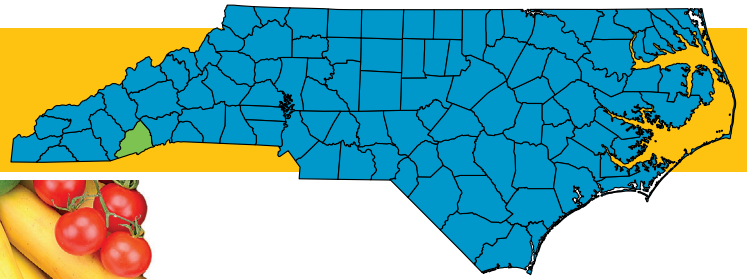




EFNEP
EXPANDED FOOD AND NUTRITION
EDUCATION PROGRAM



2017 NC Cooperative Extension Transylvania County Report

North Carolina's Challenges

- In North Carolina, **1 in 4** children live in poverty.
- North Carolina's adult obesity rate is currently **31.8%**.
- **15%** of 2- to 4-year-olds from low-income families are obese. This makes us the **17th** most obese state.
- North Carolina has the **15th** highest rate of diabetes and the **11th** highest rate of hypertension.

Supporting North Carolina's Families with Greatest Needs Since 1969

EFNEP helps address the challenges limited-resource families face when introducing healthy changes through nutrition education, cooking classes, physical activity strategies, and shopping on a limited budget. EFNEP provides:

- Peer-to-peer, hands-on education in the community
- Healthy, low-cost recipes
- Simple strategies to help families move more together




In 2017: **5** families enrolled in EFNEP
559 participated in 4-H EFNEP
100% of EFNEP participants enrolled in one or more food assistance programs.


WHAT IS EFNEP?


EFNEP serves limited-resource families with young children, school-age youth, and pregnant teens through a series of lessons offered by paraprofessionals and volunteers, many of whom are indigenous to the population. In 2017, EFNEP served 45 counties in North Carolina. Participants learned how to:

- Make wise food choices
- Increase daily physical activity
- Manage food resources
- Practice food safety

EFNEP Makes a Real Difference in Transylvania County

 **76%** of EFNEP participants improved dietary intake.

 **24%** now practice daily physical activity.

 **56%** have improved their food safety habits.

Volunteers Strengthen EFNEP

In 2017, **24** adults and youth donated time to EFNEP, making a difference in their own communities and contributing to EFNEP's ongoing success.



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Transylvania County
EFNEP programs obtained

\$21,071

in funding and support
from local efforts.

EFNEP SUCCESS



High School Anatomy Class Dissects Human Nutrition and Learns to Cook Along the Way

The Brevard High School Anatomy teacher partnered with the Transylvania County EFNEP Educator to provide a series of lessons on nutrition, food safety, cooking skills, food security and physical activity. Students discovered their individual dietary and physical activity requirements and developed a healthy eating plan. Although high school students are not always in control of their food environment, by providing them with knowledge of human nutrition and the skills to prepare healthy foods, students are better able to discern and implement healthy choices setting them up for healthier lives.



Transylvania 5th Graders Become Savvy to Advertising

It is estimated that food companies spend several billion dollars annually to market foods to children. A majority of the foods advertised are unhealthy, high in sugar, fat or salt. The American Psychological Association states that “research has found strong associations between increases in advertising for non-nutritious foods and rates of childhood obesity.” Often these advertisements may even mislead children into thinking they are making healthy choices. Empowering students with the knowledge to recognize marketing strategies and instead use nutrition facts labels to make food decisions is imperative for developing future smart and healthy consumers.

The Transylvania County EFNEP Educator partnered with Rosman Elementary School 5th grades to provide a series of lessons on nutrition and making healthy food choices. After students learned to use nutrition facts labels to evaluate snack choices, the EFNEP Educator presented a lesson on common marketing strategies used by food companies. Students viewed commercials for fast food, sugar sweetened beverages and sugary cereals that were aimed toward youth audiences. The class discussed how strategies like using cartoon characters, celebrities, and sports icons to promote foods are used to influence children’s food choices. Students agreed that food decisions should instead be based on the nutritional value of food and that the best way to gain information about a food was not from an advertisement but from the nutrition facts panel. At the end of the lesson, students were challenged to practice identifying marketing strategies targeting youth in commercials, pop-up ads and food packages.

The following week, students reported recognizing many of the marketing strategies discussed. One student said that while shopping with her family, her little brother asked for a cereal with a cartoon character on the front of the box. She was able to explain to her brother that even though the cartoon made the cereal look fun it wasn’t good for him because it had a lot of sugar. By teaching 5th graders to use nutrition facts labels and to be savvy to the marketing strategies used by food companies, EFNEP is developing the consumer skills these students will need to be smarter and healthier shoppers.



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