Faithful Families Eating
Smart and Moving More

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Why work in the faith community?

- Tangible and intangible health assets
- Emphasis on the whole person
- Expand reach of public health programming
Faithful Families

- Created in 2007, after state-wide stakeholder meeting
- Partnership between N.C. Cooperative Extension and the N.C. Division of Public Health
Peer Education & Community

EFNEP
EXPANDED FOOD AND NUTRITION EDUCATION PROGRAM

PARTICIPANTS
Find tips, recipes, programs for a healthy life

PARTNERS
Organizations, teachers, agencies, and stakeholders

STAFF
Information and Resources for Staff and Volunteers
Preparation - Stakeholders

- 50 + person stakeholder meeting
  - Faith leaders/clergy
  - Public health educators (local and state-level)
  - Cooperative Extension (local and state-level)

- Stakeholders agreed:
  - Program should be open to all faiths
  - Need to focus on low-income populations & health disparities
Faithful Families

- Faith communities who sign up for the program:
  - offer nine weeks of nutrition and health education classes, using the FF curriculum
  - complete one policy and one environmental change in the faith community within the year
  - connect with other county public health resources
Policy and Environmental Changes

- ESMM Planning Guide for Faith Communities
  - Sample policies
  - Community Assessments
  - Health committee planning guide
  - Sample environmental changes
Evaluation

**Inputs**
- Personnel
  - Nutrition/PA educator
  - Faith community lay leaders
  - FFESMM Project Coordinator
- Other
  - Program materials
  - Nutrition/PA curriculum
  - Planning guide (assessments, posters, sample policies, etc.)
  - Space for nutrition/PA sessions
  - Stakeholders support
  - Formative work

**Activities**
- Implementation (State level)
  - Develop implementation protocol for faith communities
  - Recruit faith communities
  - Distribute Faithful Families materials to faith communities
  - Train and support faith community lay leaders & Nutrition/PA Educators
  - Implement rules and/or plan
- Maintenance/Modification
  - Annual monitoring of outcomes
  - Maintain state infrastructure (program coordination)
  - Continue outreach, communication, and partnership development

**Outputs**
- Throughout process
  - # of program marketing materials produced/distributed

**Outcomes/Effectiveness**
- Results or changes for individuals, groups, organizations, communities, or systems
- Short Term (1-3 years)
  - Increase access to opportunities for physical activity within faith communities
  - Increase availability of healthy foods within faith communities
  - Increase in nutrition/PA session participants’ knowledge (re: nutrition/PA)
- Intermediate (4-6 years)
  - Increase in fruit/vegetable consumption
  - Increase in physical activity
  - Unintended consequences
- Long Term (7-9 years)
  - Public Health Impact
    - Effective in decreasing faith communities’ average BMI
    - Equitable distribution of BMI improvements across faith communities particularly those at greatest risk
    - Cost Effective in achieving improvements
Evaluation

- Participant Evaluation – measure change pre-and post-lessons
- Member Health Assessment – picture of entire faith community behavior/demographics
- Faith Community Assessment – measure policy & environmental change pre-and post-one year
Program Outcomes 2013

- 173 Individuals served, representing 558 people
- 95% showed improvement in one or more nutrition practice
- 85% showed improvement in one or more food resource management practices
- 99% showed positive improvement in at least one food group
Next Steps
Social Media

- Blog, featuring success stories and resources
- Materials, including assessment tools

www.faithfulfamiliesesmm.org

Facebook: Facebook.com/FaithfulFamiliesEatingSmartandMovingMore

Twitter: @FFESMM
Local Successes

- https://www.youtube.com/watch?v=rn-GsAxEzbc&feature=youtu.be

- https://www.youtube.com/watch?v=lFA97JmFxMc&list=UUZz9nRDFFmmQmQV_vWT-EcAg
Questions?
Thank YOU!

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