



KENTUCKY NUTRITION EDUCATION PROGRAM

2020 ANNUAL REPORT: JEFFERSON 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 **15.4%** of Jefferson County residents lived in poverty, and an estimated **22.4%** 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 Jefferson County's adult population was considered obese, and **25%** 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, 12,272 contacts were made with Jefferson County residents who participated in nutrition education programming.

OUR RESULTS

IN JEFFERSON COUNTY

Lifestyle improvements

In 2020, 99% of adult participants made a positive change in food group choices and 88% showed improvement in one or more food safety practices. In addition, 91% showed improvement in one or more food resource management practices and 82% made changes to be more physically active.



OUR SUCCESS

Healthy Choices for Every Body improves diet

According to the Centers for Disease Control and Prevention, the percentage of adults in the U.S. meeting federal fruit and vegetable intake recommendations in 2015 was 12% for fruits and 9% for vegetables. In Kentucky, these percentages were 8% for fruits and 6% for vegetables. These are alarming statistics, and they reinforce why programs like Healthy Choices for Every Body are so important. With the COVID-19 pandemic, many organizations have been forced to rethink ways in which they can reach their target audience. The Healthy Choices for Every Body curriculum was implemented with Goodwill's RISE (Reintegrating Individuals Successfully Everyday) program in Louisville by the Nutrition Education Program (NEP) assistant with the Jefferson County Cooperative Extension Service. Through seven different lessons presented virtually on Zoom during the pandemic, topics ranging from meal planning on a budget to food safety practices were discussed. Included in each of these lessons were YouTube cooking videos from the Nutrition Education Program's page. At the end of the program, each participant received insulated shopping bags filled with reinforcement items to use in their own kitchens, such as collapsible measuring cups and colanders. After completion of the program, 72% of the Jefferson County participants increased how often they consume fruit each day and 52% increased how often they consume vegetables each day.



University of Kentucky
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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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