



KENTUCKY NUTRITION EDUCATION PROGRAM

2020 ANNUAL REPORT: ROWAN 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 **22.7%** of Rowan County residents lived in poverty, and an estimated **23.9%** 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 Rowan County's adult population was considered obese, and **29%** 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, 5,130 contacts were made with Rowan 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

4-H fitness challenges

Healthy living is one of the seven core areas of 4-H programming. It is included in the 4-H Pledge: “I pledge my health to better living.” According to research, moderate physical activity can reduce the risk of developing heart disease, diabetes, colon cancer, stress, and high blood pressure. Children and youths should engage in 60 minutes of moderate to vigorous physical activity daily. The National 4-H Healthy Living Task Force believes that healthy living habits of young people begin in the context of their families and communities, strives to equip youths with healthy living knowledge and skills that will prepare them physically, emotionally, and socially to meet the challenges that lay ahead. The Rowan County 4-H program provided a five-day fitness and team-building education program to 252 middle school youths to improve their physical activity and team-building skills leading to a healthier lifestyle. The students were divided into different teams that enabled them to be engaged and communicate with other students. Each day, the Rowan County 4-H program conducted physical activity and team-building challenge lessons to build healthier living into the lives of



the students. Another purpose of the program was to get the students more involved in physical education classes and to exhibit exercising in a fun manner. Of the students, 85% fully participated in the program and understood the importance of daily physical activity, 55% of the students were currently involved in extracurricular activities after school that enabled them to participate in physical activity, and 75% of the students adopted healthy behaviors that will lead to healthy lifestyles physically, emotionally, and socially.

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.



University of Kentucky
College of Agriculture,
Food and Environment
Cooperative Extension Service

Educational programs of Kentucky Cooperative Extension serve all people regardless of economic or social status and will not discriminate on the basis of race, color, ethnic origin, national origin, creed, religion, political belief, sex, sexual orientation, gender identity, gender expression, pregnancy, marital status, genetic information, age, veteran status, or physical or mental disability.

