



KENTUCKY NUTRITION EDUCATION PROGRAM

2021 ANNUAL REPORT: MARION 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 23.0% of Marion County residents overall lived in poverty, and an estimated 20 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 37% of Marion County's adult population have obesity and 41% 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, 352 contacts were made with Marion County residents who participated in nutrition education programming.

OUR RESULTS

IN MARION COUNTY

Lifestyle improvements

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



OUR SUCCESS

Facebook Cooking

When the COVID-19 pandemic hit, many had to think outside of the box to come up with a new way to reach current and new participants.

The Marion County Cooperative Extension Office Facebook page was used to reach clients. Each week, the Nutrition Education Program assistant provided food demonstrations using recipes from Wally Cat youth programming and the Food and Nutrition calendar. The Facebook page saw an increase of 75% in page likes, 40% increase in page followers, 60% increase in post engagements, and 72% increase in video views. Thanks to the EFNEP (Expanded Food and Nutrition Education Program) and Facebook cooking demonstrations, the members of our community had access to healthy recipes and cooking tips from the comfort of their own home. EFNEP and Facebook allowed the members of the community to still feel like they were a part of the Marion County Extension Office even if they were not able to visit the office physically. We have experienced a number of video comments such; “You do a wonderful job. I love your cooking shows!”, “We love these videos,” and “Yummy!”



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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