

KENTUCKY NUTRITION EDUCATION PROGRAM

2020 ANNUAL REPORT: LINCOLN 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 **20.6%** of Lincoln County residents lived in poverty, and an estimated **28.7%** 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, **38%** of Lincoln County's adult population was considered obese, and **27%** 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, 4,732 contacts were made with Lincoln County residents who participated in nutrition education programming.

OUR RESULTS

IN LINCOLN COUNTY

Lifestyle improvements

In 2020, **88%** of adult participants made a positive change in food group choices and **83%** showed improvement in one or more food safety practices. In addition, **79%** showed improvement in one or more food resource management practices and **92%** made changes to be more physically active.



OUR SUCCESS

Using Facebook to reach new audiences

In March of 2020, at the beginning of the COVID-19 restrictions, we cancelled all in-person programming at the Lincoln County Cooperative Extension Office. In order to address this gap in programming, it became necessary to use virtual education more regularly. The goal was to provide nutrition and health-focused content that would be engaging to the community, and hopefully reach a larger audience that had not been tapped with traditional programming. The Nutrition Education Program (NEP) Assistant started a Facebook page called the Lincoln County Nutrition Education Program.

Since March, the page has gained more than 200 followers and is updated regularly with content such as recipes, food safety tips, physical activity tips, COVID-19 safety information, gardening information, and weekly live cooking demonstration videos. The Facebook Live videos have received the most engagement and positive feedback. Between March and September, we posted approximately 23 live videos demonstrating recipes. In each video, the audience learns step-by-step how to prepare the recipe while also receiving food safety advice, nutrition education,

and money-saving tips. The videos have amassed more than 4,700 views by the SNAP-eligible audience (19% of total views).

As a result of the Facebook page, the Lincoln County Nutrition Education Program has been able to expand its reach in the community. We have made new partnerships through Facebook. After seeing the videos, the Lincoln County Summer Feeding Program coordinator reached out

to the NEP Assistant, and we made and sent out 1,650 nutrition packets to students in the county. The Facebook page continues to grow each week and reach people in the community who may not have otherwise been able to receive nutrition education. We will continue to use this educational tool even after in-person classes resume fully.

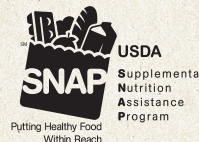


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SOURCES:

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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