

Let the Spirit Move You: Promoting Physical Activity in Faith Communities

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The Tobacco State



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Tobacco state

Reynolds tobacco– Marlboro

Brands like Winston and Salem: creative: Winston-Salem is city where Wake Forest University is located

I was in WS Saturday and so a banner on a bldg– we support the tobacco industry– thank you for smoking



Discovered in New Bern near the coast

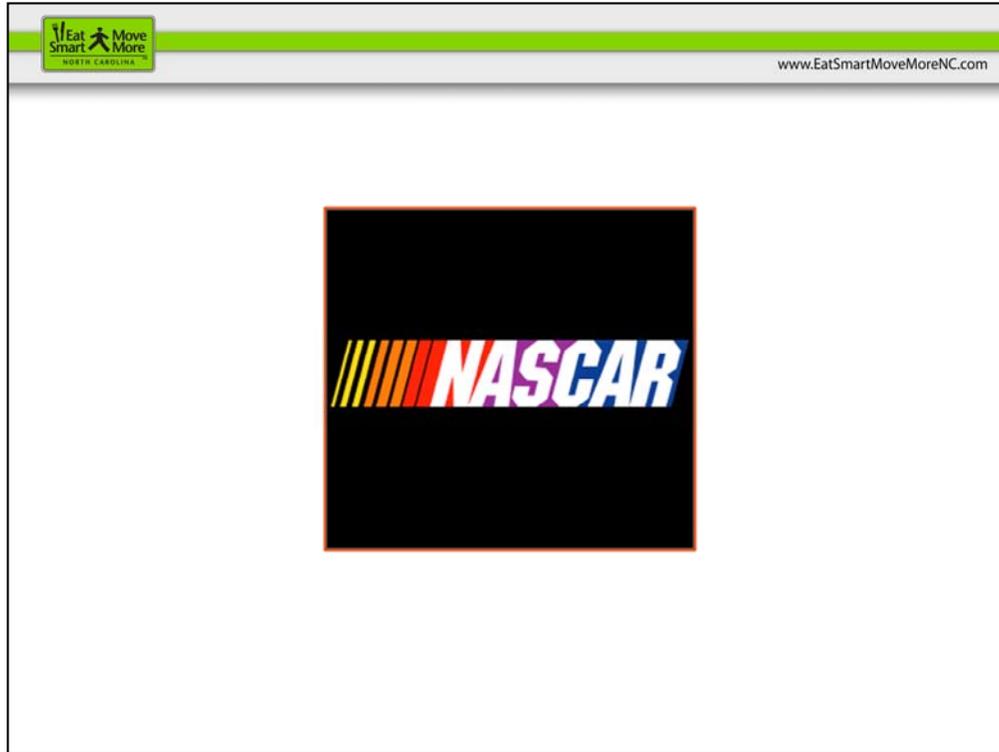


Our secret recipe



WS

Caption is from the official website— doughnuts + whole chocolate milk = childhood obesity



The best way to disappoint a true southerner is to invite to a cookout and call it a barbecue— New Orleans predicament

My favorite place to eat the 'noun' is a buffet – with banana pudding for dessert

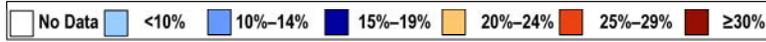
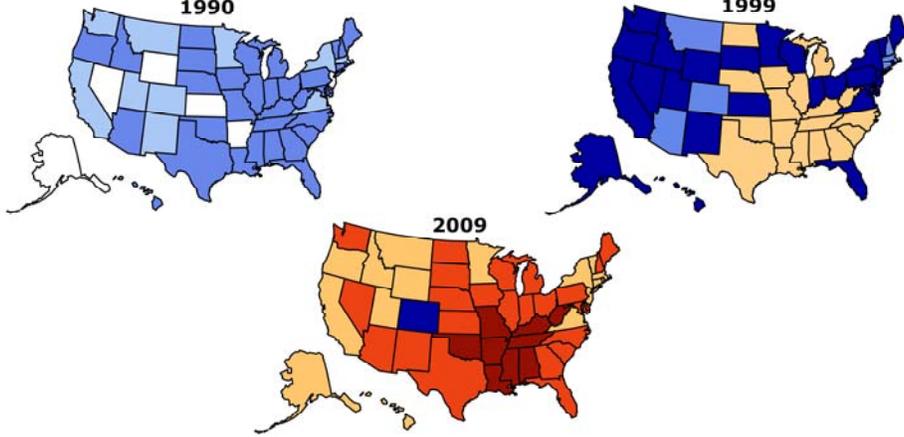


Obesity Trends* Among U.S. Adults

www.eatSmartMoveMoreNC.com

BRFSS, 1990, 1999, 2009

(*BMI ≥ 30 , or about 30 lbs. overweight for 5'4" person)



Eat Smart, Move More NC Plan

The plan recommends evidence-based strategies that promote healthy weight and reverse the obesity epidemic.



Policy and Environmental Strategies



Community and Schools Strategies



Individual and Family Strategies



Eat Smart, Move More NC's Plan is a five-year plan (2007-2012) offering overarching goals and measurable objectives for anyone working in the area of overweight and obesity prevention. The plan is designed to help organizations and individuals address overweight and obesity in their community and begin to create policies and environments supportive of healthy eating and physical activity.



www.EatSmartMoveMoreNC.com



- Over 60 partner organizations
- Where you Live, Learn, Earn, Play, and Pray
- Tools and programs for many audiences
- www.EatSmartMoveMoreNC.com

From Active Living By Design to Boys and Girls Club to hospitals, universities, YMCA

I Assumed other states had similar programs– when I reached the state level

Eat Smart, Move More

- Seven Key Behaviors:
 - Prepare and Eat More Meals at Home
 - Enjoy More Fruits and Vegetables
 - Move More, Everyday, Everywhere
 - Tame the Tube
 - Re-Think Your Drink
 - Right-size Portions
 - Breastfeed Your Baby

Community Grants

Since 2000, \$1,791,660 has been awarded through 158 grants.



- Building 26 trails and three playgrounds.
- Conducting nine walking challenges in schools and communities.
- Implementing 21 school district policies to increase daily physical activity in at least one school per district.
- Building community gardens in eight schools and two communities.
- Labeling healthy food in nine restaurants.
- Implementing seven school district policies to increase healthy food options in at least one school per district.

Total amount of funding to date = \$1,791,660.00

of projects funded = As of 09/15/2008 158 proposals have been funded (9 for year 08/09)

Why work with Faith Communities

- Holistic focus
- Community organization
- Connection to personal faith
- Educate to change policy and enforce policy



Mmwr quote from grant app

Church quote from grant app

Why work with Faith Communities

- Family Focus
- Accountability
- Never heard sermon on gluttony or sloth



Faithful Families Project

- Goal to reach at least Ten faith communities in each county
- At least one policy and one environmental change per community related to eating smart and/or moving more

Curriculum very leading toward policy and environmental change—example from curriculum

FFESMM is based on the socio-ecological, or multi-level model for behavior change. The socio-ecological model is effective in faith-based health promotion interventions. The model takes into consideration the complex nature of the church community and provides a framework for intervening at multiple levels of influence on health behaviors and practices.^[1]

[1] Campbell M., Hudson M., Paxton A., Renisco K., Blakeney N., & Baskin M. "Church-based health promotion interventions: Evidence and lessons learned," *Annu. Rev. Public Health* 2007. 28.5.1-5.22.

In a 2008 report, the Centers for Disease Control and Prevention stated that, "priority should be given to interventions that move beyond increasing individual awareness and provide the environmental and policy changes that support behavior change, particularly among those with the greatest need."

Faithful Families Eating Smart and Moving More Resource Guide

- Surveys
- Sample Policies
- Promotion material
- Sample Program Plan

Faith community and individual member and Interest Surveys

Physical activity breaks for meetings

Certificate of achievement

Sample policy

- SMART
- Classes offer for at least 12 weeks 2 times a year
- Walk to Jerusalem, Bethlehem, Mecca, Salt Lake City, etc.
- Members at New Birth

Sample Environmental Changes

- Parking lots
 - Partner with local parks and rec or law enforcement to measure
- Community gardens
- Walking trails
 - cemeteries

Successes and Lessons Learned

- Many policies in place
- Recruitment is work
- Our timeline is not binding on others
- Lay leaders need communication and encouragement

“One thing I will say is that we have ladies that can cook. But we’re using less fat in our foods and in some situations we’ve eliminated it altogether...we have learned to change how we prepare the food so that has been a benefit to us.” Another church improved the foods that were being prepared for homecoming: *“For homecoming, a lot of people don’t know it, but we didn’t have any fried chicken and we don’t usually have pitchers of water, but we did, and now we’re in the process of starting a group walking, like in the area.”* Without this program, the 26 policy and environmental changes affecting over 1,000 people would not have happened.

Successes and Lessons Learned

- Long term commitment may be expected
- Tie to local resources
- Involve faith leaders or key faith community contacts in local coalitions
- Celebrate accomplishments

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Faith Programs & Tools

African American Churches Eating Smart and Moving More

Who is it for?

Church staff and members, health department staff, Cooperative Extension Agents and community partners.

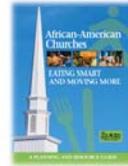
How do you get it?

Complete a guide request form which can be downloaded from the Eat Smart, Move More NC website or attend a training.

How is it used?

Provides guidance and tools for nutrition and physical activity programs in African-American churches.

African American Churches Eating Smart and Moving More - Planning and Resource Guide assists churches with planning, promoting and implementing programs for health and wellness.



Bulletin inserts

Resource guide

Faithful Families Eating Smart and Moving More Resource Guide

- Who is it for?
- How do you get it?
 - www.eatsmartmovemorenc.com/Faith.html
- How is it used?



Faith communities and members, health department staff, Cooperative Extension Agents and community partners.

This resource is distributed electronically and can be downloaded from this page.

Provides guidance and tools for nutrition and physical activity programs in faith communities.

Success stories

- Rev. Justice
 - Out of county
 - Shepherd feeds sheep, some sheep feed shepherd
 - Homecoming meal with no fried chicken
- Walking trailing
 - GPS, community use

Stories cont

- Faye– SS, class
- Family life center
 - Policy for usage

Thank you!