



# KENTUCKY NUTRITION EDUCATION PROGRAM

## 2020 ANNUAL REPORT: MADISON 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> <i>(Actual ratings during COVID-19 may be higher)</i>	14.7%	11.7%

In 2018, an estimated **16.5%** of Madison County residents lived in poverty, and an estimated **17.6%** 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, **35%** of Madison County's adult population was considered obese, and **23%** 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, 2,597 contacts were made with Madison County residents who participated in nutrition education programming.

## OUR RESULTS

### IN MADISON COUNTY

#### Lifestyle improvements

In 2020, 100% of adult participants made a positive change in food group choices and 91% showed improvement in one or more food safety practices. In addition, 100% showed improvement in one or more food resource management practices and 64% made changes to be more physically active.



## OUR SUCCESS

### Reaching home-bound seniors in trying times

On March 15, 2020, the University of Kentucky shut down all county Cooperative Extension Offices from public access because of the global COVID-19 outbreak. The Supplemental Nutrition Assistance Education Program (SNAP-Ed) Assistant in Madison County immediately contacted both Richmond and Berea Senior Citizen Center directors to ask what she could do to reach out to homebound senior citizens in this time of isolation. The SNAP-Ed Assistant learned both locations were still obligated to provide meals to seniors in need, and both were delivering meals every week to a combined 150 homebound seniors. The assistant planned with the directors to send along nutrition lessons two weeks out of the month. She sent the Seasoned and ChopChop magazines and added an activity each week to keep the senior citizens active both mentally and physically. As the months went on, the number of home-delivered meals grew to 165 per week. The assistant also discovered there were several seniors with grandchildren in the home, either as parents or multigenerational. The assistant teamed up with the parenting educator at the

Madison County Cooperative Extension Service to provide information on senior issues, such as finances and estate planning, parenting as a grandparent, and meal planning. Each month, the assistant called the directors to check in and make any necessary changes to the upcoming month. During one of these calls, the assistant found out that she was the only community partner sending information to this group of homebound senior citizens. This is a



population that the assistant has worked with for many years and understands how isolated they are under normal circumstances. During these unprecedented times, it is more important than ever to reach out to one another and stay connected as much as possible.

**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

This institution is an equal opportunity provider. This material was partially funded by USDA's Supplemental Nutrition Assistance Program — SNAP.



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