

Shelby County

2023 NEP REPORT

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 2022, the median household income in Kentucky is **\$59,341**, 21% lower than the U.S. median household income of **\$74,755**.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.

	KY	U.S.
Total Poverty¹	16.3%	12.6%
Child Poverty¹	20.6%	16.3%
Food Insecurity²	14.0%	10.2%

In 2022, an estimated **8.9%** of Shelby County residents overall lived in poverty, and an estimated **12.3%** of children under age 18 lived in poverty.¹

Obesity and physical inactivity

Today, 6 in 10 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. The most recent data show that the percentage of adults who have obesity in Kentucky is 37%,



ranking it in the top 10 states for high obesity rates in the country.⁴ The percentage of physically inactive Kentuckians is 29%, ranking it in the top eight most physically inactive states in the nation.⁴ A large amount of data 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

The County Health Rankings and Roadmaps Kentucky report shows that **38%** of Shelby County’s adult population have obesity and **28%** were physically inactive.⁴

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, and
- Managing SNAP resources.

In 2023, 5,983 contacts were made with Shelby County residents who participated in nutrition education programming.



Our Success

Pop-up farmers' markets are big success

In most counties, farmers' markets are in the same place each week. To reach the underserved in the county, the Shelby County Extension agent for Family and Consumer Sciences partnered with the Shelby County Health Department to try a test run of a monthly pop-up farmers' market. The markets were held in July, August, and September. We chose each location so low-income households could come. We invited vendors of all of the farmers' markets to come at no cost. A local orchard and four farmers/vendors came. A local bank donated \$1,500 that we used to make \$10 tickets for those coming to the market. We gave each household a ticket to spend that day on local produce, meat, or baked goods.

Flyers were taken to homes in the

area asking people to come. In one area, we called two church pastors and asked them to sign up people to come. We gave the pastors the tickets to give to those they knew were in need. This market was by far the best attended and had the most sales. One vendor said she decided to set up because she wanted to meet people where they were. She said her sales were almost as high as a Saturday market. All of the vendors who participated said it was well worth their time being there.

About 75 people went to each of the three markets. Buyers said they loved having the local vendors come to their area. They also said that they bought more fresh produce because the market was close. This summer was the first time we did this, and because of the success, we have plans to try again next year.



**University of Kentucky
Nutrition Education Program
Family and Consumer Sciences Extension**

SOURCES:

1. U.S. Census Bureau Small Area and Income Poverty Estimates
2. United States Department of Agriculture Economic Research Service
3. CDC National Center for Chronic Disease Prevention and Health Promotion
4. County Health Rankings and Roadmaps

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



**UK 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, physical or mental disability or reprisal or retaliation for prior civil rights activity. Reasonable accommodation of disability may be available with prior notice. Program information may be made available in languages other than English. University of Kentucky, Kentucky State University, U.S. Department of Agriculture, and Kentucky Counties, Cooperating.

