



KENTUCKY NUTRITION EDUCATION PROGRAM

2021 ANNUAL REPORT: CAMPBELL COUNTY

OUR FOCUS

The Kentucky Nutrition Education Program (KYNEP or NEP) encompasses two separate USDA programs: The Expanded Food and Nutrition Education Program (EFNEP), and the Supplemental Nutrition Assistance Program Education (SNAP-Ed). Both programs 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 2020, 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 overall and child poverty¹ and food insecurity² among its population compared to 2020 Census and Department of Agriculture estimates for the United States overall.

	Kentucky	U.S.
Total Poverty¹	16.0%	12.3%
Child Poverty¹	20.9%	16.8%
Food Insecurity²	13.8%	10.5%

In 2020, an estimated 13.5% of Campbell County residents overall lived in poverty, and an estimated 13 were residents under age 18.¹

Obesity and physical inactivity

Today, 60% of all Americans live with at least one chronic disease. These include heart disease and stroke, cancer, and diabetes.³ These diseases are all associated with obesity and physical inactivity. In 2020, Kentucky ranked



in the top five states in the country for obesity with a rate of 36.6% for adults.⁴ The percentage of physically inactive Kentuckians is 32%, ranking it in the top seven most physically inactive states in the nation.⁵ A large amount of data show 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

The County Health Rankings and Roadmaps Kentucky report shows that 35% of Campbell County’s adult population have obesity and 25% were 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 2021, **20,522** contacts were made with Campbell County residents who participated in nutrition education programming.

OUR RESULTS

IN CAMPBELL COUNTY

Lifestyle improvements

In 2021, **96%** of adult participants made a positive change in food group choices and **89%** showed improvement in one or more food safety practices. In addition, **100%** showed improvement in one or more food resource management practices and **71%** made changes to be more physically active.



OUR SUCCESS

Helping Seniors LiveWell

The Campbell County senior NEP (Nutrition Education Program) assistant joined the LiveWell Newport Coalition, a regional effort of community-wide initiatives designed to improve the health of Northern Kentucky residents through changes in policy, systems, and environments. During the pandemic, as it became safer to slowly reopen different facilities, the Newport coalition discussed which population in the community needed the most assistance. According to the CDC, 8 out of 10 deaths in the United States have been adults over the age of 65. With those numbers, it was obvious that seniors needed support in reclaiming a healthy lifestyle. Many seniors living in communities were afraid to leave their apartments and spent more than a year feeling afraid and isolated. This lack of socializing combined with limited physical activity greatly increased the risk of serious accidents, illness, and overall decline.

The LiveWell Coalition worked to offer virtual exercise programs, including Silver Sneakers, to residents at Two Rivers Apartments. The classes were held right in the building to help reduce the stress of traveling outside of their community. LiveWell provided the necessary equipment, including hand weights, a resistance band, and an activity ball to use for the series. The Healthy Choices for Every Body curriculum classes were scheduled before the movement classes in order to change multiple health factors. As demonstrated using a national nutrition data collection system, 50% of participants reported making small changes in their daily lives to increase physical activity. Half of participants also increased consumption of fruits and vegetables. All 100% reported being happy to be out of their apartments and connecting with other residents; and after being secluded for more than a year, this was the greatest accomplishment.



University of Kentucky Nutrition Education Program Family and Consumer Sciences Extension

SOURCES:

1. U.S. Census Bureau Small Area and Income Poverty Estimates 2020
2. United States Department of Agriculture Economic Research Service
3. CDC National Center for Chronic Disease Prevention and Health Promotion 2019
4. The State of Obesity Report 2020
5. CDC Behavioral Risk Factor Surveillance System

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