutrition education programming.

OUR RESULTS

IN KENTUCKY

Lifestyle improvements

In 2020, 96% of adult participants made a positive change in food group choices and 75% showed improvement in one or more food safety practices. In addition, 92% showed improvement in one or more food resource management practices and 83% made changes to be more physically active.



OUR SUCCESS

Extension on the move

The Greenup County Cooperative Extension office has made significant changes in the ways in which we connect with our community because of the current COVID-19 pandemic. While we have embraced the technology that allows us to connect with people using the internet, we recognize that not all of our Extension program consumers have the capability or the desire to use technology every day in their home lives. As an office team, we strive to keep our current clientele connected to our programming efforts while continuing to reach out to new Extension users.

We have implemented the Extension on the Move program that is available to the public in hard copy format. This program is made up of information and activity packets that represent all four of our program areas in Greenup County: Agriculture and Natural Resources, Family and Consumer Sciences, 4-H Youth Development, and Fine Arts. Each activity or lesson has components for youths, adults, and things that families can do together while they are being “healthy at home.” Our goal is to identify areas of our programming that can reach

community members using a digital platform such as videos and social media while keeping traditional educational practices going in ways that make people feel comfortable, creative, and connected.

The Family and Consumer Sciences program is providing families with recipes to encourage access to nutritious foods while maintaining a budget. The Extension on the Move packets contain recipes, wellness and mindfulness information, activities for children, and helpful tools to complete the packet materials. We have also

produced and released a series of videos through social media and YouTube to enhance the learning experience. We have received many phone calls, emails, and messages from the community expressing how thankful they are for these resources during this difficult time.



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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College of Agriculture,
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