

# African-American Churches



## EATING SMART AND MOVING MORE



A PLANNING AND RESOURCE GUIDE



Dear Church and Community Health Leaders,

The N.C. Division of Public Health and our many partners are pleased to present you with the *African-American Churches Eating Smart and Moving More: A Planning and Resource Guide*. Eating smart and moving more helps to prevent chronic diseases such as heart disease, cancer and type 2 diabetes. Unfortunately, many African-American church leaders and members have died prematurely from these diseases. There is scientific agreement that eating a healthy diet rich in fruits and vegetables and moving our bodies more is beneficial for health. Prevention is powerful. It saves lives, lessens the human burden of illness, lowers health care costs and preserves our quality of life.

The N.C. Division of Public Health is dedicated to eliminating health disparities, but we know that we cannot do it alone. It will take a host of resources—both human and financial—to improve the health of African-American North Carolinians and to close the health gap. Faith communities are essential to this effort. The *African-American Churches Eating Smart and Moving More: A Planning and Resource Guide* is made available by the N.C. Division of Public Health. This Guide includes resources and planning tools for churches of any size with the intent of fostering collaboration between faith leaders and community health partners.

If you think that “eating smart” and “moving more” is too difficult, remember that simple changes, such as offering fruits and vegetables at all church functions or including physical activity messages in sermons, can make a big difference in supporting healthy lifestyles among faith community members. Build from the positive things your church is already doing to promote health and healing, and use this Guide in whatever way suits your church or community.

The *African-American Churches Eating Smart and Moving More Guide* is part of the statewide **Eat Smart, Move More North Carolina** movement. One person and one congregation at a time is all it takes. Thanks in advance for helping your fellow North Carolinians to eat smart, move more, achieve a healthy weight, and prevent chronic disease.





# Quotes from Church Leaders

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**“AS DEAN OF THE SHAW UNIVERSITY DIVINITY SCHOOL AND** Director, Community Outreach Core, Carolina Shaw Partnership for the Elimination of Health Disparities, I appreciate the North Carolina Department of Health and Human Services, Division of Public Health’s demonstrated commitment to engaging the African-American faith community in efforts to reduce and eventually eliminate health disparities. This ‘Eating Smart and Moving More’ resource guide is yet another testament to that commitment. Shaw University Divinity School, with the support of our colleagues from the Carolina-Shaw Partnership for the Elimination of Health Disparities, stand ready to use our time-tested relationship with African-American churches in North Carolina to assist you and the African-American faith community to establish mutually beneficial and sustainable partnerships to address the complex web of issues that contribute to health disparities.”



Rev. James T. Roberson, Jr., Ph.D., Dean, Shaw University Divinity School  
Director, Community Outreach Core  
Carolina-Shaw Partnership for the Elimination of Health Disparities  
Pastor, New Bethel Baptist Church, Macon, NC

**“THIS GUIDE IS DESIGNED TO ASSIST CHURCHES WITH PLANNING,** promoting and implementing programs for health and wellness. The Apostle John in his third epistle writes to Gaius, his brother in the faith, and to fellow believers on the link between health and spiritual well-being: Beloved, I pray that in all respects that you may prosper and be in good health, just as your soul prospers (III John 2).

“The Black Church has both a spiritual and social mandate to respond to the growing health crisis that plagues the African-American community. Jeremiah 8:22 (Amplified) asks the question *“Is there no balm in Gilead? Is there no physician there? Why then is not the health of the daughter of my people restored?”* The answer given is *“[Because Zion no longer enjoyed the presence of the Great Physician!]*” This ‘Eating Smart and Moving More’ resource guide could be an effective tool to help pastors and other African-American church leaders respond to two major factors (unhealthy eating habits and lack of physical activity) that contribute to many of the preventable diseases (heart disease, stroke, high blood pressure, diabetes, cancer and obesity) that produce the plague that is often referred to as health disparities.”

Moses V. Goldmon, Ed.D., Project Director, Community Outreach Core  
Carolina-Shaw Partnership for the Elimination of Health Disparities  
Adjunct Faculty, Shaw University Divinity School  
Pastor, Faucette Memorial Christian Methodist Episcopal Church, Durham, NC





**“WHAT A WONDERFUL TOOL TO ENHANCE THE BODY, SOUL AND** minds of African Americans addressing proper nutrition and physical activities for longer and healthier lives...a resource of power and prosperity. I highly recommend this guide.”

Elder Reginald Silver, President/COO  
SOZO Ministries, Inc.

**“THE OFFICE OF HEALTH AND HUMAN SERVICES OF THE GENERAL** Baptist State Convention of North Carolina (GBSC) commends the Physical Activity and Nutrition Branch of the NC Department of Health and Human Services for spearheading the development of the *African-American Churches Eating Smart and Moving More: A Planning and Resource Guide*. This comprehensive resource provides a significant tool for health care professionals and congregations in our quest to reduce the burden of chronic disease in our communities.”

Anita P. Holmes, JD, MPH, Executive Director  
Office of Health and Human Services  
General Baptist State Convention of NC

**“AFRICAN-AMERICAN CHURCHES EATING SMART AND MOVING MORE:** *A Planning and Resource Guide* is designed to assist churches with planning, promoting and implementing programs for health and wellness. The Guide can be used by churches alone or with other community agencies and organizations. The Apostle John in his third epistle writes to Gaius, his brother in the faith, and to fellow believers on the link between health and spiritual well-being: Beloved, I pray that in all respects that you may prosper and be in good health, just as your soul prospers (III John 2).”

Evangelist Belinda Jones, MPH

**“IN KEEPING WITH THE PUBLIC HEALTH THEME OF ‘ELIMINATING** Health Disparities: Moving from statistics to solutions,’ it is only fitting that the pillar in the African-American Community (The African-American Church) would be a major tool in changing the health status of North Carolinians. The Office of Minority Health and Health Disparities is excited about this resource guide designed to better equip the faith community to lead this worthwhile initiative.”

Barbara Pullen Smith, Executive Director  
Office of Minority Health and Health Disparities  
NC Department of Health & Human Services



# Preface

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The African-American church has traditionally focused on wholeness which includes physical and spiritual well-being. Healing is a focus and the church is considered a place of refuge. The church is an institution that provides access to a broad segment of the African-American population which is often at high risk for many chronic diseases.

*African-American Churches Eating Smart and Moving More: A Planning and Resource Guide* is designed to provide African-American church staff and members, health department staff, community partners, and others interested in health with information and tools to plan and conduct multi-level nutrition and physical activity programs in the church. This Guide focuses on changes in individual behavior such as increasing fruits and vegetables and healthy foods in the diet and increasing physical activity rather than on specific chronic diseases themselves.

Steps on planning and conducting a program in their own church are offered for church members. Clearly, they are experts in how their church works and how to generate enthusiasm among their members so they are the most effective “change agents.” Additional information on how to recruit and work with churches is included for persons who are not members of the church but have an interest in assisting church members to improve their health.



*Beloved, I wish above all things that thou mayest prosper and be in health, even as thy soul prospereth.*

III John 2  
New International Version®

## The goals of this Planning and Resource Guide are to:

- Describe the major health problems of African Americans
- Examine why church-based programs are effective in improving African Americans' health
- Explain the benefits of using a variety of approaches to changing individual's health behaviors
- Describe steps that churches can take to address healthy eating and physical activity
- Integrate lessons learned, best practices, and materials from previous research and community projects conducted in partnership with African-American churches in North Carolina
- Offer suggestions to community agencies and others who are not members of a church on developing a trusting and productive partnership with the church to improve the health of church members
- Describe how policy and environmental change may be achieved in a church to support individual health behavior change
- Provide tools (i.e., sample letters, survey forms, educational and promotional materials)



# *African-American Churches Eating Smart and Moving More* Advisory Committee

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Alice Ammerman

Diane Beth\*

Theresa Blount

Tynetta Brown

Marci Campbell

Kathy Cheek

Janet Dail

Danny Ellis

Stephanie Fisher

Reverend Moses Goldmon

Edna R. Hensey\*\*

Anita Holmes

Ethel Jackson

Marissa Jelks

Belinda L. Jones

Karen Klein

Mary Bea Kolbe

Dwayne Lowrey

Jackie McClelland

Sharon Nelson

Jimmy Newkirk

Joyce Page

M. Laverne Reid

Rosemary Ritzman

Linda Rohret

Maggie Sauer

Reverend Reginald Silver

Leolia Spaugh

Cathy Thomas

Chanetta Washington

\* Guide Coordinator

\*\* Editor





# Acknowledgements

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**A***frican-American Churches Eating Smart and Moving More* is based on information learned in the *North Carolina Black Churches United For Better Health Project* which was completed several years ago.<sup>1</sup> When this research ended, the NC Division of Public Health, Health Promotion Branch supported the effort by developing a 1998 manual, “Spreading The News, 5 A Day In African-American Churches.” This Planning and Resource Guide is based on this manual supplemented by information from additional projects and experiences that have occurred since 1998.

The Physical Activity and Nutrition Branch (PAN), Chronic Disease and Injury Prevention Section, NC Division of Public Health would like to thank the individual members of the Advisory Committee for their dedication, time, and expertise in developing this *African-American Churches Eating Smart and Moving More*. The Advisory Group suggested that this Guide be focused on Christian-based faith organizations, since the majority of African-American faith-based organizations in North Carolina are Christian based. Therefore, the Guide includes scriptures to support the program.

The PAN Branch would also like to thank the Advisory Committee on Cancer Coordination and Control, Cancer Prevention and Control Branch for funding that make this Guide possible and to the National Cancer Institute for sharing their graphics and photographs. Special thanks go to the many churches and community organizations that have pioneered work to improve health among African-American church members.

This document is one of many tools that support **Eat Smart, Move More North Carolina**, a statewide movement that promotes increased opportunities for healthy eating and physical activity.

*And Jesus went about all Galilee,  
teaching in their synagogues, and preaching  
the gospel of the kingdom, and healing  
all manner of sickness and all manner of  
disease among the people.*

**Matthew 4:23**  
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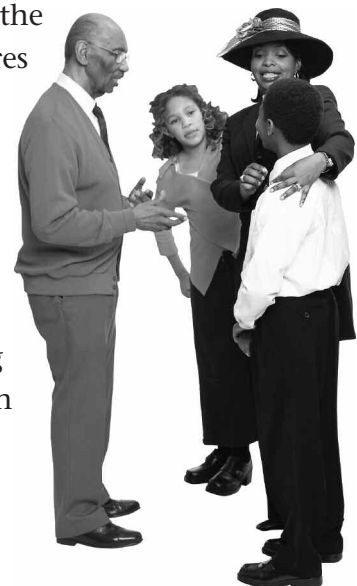
## The Power of the African American Church to Improve Health

African Americans in North Carolina are more likely to experience cardiovascular disease (heart disease and stroke), diabetes, and cancer than many in the general population. This difference in health between a racial minority group and the general population is called a health disparity.

A health disparity is a particular type of difference in health (or in the determinants of health that could be shaped by policies) in which disadvantaged social groups systematically experience worse health or more health risks than do more advantaged social groups. Disadvantaged social groups include racial/ethnic minorities, low-income people, women, or others who have persistently experienced discrimination.<sup>2</sup>

Researchers are not sure why health disparities exist, since race in and of itself does not cause poor health. Socioeconomic status, stress, access to preventive health care, cultural norms, and environmental factors may play a role.

The North Carolina State Center for Health Statistics periodically publishes the *Racial and Ethnic Disparities Report Card* to monitor the state's progress towards eliminating the health status gap between racial and ethnic minorities and the white population. Scores of "A" or "B" indicate that the minority group is no more at risk than the white population. Scores of "C," "D," and "F" indicate that the minority group is more likely to experience poor health outcomes than the white population. The lower the grade, the worse the health disparity. In terms of how disease death rates compare between African Americans and whites, North Carolina has consistently scored a "C" for heart disease, breast cancer and colorectal cancer, and a "D" for diabetes. Dynamic efforts are needed to prevent chronic diseases among African Americans—efforts of the African American church, health professionals, and other community partners all working together.





*And his disciples  
came to him,  
and awoke him,  
saying, Lord, save  
us! We perish.*

**Matthew 8:25**  
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## What Is a Church-Based Program?

Churches are in a unique position to offer their members an opportunity to improve their health habits. They are concerned about individual member's well-being, have programs and services that support their members, are focal points for their communities, and their leaders are widely respected. *African-American Churches Eating Smart and Moving More* encourages a multi-level approach to changing health behaviors by giving the individual knowledge and new skills, encouraging new attitudes, and changing policies and environments that support behavior changes. This approach targets all five aspects of people's lives—as individuals, as people in relationships, as members of the church, as residents in a community, and as people affected by public policy. An example of this multi-level approach for churches is illustrated in **Table 1**. See Appendix 2 for additional information on the multi-level approach.

**Table 1. Improving Healthy Eating and Increasing Physical Activity in Churches Using a Multi-level Approach**

	LEVEL	APPROACH
POLICY AND ENVIRONMENTAL STRATEGIES	<b>Society</b> (State of NC, County Ordinances)	<b>Develop and enforce state and county policies and laws that regulate beneficial health behaviors. Develop media campaigns to promote public awareness of the health need and advocacy for change.</b>  <b>Examples:</b> Farmer's Market programs; school policies that support healthy food choices and physical activity opportunities; statewide media campaigns.
	<b>Community</b> (Coalitions, Towns, Institutions)	<b>Develop and enforce local policies and ordinances that support beneficial health behaviors.</b>  <b>Examples:</b> Schools, churches, and worksites that have healthy food choices and physical activity opportunities; Farmer's Markets; Eat Smart, Move More Coalitions
	<b>Organizational</b> (Churches )	<b>Change policies, practices, and physical environment of an organization to support behavior change.</b>  <b>Examples:</b> Menus that include more fruits and vegetables; classes and/or special educational sessions; church grounds that encourage physical activity.
INDIVIDUAL/ INTERPERSONAL STRATEGIES	<b>Interpersonal</b> (Family, Church Members)	<b>Provide support through family members or peers.</b>  <b>Examples:</b> Lay health advisors; buddy systems and support groups like weight management, and exercise/walking clubs.
	<b>Individual</b>	<b>Change individual behavior by increasing knowledge and/or influencing attitudes.</b>  <b>Examples:</b> Cooking or exercise classes; health screenings; information through Pastor messages, posters, bulletin boards, bulletin inserts, signs around the church, church newsletter stories.

Adapted from McLeroy, et al. (1998)<sup>3</sup>



## BENEFITS OF CHURCH-BASED PROGRAMS

- Health messages may be more important and have a more lasting effect on individual behavior change by making the link between feeding yourself well and taking care of “God’s child.”
- Church members may be more open to messages received at church since they respect the Pastor.
- Health messages are often shared with extended family members because churches are family oriented.
- Churches can spread health messages beyond the church through elder care, youth, and child care programs.

The Reverend Dr. Melvin B. Tuggle, II of Garden of Prayer Baptist Church, Baltimore, MD, writing about African-American churches as health program sites advises, “You must start at the center of the community, which is the church in African-American communities.” He also states: “Schools open, schools close, factories come in, and factories leave, but the church door is always open. Ministers, pastors, priests, elders, bishops, and other church leaders work 24 hours a day, 7 days a week. For every problem that exists in the African-American community, one can find the solution at the church... So, look at the church as a unit of social support and a program and education site.”<sup>4</sup>

*And beside this, giving all diligence, add to your faith virtue; and to virtue knowledge; and to knowledge temperance; and to temperance patience; and to patience godliness; and to godliness brotherly kindness; and to brotherly kindness charity.*

**II Peter 1:5-7**  
New International Version®

## Why Eat Smart and Move More?

Research has shown that as weight increases to reach the levels referred to as “overweight” and “obesity,” the risks for coronary heart disease, type 2 diabetes, and some cancers (such as breast cancer and colon cancer) also increase.<sup>5</sup> Eating smart and moving more are important habits for preventing overweight, obesity, and these other chronic diseases.

“Eating smart” means eating a variety of foods, including whole grains, fruits, vegetables, calcium-rich foods like milk, and low-fat sources of protein like lean meats and beans. Eating reasonable portion sizes is another important part of eating smart; choose the right size instead of the super size. Since beverages are part of the diet too, limiting sugar-sweetened beverages (e.g., sweetened tea and soda) is another way to make sure you are “eating smart” to achieve and maintain a healthy weight.

Eating is one of life’s greatest pleasures. Since there are many foods and many ways to build a healthy diet and lifestyle, there is lots of room for choice. The Dietary Guidelines for Americans were designed to help individuals find ways to enjoy food while taking action for good health. The Guidelines





### **Physical activity**

*is any bodily movement that is produced by moving muscles.*

### **Exercise**

*is physical activity that is planned, structured, repetitive, and designed to improve or maintain physical fitness.*

### **Physical fitness**

*is the ability to carry out daily tasks with vigor and alertness, without undue fatigue, and with ample energy to enjoy leisure-time pursuits and to meet unforeseen emergencies.*

encourage eating a variety of food and balancing choices with physical activity. Since these Guidelines change once or twice every decade, use your computer's search engine to view the latest recommendations.

"Moving more" means getting physical activity wherever we spend our time. Physical activity may include planned activity such as walking, running, playing basketball or other sports. Physical activity may also include other daily activities such as yard work, cleaning the house, walking the dog or taking the stairs instead of the elevator. Adults need at least 150 minutes a week of moderate intensity physical activity to get substantial health benefits.<sup>6</sup> This amount of activity can be added up throughout the week in bouts as short as 10 minutes at a time. However, it should be spread over at least three days during the week. Generally speaking, more physical activity brings more benefits.<sup>6</sup> The good news is that any amount of physical activity will provide benefits. However, it is important to note that to get substantial health benefits, adults need at least 150 minutes of physical activity each week that gets their hearts beating faster and makes them breathe above normal.

**There are many benefits to being physically active. These benefits include lower risk of early death, heart disease, stroke, type 2 diabetes and colon and breast cancers, reduced depression, weight control, improved muscular fitness, improved function of the heart and lungs and improved cognitive function for older adults.**



# Organizing a Program as a Member of the Congregation

Church members clearly are the experts in knowing their church members' health needs, how their church works, and how to generate enthusiasm among their members. The information included here is to guide you and other interested members of your congregation in starting a health program. This health program could be one program or activity on a single health issue or it could be multiple activities on different issues. Health programs can be easily combined with many ongoing church activities.

The benefits of a health program to your church are to:

- Improve the health of your congregation by encouraging healthy eating and increased physical activity
- Reduce the risk of chronic diseases to your members
- Improve the health of homebound church members when they are included in the program
- Strengthen the community spirit among your members as they work together to achieve a common goal
- Strengthen your relationship with other health-oriented groups and professionals in your community

Consider the following questions when thinking about starting a program in your church:

- Does your church have a health ministry?
- Is there interest in your church about health issues?
- What experiences has your church had with health fairs, health screenings, or vaccination clinics?
- Does your Pastor have an interest in nutrition, physical activity, and/or health promotion?
- Will your church governing body support a health program?
- Does your church have programs and/or activities where healthy eating and increased physical activity can be introduced?
- Does your church have a prayer ministry that can pray the health program forward?
- Does your church have the facilities, or access to the necessary facilities, to carry out a physical activity program if you should choose this option?
- Are you the person who could lead this program and share your vision with the Pastor and Church Leaders?



*For I will restore health  
unto thee, and I will heal  
thee of thy wounds,  
saith the Lord.*

Jeremiah 30:17



*Know ye not that ye are the temple of God, and that the Spirit of God dwelleth in you? If any man defile the temple of God, him shall God destroy; for the temple of God is Holy, which temple ye are.*

**I Corinthians  
3:16, 17**  
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## Meet with Your Pastor

Your Pastor is the key to a successful program. He or she needs to support the program throughout its duration. The Pastor can help identify a Church Coordinator and members who can serve on an Eating Smart and Moving More Committee. Always keep in mind that it is very important to keep your Pastor and Church Leaders abreast of all program activities and changes. One key way your Pastor and Church Leaders can support the program is by committing to adopt at least one policy that supports good health behaviors (i.e., serve fruits and vegetables at church events; improve parking lot lighting so people can use it for walking). See Appendix 3 for suggested policies.

Some of the other ways that your Pastor, Church Staff, and Church Leaders can support the program are:

- **Be participants in the program.**
- **Cite Biblical references to healthy eating, physical activity, and healthy living in sermons (Appendix 4).**
- **Include nutrition and physical activity information in sermons.**
- **Serve as role models themselves for healthy behavior.**
- **Make announcements from the pulpit including a special announcement about the program a couple of weeks before it takes place.**
- **Make brief statements about health awareness and change in lifestyle.**
- **Promote healthy eating, physical activity, and healthy living in bulletins and newsletters.**

Once you, your Pastor, and the Church Leaders have decided to start a nutrition/physical activity program, you will want to complete the NC Faith Community Health Assessment Survey (Appendix 5). This survey looks at the health related opportunities in your church and potential support for physical activity and nutrition programs. You may want to ask the Pastor and Church Leaders to help you complete this survey.



## Identify the Church Coordinator

The Church Coordinator is a key player in a health program. He or she may be a member of the congregation or a church staff member. The Church Coordinator will be in charge of overseeing planning of the program, coordinating activities, and training and orienting volunteers. The Coordinator needs to be able to:



- **Lead** (create a community vision, inspire others, guide individuals or groups to accomplish a task, and maintain group cohesiveness and cooperation)
- **Organize** (plan and arrange meetings and activities, direct action to accomplish a specific goal)
- **Communicate** (express ideas effectively to others, speak comfortably with the pastor and other members of the congregation)
- **Negotiate** (gain mutual agreement on or acceptance of a decision or course of action and find acceptable solutions to issues)
- **Locate** health information resources and services
- **Coordinate** and plan with outside agencies or individuals (Appendix 1).

## Start an Eating Smart and Moving More Committee

A functioning, enthusiastic Eating Smart and Moving More Committee is vital to a successful health program. The church may already have a health committee and this committee can function as the Eating Smart and Moving More Committee. If the church doesn't have a committee, a committee will need to be formed. Usually the Church Coordinator with the aid of the Pastor recruits the members. Typically five to seven church members make up the Committee, although this can vary by congregation size. The function of this Committee is to connect the program with the congregation, help promote participation, and manage the activities. The Committee is responsible for implementing program activities and should track each event with an activity form. See Appendix 6 for suggested forms and Appendix 8 for sample letters. The committee may include individuals who are health professionals, kitchen committee members, teachers, and others interested in health, physical activity, and nutrition.

Once the Eating Smart and Moving More Committee is identified, they will need an orientation. Usually the Church Coordinator is responsible for organizing an orientation meeting. The Committee members need to understand why healthy eating and physical activity are important, the role that the church can have in encouraging healthy lifestyles, and the potential goal(s) of the program. It is important for the Church Coordinator (along with any outside partner agencies) to review the potential responsibilities of the Committee which include:





- Conducting health needs and interest survey (Appendix 7)
- Planning the program, time line, and related activities
- Identifying resources and developing a budget—financial resources can be attained through grants, donations, or fundraising efforts
- Keeping records including tracking forms and evaluations
- Recruiting volunteers and participants
- Developing publicity and publicizing the program
- Evaluating the program

## Build Financial Support

It is important that you have the support of your Church Leaders since financial resources are usually needed for a successful health program. Costs will vary from church to church depending upon the complexity of the program, the activities that are planned, and the number of people in the congregation. Some costs might be:

- Printing or copying materials for publicity and for members handouts
- Purchasing food or give-aways
- Modifying the church practices and environment to be more supportive of healthy eating and being physically active (e.g., reworking a parking lot, playground, etc. to make them safer and more attractive, creating a walking trail, serving fruits and vegetables as snacks in Sunday school, planting a vegetable garden)



## Develop a Program Plan

Planning a successful health program requires information about the health needs and interests of the congregation. You can determine this information by having the Committee (or working with an outside health partner agency) conduct a health needs and interest survey of the congregation (Appendix 7). Once the health needs and interest survey has been completed, the Church Coordinator and Committee can study the results and identify the kind of health program that will help meet the needs of the congregation. There are a number of agencies and resources in the community that can help with this planning (Appendix 1). You may want to contact them and request their assistance. See Appendix 8 for sample letters.

This Guide encourages a multi-level approach which targets all five aspects of people's lives—as individuals, as people in relationships, as members of the congregation, as residents in the community, and as people affected by public policy (Appendix 2). This approach was illustrated in **Table 1**. It gives the church an



opportunity to encourage individual behavior change by giving the individual knowledge, encouraging new skills and attitudes, and changing policies and environments to support them. An individual church may choose to focus on only a couple of levels when starting a health program. They can expand to other levels as they gain experience with planning and conducting programs.

According to the National Cancer Institute's *Body & Soul* program, an effective program should include:

- **One policy activity**
- **One activity involving promotion of the program by the Pastor**
- **Three church-wide activities**
- **Church members' participation**

Additional examples of multi-level health programs can be found in Appendices 9 and 10. When planning a program remember to check the church's calendar first, allow plenty of planning time, and incorporate the activities into existing church activities when possible.

## **CONDUCT A HEALTH NEEDS AND INTEREST SURVEY**

Accurate health information is necessary for planning and guiding a health program. A health needs and interest survey will help you identify chronic disease patterns and determine knowledge and interest regarding nutrition and physical activity within your congregation (Appendix 7). This information, in addition to the local health department's community assessment information and your information from the NC Faith Community Health Assessment Survey, will help identify specific health needs and determine priorities for your program (Appendix 5). Your local health agencies may also have health needs assessments that they can share with you.

## **PLAN YOUR PROGRAM**

After you have the results of your survey, you can begin to plan a program. The program can be carried out in your church, in combination with other churches that have similar needs and interests, or in coordination with a community program that meets the congregation's needs and interests. You may want to plan some of the activities with other churches if you have a small congregation who are interested in a series of classes, need an expert speaker, or want to develop a parish nurse ministry.

There are many agencies and organizations in your community who can help with your planning. Contact a Community Health Professional to see what services and resources are available to your church (Appendix 1). This Community Health Professional may work at the local health department, Cooperative Extension, or other community health agency. He or she can be a source of information and offer educational materials and resources.



### ***Your plan should include***

- 1. goal(s)/objective(s),*
- 2. target group,*
- 3. action needed and/or steps to meet the goal/objective, and*
- 4. resources needed.*





As you begin to develop your plan, you will need to decide what you want to accomplish based on the congregation's needs, time, volunteers, and resources available. Your plan should include (1) goal(s)/objective(s), (2) target group, (3) action needed and/or steps to meet the goal/objective, and (4) resources needed.

Be sure that your goals/objectives are clear and practical. Clear, practical goals/objectives will help you recruit volunteers and participants. These goals/objectives will be helpful at the end of the program when you want to see what you have accomplished. It is important to involve the Church Staff and Church Leaders in the planning although this may increase your planning time. A sample action plan to encourage church members to grow their own vegetables is outlined in Appendix 11.

The following are some examples of goals and related actions that include individual behavior changes and environment and policy changes within the church. More examples of health programs and success stories can be found in Appendices 9, 10, and 12.

## HEALTHY EATING

(Appendix 9)

**Goal 1:** Policy adopted by governing board to serve healthy foods (fruits and vegetables) at all church functions.

**Action:** Adjust church recipes and menus to provide low-fat foods and more fruits and vegetables at church functions; share recipes.

**Action:** Stock church pantry with fruits and vegetables.

**Action:** Give fruit and vegetable bags to church members during holidays (Easter, Thanksgiving, and Christmas).

**Action:** Give fruit and vegetable bags to seniors or low-income people during holidays (Easter, Thanksgiving, and Christmas).

**Goal 2:** Encourage children and youth to eat fruits and vegetables and drink water during snack time instead of sweet snacks and drinks.

**Action:** Serve fruits and vegetables and water at Sunday school, church day care, and Vacation Bible School; discontinue offering sweet sticky snacks and drinks.

**Goal 3:** Adjust the food choices that are taken to the sick and shut-ins and those experiencing births or deaths to include more fruits and vegetables.

**Action:** Develop suggested menus for members to use in preparing fruits and vegetables.

**Goal 4:** Encourage members to serve more fruits and vegetables and to cook more low-fat foods at home.

**Action:** Offer cooking classes.



**Action:** Plan a tasting party where members can sample unusual fruits and vegetables; include recipes on how to prepare and/or cook them.

**Action:** Put together a recipe book on low-fat cooking.

**Goal 5: Encourage members to purchase more fruits and vegetables when they shop.**

**Action:** Get local supermarkets and farmers markets to offer a variety of high quality fruits and vegetables (fresh, canned, or frozen).

**Goal 6: Encourage members to grow their own vegetables.**

**Action:** Set aside a section of church property for garden plots for members.

**Goal 7: Policy adopted by governing board to encourage all members to be more physically active.**

**Action:** Plan physical activity breaks at all church meetings other than worship services.

**Action:** Appoint a committee to look at church building(s) and property to see how they can be used by members who want to increase their physical activity.

**Goal 8: Encourage members to use the stairs instead of taking the elevator.**

**Action:** Place signs at the elevators urging people to use the stairs.

**Action:** Place health messages in stairway to reinforce messages about physical activity and healthy eating.

**Goal 9: Encourage members to increase their walking.**

**Action:** Mark a walking trail on the church parking lot or open up a trail on the church grounds.

**Action:** Publicize the distance and offer members hints on ways to get more benefits from walking.

**Goal 10: Encourage members to increase their participation in group activities.**

**Action:** Open up the fellowship hall, all-purpose room or gymnasium for evening/Saturday basketball games or organize a walking/running group.

**Goal 11: Encourage children to increase their physical activity.**

**Action:** Create a play space that encourages children to be physically active.

**Goal 12: Encourage members who are able to join a health club.**

**Action:** Arrange for members to have discounts at a health club.

**PHYSICAL  
ACTIVITY**

(Appendix 10)





## HEALTHY EATING AND PHYSICAL ACTIVITY

(Appendices 9 and 10)

### Goal 13: Encourage members to lose weight.

**Action:** Offer weight reduction, cooking and/or exercise classes for members.

**Action:** Plan a health fair where members can get health screenings and advice.

**Action:** Organize a walking or exercise club.

**Action:** Organize a weight loss support group.

**Note:** Encourage your participants to consult their doctor before changing their diet, beginning an exercise program, or if they suspect that they have a medical problem.



The time required to plan a program will vary depending on its complexity. If it is a program that can be worked into an existing activity of the church, it can probably be planned in a short time. For example, if the committee wants to include more fruits and vegetables at church dinners, this could be carried out by working with the church volunteers who plan and cook the dinners. If it is a program that needs to be planned outside of regular church activities, it may take several weeks to get all of the details completed. For instance, if the church wants to have a series of classes on nutrition or sponsor aerobics classes, time will be needed to identify a teacher; plan the classes including space, equipment, and supplies; and publicize the class. After the program is selected, resources and agency services should be identified quickly.

After you have planned your program, you will need to be sure that you have:

- **Funding in place**
- **Location, date, and time of the activity(ies) planned**
- **Speakers, other program participants, audiovisual equipment scheduled**
- **Volunteer training scheduled**
- **Registration process and forms planned and duplicated**
- **Education and other hand out materials duplicated**
- **Evaluation planned**
- **Program publicity in place**

Remember that once you choose to go with a program make sure it is completed to insure credibility with the members of your congregation. It is also a great way to get more people on your planning committee for future events.



## Conduct Special Training

Depending on the nutrition and physical activity program(s) chosen, additional training may be needed for your volunteers. There are a number of agencies and organizations in your community who offer special training or can provide the program to your church. Contact a Community Health Professional to see what services and resources are available (Appendix 1).

## Publicize and Recruit

Getting members of your congregation involved in a health program requires careful planning. The program has to be clearly understood by the members, must relate to their needs and interests, and must be convenient for them. Your Pastor, Church Leaders, Church Coordinator, and Committee will all need to be actively involved in getting church members to participate.

One of the major responsibilities of the Committee is to recruit participants. The Committee can:

- **Promote participation through announcements in church bulletin, newsletter, and posters and on bulletins boards around the church (Appendix 13)**
- **Enroll themselves as participants in the program**
- **Enroll participants at church services, during Sunday school classes, church health fairs, and other church gatherings**
- **Enroll participants before and after worship services**
- **Provide sign-up sheets for church member participation throughout the church (Appendix 6)**
- **Sponsor an information session informing potential participants of the program**
- **Conduct the church member's information session**

*Pleasant words are as a  
honeycomb, sweet to the soul,  
and health to the bones.*

**Proverbs 16:24**  
New International Version®

Don't overlook the local media. Use them as another way to get both program and health information to members of your congregation. Invite them to attend your program. Many radio, television, cable channels, and newspapers will help promote your program if you contact them early and give them a clear, understandable message. You can request announcements and interviews on local radio, television, or cable channels both before and after your program. Your local newspaper may run feature articles both before and after your program. It is important to show the media how your health program



relates to their audience/readers. You may have a member of your congregation who works for a local media outlet. This person can be a valuable contact. A Community Health Professional may also be able to help you with media promotion (Appendix 13).

## Evaluate the Program

Taking a hard look at the program and/or separate activities will provide information on what took place, how many people participated, if the program met their needs, if they want more information or activities, and if the program changed their health habits. This should not be considered a test of the success of the program. Instead, it should show the strengths and weaknesses so you can plan for the next program. As part of the Evaluation, your committee can use the Activity Planning and Reporting Form (Appendix 6) along with Class/Program Evaluation forms that participants complete (Appendix 14).

In addition to these forms, you will also need to consider other questions:

- Did the program meet its goal(s)/objective(s)?
- Did the program benefit the congregation?
- Did those who need follow-up with health care providers get care?
- Was the congregation satisfied with each activity (this may ensure support of future activities)?
- Were the volunteers trained appropriately?
- Did the physical space work (too large, too small, uncomfortable chairs, etc.)?
- Did you have the equipment you needed (audio-visual, screening, etc)?
- Did the program expand beyond your church and benefit the community?
- What kind of new policies/programs are needed in the future?

A summary report should be prepared and shared with the congregation at the end of the program. This report should be reviewed by the Pastor before it goes to the congregation. You may want to seek help in analyzing your results from someone in the church who does data analysis or a Community Health Professional. This summary report should include:

- Number and type of activities
- Total number of participants
- Number of participants who eat five servings of fruits and vegetables daily
- Age and sex of participants
- Number who are regularly physically active
- Summary of the answers to questions listed above



These summaries can be shared with the congregation by including them in church bulletins, church newsletters, and information on posters and bulletins boards around the church.

## Celebrate Successes

Usually there are many people involved in making a health program successful. They deserve to be recognized and publicly thanked. The completion of the program can be celebrated through a church event or a special awards/recognition ceremony. The Pastor, Church Staff, Church Coordinator, Eating Smart and Moving More Committee members, and volunteers should be recognized for their hard work. Participants can be recognized for their accomplishments. Some ways to recognize people are by giving appreciation certificates, gift certificates for produce or walking shoes at local stores, fruit and vegetable baskets, and public recognition like a special church dinner or service.



## Plan Future Programs

Your evaluation information can guide your Pastor, Church Leaders, Church Coordinator, and Committee in deciding if another program should be planned and, if so, what form it should take. Generally, churches want to continue with additional programs to support what they have done in the past and to offer new activities to the congregation. It is important to move quickly to initiate another program so you do not lose the interest and momentum from your previous efforts.

As programs grow and become more involved and more varied, the Pastor, Church Coordinator, and Committee might be interested in starting a Lay Health Advisor Program. Lay Health Advisors are natural helpers, people in the congregation others look to for help, advice, and support (emotional, spiritual, informational, etc.). The Lay Health Advisors serve to:

- **Be a supportive friend; to make contact, to listen, to notice, to encourage, to be present, and to give emotional support**
- **Provide information about a variety of approaches to healthy eating and physical activity**
- **Participate in health-related church activities**
- **Provide Coordinator with information that will help the program**

Lay Health Advisors may be used in a variety of ways within the church depending on the programs chosen. In many programs they serve as trusted friends who disseminate health information through their networks. Lay



*The mission of motivating the congregation to change their lifestyle to include more fruits and vegetables, develop healthy eating habits, and increase their physical activity is an important mission and worth the time and effort it takes.*

Health Advisors are often selected from members who are teachers, counselors, social workers, nurses, Community Health Professionals, and those that are well-known and respected in the church. The Pastor and Church Staff can probably identify members who the congregation turns to for help, advice, and support. Once a list of potential advisors is completed and confirmed, an orientation/training should be planned. The Lay Health Advisor training is necessary to equip the Lay Health Advisors with skills that will be useful in providing support, encouragement, and guidance. You will probably want to solicit help from others to assist you with this orientation and training (Appendix 1).





# Organizing a Program as a Community Health Professional

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When working with churches, it is important to remember that churches are religious institutions—first and foremost. The church’s main goal is redemption and salvation. Each congregation is unique. Each church has its own mission and priorities and a health ministry may not fit with every church’s mission. Some churches may not want any secular programming in the church. Others may find the prospect interesting, but the focus of the church may be on other projects or events. Health promotion programs must support the church’s overall mission/role and seek to enhance the overall function of the church. There are many benefits to working with African-American Churches. Some of these benefits are:



- Provides access to people at high risk for chronic diseases
- Improves the health of church members and therefore the community as a whole
- Strengthens the partnership between community organizations and agencies and churches
- Provides more trained volunteers for educating other community groups about nutrition and physical activity
- Provides community advocates for creating health changes beyond the church level

Working within a church can present unusual demands for community health organizations and Community Health Professionals who are accustomed to working in more clinical settings. Some of the challenges for community health organizations are:

- Variable work hours for staff with evenings and weekend work likely
- Flexible timelines since the staff has to work within the constraints of a church’s calendar and their procedures for establishing new programs
- Opportunities for programs may be limited and could extend the time needed since some smaller churches may only hold worship services every other Sunday or once a month
- Difficulty of developing rapport and respect if you are of a different faith and not African-American

*And ye shall serve the Lord your God, and he shall bless thy bread, and thy water; and I will take sickness away from the midst of thee.*

Exodus 23:25  
New International Version®



Before approaching a church, consider the following questions about your organization or agency:

- **What is the mission of your organization/ agency? Does it fit with the mission of the church?**
- **What does your organization/agency want to accomplish?**
- **Is your organization/agency flexible enough to allow work during evenings and weekends?**
- **Does your agency (especially if part of a governmental program) operate under certain restrictions when working with the faith community?**

## Choose the Community Health Professional

*The Community Health Professional's role will usually be that of a facilitator to provide information, tools, and expertise for the program.*

The Community Health Professional, who may work at a local health department, Cooperative Extension, or other community health agency, must decide if he or she is the right person to work with African-American churches. To be effective, he or she must be comfortable working with the church. It is helpful if this person is an African American. The ability to develop trust and to communicate sincere interest in the well-being of the members is a primary requirement for working in any community but it is especially important when working in churches.

The Community Health Professional's role will usually be that of a facilitator to provide information, tools, and expertise for the program. He or she is a source of information, educational materials, and resources to the Church Coordinator and works closely with the Coordinator in training volunteers and implementing the program. He or she should help make sure that activities are completed and the forms are kept on file. The Community Health Professional also ensures communication among community groups interested in health (i.e., Healthy Carolinians, Local Physical Activity and Nutrition Coalitions, etc.) and that the health agency and other partners can deliver what is promised.

If a staff person is able to answer all of the following questions with a "yes," then he or she may be the right Community Health Professional for this role. If he or she answered "no" to some of these questions, he or she may need to reconsider his or her role or discuss work options with the agency.

- **Are you comfortable as a facilitator; providing information, tools, and expertise and then releasing control of the program to the church members?**
- **Is nutrition and physical activity expertise available to you?**
- **Are you available to work nights and weekends?**
- **Are you comfortable working to create a fundamental change in a church to support and enable self-care?**
- **Are you willing to participate in other church programs, including worship services?**
- **Would you enjoy forming and maintaining relationships with church members?**



- Are you comfortable working as a team member with both congregational members and staff from other agencies?
- Can you keep your personal religious beliefs private, even when you are with others who are discussing their own? Personal religious experiences should always be kept personal.
- Do you respect and appreciate African-American culture?
- Are you willing to learn from the church and the program participants?
- Do you find it easy to encourage and praise the accomplishments of others?

## Develop Community Partnerships

The Community Health Professional will need to learn all he or she can about the health needs of African Americans and their churches in order to work effectively in African-American churches. Accurate health data can help determine the community or church(es) to approach with a program. Local health departments complete a community health assessment for their county regularly and can identify specific health issues in certain populations in their service area. This assessment may not give specific information about the church but it will give general information that may be useful. Many other local service agencies have local data that can assist in initiating, planning, guiding, and evaluating a program.

Before approaching churches, it is important to see if other community agencies are currently conducting programs in any of the churches and/or have helpful information and services. They may be interested in being part of a team to work in a specific church or a group of churches. Combining the talents of all interested agencies will broaden and enrich the program offered. Potential partners are Cooperative Extension; Division on Aging; YMCA; YWCA; ministerial associations; voluntary health organizations like American Cancer Society, American Heart Association, and the American Diabetes Association; community health councils like Healthy Carolinians and Local Physical Activity and Nutrition Coalitions; hospitals; faith community groups; groceries and restaurants; farmer's markets; community service societies such as Masons, Eastern Star, and Lions; and interested health professionals (Appendix 1).



**Because most community health agencies are part of government, there are certain parameters that must be followed. The agency must not promote a particular faith or be perceived as promoting a particular faith. When offering a program or opportunity to the faith community, there should be reasonable effort to notify all faith community groups. If an agency offers a program or responds to a request for a program, training, materials, or staff time from one faith group, the agency must respond in the same way for all faith groups unless the agency has valid reasons to prioritize programs or resources based on health risk factors.<sup>7</sup>**



## Recruit and Identify Church(es)

The African-American church occupies a central place in the lives of its members. The African-American church emphasizes wholeness—physical, relational, and spiritual wellbeing. This makes the church an ideal place for health and wellness programs. They may also have the necessary facilities for nutrition and physical activities since many churches have a kitchen and an all purpose room.

*Beloved, I wish above all things that thou mayest prosper and be in health, even as thy soul prospereth.*

III John 2  
New International Version®

Whether in rural areas, large or small cities or towns, church-based programs can benefit the congregation and the community. The challenges and opportunities will differ depending on the following factors:

- location of the church
- number of church staff
- congregation's general socioeconomic level
- number of health care professionals that belong to the congregation
- whether the church has had a health ministry type program in the past

It is important that the Community Health Professional learn as much as possible about the church(es) before beginning recruitment.

There are a number of suggestions for generating a list of the African-American churches in your community.

- Determine if the county has an association of pastors or a directory of African-American churches. Many African-American Baptist Churches in North Carolina are members of the North Carolina General Baptist State Convention.
- Check the phone book. AME and CME indicate that the congregation is African-American.
- Identify “key pastors” in the community who are involved in community issues or are ministers of larger congregations. These pastors may know of smaller congregations in the area who might be interested in health programs.
- Identify “natural helpers” in the community—people who were born and raised in the community and have a history of working with other community groups.
- Ask funeral directors.
- Talk to others in the community (health department, cooperative extension, YMCA, YWCA, etc.).

Before choosing a specific church or group of churches, meet with the church association president or attend a meeting of the pastors' association to explain the proposed program to increase healthy eating and physical activity. Stress the benefits to the church, its members, and the community. If appropriate, the Community Health Professional should explain that he or she is employed by an official agency; therefore, paid by tax dollars so he or



she can work with the churches as a “free” consultant. This kind of meeting and exchange of information can help to clear up any community suspicions and concerns about the proposed program.

After generating a list of churches, select a potential church or churches to contact while keeping in mind the parameters that governmental agencies have when working with faith communities. The health needs assessment from the health department may provide information on churches or geographic areas to target. “Key pastors” or “natural helpers” may provide more information. It is a good idea to survey the Pastor or a representative from each church on the list of potential churches to identify those that already have some interest in health promotion. A church that is already offering a health related program because of health needs in the congregation may be very interested in expanding their program. Consider these questions:

- Does the church have significant number of members who are African American?
- Does the church have a health ministry?
- Is the Pastor interested in nutrition, physical activity, and/or health promotion?
- Has the congregation expressed interest in health promotion, nutrition, or physical activity issues?
- Does the church have several programs where nutrition and physical activity can be introduced?
- Is the church large enough to reach a large number of individuals?

## Meet with the Pastor

The Pastor is the key to a successful program. He or she can play a vital role in identifying a Church Coordinator and the Eating Smart and Moving More Committee. Additionally he or she can be instrumental in encouraging church members to participate in the program and can promote the program from the pulpit. Contact the Pastor by letter requesting a meeting with him or her and church leaders (Appendix 8). Allow one to two weeks for a response and follow up with a phone call.

This meeting with the Pastor and Church Leaders will allow the Community Health Professional to give some information on his or her background, and explain his or her interest in the program along with that of the agency. During this meeting, it is important to explain the need for the program and the value of it for the church members. Be sure to include information from the county level health needs assessment. There are several things to learn about the church and its organization at this meeting. They are:





- How is the church organized? What is the leadership structure? How are decisions made?
- What are the demographics of the congregation? (Ages, members who work at home/away from home, retirees)
- What types of activities are currently offered? (Child care, adult day care, education programs)
- Are there any active health committees? Who are the leaders? Has the church ever had health fairs, health screenings, or vaccination clinics?

Explain the benefits of a health program to the church and its members. Some of them are to:

- Improve the health of participants through healthy eating and increased physical activity
- Reduce the participants' risk of chronic diseases
- Increase the church's capacity to address health issues
- Improve the health of homebound members when they are included in the program
- Provide health expertise and educational materials
- Provide assistance in organizing support groups, exercise classes, and weight reduction programs
- Increase the number of trained volunteers for educating members about nutrition and physical activity
- Strengthen the partnership between church members and agencies as they work together

*For I will restore health unto thee, and I will heal thee of thy wounds, saith the Lord.*

**Jeremiah 30:17**  
New International Version®

## Involve the Church

The first step after the Pastor agrees to start an Eating Smart and Moving More Program in his or her church is to complete the NC Faith Community Health Assessment Survey (Appendix 5). The Pastor, another staff person, or a member of the congregation can help complete this survey. The next step after the survey is reviewed and analyzed is to request a special meeting with the Pastor, Church Leaders, and interested members of the congregation to present the North Carolina Faith Community Health Assessment Survey results and program suggestions. It is important that the Pastor, Church Leaders, and congregation understand the information completely.

Be prepared to:

- Explain why their church was selected—to access large numbers of African Americans and because of special health needs
- Discuss the anticipated responsibilities of the church and the agency(ies)



- **Define the benefits of the nutrition and physical activity program for the church members**
- **Explain the need for a Church Coordinator and an Eating Smart and Moving More Committee to support the program**
- **Discuss the program suggestions in detail**

Explain what the church responsibilities will be. Those responsibilities include:

- **Promised support of the Pastor throughout the program**
- **Designation of a Church Coordinator and Eating Smart and Moving More Committee**
- **Continued support from the Eating Smart and Moving More Committee**
- **Provision of financial support**
- **Adoption of at least one policy that supports good health behaviors (serve fruits and vegetables at church events, improve parking lot lighting so people can use it for walking) (Appendix 3)**
- **Maintenance of program records (Appendix 6)**
- **Coordination of publicity (posters in church and messages in church bulletins or newsletter) (Appendix 13)**
- **Identification of volunteers to recruit participants, coordinate activities, and help advertise the program**

*It is very important to keep the Pastor and Church Leaders abreast of all program activities and changes.*

Once the church leadership agrees to support the program, confirm the agreement with a letter to the Pastor and request that a Church Coordinator and Eating Smart and Moving More Committee be identified, if that was not accomplished at an earlier meeting (Appendix 8).

The Pastor needs to support the program throughout its duration. Some of the ways that the Pastor and Church Staff can support the program are to:

- **Be participants in the program**
- **Include nutrition and physical activity information in sermons**
- **Cite Biblical references to healthy eating, physical activity, and healthy living in Sunday school lessons and sermons (Appendix 4)**
- **Make announcements from pulpit including a special announcement about the activity a couple of weeks before it takes place**
- **Promote healthy eating and healthy living in bulletins (Appendix 13)**

It is very important to keep the Pastor and Church Leaders abreast of all program activities and changes. The Leaders should commit to adopting at least one policy that supports good health behaviors (serve fruits and vegetables at church events, improve parking lot lighting so people can use it for walking) (Appendix 3).

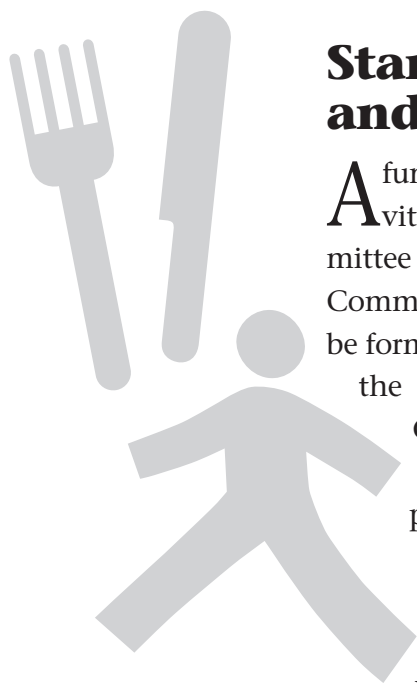




## Identify the Church Coordinator

The Church Coordinator is a key player in the program. He or she may be a member of the congregation or a staff member. The Church Coordinator will be in charge of overseeing and planning of the program; coordinating activities and training; and orienting volunteers. The Coordinator needs to be able to:

- **Lead** (create a community vision, inspire others, guide individuals or groups to accomplish a task, and maintain group cohesiveness and cooperation)
- **Organize** (plan and arrange meetings and activities, direct action to accomplish a specific goal)
- **Communicate** (express ideas effectively to others, speak comfortably with the pastor and other members of the congregation)
- **Negotiate** (gain mutual agreement on or acceptance of a decision or course of action and find acceptable solutions to issues)
- **Locate health information resources and services**
- **Coordinate and plan with the Community Health Professional and others**



## Start an Eating Smart and Moving More Committee

A functioning, enthusiastic Eating Smart and Moving More Committee is vital to a successful program. The church may already have a health committee and this committee can function as the Eating Smart and Moving More Committee. If the church doesn't have a committee, a committee will need to be formed. Usually the Church Coordinator with the aid of the Pastor recruits the members. Typically five to seven church members make up the Committee. The function of this Committee is to connect the program with the congregation, help promote participation, and manage the program.

Once these are named, the Church Coordinator, along with Community Health Professional, should confirm their selection and set a time and place for an orientation meeting (Appendix 8). The purpose of this orientation meeting is to describe suggested nutrition and physical activity programs, answer questions about the suggested programs, discuss the role and responsibilities of the committee, and discuss and develop ideas for specific activities.

This orientation should include:



- An overview and goals of the program—this should give background information of the partnership between the church and the agency, why healthy eating and physical activity are important, the role that churches and communities have in promoting healthy lifestyles, their importance to the church, and the potential goals of the program.
- Review the *African-American Churches Eating Smart and Moving More: A Planning and*

*Resource Guide* and resources that are available to help the committee plan the program.

- Review all potential roles and responsibilities in this partnership including that of the Pastor, Church Coordinator, Committee, Community Health Professional, and others involved. Address any concerns that might come up. It is important that everyone has a clear understanding of their roles and expectations.

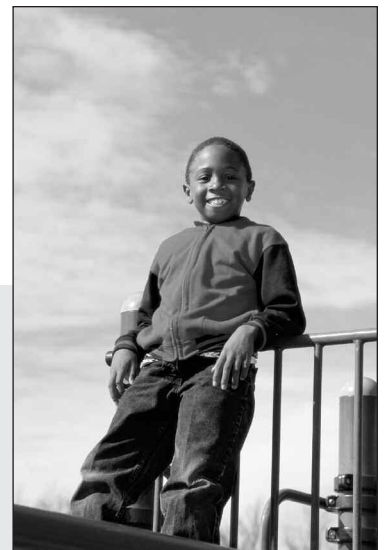
The Committee responsibilities include:

- Conducting church members health needs survey
- Planning the program, time line, and related activities
- Keeping records including tracking forms and evaluations
- Identifying resources and developing a budget—financial resources can be attained through grants, donations, or fundraising efforts
- Recruiting volunteers and participants
- Developing publicity and publicizing the program
- Evaluating the program

## Build Financial Support

It is important that the health program have the support of the Church Leaders since some financial resources are usually needed for a successful program. Costs will vary from church to church depending upon the complexity of the program, the activities that are planned, and the number of people in the congregation. Some potential costs are:

- Printing or copying materials for publicity and for member handouts;
- Purchasing food or give ways
- Modifying the church practices and environment to be more supportive of healthy eating and being physically active (e.g.: reworking a parking lot, playground, etc. to make them safer and more attractive, creating a walking trail, serving fruits and vegetables as snacks in Sunday school, planting a vegetable garden)



The community health organization/agency will need to decide if it has financial resources to commit to the church. The Church Coordinator, Pastor, and Committee will need to explore this potential support when planning their budget.



*Then shall thy light break forth as the morning, and thine health shall spring forth speedily: and thy righteousness shall go before thee: the glory of the LORD shall be thy reward.*

Isaiah 58:8  
New International Version®

## Develop a Program Plan

Planning a successful program with the Church Coordinator and Committee will require some time in the beginning for everyone to become acquainted. Churches are made up of people with a wide range of skills. It is important to work with the Coordinator and Committee to include those members who have skills related to planning and implementing the program. Actually planning the program requires that the Committee complete a health needs and interest survey of the congregation, analyze the results, and identify the kind of program that would help meet the needs of the congregation (Appendix 7). The Community Health Professional may be available to help with this analysis and planning. There are a number of other agencies and resources in the community that can help with this planning (Appendix 1). When planning a program remember to:

- Check the church's calendar first
- Allow plenty of planning time
- Implement program into existing church activities when possible
- Make sure the program is completed to insure credibility with the members of the congregation

This Guide encourages a multi-level approach which targets all five aspects of people's lives—as individuals, as people in relationships, as members of the congregation, as residents in the community and as people affected by public policy (Appendix 2). This approach was illustrated in Table 1. It gives the church an opportunity to change individual behaviors by giving the individual knowledge, encouraging new skills and attitudes, and changing policies and environments to support them. An individual church may choose to focus on only a couple of levels when starting a health program. They can expand to other levels as they gain experience with planning and conducting programs.

According to the *Body & Soul* program, an effective program should include:

- One policy activity
- One activity involving promotion of the program by the Pastor
- Three church-wide activities
- Church members' participation

*A health needs and interest survey will help identify chronic disease patterns and determine knowledge and interest regarding nutrition and physical activity within the congregation.*

### CONDUCT A HEALTH NEEDS AND INTEREST SURVEY

Accurate health data is necessary for planning and guiding a health program. A health needs and interest survey will help identify chronic disease patterns and determine knowledge and interest regarding nutrition and physical activity within the congregation (Appendix 7). This information, in addition to the local health department's community assessment information and the infor-



mation from the NC Faith Community Health Assessment Survey, can help identify specific health needs and determine priorities for the program (Appendix 5). Another source for current health data is the NC State Center for Health Statistics website ([www.schs.state.nc.us](http://www.schs.state.nc.us)).

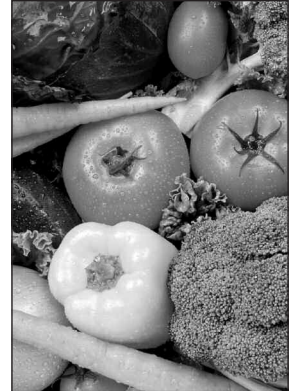
## PLAN THE PROGRAM

Once the survey is completed, the Coordinator, Committee, and Community Health Professional should study the results and identify potential programs that would meet the needs of the congregation. There are several ways to carry out a program. It can be done only in the church, the church can combine with other churches that have similar needs, or the church can coordinate with a community program that meets the congregation's needs. For instance, if the church has a small congregation, they may want to plan some of the activities with other churches who are interested in a series of classes, need an expert speaker, or want to develop a parish nurse ministry. The Community Health Professional is in a key position to let the Coordinator and Committee know of programs and agencies in the area that could be of assistance to the church.

As the plan for action begins to develop, the Coordinator and Committee will need to decide what they want to accomplish based on the congregations' needs, time, volunteers, and resources available. The plan should include (1) goal(s)/objective(s), (2) target group, (3) action needed and/or steps to meet the goal/objective, and (4) resources needed.

Be sure that the goals or objectives are clear and practical. Clear, practical goals or objectives will help recruit volunteers and participants. They will be useful at the end of the program when it is time to evaluate the program. It is important to involve the Church Staff and Church Leaders in the planning although this may increase planning time. A sample action plan to encourage church members to grow their own vegetables is outlined in Appendix 11.

The following are some examples of health programs that include individual behavior changes and environment and policy changes within the church. More examples of health programs and success stories can be found in Appendices 9, 10 and 12.



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**Goal 1: Policy adopted by governing board to serve healthy foods (fruits and vegetables) at all church functions.**

**Action:** Adjust church recipes and menus to provide low-fat foods and more fruits and vegetables at church functions; share recipes.

**Action:** Stock church pantry with fruits and vegetables.

**Action:** Give fruit and vegetable bags to church members during holidays (Easter, Thanksgiving, and Christmas).

**Action:** Give fruit and vegetable bags to seniors or low-income people during holidays (Easter, Thanksgiving, and Christmas).

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**HEALTHY EATING**

(Appendix 9)



**Goal 2:** Encourage children and youth to eat fruits and vegetables and drink water during snack time instead of sweet snacks and drinks.

**Action:** Serve fruits and vegetables and water at Sunday school, church day care, Vacation Bible School; discontinue offering sweet sticky snacks and drinks.



**Goal 3:** Adjust the food choices that are taken to the sick and shut-ins and those experiencing births or deaths to include more fruits and vegetables.

**Action:** Develop suggested menus for members to use in preparing fruits and vegetables.

**Goal 4:** Encourage members to serve more fruits and vegetables and to cook more low-fat foods at home.

**Action:** Offer cooking classes.

**Action:** Plan a tasting party where members can sample unusual fruits and vegetables; include recipes on how to prepare and/or cook them.

**Action:** Put together a recipe book on low-fat cooking.

**Goal 5:** Encourage members to purchase more fruits and vegetables when they shop.

**Action:** Get local supermarkets and farmers markets to offer a variety of high quality fruits and vegetables (fresh, canned or frozen).

**Goal 6:** Encourage members to grow their own vegetables.

**Action:** Set aside a section of church property for garden plots for members.

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## **PHYSICAL ACTIVITY**

(APPENDIX 10)

**Goal 7:** Policy adopted by governing board to encourage all members to be more physically active.

**Action:** Plan physical activity breaks at all church meetings other than worship services.

**Action:** Appoint a committee to look at church building(s) and property to see how they can be used by members who want to increase their physical activity.

**Goal 8:** Encourage members to use the stairs instead of taking the elevator.

**Action:** Place signs at the elevators urging people to use the stairs.

**Action:** Place health messages in stairway to reinforce messages about physical activity and healthy eating.



**Goal 9: Encourage members to increase their walking.**

**Action:** Mark a walking trail on the church parking lot or open up a trail on the church grounds.

**Action:** Publicize the distance and offer members hints on ways to get more benefits from walking.

**Goal 10: Encourage members to increase their participation in group activities.**

**Action:** Open up the fellowship hall, all-purpose room or gymnasium for evening/Saturday basketball games or organize a walking/running group.

**Goal 11: Encourage children to increase their physical activity.**

**Action:** Create a play space that encourages children to be physically active.

**Goal 12: Encourage members who are able to join a health club.**

**Action:** Arrange for members to have discounts at a health club.

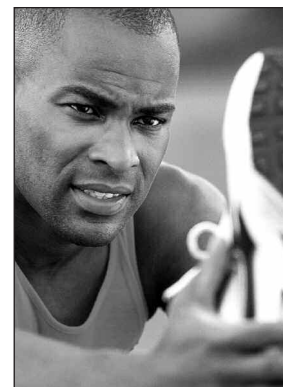
**Goal 13: Encourage members to lose weight.**

**Action:** Offer weight reduction, cooking and/or exercise classes for members.

**Action:** Plan a health fair where members can get health screenings and advice.

**Action:** Organize a walking or exercise club.

**Action:** Organize a weight loss support group.



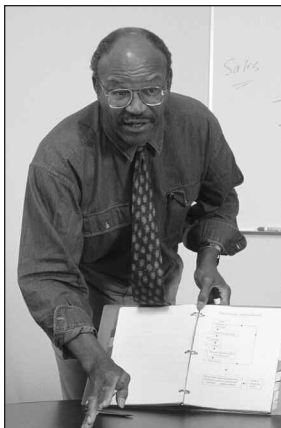
**HEALTHY  
EATING AND  
PHYSICAL  
ACTIVITY**

(APPENDICES 9  
AND 10)

**Note:** Encourage participants to consult their doctor before changing their diet, beginning an exercise program or if they suspect that they have a medical problem.

The time required to plan a program will vary depending on its complexity. If it is a program that can be worked into an existing activity of the church, it can probably be planned in a short time. For example, if the committee wants to include more fruits and vegetables at church dinners, this could be carried out by working with the church volunteers who plan and cook the dinners. If it is a program that needs to be planned outside of regular church activities, it may take several weeks to get all of the details completed. For instance, if the church wants to have classes on healthy eating or physical activity, time will be needed to identify a teacher; plan the classes including space, equipment, and supplies; and publicize the class. After the program is selected, resources and agency services should be identified.





After the program is planned, be sure that the following items have been covered in the planning:

- Funding in place
- Location, date, and time of the activity(ies) planned
- Speakers, other program participants, audiovisual equipment scheduled
- Volunteer training scheduled
- Registration process and forms planned and duplicated
- Education and other materials duplicated
- Evaluation planned
- Program publicity in place

Remember: once the church chooses to proceed with an activity or program make sure it is completed to insure credibility with the members of the congregation.

*For ye know what commandments we gave you by the Lord Jesus... that everyone of you should know how to possess his vessel in sanctification and honor.*

**I Thessalonians 4:2-4**  
New International Version®

## Conduct Special Training

Depending on the nutrition and physical activity program(s) chosen, additional training may be needed for the volunteers. There are a number of agencies and organizations in the community who offer special training or can provide the program to the church. The Community Health

Professional may be able to assist with training or research what services and resources are available.

## Publicize and Recruit

Getting members of the congregation involved in a health program requires careful planning. The program has to be clearly understood by the members, must relate to their needs and interests, and must be convenient for them. The Pastor, Church Leaders, Church Coordinator, and Committee will all need to be actively involved in getting church members to participate.

One of the major responsibilities of the Eating Smart and Moving More Committee is to recruit participants. The Committee can:

- Promote participation through announcements in church bulletin, newsletter, and posters and on bulletins boards around the church (Appendix 13)
- Enroll themselves as participants in the program
- Enroll participants at church services, during Sunday school classes, church health fairs, and other church gatherings
- Enroll participants before and after worship services
- Provide sign-up sheets for church member participation throughout the church (Appendix 6)
- Sponsor an information session informing potential participants of the program
- Conduct the church member's information session



Don't overlook the local media. Use them as another way to get both program and health information to members of the congregation. Invite them to attend the program. Many radio, television, cable channels, and newspapers will help promote the program if they are contacted early and given a clear, understandable message. Announcements and interviews can be requested on local radio, television, or cable channels both before and after the program. The local newspaper may run feature articles both before and after the program. It is important to show the media how the health program relates to their audience/readers. There may be a member of the congregation who works for a local media outlet. This person can be a valuable contact. The Community Health Professional's agency may have a media specialist who can work with the committee to get media coverage (Appendix 13).

*It is important to show the media how your health program relates to their audience/readers.*

## Evaluate the Program

Taking a hard look at the program and/or separate activities will give information on what took place, how many people participated, if the program met their needs, if they want more information or activities, and if the program changed their health habits. This should not be considered a test of the success of the program. Instead it should show the strengths and weaknesses to help in planning the next program. The completed activity forms will give some basic information about the activities. As part of the Evaluation, the committee can use the Activity Planning and Reporting Form (Appendix 6) along with Class/Program Evaluation forms that participants complete (Appendix 14).

In addition to the completed activity forms, consider these other questions:

- Did the program meet its goal(s)?
- Did the program benefit the congregation?
- Did those who need follow-up with health care providers get care?
- Was the congregation satisfied with each activity (this may ensure support of future activities)?
- Were the volunteers trained appropriately?
- Did the physical space work (too large, too small, uncomfortable chairs, etc.)?
- Did the program have the equipment needed (audiovisual, screening, etc.)?
- Did the program expand beyond the church and benefit the community?
- What kind of new policies/programs are needed in the future?

A summary report should be prepared and shared with the congregation after review by the Pastor. The Community Health Professional can help in analyzing the results or there may be someone in the church who does data analysis who can be recruited to work with the Committee. This summary report should include:



- Number and type of activities
- Total number of participants
- Age and sex of participants
- Number of participants who eat five servings of fruits and vegetables daily
- Number who are regularly physically active
- Summary of the answers to questions listed above

These summaries can be shared with the congregation by including them in church bulletins, church newsletters, and information on posters and bulletins boards around the church



## Celebrate Successes

Usually there are many people involved in making a health program successful. They deserve to be recognized and publicly thanked. The Coordinator, Committee, and Community Health Professional will need to determine what recognition is needed for the church and its members and for the agency. The completion of the program can be celebrated through a church event or a special awards/recognition ceremony. The Pastor, Church Staff, Church Coordinator, Committee, and volunteers should be recognized for their hard work. Participants can be recognized for their accomplishments. Some ways to recognize people is by giving appreciation certificates, gift certificates for produce or walking shoes at local stores, fruit and vegetable baskets, and public recognition like a special church dinner or service.

## Future Programs

The evaluation information can guide the Pastor, Church Leaders, Church Coordinator, Committee, and Community Health Professional in deciding if another program should be planned and, if so, what form it should take. Generally, churches want to continue with additional programs to support what they have done in the past and to offer new areas to the congregation. It is important to move quickly to initiate another program so that the interest and momentum generated by the program is not lost.

As programs grow and become more involved and more varied, the Pastor, Church Coordinator, and Committee might be interested in starting a Lay Health Advisor Program. Lay Health Advisors are natural helpers, people in the congregation others look to for help, advice, and support (emotional, spiritual, informational, etc.). The Lay Health Advisors serve to:



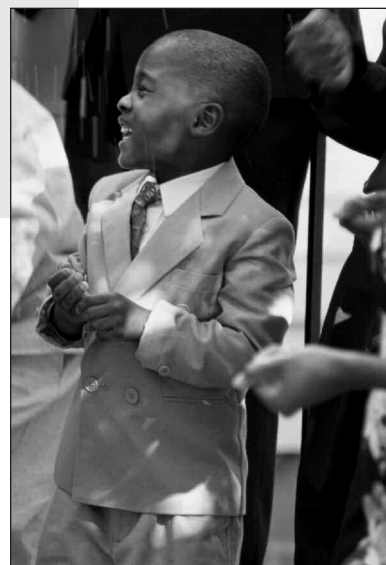
- Be a supportive friend; to make contact, to listen, to notice, to encourage, to be present, and the give emotional support
- Provide information about a variety of approaches to healthy eating and physical activity
- Participate in health-related church activities
- Provide Coordinator with information that will help the program.

Lay Health Advisors may be used in a variety of ways within the church depending on the programs chosen. In many programs they serve as trusted friends who disseminate health information through their networks. Lay health Advisors are often selected from members who are teachers, counselors, social workers, nurses, Community Health Professionals, and those that are well-known and respected in the church. The Pastor and Church Staff can probably identify members who the congregation turns to for help, advice, and support. Once a list of potential advisors is completed and confirmed, an orientation/training should be planned. The lay health advisor training is necessary to equip the lay health advisors with skills that will be useful in providing support, encouragement, and guidance. The community health professional can assist with this orientation and training (Appendix 1).

The mission of motivating the congregation to change their lifestyle to include more fruits and vegetables, develop healthy eating habits, and increase their physical activity is an important mission and worth the time and effort it takes.

*And ye shall serve the Lord your God, and he shall bless thy bread, and thy water; and I will take sickness away from the midst of thee.*

**Exodus 23:25**  
New International Version®





# References

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5. NIH, NHLBI Obesity Education Initiative. *Clinical Guidelines on the Identification, Evaluation, and Treatment of Overweight and Obesity in Adults*. Available online: [www.nhlbi.nih.gov/guidelines/obesity/ob\\_gdlns.pdf](http://www.nhlbi.nih.gov/guidelines/obesity/ob_gdlns.pdf)
6. US Department of Health and Human Services (USDHHS). *2008 Physical Activity Guidelines for Americans*. Washington, DC: USDHHS; 2008. Available online: [www.health.gov/paguidelines](http://www.health.gov/paguidelines)
7. South Carolina Department of Health and Environmental Control. Columbia, South Carolina (1999). *Parameters for Working with Faith Communities*.



## APPENDIX 1

# Key Resources

There are a number of state and local resources available to churches and communities. **Eat Smart, Move More North Carolina** is a statewide movement that promotes increased opportunities for healthy eating and physical activity wherever people live, learn, earn, play and pray. Check out **[www.EatSmartMoveMoreNC.com](http://www.EatSmartMoveMoreNC.com)** and **[www.MyEatSmartMoveMore.com](http://www.MyEatSmartMoveMore.com)** for great nutrition and physical activity resources and links to **community contacts**.





# Eat Smart, Move More North Carolina Handouts, Posters, and Other Resources

Click on and download any of these free Eat Smart, Move More North Carolina resources.



**Posters**

**Eating Smart and Moving More** are the keys to good health and a healthy weight.

*Here are seven behaviors you can adopt today.*

- Breastfeed Your Baby**  
This year's #1 baby gift: breast milk.
- Move More**  
Walk, dance, play, work in your yard. **30 minutes a day** can help you stay in shape and feel good.
- Prepare More Meals at Home**  
Eating at Home = Eating Healthy.
- Re-Think Your Drink**  
Try water with lemon or flavored, unsweetened drinks instead of sugary drinks.
- Enjoy More Fruits and Veggies**  
Make fruits and vegetables half your plate.
- Right-Size Your Portions**  
Larger portions = extra calories = extra pounds.
- Tame the Tube—Get Moving**  
Trade TV for activity—walk, run, bike or play.

The Eat Smart, Move More North Carolina logo reminds you that you can make the decision to eat smart and move more right now.

For recipes, tips, resources and ideas about how to Eat Smart and Move More, visit [www.MyEatSmartMoveMore.com](http://www.MyEatSmartMoveMore.com)

**Handouts**

**Cook Smart | Eat Smart**

The Cook Smart, Eat Smart Cooking School will teach you how to prepare simple, healthy and delicious food for you and your family. Cook Smart, Eat Smart keeps it simple—simple healthy preparation techniques, simple ingredients and simple equipment.

Each session contains several basic cooking techniques and other topics related to eating and preparing meals at home. Cook Smart, Eat Smart also provides tips for stretching your food dollar while still eating healthy.

SESSION	COOKING TECHNIQUES	Also included
SESSION ONE	Roasting Marinating Sautéing Rice	10 ways to cooking smart Food safety
SESSION TWO	Grilling Crock Pot One-Pot Meals Baking	Shopping Unit pricing Nutrition label Buying meat
SESSION THREE	Steaming Soup Rack Cook Sautéing	Family favorites Perfect portion Portion control Knives
SESSION FOUR	Simple appetizers Sauté and salad dressing Quick breads Pasta Eggs	Eating together as a family Setting the table Entertaining

For more information about Cook Smart, Eat Smart contact:

**DINA GORE** Family & Consumer Sciences Extension Agent  
**AGRICULTURE & LIFE SCIENCES** Extension Agent  
**NC** Cooperative Extension

**Other Resources**



## Multi-level, Interactive Approach

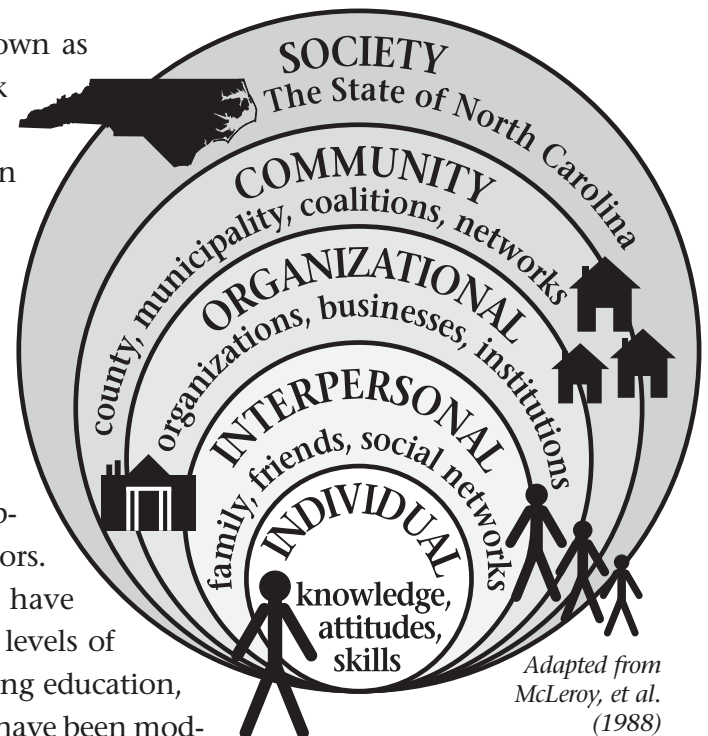
Changes in behavior, such as introducing more fruits and vegetables into the diet and increasing physical activity, do not happen easily. There are many factors that affect an individual's decision and ability to make lifestyle changes.

The Multi-Level, Interactive Approach, also known as the Socio-Ecological Approach, offers a framework for implementing health promotion programs that acknowledges the various factors that influence an individual's ability to change.<sup>1</sup>

The primary benefit of using a multi-level, interactive approach is that the health message and support for making changes occur in several areas of the individual's life: personal choices, interpersonal relationships, the organizations they belong to, the environment and the community in which they live. It also addresses the effect private and public policies have upon an individual's health behaviors.

Traditionally, health behavior interventions have focused primarily on individual and interpersonal levels of the multi-level model. These interventions, including education, counseling, screenings, and displays at health fairs, have been moderately successful in educating individuals about the benefits of healthy lifestyles. However, successful behavior change is difficult to achieve and sustain without changes in the surrounding organizational, community, social, and physical environments. Interventions implemented at the upper three levels of the model depicted above help to support interventions at the individual and interpersonal levels.

Health promotion strategies, which directly target the external factors that influence behavior, rather than individuals have been characterized as **environmental and policy** approaches. The “health-influencing” qualities of the physical, economic, and social environments are relevant in that these environments function as “enablers” of individuals’ lifestyle choices.



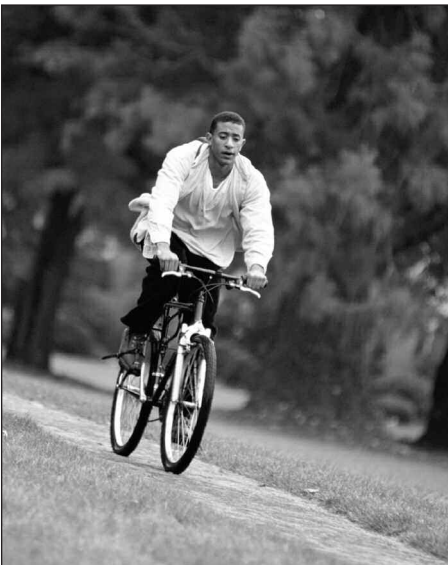


For example, if Jane Doe has been advised by her MD to eat more fruits and vegetables for health reasons, this will be easier to do if all the places she goes in the community (work, restaurants, church, etc) have high quality, tasty, reasonably priced fruits and vegetables available and they are promoted.

## **What are Policy and Environmental Approaches for Healthy Eating and Increased Physical Activity?<sup>2</sup>**

The concepts of policy and environmental change interventions are designed to improve the health of all people, not just small groups of motivated or high-risk individuals. The following explanations are based on literature addressing policy and environmental change interventions and from practical experience of experts in the field.

**POLICY CHANGE** generally describes modifications to laws, regulations, formal, and informal rules, as well as standards of practice. It includes fostering both written and unwritten policies, practices, and incentives that provide new or enhanced supports for healthy behaviors and lead to changes in community and societal norms. Policy changes can occur at different levels, such as the organizational level (a single church), the community level, (an entire school system), or at the society level (state legislation) and can often bring about environmental changes.



For example, a policy change related to healthy eating could include an informal faith organization policy to regularly provide water and healthy food options for all snacks and meals provided at events. Additionally, a school district could regulate foods and beverages available in vending machines during the school day. Finally, medical education institutions could require nutrition education training so that physicians and nurses can routinely counsel patients about healthy eating.

Examples of policy changes related to physical activity include an informal faith organization policy to regularly include physical activity in meetings and events; subdivision ordinances and land use plans with provisions for sidewalks; or state legislation for daily physical education in schools.

Media advocacy is an example of strategic use of media. It is an essential aspect of policy change and stimulates community involvement in addressing a particular issue. Garnering media coverage that focuses attention on health-related policy issues can influence a community's attitudes and increase the demand for conditions that support healthy eating, potentially leading to policy and environmental changes.



**ENVIRONMENTAL CHANGE** describes changes to physical and social environments that provide new or enhanced supports for healthy behaviors. An environmental change is one that makes it easier for people to make a healthier choice. Examples of changes to the physical environment include the availability of food items that are low in saturated fat in vending machines or on cafeteria lines. Snack vending machines could also include economically priced fruits or vegetable snacks. Examples of changes to the physical environment can include regular and consistent messages promoting healthy eating. For example, a label or signage that clearly identifies the low saturated fat or low calorie items in vending machines or on cafeteria lines could influence the customer to make a healthy selection.

Examples of changes to the physical environment that encourage increased physical activity include new or enhanced sidewalks and the addition of regular and consistent messages promoting physical activity.

Changing the social environment requires altering individuals' attitudes and perceptions about a particular behavior. It is a gradual process but can be accomplished, in part by routine efforts to increase public awareness of the problem as well as potential solutions. Social environmental change includes the adoption of a behavior as the norm rather than the exception or discourages a particular behavior. For example, a community group could adopt the practice of providing healthy food options at events and meetings. These choices then become the norm, and unhealthy choices are discouraged. Changes to the physical and social environment influence the availability of healthy foods, access to information for making food choices, and the accessibility, consistency, and attractiveness of nutrition education experiences. An example of social environment change would be designing a "walkable" community that encourages walking or biking as primary means of transportation.

Environmental changes may be the result of policy changes. For example, a policy to promote low-fat milk consumption in schools may result in the addition of a special milk vending machine outside of the school cafeteria (physical environmental change). A policy change to provide nutrition counseling through a physician's office may result in employees eating healthier foods (social environment change). The creation of a subdivision ordinance requiring sidewalks (policy change) may result in new sidewalks being built (physical environmental change). A worksite that begins to provide flextime for physical activity (policy change) may create a culture in which being physically active is the norm (social environmental change).

Regular and consistent messages are also part of changing the environment to support healthy eating and increased physical activity. These on site cues

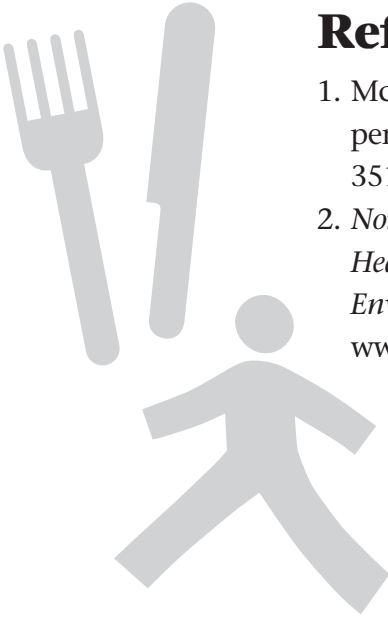
*Examples of changes to the physical environment that encourage increased physical activity include new or enhanced sidewalks and the addition of regular and consistent messages promoting physical activity.*



and messages might include menu labeling of healthy food items and point of purchase information on healthy options (i.e., fruits and vegetables). On-site messages to encourage physical activity include signs posted at elevators encouraging the use of stairs or signage promoting walking or bicycle trails in the community.

## References:

1. McLeroy, K.R., Bibleau, D., Streckler, A., & Glanz, K. (1988). An ecological perspective on health promotion programs. *Health Education Quarterly*, 15: 351-378.
2. *North Carolina Blueprint for Changing Policies and Environments in Support of Healthy Eating* and *North Carolina Blueprint for Changing Policies and Environments in Support of Increasing Physical Activity*. August 2002. [www.EatSmartMoveMoreNC.com](http://www.EatSmartMoveMoreNC.com)





### *Sample Healthy Foods Policy*

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#### Dear Church Members:

It's time to take action for ourselves, our families, our community, and our great state. Poor nutrition and lack of physical activity are taking a significant toll on the health of our citizens and our communities. Billions of dollars are being spent each year on medical and lost productivity costs in NC due to poor nutrition, overweight, and obesity, and physical inactivity.



You can join this initiative and take action today! Adopt the sample healthy foods policy on the reverse side of this sheet and use it in the following ways:

- Share it with your *church* and encourage a church policy that supports healthy foods being served at a variety of functions.
- Share it with your *employer* and encourage a worksite policy that supports healthy foods being served at meetings, in vending machines, in cafeterias—any place where employees can purchase foods and beverages.
- Share it with the variety of *community groups* in which you may be involved.
- Take the pledge to buy healthy foods when dining out and in your own home.

#### **Building Healthy Communities in North Carolina...State and Community Partners**

Eat Smart, Move More North Carolina is a statewide movement that promotes increased opportunities for healthy eating and physical activity wherever people live, learn, earn, play and pray. Visit the initiative's website [www.EatSmartMoveMoreNC.com](http://www.EatSmartMoveMoreNC.com) to locate potential partners, identify resources and learn about additional ways to get involved.



# Sample Healthy Foods Policy

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For use where foods or beverages are served.

**Whereas:**

\_\_\_\_\_ (*fill in church name*) is concerned about the health of our members; and

**Whereas:**

People have become more and more interested in eating better and being more active; and

**Whereas:**

Heart disease, cancer and stroke—the top three causes of death in North Carolina—are largely affected by what we eat and how active we are; and

**Whereas:**

Foods such as fruits, vegetables, whole grain breads and pastas, and low-fat dairy products are better choices for preventing many diseases.

**Therefore:**

Effective \_\_\_\_\_ (*today's date*), it is the policy of \_\_\_\_\_ (*fill in church name*) that all activities and events (examples of events may include: meetings, potluck events, catered events, community sponsored events, i.e., health fair, etc) sponsored or supported by this organization will always include opportunities for healthy foods by:

- **Purchasing and Serving one or more of these Healthier Items:**

**Fruits and/or vegetables**—Examples of such items include fresh, frozen, canned, or dried fruits (such as grapefruit, oranges apples, raisins, or 100% fruit juices), and fresh, frozen, or canned vegetables

**Low-fat milk and dairy products**—Examples include skim/nonfat or 1% milk; lowfat and fat-free yogurt; cheese and ice cream

**Foods made from grains (like wheat, rice, and oats), especially whole grains**—Examples include low-fat whole-wheat crackers, bread and pasta; whole grain ready-to-eat cereal, low-fat baked tortilla chips, pita bread

**Water**

- **Identification of Healthy Eating Opportunities**

Examples include identification of restaurants, caterers, farmer's markets, etc. where healthy food choices are readily available.

- **Encouragement from Group Leadership to Enjoy Healthy Foods**

Examples include church promotion of healthy lifestyles and spiritual responsibility, group leadership being role models for healthy food choices.

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Signature

Title

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Name of Organization (*fill in church name*)

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Date



# Sample Physical Activity Policy

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## Dear Church Members:

It's time to take action for ourselves, our families, our community, and our great state. Poor nutrition and lack of physical activity are taking a significant toll on the health of our citizens and our communities. Billions of dollars are being spent each year on medical and lost productivity costs in NC due to poor nutrition, overweight, and obesity, and physical inactivity.



You can join this initiative and take action today! Adopt the sample physical activity policy on the reverse side of this sheet and use it in the following ways:

- Share it with your *church* and encourage a policy that supports physical activity in a variety of ways.
- Share it with your *employer* and encourage a worksite policy that supports physical activity breaks at meetings, designated walking routes or other activity opportunities, and flexible work schedules to allow physical activity.
- Share it with the variety of *community groups* in which you may be involved.
- Take the pledge to be physically active and encourage your family members and friends to join you.

## Building Healthy Communities in North Carolina...State and Community Partners

Eat Smart, Move More North Carolina is a statewide movement that promotes increased opportunities for healthy eating and physical activity wherever people live, learn, earn, play and pray. Visit the initiative's website [www.EatSmartMoveMoreNC.com](http://www.EatSmartMoveMoreNC.com) to locate potential partners, identify resources and learn about additional ways to get involved.



# Sample Physical Activity Breaks Policy

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For use in any organization, agency or community group that holds meetings, conferences or other events.

**Whereas:**

\_\_\_\_\_ (*fill in your church name*) is concerned about the health of its members;

**Whereas:**

People are interested in eating smart and moving more;

**Whereas:**

Heart disease, cancer and stroke—the top three causes of death in North Carolina—are largely affected by what we eat and how physically active we are;

**Whereas:**

Physical activity is associated with many positive health benefits and can prevent or delay the onset of many chronic diseases and short amounts, of 10 minutes or more, can contribute to these benefits;

**Therefore:**

Effective \_\_\_\_\_ (*today's date*), it is the policy of \_\_\_\_\_ (*fill in your church's name*) that all meetings and events (*examples of events may include: meetings, conferences, summits, Bible study classes, Vacation Bible School, etc.*) sponsored or supported by this organization will always include opportunities for physical activity by:

- Providing 10-minute physical activity breaks during the scheduled event.
- Providing time before and/or after the event for physical activity and adjusting the schedule when necessary.
- Choosing venues that offer physical activity opportunities for participants.
- Providing encouragement from group leadership for physical activity.

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Signature

Title

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Name of Organization (*fill in church name*)

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Date

*Adapted from* **Move More North Carolina: A Guide to Making Physical Activity a Part of Meetings, Conferences and Events**



## Selected Bible Scriptures Related to Health

Note: All scripture are from the New International Version of the Holy Bible. This is a limited list of scriptures related to health and is not intended to be a complete listing.

### NEW TESTAMENT

**Matthew 4:23** And Jesus went about all Galilee, teaching in their synagogues, and preaching the gospel of the kingdom, and healing all manner of sickness and all manner of disease among the people.

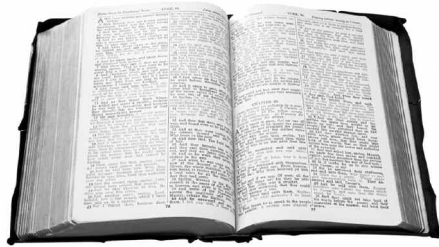
**Matthew 8:25** And his disciples came to him, and awoke him, saying, Lord, save us: we perish.

**Matthew 9:21-22** For she said within herself, If I may touch his garment, I shall be whole. But Jesus turned to him about, and when he saw her, he said, Daughter, be of good comfort; thy faith hath made thee whole. And the woman was made whole from that hour.

**Matthew 10:1** And when he had called unto him his twelve disciples, he gave them power against unclean spirits, to cast them out, and to heal all manner of sickness and all manner of disease.

**Matthew 25:34-40** For I was an hungred, and ye gave me meat: I was thirsty, and ye gave me drink: I was a stranger, and ye took me in: Naked, and ye clothed me: I was sick, and ye visited me: I was in prison, and ye came unto me. Then shall the righteous answer him, saying, Lord, when saw we thee an hungred, and fed thee? Or thirsty, and gave thee drink? When saw we thee a stranger, and took thee in? or naked, and clothed thee: Or when saw we thee sick or in prison, and came unto thee: And the King shall answer and say unto them, Verily I say unto you, Inasmuch as ye have done it unto one of the least of these my brethren, ye have done it unto me.

**Mark 10:52** And Jesus said unto him, Go thy way; thy faith hath made thee whole. And immediately he received his sight, and followed Jesus in the way.



**John 10:10** The thief cometh not, but for to steal, and to kill, and to destroy: I am come that they might have life, and that they might have it more abundantly.

**I Corinthians 3:16, 17** Know ye not that ye are the temple of God, and that the Spirit of God dwelleth in you? If any man defile the temple of God, him shall God destroy; for the temple of God is holy, which temple ye are.

**Galatians 5:22, 23** But the fruit of the Spirit is love, joy, peace, longsuffering, gentleness, goodness, faith. Meekness, temperance: against such there is no law.

**I Thessalonians 4:2-4** For ye know what commandments we gave you by the Lord Jesus. For this is the will of God, even your sanctification, that ye should abstain from fornication: That everyone of you should know how to possess his vessel in sanctification and honour.

**James 5: 14-16** Is there any sick among you? Let him call for the elders of the church; and let them pray over him, anointing him with oil in the name of the Lord: And the prayer of faith shall save the sick, and the Lord shall raise him up: and if he have committed sins, they shall be forgiven him.

**II Peter 1:5-7** And beside this, giving all diligence, add to your faith virtue; and to virtue knowledge; and to knowledge temperance; and to temperance patience; and to patience godliness; and to godliness brotherly kindness; and to brotherly kindness charity.

**III John 2** Beloved, I wish above all things that thou mayest prosper and be in health, even as thy soul prospereth.



## OLD TESTAMENT

**Genesis 1:29** Then God said, "I give you every seed-bearing plant on the face of the whole earth, and every tree that has fruit with seed in it." They will be yours for food.

**Exodus 23:25** And ye shall serve the Lord your God, and he shall bless thy bread, and thy water; and I will take sickness away from the midst of thee.

**Psalms 33:5** The Lord loves righteousness and judgment: the earth is full of his unfailing love.

**Psalms 42:11** Why are you down cast, O my soul? Why so disturbed within me? Put your hope in God for I will yet praise him, my Savior and my god.

**Psalms 67:2** That your ways may be known on earth, your salvation among all nations.

**Psalms 103:2-3** Bless the Lord, O my soul, and forget not all his benefits: Who forgiveth all thine iniquities; who healeth all thy diseases:

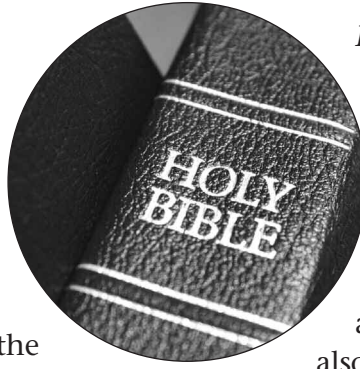
**Proverbs 3:1, 2** My son, do not forget not my teaching: but keep my commandments in your heart; for they will prolong your life many years and bring you prosperity.

**Proverbs 12:17, 18** A truthful witness gives honest testimony, but a false witness tells lies. Reckless words pierce like a sword but the tongue of the wise brings healing.

**Proverbs 13:17** A wicked messenger falls into trouble but a trustworthy envoy brings healing.

**Proverbs 16:24** Pleasant words are as a honeycomb, sweet to the soul, and health to the bones.

**Song of Solomon 2:3** As the apple tree among the trees of the wood, so is my beloved among the sons. I sat down under his shadow with great delight, and his fruit was sweet to my taste.



**Isaiah 53:5** But He was wounded for our transgressions, He was bruised for our iniquities: the chastisement of our peace was upon Him; and with His stripes we are healed.

**Isaiah 57:18** I have seen his ways, and will heal him: I will lead him also, and restore comforts unto him and to his mourners.

**Isaiah 58:8** Then shall thy light break forth as the morning, and thine health shall spring forth speedily: and thy righteousness shall go before thee: the glory of the LORD shall be thy reward.

**Isaiah 65: 19-21** And I will rejoice in Jerusalem, and joy in my people: and the voice of weeping shall be no more heard in her, nor the voice of crying. There shall be no more thence an infant of days, nor an old man that hath not filled his days: for the child shall die an hundred years old; but the sinner being an hundred years old shall be accursed. And they shall build houses, and inhabit them; and they shall plant vineyards, and eat the fruit of them.

**Jeremiah 30:17** For I will restore health unto thee, and I will heal thee of thy wounds, saith the Lord; because they called thee an Outcast, saying, This is Zion, whom no man seeketh after.

**Daniel 1:12-16** Prove thy servants, I beseech thee, ten days; and let them give us pulse to eat, and water to drink. Then let our countenances be looked upon before thee, and the countenance of the children that eat of the portion of the king's meat: and as thou seest, deal with thy servants. So he consented to them in this matter, and proved them ten days. And at the end of ten days their countenances appeared fairer and fatter in flesh than all the children which did eat the portion of the king's meat.



## APPENDIX 5

# Faith Community Health Assessment Survey

Faith Community Name: \_\_\_\_\_

Date of Survey: \_\_\_\_\_

Please read each statement carefully and check the response that best describes our faith community.

### Section I: Health and Wellness

- |  |                              |                             |                                   |
|--|------------------------------|-----------------------------|-----------------------------------|
| 1. Does our faith community have an <b>active health team or committee</b> ?   | <input type="checkbox"/> Yes | <input type="checkbox"/> No | <input type="checkbox"/> Not Sure |
| 2. Does our faith community have a <b>person appointed</b> to be responsible for health related activities?  | <input type="checkbox"/> Yes | <input type="checkbox"/> No | <input type="checkbox"/> Not Sure |
| 3. Has our faith community sponsored or helped sponsor a <b>health fair</b> during the past 12 months?   | <input type="checkbox"/> Yes | <input type="checkbox"/> No | <input type="checkbox"/> Not Sure |
| 4. Do any members currently represent our faith community by <b>serving on a community health coalition or committee</b> (e.g. fitness/nutrition council)?                     | <input type="checkbox"/> Yes | <input type="checkbox"/> No | <input type="checkbox"/> Not Sure |
| 5. Has our faith community had a <b>relationship with another health, health promotion, or human services agency</b> to provide services to our members in the past 12 months? | <input type="checkbox"/> Yes | <input type="checkbox"/> No | <input type="checkbox"/> Not Sure |

### Section II: Physical Activity—Policies and Environments

- |   |                              |                             |                                   |
|---|------------------------------|-----------------------------|-----------------------------------|
| 6. Does our faith community have an <b>exercise room</b> ?  | <input type="checkbox"/> Yes | <input type="checkbox"/> No | <input type="checkbox"/> Not Sure |
| 7. Does our faith community have any <b>exercise equipment</b> on-site?   | <input type="checkbox"/> Yes | <input type="checkbox"/> No | <input type="checkbox"/> Not Sure |
| 8. Does our faith community have a <b>walking trail</b> ?   | <input type="checkbox"/> Yes | <input type="checkbox"/> No | <input type="checkbox"/> Not Sure |
| 9. Does our faith community have any <b>ball fields or courts</b> ?   | <input type="checkbox"/> Yes | <input type="checkbox"/> No | <input type="checkbox"/> Not Sure |
| 10. Does our faith community have a <b>playground</b> ?   | <input type="checkbox"/> Yes | <input type="checkbox"/> No | <input type="checkbox"/> Not Sure |
| 11. Does our faith community have a <b>policy supporting physical activity opportunities</b> at meetings/functions? | <input type="checkbox"/> Yes | <input type="checkbox"/> No | <input type="checkbox"/> Not Sure |
| 12. Has leadership promoted <b>physical activity in a public speech or sermon</b> in the past 12 months?            | <input type="checkbox"/> Yes | <input type="checkbox"/> No | <input type="checkbox"/> Not Sure |

### Section III: Physical Activity Programs & Education

- |  |                              |                             |                                   |
|--|------------------------------|-----------------------------|-----------------------------------|
| 13. Has our faith community <b>organized or provided any type of exercise class</b> in the past 12 months? | <input type="checkbox"/> Yes | <input type="checkbox"/> No | <input type="checkbox"/> Not Sure |
| 14. Has our faith community <b>organized walking groups or clubs</b> in the past 12 months?                | <input type="checkbox"/> Yes | <input type="checkbox"/> No | <input type="checkbox"/> Not Sure |
| 15. Has our faith community <b>organized or supported a sports team</b> for members in the past 12 months? | <input type="checkbox"/> Yes | <input type="checkbox"/> No | <input type="checkbox"/> Not Sure |



- |   |                              |                             |                                   |
|---|------------------------------|-----------------------------|-----------------------------------|
| 16. Has our faith community specifically <b>promoted physical activity through posted information</b> in the past 12 months (e.g. bulletin board, posters, flyers, leaflets)? | <input type="checkbox"/> Yes | <input type="checkbox"/> No | <input type="checkbox"/> Not Sure |
| 17. Has our faith community specifically <b>promoted physical activity in the bulletin, program or newsletter</b> in the past 12 months?                                      | <input type="checkbox"/> Yes | <input type="checkbox"/> No | <input type="checkbox"/> Not Sure |

#### Section IV: Healthy Eating Policies and Environments

---

- |  |                              |                             |                                   |
|--|------------------------------|-----------------------------|-----------------------------------|
| 18. Does our faith community have a <b>kitchen or place to prepare meals</b> ?   | <input type="checkbox"/> Yes | <input type="checkbox"/> No | <input type="checkbox"/> Not Sure |
| 19. Does our faith community have a <b>garden or farmer's market on-site</b> ?   | <input type="checkbox"/> Yes | <input type="checkbox"/> No | <input type="checkbox"/> Not Sure |
| 20. Does our faith community have guidelines for faith community meals requiring that:   |                              |                             |                                   |
| <b>fruits and vegetables</b> be offered?   | <input type="checkbox"/> Yes | <input type="checkbox"/> No | <input type="checkbox"/> Not Sure |
| <b>100% fruit juice</b> be offered?  | <input type="checkbox"/> Yes | <input type="checkbox"/> No | <input type="checkbox"/> Not Sure |
| <b>water</b> be offered?   | <input type="checkbox"/> Yes | <input type="checkbox"/> No | <input type="checkbox"/> Not Sure |
| <b>low-fat items</b> be offered?   | <input type="checkbox"/> Yes | <input type="checkbox"/> No | <input type="checkbox"/> Not Sure |
| <b>low/no sugar items</b> be offered?  | <input type="checkbox"/> Yes | <input type="checkbox"/> No | <input type="checkbox"/> Not Sure |
| <b>low sodium items</b> be offered?  | <input type="checkbox"/> Yes | <input type="checkbox"/> No | <input type="checkbox"/> Not Sure |
| 21. Has leadership <b>promoted healthy eating in a public speech, sermon, talk or homily</b> in the past 12 months?                      | <input type="checkbox"/> Yes | <input type="checkbox"/> No | <input type="checkbox"/> Not Sure |
| 22. Does our faith community have a private and comfortable <b>space for women to breastfeed</b> or express breast milk?                 | <input type="checkbox"/> Yes | <input type="checkbox"/> No | <input type="checkbox"/> Not Sure |
| 23. Does our faith community have <b>equipment that allows for preparation of healthier food</b> (steamers, blenders, salad bars, etc.)? | <input type="checkbox"/> Yes | <input type="checkbox"/> No | <input type="checkbox"/> Not Sure |

#### Section V: Healthy Eating Programs and Education

---

- |   |                              |                             |                                   |
|---|------------------------------|-----------------------------|-----------------------------------|
| 24. Has our faith community organized or provided any <b>healthy cooking classes</b> in past 12 months?   | <input type="checkbox"/> Yes | <input type="checkbox"/> No | <input type="checkbox"/> Not Sure |
| 25. Has our faith community organized or provided any <b>weight loss support groups</b> in past 12 months?  | <input type="checkbox"/> Yes | <input type="checkbox"/> No | <input type="checkbox"/> Not Sure |
| 26. Has our faith community organized or provided any other <b>nutrition-related classes or groups</b> in the past 12 months?                                       | <input type="checkbox"/> Yes | <input type="checkbox"/> No | <input type="checkbox"/> Not Sure |
| 27. Has our faith community distributed any <b>healthy eating guides or healthy recipes</b> (including cookbooks) to faith community members in the past 12 months? | <input type="checkbox"/> Yes | <input type="checkbox"/> No | <input type="checkbox"/> Not Sure |
| 28. Has our faith community promoted <b>healthy eating through posted information</b> (e.g. posters, flyers, leaflets) in the past 12 months?                       | <input type="checkbox"/> Yes | <input type="checkbox"/> No | <input type="checkbox"/> Not Sure |
| 29. Has our faith community <b>promoted healthy eating in the bulletin, program or newsletter</b> in the past 12 months?  | <input type="checkbox"/> Yes | <input type="checkbox"/> No | <input type="checkbox"/> Not Sure |

Adapted from **Faithful Families Eating Smart and Moving More RESOURCE GUIDE**



## APPENDIX 6

# Sample Activity Planning and Reporting Form

---

Date: \_\_\_\_\_ Time: \_\_\_\_\_ Place/Room: \_\_\_\_\_

Program/Activity: \_\_\_\_\_

Purpose: \_\_\_\_\_

*(Example: Program Kick-off, Cooking Class, Clearing a walking trail)*

Person Responsible for Activity: \_\_\_\_\_ Telephone: \_\_\_\_\_

Guest Speaker/Teacher (if any): \_\_\_\_\_

*(Example: Pastor or Guest Name)*

Outside Sponsor(s) (if any): \_\_\_\_\_

No. of Attendees Expected \_\_\_\_\_ Attended: \_\_\_\_\_ (Number from Sign In Sheet)

### REFRESHMENTS PLANNED/SERVED (LIST):

1. Water \_\_\_\_\_

\_\_\_\_\_

2. Fruits and Vegetables \_\_\_\_\_

\_\_\_\_\_

3. Juices (Serve 100% juice, not fruit drinks) \_\_\_\_\_

\_\_\_\_\_

4. Other \_\_\_\_\_

\_\_\_\_\_

Audio-visual Equipment Needed: *(Projector, Blackboard, Flip Chart)* \_\_\_\_\_

\_\_\_\_\_

Materials or Supplies Needed: *(Blackboard, Brochures, Incentives, Give Aways, Other Material)* \_\_\_\_\_

\_\_\_\_\_

Policies and Other Action Proposed/Adopted: *(Attach a copy if policies were adopted)* \_\_\_\_\_

\_\_\_\_\_

Comments/Suggestions for Next Program: \_\_\_\_\_

\_\_\_\_\_

Signature: *(Person Responsible for Activity)* \_\_\_\_\_

**Please attach sign-up sheet.**



Activity: \_\_\_\_\_ Date: \_\_\_\_\_

Speaker/Presenter: \_\_\_\_\_ Place: \_\_\_\_\_

50 *African-American Churches Eating Smart and Moving More: A Planning and Resource Guide*



## *Health Needs and Interests Survey*

---

**Directions:** Please read each statement or question carefully and check the response that best describes you.

- |  |   |  |   |
|--|---|--|---|
| 1. I eat 2-3 cups of vegetables on most days.  | <input type="checkbox"/> Yes                  | <input type="checkbox"/> No            | <input type="checkbox"/> Not Sure         |
| 2. I eat 1 1/2 to 2 cups of fruit on most days.  | <input type="checkbox"/> Yes                  | <input type="checkbox"/> No            | <input type="checkbox"/> Not Sure         |
| 3. I drink regular (not diet) soda every day.  | <input type="checkbox"/> Yes                  | <input type="checkbox"/> No            | <input type="checkbox"/> Not Sure         |
| 4. I am interested in learning more about healthy food choices.  | <input type="checkbox"/> Yes                  | <input type="checkbox"/> No            | <input type="checkbox"/> Not Sure         |
| 5. I am interested in learning how to incorporate fruits and vegetables into my diet.  | <input type="checkbox"/> Yes                  | <input type="checkbox"/> No            | <input type="checkbox"/> Not Sure         |
| 6. I am interested in learning about healthier food choices and portions to help manage my weight.   | <input type="checkbox"/> Yes                  | <input type="checkbox"/> No            | <input type="checkbox"/> Not Sure         |
| 7. I am interested in learning about the benefits and how-to's of breastfeeding for mothers and babies.  | <input type="checkbox"/> Yes                  | <input type="checkbox"/> No            | <input type="checkbox"/> Not Sure         |
| 8. I am interested in participating in "tasting" events to sample healthy foods.   | <input type="checkbox"/> Yes                  | <input type="checkbox"/> No            | <input type="checkbox"/> Not Sure         |
| 9. I am interested in having healthy snacks available in our church.   | <input type="checkbox"/> Yes                  | <input type="checkbox"/> No            | <input type="checkbox"/> Not Sure         |
| 10. I am interested in having healthy meals served in our church.  | <input type="checkbox"/> Yes                  | <input type="checkbox"/> No            | <input type="checkbox"/> Not Sure         |
| 11. I am interested in having a nursing mother's room available in our church.   | <input type="checkbox"/> Yes                  | <input type="checkbox"/> No            | <input type="checkbox"/> Not Sure         |
| 12. How much moderate or vigorous physical activity (brisk walking, jogging, biking, aerobics or yard work) do you do in addition to your normal routine, most days? | <input type="checkbox"/> Less than 30 minutes | <input type="checkbox"/> 30-60 minutes | <input type="checkbox"/> More than 1 hour |
| 13. I am interested in learning more about the benefits of physical activity and how it can influence my health.   | <input type="checkbox"/> Yes                  | <input type="checkbox"/> No            | <input type="checkbox"/> Not Sure         |
| 14. I am interested in increasing my physical activity level.  | <input type="checkbox"/> Yes                  | <input type="checkbox"/> No            | <input type="checkbox"/> Not Sure         |
| 15. I am interested in walking to increase my physical activity level.   | <input type="checkbox"/> Yes                  | <input type="checkbox"/> No            | <input type="checkbox"/> Not Sure         |
| 16. I am interested in participating in team activities.   | <input type="checkbox"/> Yes                  | <input type="checkbox"/> No            | <input type="checkbox"/> Not Sure         |
| 17. I would like to see more places to be physically active in our church.   | <input type="checkbox"/> Yes                  | <input type="checkbox"/> No            | <input type="checkbox"/> Not Sure         |

(over)



- |   |                              |                             |                                   |
|---|------------------------------|-----------------------------|-----------------------------------|
| 18. I would like to receive health information that I can read, listen to or watch on my own.   | <input type="checkbox"/> Yes | <input type="checkbox"/> No | <input type="checkbox"/> Not Sure |
| 19. I would like to participate in health activities before services.   | <input type="checkbox"/> Yes | <input type="checkbox"/> No | <input type="checkbox"/> Not Sure |
| 20. I would like to participate in health activities after services.  | <input type="checkbox"/> Yes | <input type="checkbox"/> No | <input type="checkbox"/> Not Sure |
| 21. I would like to participate in health activities like physical activity breaks or healthy food tastings during regularly scheduled church events. | <input type="checkbox"/> Yes | <input type="checkbox"/> No | <input type="checkbox"/> Not Sure |
| 22. I would like for our church leaders to talk about healthy eating and physical activity in sermons, messages or other talks.                       | <input type="checkbox"/> Yes | <input type="checkbox"/> No | <input type="checkbox"/> Not Sure |
| 23. I would like to see health information in our bulletins, newsletters and on bulletin boards.  | <input type="checkbox"/> Yes | <input type="checkbox"/> No | <input type="checkbox"/> Not Sure |
| 24. I would like our church to offer regular classes on physical activity or healthy eating.  | <input type="checkbox"/> Yes | <input type="checkbox"/> No | <input type="checkbox"/> Not Sure |

General Comments, Questions or Suggestions: \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

Please return this survey to \_\_\_\_\_

By \_\_\_\_\_



## *Letter from the Church to Community Health Partners Inviting them to Participate in a Program*

---

*(Place on Church letterhead)*

Date \_\_\_\_\_

(Name of Community Health Partner)

(Title)

(Organization)

(Address)

(City, NC, ZIP)

Dear \_\_\_\_\_:

Our church is interested in working with community health organizations to improve the health of our members and the community at large. (Identify needs or interests of your church that would help the agency to understand why they should become involved).

We know that your agency has expertise in the following areas (list what you know). We would like to set up a meeting with you to discuss potential ways that our two organizations might be able to work together. A member of our church or myself will contact you within 1-2 weeks to arrange a date and time.

Please call (contact name & phone number) if you have questions. We look forward to having you join (Name of Church) in this exciting health endeavor.

Sincerely,

(Reverend/Pastor \_\_\_\_\_ or other Contact name)



# *Letter from the Church to a Community Health Organization Requesting Appointment of a Liaison to the Church*

---

*(Place on Church letterhead)*

Date \_\_\_\_\_

(Name of Community Health Partner)

(Title)

(Organization)

(Address)

(City, NC, ZIP)

Dear \_\_\_\_\_:

Thank you for your decision to participate in the (“Program Name”) project. I am extremely pleased that we will be able to work together on this Program.

As discussed, your organization will need to appoint a Liaison who will work with our Church Coordinator and committee members to plan this program. In this role, we would like you to (identify the roles that you are likely to need):

- serve as facilitator and resource person on previous successful nutrition and/or physical activity initiatives
- share community health data
- provide nutrition and physical activity expertise or assist us in finding it in elsewhere in the community
- meet with our church’s leadership team for this project (i.e., myself, church coordinator, and church committee) on a regular and as needed basis
- provide resources (define this—i.e., incentives, brochures, etc) and training to our church committee as appropriate
- assist with budget development and planning for record keeping as appropriate
- assist with pre and post program evaluation and wrap up
- participate in church activities as appropriate
- assist in publicizing and promoting this program in the community and with local media
- engage other community partners and resources as appropriate

Please call (contact name & phone number) if you have questions. We look forward to having you join (Name of Church) in this exciting health endeavor.

Sincerely,

(Reverend/Pastor \_\_\_\_\_ or other Contact name)



# *Letter from Community Health Partner(s) to Church Pastor Inviting Church to Participate in a Program*

---

*(Place on Agency Letterhead)*

Date \_\_\_\_\_

(Reverend/Pastor \_\_\_\_\_)

(Church Name)

(Address)

(City, NC ZIP)

Dear Reverend/Pastor \_\_\_\_\_:

Our organization is concerned about the health of African Americans in our county. African Americans suffer from high rates of heart disease, stroke, diabetes, and cancer. Death rates from these chronic diseases are higher for African Americans than for the population as a whole. Fortunately, behavior changes such as increasing fruits and vegetables and healthy foods in the diet and increasing physical activity can help reduce the risk factors for these chronic diseases.

We are interested in working with African-American churches to encourage church members to change their lifestyles to reduce their risks of these diseases. African-American churches were identified for this Eating Smart and Moving More Program because they have a long tradition of responding to a broad range of community needs including health. The suggested program activities are unique because they can be incorporated into already existing activities in the church.

Your church has been identified as a possible participant in the Eating Smart and Moving More Program. We would like very much for your church to be involved. I would like to meet with you and key leaders from your church to talk about the Eating Smart and Moving More Program. I will contact you within a couple of weeks to arrange a date and time that is convenient for you and your leaders. If your church decides to participate, we ask that a committee of church members be appointed so they can decide what activities will be planned for your church.

Please call me at \_\_\_\_\_ if you have questions or a suggested date for a meeting. I look forward to talking to you about this opportunity for us to work together for the health of our citizens.

Sincerely,

(Contact name)

(Title)



# *Letter from Community Health Partner to Church Requesting Appointment of Church Coordinator and Committee*

---

*(Place on Agency Letterhead)*

Date \_\_\_\_\_

(Reverend/Pastor \_\_\_\_\_)

(Church Name)

(Address)

(City, NC ZIP)

Dear Reverend/Pastor \_\_\_\_\_:

I am extremely pleased that we will be able to work together on the Eating Smart and Moving More Program. I think that it will be a great opportunity for your members to improve their health habits and reduce their risk of chronic disease.

As we discussed, your church will need to appoint a Church Coordinator and members to serve on an Eating Smart and Moving More Committee. The Church Coordinator (who could be either a member of your congregation or staff member) will be in charge of overseeing planning and will work with me and the other partner agencies to ensure that the program is planned to meet the needs and interests of your congregation. The Eating Smart and Moving More Committee is usually composed of five to seven members. They will be responsible for coordinating the activities in the church and getting the health messages out to the church members. Potential committee members might be people who serve on the kitchen or newsletter committees, church leaders, or members who work in the media or health professions.

Please let me know when the coordinator and committee members have been appointed so we can set up the first meeting. At this meeting we can review the responsibilities of all of us involved in the Program and begin planning.

I am looking forward to working with you and your congregation. Should you need additional information about the program or have questions, please call me at \_\_\_\_\_.

Sincerely,

(Contact Name)

(Title)



# *Letter Suggesting Roles/Responsibilities of Church Coordinator*

---

*(Place on Agency Letterhead)*

Date \_\_\_\_\_

(Mr., Ms., Mrs. \_\_\_\_\_)

(Address)

(City, NC ZIP)

Dear \_\_\_\_\_:

Thank you for agreeing to serve as the Church Coordinator for the Eating Smart and Moving More Program in your church. Your role is vital to the success of this program. You will be in charge of overseeing planning of the program, coordinating activities, and training and orienting volunteers. In this role, you will need to provide:

- Leadership (create a community vision, inspire others, guide individuals or groups to accomplish a task, and maintain group cohesiveness and cooperation)
- Organization (plan and arrange meetings and activities, direct action to accomplish a specific goal)
- Communication (express ideas effectively to others, speak comfortably with the pastor and other members of the congregation)
- Negotiation (gain mutual agreement on or acceptance of a decision or course of action and find acceptable solutions to issues)
- Flexibility (ability to adjust to unanticipated events and opportunities)
- Location of health information resources and services
- Coordination and planning with outside agencies or individuals (Appendix I)

I will be relying on you to let us know the most effective way to get things done in your church. I would like to meet with you as soon as possible so we can get acquainted and talk about the program and our roles. We also need to schedule an orientation meeting for the Eating Smart and Moving More Committee soon.

Please call me and let me know what would be a good time for us to get together. I can be reached at \_\_\_\_\_.

Sincerely,

(Contact Name)

(Title)



# *Letter Suggesting Roles/Responsibilities of Eating Smart and Moving More Committee*

---

*(Place on Church or Agency Letterhead)*

Date \_\_\_\_\_

(Mr., Ms., Mrs. \_\_\_\_\_)

(Address)

(City, NC ZIP)

Dear \_\_\_\_\_:

Thank you for agreeing to serve on the Eating Smart and Moving More Committee. This Committee is vital to the planning of a successful program. The Eating Smart and Moving More Committee will be responsible for:

- Conducting church members health needs survey
- Planning the program and its related activities
- Keeping records including tracking forms and evaluations
- Developing a time line
- Identifying resources and developing a budget—financial resources can be attained through grants, donations, or fundraising efforts
- Recruiting volunteers and participants
- Developing publicity and publicizing the program

I will be relying on you to let me know the most effective way to get things done in (our/your) church. We have scheduled an orientation meeting for the (Name of Church) Eating Smart and Moving More Committee for (Date) at (Time) in (Place) to provide more information about your roles and responsibilities and mine.

Please feel free to call me any time about any questions or concerns that you have. I can be reached at \_\_\_\_\_.

Sincerely,

(Contact Name)

(Title)



## *Increasing Fruits and Vegetables Using the Multi-Level Approach*

<b>GOAL FOR INDIVIDUAL BEHAVIOR CHANGE</b> <i>Eat a variety of fruits and vegetables each day.</i>	
<b>Interpersonal</b>	<ul style="list-style-type: none"> <li>• Share recipes that encourage serving fruits and vegetables at home or for small groups.</li> <li>• Offer at least five servings of fruits and vegetables to your family each day.</li> <li>• Suggest that families observe special anniversaries and events by planting fruit trees.</li> </ul>
<b>Church</b>	<ul style="list-style-type: none"> <li>• Sponsor sessions on buying, storing and preparing fruits and vegetables.</li> <li>• Conduct food demonstrations, cooking classes and taste tests.</li> <li>• Change church policy to add more fruits and vegetables to all church menus.</li> <li>• Offer children fruits and vegetables in place of sweet snacks at Sunday school, church day care, Vacation Bible School.</li> <li>• Serve children 100% fruit juice instead of sweet fruit drinks at Sunday school, church day care, Vacation Bible School.</li> <li>• Include unsweetened fruit juice in church vending machines.</li> <li>• Have a health bulletin board in the church—promote the benefits of eating more fruits and vegetables.</li> <li>• Set aside part of church grounds for a community garden.</li> <li>• Plant container gardens or victory gardens.</li> <li>• Establish a resource library in the church which includes health brochures and cookbooks.</li> </ul>
<b>Community</b>	<ul style="list-style-type: none"> <li>• Work with school leaders to remove vending machines from schools unless they contain healthy choices.</li> <li>• Work with major employers to serve more fruits and vegetables in their cafeterias, snack bars and vending machines.</li> <li>• Conduct cooking clubs at local community or senior center.</li> <li>• Encourage the community to set up a farmer's market in low-income areas.</li> </ul>

### WORKSHOP RESOURCES

- Fruits and Vegetables Pre and Post Program Questions
- Healthy Foods Policy (Appendix 3)
- Download *free* posters, handouts, programs and tools at **[www.EatSmartMoveMoreNC.com](http://www.EatSmartMoveMoreNC.com)**. One of those resources is called ***Faithful Families Eating Smart and Moving More***. You can also find contact information for **community health professionals** working in physical activity and nutrition who can help. Another great resource for your church's congregation members is **[www.MyEatSmartMoveMore.com](http://www.MyEatSmartMoveMore.com)**.





## Fruits & Vegetables Pre and Post Program Questions

**I**t is helpful to obtain information from your participants prior to and after your program so that you can better understand what to offer, and whether or not what you offered worked. These survey questions are specifically designed for you to use both before and after your program. You may also want to ask questions again a few weeks or months after your program ends, to see if it had a lasting effect. This survey

measures your participants' knowledge, their readiness to make changes, and what they may think stands in the way of their own success. Getting the answers to these kinds of questions in advance can help you better plan a program that will better meet the needs of your participants. For example:

- **Use the information you collect from this form to demonstrate how your program has improved knowledge, reduced barriers, and/or moved participants along their readiness to make changes.**
- **If, when preparing for a fruit and vegetable program, people have completed the questionnaire and have identified that two major barriers to eating more fruits and vegetables are the cost and how to prepare fruits and vegetables, you (or the outside speaker for the program) can directly address these topics in the presentation.**

*Copy and hand out the following questionnaire (on the next pages).*



# Fruits & Vegetables Questions

**Note: 5 servings refers to a combination of fruits and vegetables, not 5 of each one.**

**1. Check whether you think these statements are true, false, or if you are unsure.**

- a. Eating plenty of colorful fruits and vegetables every day helps prevent certain cancers. ☐ True ☐ False ☐ Unsure
- b. Eating plenty of colorful fruits and vegetables every day will help me lose or maintain my weight. ☐ True ☐ False ☐ Unsure
- c. One serving of fruit is equal to 1/2 cup of canned fruit or 1 medium fruit. ☐ True ☐ False ☐ Unsure
- d. One serving of a vegetable is equal to 1/2 cup of cooked vegetables or 1 cup of raw vegetables. ☐ True ☐ False ☐ Unsure
- e. Different types of vegetables provide different types of nutrients. ☐ True ☐ False ☐ Unsure
- f. Fruits and vegetables are a good source of dietary fiber. ☐ True ☐ False ☐ Unsure
- g. Eating plenty of colorful fruits and vegetables every day is recommended for your health. ☐ True ☐ False ☐ Unsure
- h. Fruits and vegetables are healthy snacks. ☐ True ☐ False ☐ Unsure

**2. Which one of these sentences describes you best? (Read all the sentences before deciding which ONE describes you best).**

- ☐ I am not thinking about starting to eat at least 5 servings of fruits and vegetables a day.
- ☐ I am thinking about eating at least 5 servings of fruits and vegetables a day.
- ☐ I am definitely planning to eat at least 5 servings of fruits and vegetables starting in the next 30 days.
- ☐ I have been eating at least 5 servings of fruits and vegetables a day for less than 6 months.
- ☐ I have been eating at least 5 servings of fruits and vegetables a day for more than 6 months.

**3. Have you ever tried in the past few years to eat a combination of 5 or more servings of fruits and vegetables a day, but could not?** ☐ Yes ☐ No

If yes, what happened? \_\_\_\_\_

**4. Which of these reasons keep you from eating 5 or more servings of fruits and vegetables a day?**

- a. I don't like fruits. ☐ Yes ☐ No
- b. I don't like vegetables. ☐ Yes ☐ No
- c. My friends/family don't want to eat five fruits or vegetables a day. ☐ Yes ☐ No
- d. I can't find fruits or vegetables where I shop. ☐ Yes ☐ No
- e. Fruits and vegetables cost too much. ☐ Yes ☐ No

(over)



- |   |                              |                             |
|---|------------------------------|-----------------------------|
| f. I don't know how to prepare fruits or vegetables.                      | <input type="checkbox"/> Yes | <input type="checkbox"/> No |
| g. I don't prepare fruits or vegetables because they're too much trouble. | <input type="checkbox"/> Yes | <input type="checkbox"/> No |
| h. I can't get fruits or vegetables where I work.                         | <input type="checkbox"/> Yes | <input type="checkbox"/> No |
| i. I don't have the will power to eat fruits or vegetables.               | <input type="checkbox"/> Yes | <input type="checkbox"/> No |
| j. The places where I eat out don't have fruits or vegetables.            | <input type="checkbox"/> Yes | <input type="checkbox"/> No |
| k. I am not sure what counts as a serving of fruits or vegetables.        | <input type="checkbox"/> Yes | <input type="checkbox"/> No |
| l. I don't buy fruits or vegetables because they "go bad" too quickly.    | <input type="checkbox"/> Yes | <input type="checkbox"/> No |
| m. Other _____  |                              |                             |

Please check a response for each of the following boxes:

**Age**

- ☐ Under 21    ☐ 21-30    ☐ 31-40    ☐ 41-50    ☐ 51-60    ☐ 61+

**Gender**

- ☐ Female    ☐ Male

**Race**

- |  |                                   |
|--|-----------------------------------|
| <input type="checkbox"/> Native American                 | <input type="checkbox"/> Hispanic |
| <input type="checkbox"/> African American (not Hispanic) | <input type="checkbox"/> Asian    |
| <input type="checkbox"/> White (not Hispanic)            | <input type="checkbox"/> Other    |

**Education**

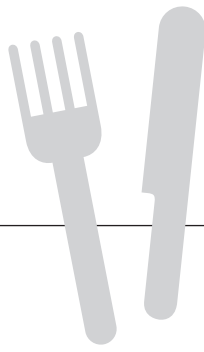
- |  |  |
|--|--|
| <input type="checkbox"/> Some high school        | <input type="checkbox"/> High school/GED         |
| <input type="checkbox"/> Some college            | <input type="checkbox"/> 2 year/Associate degree |
| <input type="checkbox"/> 4 year/College graduate | <input type="checkbox"/> Graduate work or more   |

Activity Name \_\_\_\_\_ Date \_\_\_\_\_

Instructor(s)/Presenter(s) \_\_\_\_\_

Location \_\_\_\_\_





# Low-Fat Healthy Eating Using the Multi-Level Approach

<b>GOAL FOR INDIVIDUAL BEHAVIOR CHANGE</b> <i>Reduce the fat in your diet.</i>	
<b>Interpersonal</b>	<ul style="list-style-type: none"> <li>• Share recipes and offer low-fat foods when meeting in small groups.</li> <li>• Suggest that families observe special anniversaries and events with low-fat foods.</li> </ul>
<b>Church</b>	<ul style="list-style-type: none"> <li>• Sponsor sessions on the importance of reducing fat in the diet.</li> <li>• Conduct food demonstrations, cooking classes and taste tests to show that low-fat foods can be tasty.</li> <li>• Change church policy to serve low-fat food at all church functions.</li> <li>• Eliminate sweet, high fat snacks for children at Sunday school, church day care, Vacation Bible School. Give fruits and vegetables instead.</li> <li>• Replace high fat foods in church vending machines with low-fat items.</li> <li>• Have a health bulletin board in the church—promote the benefits of low-fat foods (Appendix 12).</li> <li>• Establish a resource library in the church which includes health brochures and cookbooks.</li> </ul>
<b>Community</b>	<ul style="list-style-type: none"> <li>• Work with school leaders to remove vending machines from schools unless they contain healthful, low-fat choices.</li> <li>• Work with major employers to serve more low-fat entrees.</li> <li>• Conduct cooking clubs at local community or senior centers.</li> <li>• Encourage the community to set up a farmer's market in low-income areas.</li> </ul>

## WORKSHOP RESOURCES

- Low-Fat Pre and Post Program Questions
- Healthy Foods Policy (Appendix 3)
- Download *free* posters, handouts, programs and tools at **[www.EatSmartMoveMoreNC.com](http://www.EatSmartMoveMoreNC.com)**. One of those resources is called ***Faithful Families Eating Smart and Moving More***. You can also find contact information for **community health professionals** working in physical activity and nutrition who can help. Another great resource for your church's congregation members is **[www.MyEatSmartMoveMore.com](http://www.MyEatSmartMoveMore.com)**.





## Low-Fat Foods Pre and Post Program Questions

**I**t is helpful to obtain information from your participants prior to and after your program so that you can better understand what to offer, and whether or not what you offered worked. These survey questions are specifically designed for you to use both before and after your program. You may also want to ask

questions again a few weeks or months after your program ends, to see if it had a lasting effect. This survey measures your participants' knowledge, their readiness to make changes, and what they may think stands in the way of their own success. Getting the answers to these kinds of questions in advance can help you better plan a program that will better meet the needs of your participants. For example:

- **Use the information you collect from this form to demonstrate how your program has improved knowledge, reduced barriers, and/or moved participants along their readiness to make changes.**
- **If, when preparing for a low-fat food program, people have completed the questionnaire and have identified that two major barriers to eating more low-fat food are the cost and how to prepare the food, you (or the outside speaker for the program) can directly address these topics in the presentation.**

*Copy and hand out the following questionnaire (on the next pages).*



# Low-Fat Foods Questions

---

**1. Check whether you think these statements are true, false, or if you are unsure.**

- |   |                               |                                |                                 |
|---|-------------------------------|--------------------------------|---------------------------------|
| a. There are different types of fat.  | <input type="checkbox"/> True | <input type="checkbox"/> False | <input type="checkbox"/> Unsure |
| b. No one food is a bad food, it is the total of all food eaten that can be unhealthy.                            | <input type="checkbox"/> True | <input type="checkbox"/> False | <input type="checkbox"/> Unsure |
| c. The type of fat to avoid most often is unsaturated fat.  | <input type="checkbox"/> True | <input type="checkbox"/> False | <input type="checkbox"/> Unsure |
| d. Fruits, vegetables, and most breads and cereals have little fat.   | <input type="checkbox"/> True | <input type="checkbox"/> False | <input type="checkbox"/> Unsure |
| e. Chicken without skin contains less fat than with skin.   | <input type="checkbox"/> True | <input type="checkbox"/> False | <input type="checkbox"/> Unsure |
| f. Skim milk has almost no fat.   | <input type="checkbox"/> True | <input type="checkbox"/> False | <input type="checkbox"/> Unsure |
| g. One teaspoon of margarine, butter, or oil equals five teaspoons of sour cream or whipped cream in fat content. | <input type="checkbox"/> True | <input type="checkbox"/> False | <input type="checkbox"/> Unsure |
| h. Mozzarella cheese (part skim milk) has less fat than natural Cheddar cheese.                                   | <input type="checkbox"/> True | <input type="checkbox"/> False | <input type="checkbox"/> Unsure |

**2. Which one of these sentences describes you best? (Read all the sentences before deciding which ONE describes you best).**

- ☐ I am not thinking about eating more foods low in fat.
- ☐ I am thinking about eating more foods low in fat.
- ☐ I am definitely planning to eat more foods low in fat starting in the next 30 days.
- ☐ I have been eating more foods low in fat for less than 6 months.
- ☐ I have been eating foods low in fat for more than 6 months.

**3. In the past few years have you ever tried to eat foods mostly low in fat, but have been unsuccessful?** ☐ Yes ☐ No

If yes, what happened? \_\_\_\_\_

---

**4. Which of these reasons keep you from eating foods mostly low in fat?**

- |  |                              |                             |
|--|------------------------------|-----------------------------|
| a. I don't like foods low in fat or prefer to eat other foods. | <input type="checkbox"/> Yes | <input type="checkbox"/> No |
| b. My friends/family don't want to eat foods low in fat.       | <input type="checkbox"/> Yes | <input type="checkbox"/> No |
| c. I can't find foods low in fat where I shop.                 | <input type="checkbox"/> Yes | <input type="checkbox"/> No |
| d. Foods low in fat cost too much.                             | <input type="checkbox"/> Yes | <input type="checkbox"/> No |
| e. I don't know how to prepare foods low in fat.               | <input type="checkbox"/> Yes | <input type="checkbox"/> No |
| f. I don't keep foods low in fat in the house.                 | <input type="checkbox"/> Yes | <input type="checkbox"/> No |
| g. I can't get foods low in fat where I work.                  | <input type="checkbox"/> Yes | <input type="checkbox"/> No |
| h. I don't have the will power to eat foods low in fat.        | <input type="checkbox"/> Yes | <input type="checkbox"/> No |
| i. The places where I eat out don't have foods low in fat.     | <input type="checkbox"/> Yes | <input type="checkbox"/> No |
| j. I am not sure what counts as a low-fat food.                | <input type="checkbox"/> Yes | <input type="checkbox"/> No |

(over)



k. I don't prepare my own meals and the person/people who do don't serve foods low in fat. ☐ Yes ☐ No

l. Other \_\_\_\_\_

Please check a response for each of the following boxes:

**Age**

☐ Under 21 ☐ 21-30 ☐ 31-40 ☐ 41-50 ☐ 51-60 ☐ 61+

**Gender**

☐ Female ☐ Male

**Race**

☐ Native American ☐ Hispanic  
☐ African American (not Hispanic) ☐ Asian  
☐ White (not Hispanic) ☐ Other

**Education**

☐ Some high school ☐ High school/GED  
☐ Some college ☐ 2 year/Associate degree  
☐ 4 year/College graduate ☐ Graduate work or more

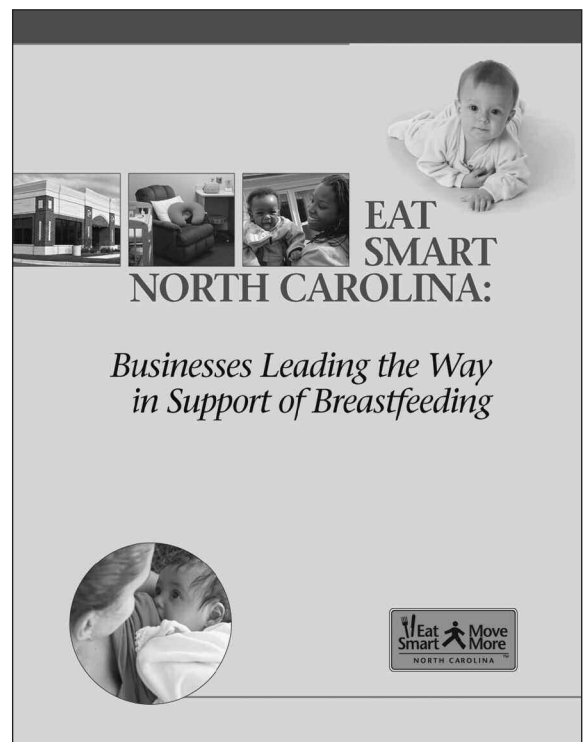
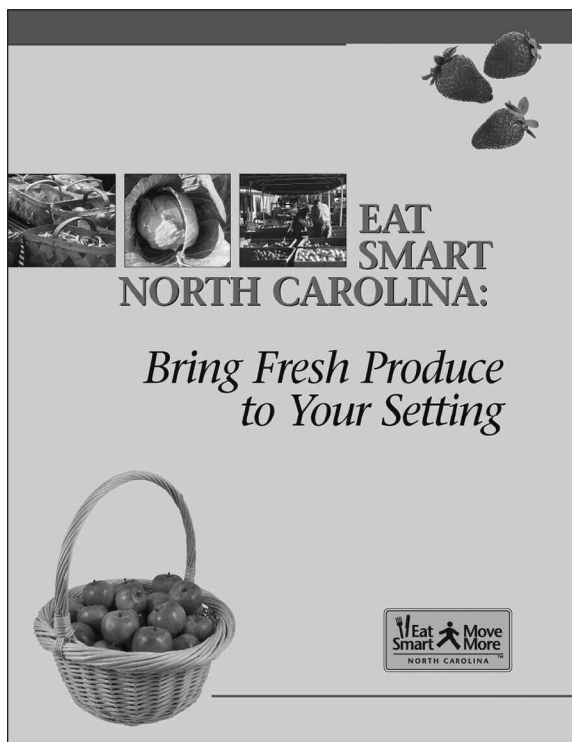
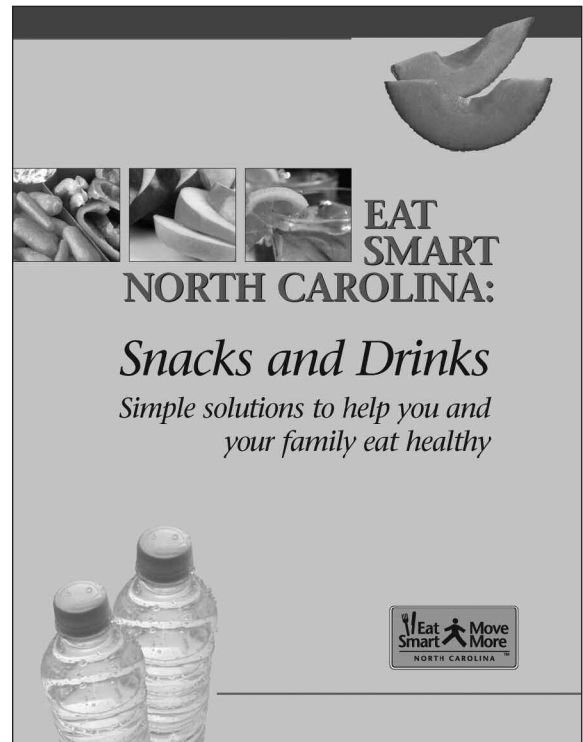
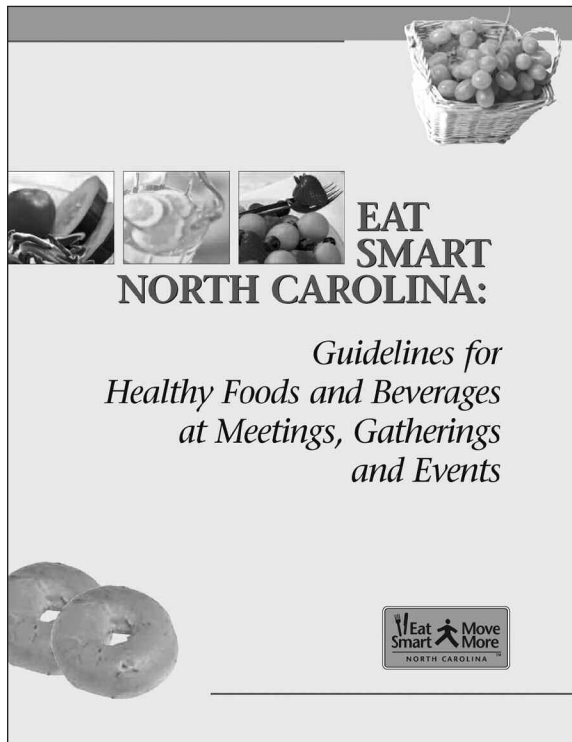
Activity Name \_\_\_\_\_ Date \_\_\_\_\_

Instructor(s)/Presenter(s) \_\_\_\_\_

Location \_\_\_\_\_



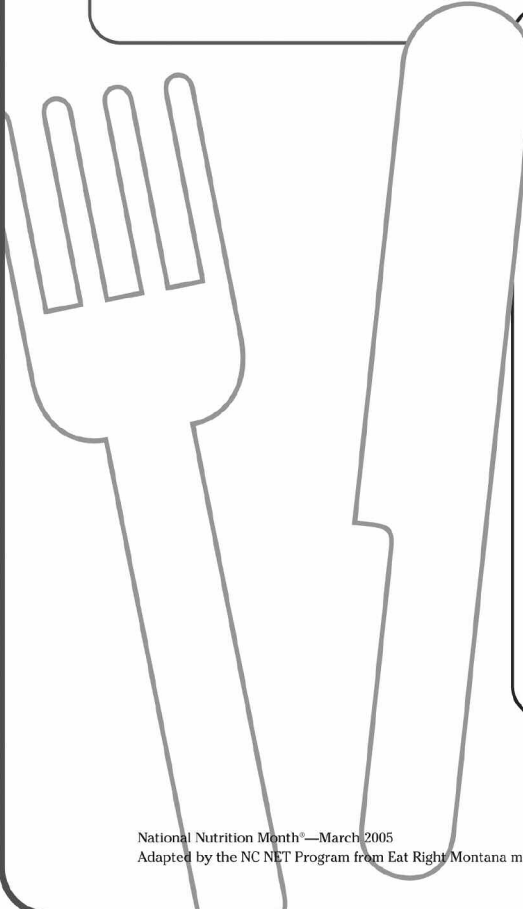
Click on and download any of these free **Eat Smart, Move More North Carolina** resources.





# Smart Ways to RIGHT-SIZE Your Portions

There's no need to give up your favorite foods to manage your weight or improve your health. The bigger problem is not **WHAT** we eat, but **HOW MUCH** we eat. The key to healthful and delicious eating is to downsize your portions at breakfast, lunch, dinner and especially snack time.



Listen to your body's cues.  
Prepare less food for meals.  
Start with a small serving.  
Use small dishes and glasses.  
Slow down the pace of eating.  
Eat half, wait 20 minutes.  
Never eat out of the bag.  
Think before you order.  
Always go for the small size.  
Share, share, share.  
Eat half, take half home.  
Eat regular meals and snacks.

National Nutrition Month®—March 2005  
Adapted by the NC NET Program from Eat Right! Montana materials





# *Eating Well—IN THE MORNING!!*

**S**kippping breakfast is a no-brainer—literally. Skip breakfast and your brain and body suffer all day. Eat well in the morning and get on the nutrition fast track for a healthy day. Breakfast is easy (and essential) ANYWHERE—home, school, work or drive-thru.



## **WHY eat in the morning?**

- **RE-FUEL** your body after a long overnight fast.
- **REV UP** your metabolism for healthy weight.
- **KICK-START** your brain for school or work.
- **IMPROVE** your mood and get rid of grumpy.

## **WHAT foods make a power breakfast?**

- **Carbohydrate:** Foods rich in complex carbohydrates energize your body and brain for a busy day. Think cereal (hot or cold), bread, muffins, rolls, tortillas or rice. Choose whole grains for an extra nutrition punch—more fiber and phytonutrients.
- **Protein:** This is the missing link in most morning meals. Protein is what you need to go strong until lunch. Think lean—a slice or two of Canadian bacon, an egg, a slice of lean deli meat or cheese, a container of yogurt, a scoop of cottage cheese or leftover meat.
- **Fruit:** Breakfast is a great way to start enjoying the fruits and vegetables your body needs for optimal health. Think fresh, frozen, canned or dried fruit (and vegetables)—like pears, apples, mangoes, berries, bananas, oranges, grapefruit, kiwi or pineapple.

## **HOW can I fit breakfast in my morning?**

For most people, time is the biggest obstacle to eating in the morning. Fortunately, there are lots of easy ways to beat the breakfast rush hour. Here are three tried-and-true tips.

- **Get it ready the night before:** Set the table with bowls and spoons for cereal. Get out a pan for pancakes or a blender for smoothies. Slice up some fruit and cheese.
- **Keep it real simple:** Fancy breakfasts are wonderful when you have the time. On busy days, a sandwich, a slice of leftover pizza or a yogurt with fruit work just fine.
- **Pack it to-go:** If there's no time to eat at home, take your nutrition to-go. Save time (and money) by packing both a brown-bag breakfast and lunch the night before.

National Nutrition  
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Program from Eat Right  
Montana materials



# Eating Well—AT LUNCHTIME!!



The noon “hour” has disappeared for many Americans. Hectic schedules often mean less time to eat and more time to run errands or continue working. Wherever you eat—home, school, work or drive-thru—lunch is a tasty time to harness the power of nutrition.

## WHY eat in the middle of the day?

- **RE-FUEL** your body for work, sports or play.
- **MAINTAIN** your metabolism for healthy weight.
- **FOCUS** your brain for afternoon activities.
- **NOURISH** yourself inside and out.

## WHAT foods make a power lunch?

- **Carbohydrates:** Foods rich in complex carbohydrates, especially whole grains, are essential for a power lunch. The goal is to get the energy you need without going overboard on amounts. Stick with a slice or two of bread, a small roll or a handful of crackers.
- **Protein:** One key to weight control is to enjoy high-quality protein every time you eat. Protein helps build and maintain muscle. It also provides long-lasting satiety (satisfaction). Go for lean meat, fish, poultry and low-fat dairy, like cheese and milk.
- **Vegetables:** Lunch is the right time to load up on vegetables—to get your daily dose of disease-fighting, anti-aging phytonutrients (plant nutrients). Go for bright colors: orange carrots, green broccoli, red tomatoes or black beans.
- **Fruit:** For optimal health and beauty (think skin, hair and eyes), experts suggest eating plenty of servings of produce every day. Sweet fruit makes a delicious dessert at lunch. Enjoy a fruit salad, a piece of fresh fruit, a bowl of canned fruit or a handful of dried fruit. Go for bright colors: red strawberries; orange cantaloupes, green grapes or blue blueberries.

## HOW can I fit food into my busy lunchtime?

- **Make noontime nutrition a priority:** Plan to eat before you start on errands or work. Reserve at least 15 to 20 minutes for food and you’ll feel better all afternoon.
- **Pack it from home:** Brown bag lunches save time and money and they’re often a better nutrition deal as well. Make it real easy—just pack up leftovers from dinner.
- **Stock your drawers and cupboards:** Supermarkets offer super easy options for work or home, like freeze-dried bean soups, single-serve fruit cups and trail mix.

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# *Eating Well—ANYTIME!!*

**M**aking healthful food choices is much easier than you thought possible. There's no need to follow a complicated diet, to count every calorie or to avoid your favorite foods. Even better, it's easy to eat healthfully ANYTIME of day—ANYWHERE you decide to eat.



## **WHY make healthier food choices every day?**

- **ENJOY** great taste and good health in every bite you take.
- **BOOST** your brainpower for learning, working and playing.
- **ENERGIZE** your body and mind for all the things you want to do.
- **ENHANCE** your health from head to toe, on the inside and the outside.
- **PROTECT** your whole body—heart, bones, muscles, eyes, skin and more.

## **WHAT foods are the healthiest choices?**

For high-energy health, choose minimally processed, whole foods. These are the best sources of the 70+ nutrients your body needs every day. Whole foods are cheaper than supplements and the nutrients in them are usually better absorbed. Your best bets are:

- **Fruits & vegetables** (fresh, frozen, canned and dried)
- **Grains**—especially whole grains—(breads, cereals, rice, pasta and snacks)
- **Low-fat dairy foods** (1% or less milk, yogurt and cheese)
- **Legumes/plant proteins** (beans, peas, nuts and seeds)
- **Lean animal proteins** (Meat, poultry, fish and eggs)

## **HOW can I make these foods part of my day?**

With a few simple guidelines, you can enjoy power foods from morning 'til night. Look for tasty choices everywhere—at home, in restaurants and at the supermarket.

- **Eat early:** Start every day with a protein, a whole grain and a piece of fruit.
- **Snack regularly:** Include a protein for maximum satisfaction and lasting energy.
- **Select bright colors:** Pick colorful fruits and vegetables to fill half your plate.
- **Go for lean:** Choose lean meats and skinless poultry to minimize your saturated fat.
- **Choose crunchy:** Go for grains, nuts, seeds and vegetables to pump up your fiber.

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# *Eating Together for Health and Fitness*



Sometimes very simple changes can make a big difference. Increasing the meals that your family eats together can make a big difference in your health, happiness and even your finances. No time to make a meal? No problem; family dinners are easier than you think.

## **WHY eat together as a family?**

- Families save time, money and hassle.
- Children learn skills, values and traditions.
- Children have fewer behavior problems.
- Children do better in school and on tests.
- Children and adults get the nutrients they need.
- Everyone treasures mealtime memories.

## **HOW can YOU do dinner quickly and easily?**

- **Plan a weekly menu:** Make it simple or make it detailed. The key is to have a plan for shopping and cooking. Involve the whole family for less stress for any one person.
- **Cook once, eat twice:** Cut down dramatically on your prep time. Cook and freeze larger batches of key ingredients, like ground beef for tacos and spaghetti sauce.
- **Keep the cupboard stocked:** Pack your pantry (and freezer) with staples like canned beans, tuna and fruit; pasta, rice and baking mixes; and frozen vegetables.
- **Use the sandwich advantage:** Nothing is quicker than a sandwich—breakfast (toaster waffles), lunch (whole grain bread) or dinner (pita pocket or tortilla wrap).

## **WHAT foods make a perfect family dinner?**

- **Grains:** High-energy carbohydrates, especially whole grains, have a place on every dinner table. A bread machine (with a timer) can serve it up hot right on schedule.
- **Meat, fish, poultry, and beans:** High-quality proteins provide “muscle” for healthy meals. Do a combo, like beef and beans in chili, for an extra fiber boost!
- **Vegetables and fruit:** Any meal is perfect for produce. Pack one-third to one-half of your plate with a colorful bonanza of fresh, frozen or canned fruits and vegetables.
- **Dairy:** A glass of cold, refreshing milk (1% or less) is the beverage of choice for healthy families. Cheese, cottage cheese and yogurt are other tasty calcium sources.

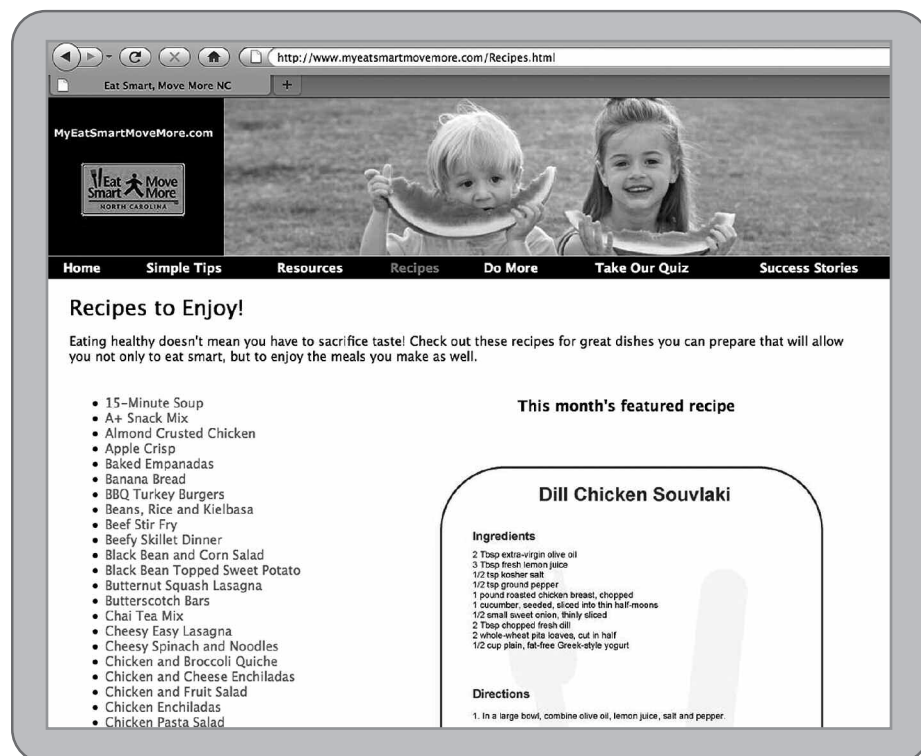
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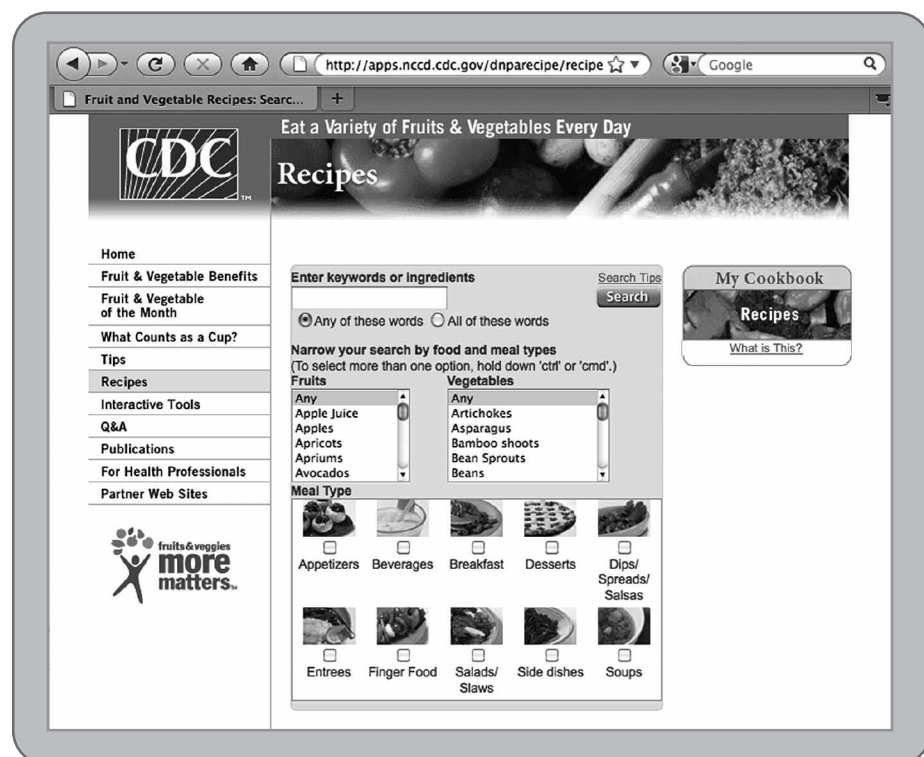
# Recipes to Enjoy!

Eating healthy doesn't mean you have to sacrifice taste! Check out these websites for recipes you can prepare that will allow you not only to eat smart, but to enjoy the meals you make as well.



## Eat Smart, Move More North Carolina Recipes

## CDC Fruit and Vegetable Recipes





## Other Recipes to Enjoy

### Chicken Pasta Salad

7 servings

#### INGREDIENTS

- 2 cups cooked small seashell pasta (about 1 cup uncooked)
- 1 1/2 cup canned chicken (drained)
- 1 cup diced bell pepper (red or green or a combination)
- 1 cup shredded yellow squash (about 1 medium squash)
- 1/2 cup sliced carrots
- 1/2 cup sliced green onion
- 1/2 cup canned corn kernels (drained)
- 1/2 cup frozen peas (thawed)
- 1 can (15 ounces) black beans (rinsed and drained)
- 1/2 cup fat-free Italian dressing

**Prep Time:** 30 min.

**Cook Time:** 10-12 min.

**Calories per serving:** 229

**Fat per serving:** 6 grams

#### INSTRUCTIONS

1. Cook pasta according to package directions, drain; rinse.
2. Combine first nine ingredients in a large bowl.
3. Toss gently with salad dressing (fat-free Ranch dressing may be substituted for Italian).
4. Chill for several hours to blend flavors.

Adapted from **Colormehealthy.com**

### Turkey Sloppy Joes

6 servings

#### INGREDIENTS

- 1 pound ground turkey or lean ground beef
- 1/4 cup chopped onion
- 1/2 cup ketchup
- 3 tablespoons barbecue sauce
- 1 tablespoon yellow mustard
- 1 tablespoon vinegar
- 1 1/2 teaspoon Worcestershire sauce
- 1/2 teaspoon celery seed
- 1/4 teaspoon pepper
- 6 whole wheat hamburger buns

**Prep Time:** 15 min.

**Cook Time:** 10 min.

**Calories per serving:** 236

**Fat per serving:** 3 grams

#### INSTRUCTIONS

1. In a nonstick skillet, cook the turkey and onion for 5 minutes or until turkey is no longer pink.
2. Add the next seven ingredients; simmer for 10 minutes. Stir occasionally.
3. Serve on buns.

Adapted from **Colormehealthy.com**



## Stuffed Bell Peppers

4-6 servings

### INGREDIENTS

- 1 pound lean ground turkey
- 1/3 cup finely chopped onion
- 1 can (15 ounce) tomato sauce (divided)
- 1/4 cup water
- 1 teaspoon salt
- 1/8 teaspoon pepper
- 1/2 cup uncooked instant rice
- 4 medium green peppers

**Prep Time:** 30 min.

**Cook Time:** 15 min.

**Calories:** 130\*

**Fat:** 5 grams\*

\*per 1/2 bell pepper

### INSTRUCTIONS

1. Crumble turkey into a 1-1/2 quart microwave safe bowl; add the onion.
2. Cover and microwave on high for 3-4 1/2 minutes or until meat is browned; drain.
3. Stir in 1/2 can of tomato sauce, water, salt, and pepper.
4. Cover and microwave on high for 2-3 minutes.
5. Stir in rice; cover and let stand for 5 minutes.
6. Remove tops and seeds from the peppers; cut in half length-wise.
7. Stuff with the meat mixture.
8. Place in an ungreased, microwave safe, shallow, baking dish.
9. Spoon remaining tomato sauce over peppers, cover and microwave on high for 12-15 minutes or until peppers are tender.

Adapted from **Colormehealthy.com**

## Tangy Citrus Chicken

8 servings

### INGREDIENTS

- 8 boneless skinless chicken breasts
- 1 can (6 ounces) frozen lemonade concentrate, thawed
- 1/2 cup honey
- 1 teaspoon rubbed sage
- 1/2 teaspoon ground mustard
- 1/2 teaspoon dried thyme
- 1/2 teaspoon lemon juice

**Prep Time:** 10 min.

**Cook Time:** 40 min.

**Calories per serving:** 268

**Fat per serving:** 4 grams

### INSTRUCTIONS

1. Place chicken breasts in a 13"X9"X2" baking dish coated with nonstick cooking spray.
2. In a small bowl, combine remaining ingredients; mix well.
3. Pour half the sauce over the chicken.
4. Bake, uncovered at 350 degrees for 20 minutes.
5. Turn chicken; pour remaining sauce on top.
6. Bake 15-20 minutes longer or until meat juices run clear.

Adapted from **Colormehealthy.com**



## Cheese Spinach Noodles

*6 servings*

### INGREDIENTS

- 8 ounces egg noodles
- 10 ounce package frozen chopped spinach, thawed and drained
- 1/2 teaspoon dried basil
- 1 tablespoon dried parsley flakes
- 1 cup fat-free or low-fat cottage cheese
- 1/4 to 1/2 teaspoon salt (to taste)
- 2 tablespoons Parmesan cheese

**Prep Time:** 20 min.

**Cook Time:** 15 min.

**Calories per serving:** 104

**Fat per serving:** 1.5 grams

### INSTRUCTIONS

1. Cook noodles according to package directions.
2. While noodles are cooking, cook the spinach in a skillet for 5 minutes.
3. Add basil, parsley, cottage cheese, and salt to spinach. Cook 2 to 3 minutes, or until heated.
4. Drain noodles and toss in large serving bowl with spinach mixture.
5. Top with Parmesan cheese.

Adapted from **Colormehealthy.com**

## Oven Fried Chicken Legs

*6 chicken legs*

### INGREDIENTS

- 6 chicken legs, skinned
- 1/2 cup skim milk
- 1/2 cup dry bread crumbs
- 1/3 cup grated Parmesan cheese
- Salt and pepper, to taste

**Prep Time:** 20 min.

**Cook Time:** 45 min.

**Calories per serving:** 134

**Fat per serving:** 4 grams

### INSTRUCTIONS

1. Heat oven to 375 degrees.
2. Remove skin from chicken. Place in a shallow pan.
3. Pour milk over chicken. Refrigerate while you prepare the coating.
4. Mix breadcrumbs, cheese, salt, and pepper in a shallow bowl.
5. Roll the chicken in breadcrumb mixture, coating well.
6. Place chicken on a lightly greased baking sheet.
7. Bake at 375 degrees for 45 minutes.

**NOTE:** You can use any chicken parts for this recipe. Try boneless, skinless chicken breasts cut into strips to make chicken fingers.

Adapted from **Colormehealthy.com**



## Garden Bow Tie Pasta

6 servings

### INGREDIENTS

- 1 can (12 ounces) tuna, drained and flaked
- 1/2 pound bow tie pasta
- 2 tablespoons olive oil
- 1 cup sliced onions
- 1 cup chicken broth
- 3 tablespoons fresh thyme or 1 tablespoon dried thyme
- 4 cups frozen vegetable medley
- garlic salt and pepper to taste

**Prep Time:** 10 min.

**Cook Time:** 20-25 min.

**Calories per serving:** 311

**Fat per serving:** 6 grams

### INSTRUCTIONS

1. Cook pasta according to package directions, drain; rinse.
2. In large skillet, heat olive oil over medium-high heat; sauté onions for 3-5 minutes.
3. Add broth and continue cooking 2 minutes.
4. Add thyme, tuna, vegetables, and mix gently.
5. Add pasta; season with garlic salt and pepper.
6. Heat 3-4 minutes or until broth is reduced. Garnish option: grated Parmesan cheese.

Adapted from **Colormehealthy.com**

## Easy Chicken Pot Pie

6 servings

### INGREDIENTS

- 1 2/3 cups frozen mixed vegetables, thawed (peas only, if preferred)
- 1 cup canned chicken
- 1 can (10 3/4 ounces) condensed reduced-fat cream of chicken soup
- 1 cup Reduced Fat Bisquick
- 1/2 cup skim (fat-free) milk
- 1 egg

**Prep Time:** 15 min.

**Cook Time:** 30 min.

**Calories per serving:** 235

**Fat per serving:** 6 grams

### INSTRUCTIONS

1. Heat oven to 400 degrees.
2. Mix vegetables, chicken, and soup and place in ungreased 9" pie plate.
3. Stir, in a medium bowl, remaining ingredients until blended to make batter.
4. Pour batter on top of chicken mixture.
5. Bake 30 minutes or until golden brown.

Adapted from **Colormehealthy.com**



## Impossibly Easy Cheeseburger Pie

6 servings

### INGREDIENTS

- 1 pound extra lean ground beef
- 1 cup chopped onion
- 1/2 teaspoon salt
- 1 cup shredded fat-free Cheddar cheese
- 1/2 cup Reduced Fat Bisquick
- 1 cup skim (fat-free) milk
- 2 eggs

**Prep Time:** 20 min.

**Cook Time:** 25 min.

**Calories per serving:** 314

**Fat per serving:** 14 grams

### INSTRUCTIONS

1. Heat oven to 400 degrees.
2. Coat 9" pie plate with non-fat cooking spray.
3. Cook ground beef and onion until beef is brown; drain.
4. Stir in salt.
5. Spread in pie plate and sprinkle with cheese.
6. In a medium bowl, stir remaining ingredients until blended; Pour over beef mixture.
7. Bake 25 minutes or until a knife inserted in center comes out clean.

Adapted from **Colormehealthy.com**

## Fifteen-Minute Soup

4 servings

### INGREDIENTS

- 1 can (16-ounce) great northern beans
- 1 cup water
- 1 teaspoon (1 cube) beef or chicken bouillon
- 2 cans (16-ounce) tomatoes
- 1 small onion, chopped
- 1 teaspoon garlic salt (or regular salt)
- 1 tablespoon oil or margarine (optional)
- 1 package (10-ounce) frozen, chopped spinach
- 1/2 cup macaroni (elbow or any other shape)

**Prep Time:** 15 min.

**Cook Time:** 6-8 min.

**Calories per serving:** 106

**Fat per serving:** 1 gram

### INSTRUCTIONS

1. In a 2-quart saucepan, combine all ingredients except spinach and macaroni.
2. Heat until liquid comes to a boil.
3. Stir in and break up spinach; bring to a boil again.
4. Stir in macaroni and simmer until macaroni is tender, about 6 to 8 minutes.

Adapted from **Colormehealthy.com**



## Chicken Quesadillas

4 servings

### INGREDIENTS

- 4 flour tortillas (10")
- 1 can (10 ounces) chicken-white meat
- 2 tablespoons chunky salsa
- 1/2 cup Monterey Jack Cheese shredded
- 1/4 cup chopped white onions

**OPTIONAL:** 1/4 cup chopped green chilies, dash of cayenne pepper

**Prep Time:** 10 min.

**Cook Time:** 6-8 min.

**Calories per serving:** 388

**Fat per serving:** 14 grams

### INSTRUCTIONS

1. Preheat oven to 350 degrees F.
2. Completely drain chicken.
3. Mix salsa, chicken, onions, (cayenne pepper, green chilies).
4. Put tortillas on baking sheet.
5. Place 1/4 of the chicken mixture on half of each tortilla.
6. Sprinkle 1/4 of the cheese on top of the chicken mixture; fold tortilla over filling.
7. Put in oven for 3 minutes; flip and cook on other side for 3-5 minutes until slightly brown.
8. Take out of oven and cool for 3 minutes; cut each folded tortilla into 3 wedges.

Adapted from **Colormehealthy.com**

## Tuna Burgers

6 servings

### INGREDIENTS

- 1 can (12 ounces) tuna, drained and flaked
- 1 1/2 cups bread crumbs; divided
- 1 cup (4 ounces) shredded Cheddar cheese
- 1 egg; lightly beaten
- 1/2 cup non-fat peppercorn ranch salad dressing
- 1/4 cup sliced green onion (optional)
- 1 tablespoon olive oil

**Prep Time:** 10 minutes

**Cook Time:** 10 minutes

**Calories per serving:** 308

**Fat per serving:** 11 grams

### INSTRUCTIONS

1. In a medium bowl, combine tuna, 3/4 cup breadcrumbs, cheese, egg, salad dressing and onion.
2. Form six patties; coat each side with remaining 3/4 cup bread crumbs.
3. Heat oil in non-stick skillet over medium heat.
4. Cook patties 3-5 minutes on each side until golden brown.

Adapted from **Colormehealthy.com**



## Macaroni and Cheese\*

6 servings

### INGREDIENTS

- 8 ounces elbow macaroni
- 14 1/2 ounces canned tomatoes
- 2 cups non-fat cheddar cheese, shredded
- 1 Tablespoon sugar
- 3 cups broccoli, steamed, fresh

Calories per serving: 258

Fat per serving: 1gram

### INSTRUCTIONS

1. Preheat oven to 350 degrees. Cook macaroni according to package directions.
2. Drain and mix other ingredients.
3. Pour in baking dish and cook for 30 minutes.
4. Serve with 1/2 cup steamed broccoli.

First Baptist Church of Severn: From the kitchen of Carol Blount

## Mixed Vegetable Casserole\*

6 servings

### INGREDIENTS

- 1/2 pound string beans, halved (1 1/2 cups)
- 6 potatoes, peeled and cubed
- 6 carrots, peeled and halved
- 1 1/2 cups mushrooms, sliced (1/4 pound)
- 3 Tablespoons margarine
- 1/2 Tablespoon lemon juice
- 1/2 teaspoon salt and 1/2 teaspoon pepper

Calories per serving: 200

Fat per serving: 6 grams

### INSTRUCTIONS

1. Put potatoes and carrots in a skillet on the stove top, cover with hot water.
2. Cover pan, simmer for 10 minutes, add beans, cover and simmer additional 5 minutes.
3. Add mushrooms, and simmer 10 more minutes.
4. Finally, add margarine, lemon juice, salt and pepper.  
Toss lightly until margarine melts.

St. Phillip AME Church: From the kitchen of Denise McAllister

\*Reprinted with permission from: ***A Taste of 5 A Day—Black Churches United for Better Health Cookbook***



## Green Treasure Salad\*

4 Servings

### INGREDIENTS

- 1 cup green-skinned apple
- 1 cup green seedless grapes
- 1/2 cup miniature marshmallows
- 1/2 cup lemon-flavored yogurt
- 2 Tablespoons slivered almonds

Prep Time: 10 minutes

Calories per serving: 124

Fat per serving: 3 grams

### INSTRUCTIONS

1. Cut the apple into four pieces and remove the core and seeds.
2. Cut into pieces.
3. Mix together the apple pieces, grapes, marshmallows, yogurt, and almonds.
4. Serve in small bowls.

Recipe provided by the California Table Grape Commission

## Quick Fruit Salad\*

6 servings

### INGREDIENTS

- 2 cans (8 1/4 ounces) mandarin oranges (16 ounces)
- 2 cans (8 1/4 ounces) pineapple tidbits, packed in own juice
- 24 miniature marshmallows
- 1/3 cup shredded coconut
- 8 ounces non-fat sour cream
- 16 leaves of lettuce

Calories per serving: 158

Fat per serving: 2 grams

### INSTRUCTIONS

1. Drain fruit
2. Mix together oranges, pineapple, marshmallow, coconut and sour cream.
3. Chill for 30 minutes.
4. Serve on lettuce.

First Baptist Church of Halifax: From the kitchen of Gwendolyn Bynum

\*Reprinted with permission from: ***A Taste of 5 A Day—Black Churches United for Better Health Cookbook***



## Broccoli Baked Potatoes

6 servings

### INGREDIENTS

- 6 medium potatoes
- 3 stalks broccoli
- 1/4 cup skim milk
- 1 cup shredded cheddar cheese
- 1/8 tsp. pepper

Calories per serving: 315

Fat per serving: 6 grams

### INSTRUCTIONS

1. Scrub potatoes; make shallow slits down the middle lengthwise.
2. Bake until done, 30 to 60 minutes—350 F oven.
3. Peel broccoli stems. Steam whole stalks just until tender and chop finely.
4. Carefully slice the potatoes in half and scoop the insides into a bowl with the broccoli.
5. Add the milk, 3/4 cup cheese and pepper, mash together until mixture is pale green with dark green flecks.
6. Heap into potato jackets and sprinkle with remaining cheese.
7. Return to oven to heat through (about 15 minutes).

Recipe provided by the Idaho Potato Commission

## Spinach Lasagna\*

6 servings

### INGREDIENTS

- 1 box of lasagna noodles (9 noodles)
- 2 cups spinach (frozen or fresh), well drained and patted dry
- 1/2 cup peas (frozen or canned)
- 2 teaspoons sugar (granulated)
- 1/4 cup celery and onion, chopped
- 1/2 cup mozzarella cheese
- 1/2 cup low-fat spaghetti sauce

Calories per serving: 184

Fat per serving: 3 grams

### INSTRUCTIONS

1. Cook lasagna noodles according to directions on box.
2. Cook spinach, peas, celery and onions on stove top until vegetables are soft, add sugar.
3. In a glass pan or casserole dish, layer lasagna noodles and spinach mixture.
4. Top with mozzarella cheese and sauce.
5. Continue the above until you reach your third layer.
6. Spread sauce over top layer, and bake for 45 minutes 350 degrees.

Mt. Hebron AME Zion Church: From the kitchen of Diana Oliver

\*Reprinted with permission from: ***A Taste of 5 A Day—Black Churches United for Better Health Cookbook***





# *Increasing Physical Activity Using the Multi-Level Approach*

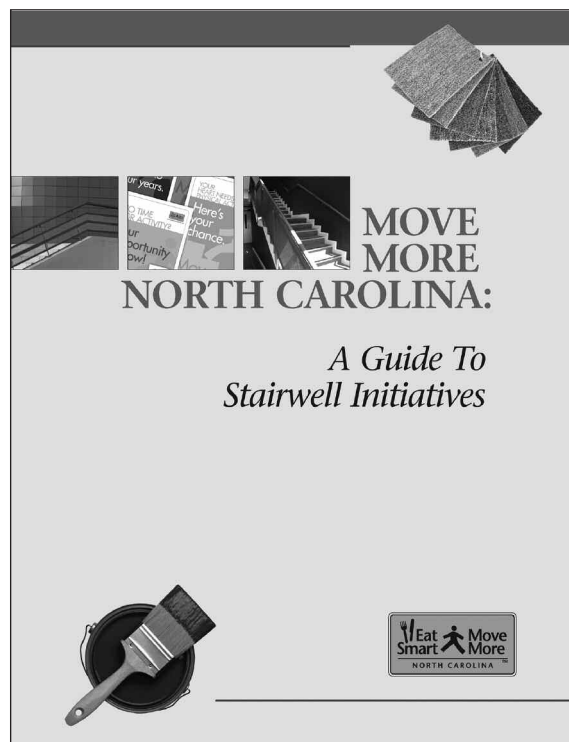
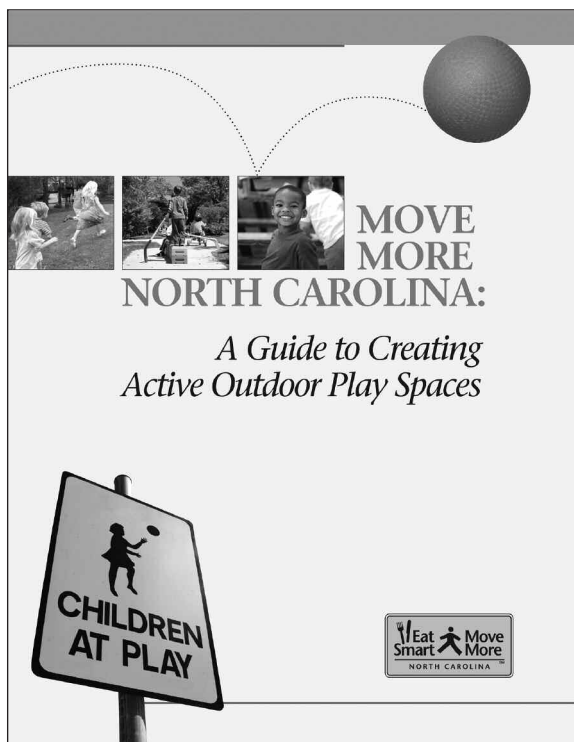
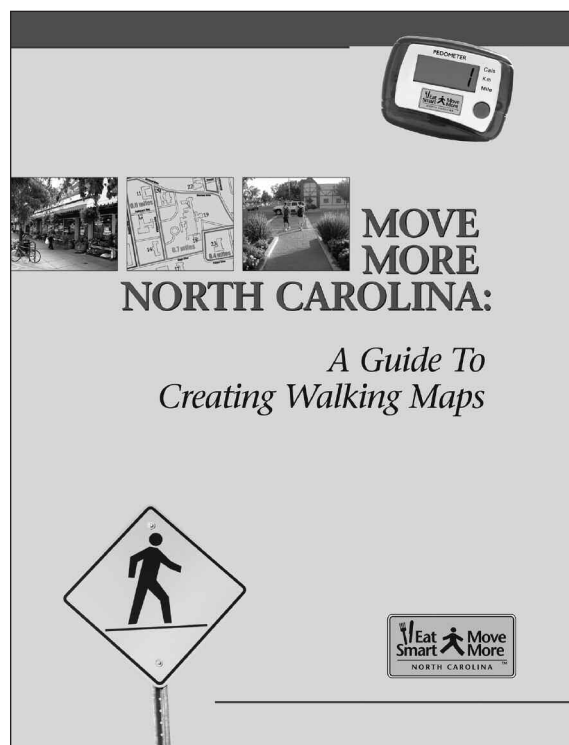
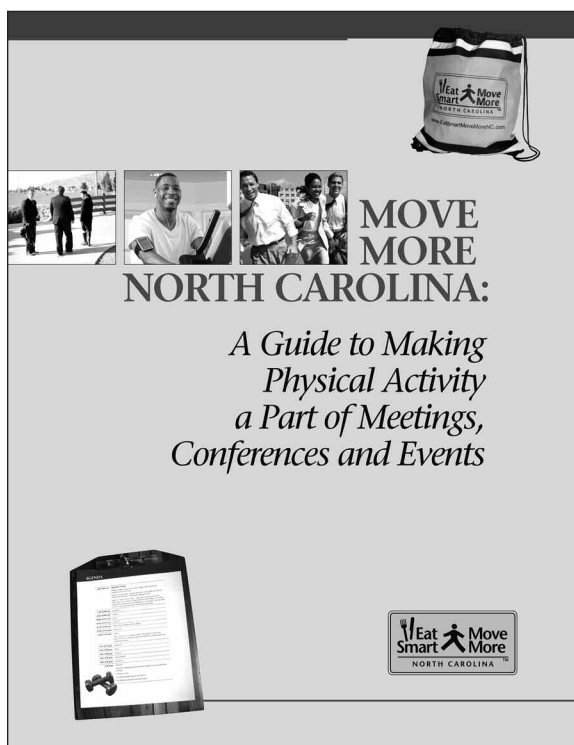
<b>GOAL FOR INDIVIDUAL BEHAVIOR CHANGE</b> <i>Increasing physical activity daily</i>	
<b>Interpersonal</b>	<ul style="list-style-type: none"> <li>• Encourage family members to use stairs instead of elevators.</li> <li>• Encourage family members to increase their walking—park their car further away from the building, walk on errands whenever possible.</li> <li>• Plan family gatherings around physical activity (picnic in the park, hike on a trail, work in the garden).</li> <li>• Encourage family members be physically active every day (stretches, yoga, workouts, hikes, walks, etc).</li> </ul>
<b>Church</b>	<ul style="list-style-type: none"> <li>• Encourage members to use the stairs instead of taking the elevator. Place signs at the elevators urging people to use the stairs. Place health messages in stairway to reinforce message about physical activity and healthy eating.</li> <li>• Encourage members to increase their participation in team sports or group physical activity. Open up the all purpose room or gymnasium for evening activities or Saturday basketball games or organize a bowling team. Organize a walking club, a dance or aerobics class or a bowling team.</li> <li>• Encourage children to increase their physical activity. Upgrade the playground facility to give children opportunities for physical activity.</li> <li>• Encourage members, who are able, to join a health club. Arrange for members to have discounts at the health club.</li> <li>• Establish a walking trail around the church. Connect it to the community.</li> </ul>
<b>Community</b>	<ul style="list-style-type: none"> <li>• Work with school leaders to use school facilities for physical activity.</li> <li>• Work with major employers to offer more opportunities for physical activity at breaks and after work.</li> <li>• Conduct exercise classes at local community or senior centers.</li> <li>• Encourage the community to set up walking trails in low-income areas.</li> </ul>

## WORKSHOP RESOURCES

- Physical Activity Pre and Post Program Questions
- Physical Activity Policy (Appendix 3)
- Download *free* posters, handouts, programs and tools at **[www.EatSmartMoveMoreNC.com](http://www.EatSmartMoveMoreNC.com)**. One of those resources is called ***Faithful Families Eating Smart and Moving More***. You can also find contact information for **community health professionals** working in physical activity and nutrition who can help. Another great resource for your church's congregation members is **[www.MyEatSmartMoveMore.com](http://www.MyEatSmartMoveMore.com)**.



Click on and download any of these free **Eat Smart, Move More North Carolina** resources.





## **Eating Smart & Moving More Celebrating Healthy Families**

# **Moving More**

## **Five Easy Ways to Enjoy Fitness at All Ages**

Full-body fitness develops when you enjoy a variety of activities. By fitting all five parts of fitness in every week, you'll pump up your energy level and feel great too!

### **Enjoy AEROBIC activities.**

These activities get your heart pumping – and make you sweat a little. You can walk, run, bike, dance, hike, ski, skate, play ball, swim laps, use an elliptical machine, ride an indoor bike, play a game of Folf (Frisbee® golf). They're all good for your body, brain and stress-level. Be active for 10 minutes at a time, for a total of 30 minutes daily.

### **Enjoy STRENGTH activities.**

Strong muscles are a huge health benefit for every body. It's never too late to build them up! Children can strengthen their muscles with everyday play, like climbing and swinging. Adults can lift weights (2 to 10 pounds) – or do lunges and squats. Aim for some strength building activity 2 to 3 times per week.

### **Enjoy BALANCE activities.**

Balance is especially important for younger and older people. Good balance prevents injuries from falling and promotes brain development and function. Dance, tai-chi and biking are all great for balance. Stand on one leg (hold onto a chair if needed) or walk along a straight line for your daily balancing acts.

### **Enjoy FLEXIBILITY activities.**

Enhancing flexibility helps reduce stress, fatigue and muscle tension, while improving circulation and mental alertness. Pilates and yoga are excellent ways to increase your flexibility. Gentle, regular stretching can also make a real difference. Add 5 to 10 minutes of simple stretches throughout your day.

### **Enjoy FUN activities.**

Fun is an essential aspect of all fitness activities – because, over the long haul, you'll only stick to the ones that you really enjoy. Looking for easy ways to add some fun to your fitness routine? Add some music. Add friends or family members. Add a dog. Add a bounce to your step. Add a smile to your face.



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# *Being Active—AT LUNCHTIME!!*



Many people find that noontime is the perfect time to fit physical activity into their day. Lunchtime provides a natural break in the day. It is also a time when some people have a bit more flexibility. Many fitness centers offer classes specially designed for mid-day activity.

## **WHY be active at lunchtime?**

- **RE-ENERGIZE** your brain for afternoon work or school.
- **WAKE UP** your body for afternoon and evening fun.
- **STRETCH OUT** your muscles after sitting all morning.
- **TAKE** a well-deserved break.

## **WHAT activities fit best into lunchtime?**

Any physical activity can fit into the middle of the day. It's just a question of what works for your schedule, location and budget. Health clubs are great, plus they offer showers!

- **Aerobic activities:** Most clubs and gyms offer a menu of heart-pumping classes designed to firm, tone and burn off extra calories and stress.
- **Balance activities:** Yoga, Tai Chi and swim classes can relax and energize at the same time. Experiment with several options to find what suits you best.
- **Fun activities:** Focus on fun and you'll be much more likely to stick with activity over the long run. Dancing? Kite flying? Swinging at the playground?

## **HOW can I fit physical activity into my lunchtime?**

No gym, no money, no time to shower—walking works wonders too!

- **Walk to and from lunch:** Instead of automatically jumping into your car, think about a 15-minute walk (each way) to a local restaurant. In under an hour, you can eat a leisurely lunch and get 30 minutes of physical activity. What a healthy deal!
- **Walk (or run) errands:** Keep a pair of walking shoes in your office or car. When you have a long list of things to do, walk to at least some of them. Bad weather? No problem! Head to the mall and use those walking shoes to shop for sales!
- **Walk with friends or colleagues:** Walking groups offer a long list of benefits. Walk with colleagues and get some additional work done while you walk and talk. Walk with friends or neighbors and stay connected to the important things in life!



## **Moving More**

## **Moving Away From Diets: The Joy of Movement**

Moving your body means returning to the joy of childhood play. It means forgetting the ‘shoulds’ and rules about exercise. It means moving from a hard workout to fun playtime. Moving your body joyfully is also one of the best ways to lift sagging spirits.

### **Change the ‘E’ word from exercise to enjoyment.**

Like diets, exercise fads come and go (remember mini trampolines!). When you think about a new activity, ask yourself: Is this something I really enjoy doing? Choose fitness activities that you love, like dancing or swimming. Then, you’ll never have to exercise and you’ll be enthusiastic about making fitness a priority.

### **Maximize your safety and comfort.**

Search out the right stuff. Look for equipment that works for your body, clothes that move with you and locations that feel safe. Pay special attention to your feet. With a pair of comfortable shoes, you can easily take a fitness break instead of a coffee break or walk around the neighborhood after school or work.

### **Start slowly and stick with it.**

Making drastic changes can be a recipe for failure. Small changes make a big difference, if they last. Research says that it takes about 21 days for a behavior to become habit. Pick one change, like family bike rides, and start with an easy 15-minute ride. Over the next three to four weeks, take longer rides to fun places.

### **Be flexible and creative.**

Life is full of surprises, and plans often change. If you can’t get to the gym or your yoga class, fit a 30-minute walk into a lunch break or walk a bit before you have dinner. It’s always good to have options, like indoor ideas when it’s cold. Make a list of all the ways you like to move, so you’ll always have a fun option.

### **Forgive and congratulate yourself.**

If you miss a day of activity, it’s no big deal. Just put on your shoes and get your walk in today! The goal is at least 30 minutes of activity, at least 5 days a week. Getting active and fit can be challenging. Just think how long you’ve been sitting around. Give yourself a big pat on the back for any increases in physical activity.



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# *Being Active—ANYWHERE!!*



**B**eing physically active is much easier than you thought possible. There's no need to join an expensive health club or to spend hours doing exercises you hate. You don't even have to change your clothes!! Best of all, you can get fit ANYWHERE—ANYTIME of day!

## **WHY make physical activity part of your day?**

- **ENJOY** the pleasure that comes from getting stronger and healthier.
- **BOOST** your brainpower and your energy levels all day long.
- **IMPROVE** your strength and endurance (both physical and mental).
- **ENHANCE** your natural good looks from the inside out.
- **PROTECT** yourself from the pain of heart disease, cancer and osteoporosis.

## **WHAT activities are the healthiest choices?**

For overall health, your best bet is to enjoy a wide variety of physical activities. Just follow the 30-10-5 rule: at least 30 minutes of physical activity a day, at least 10 minutes at a time, at least 5 days a week. For best results, give your body what it deserves.

- **Fun activities**—because they are the ones that you'll stick with.
- **Aerobic activities**—that get your heart pumping, like brisk walking or dancing.
- **Strengthening activities**—to maintain muscles and bones, like lifting weights or groceries.
- **Stretching activities**—for flexibility and injury reduction.
- **Balance activities**—to strengthen bones and prevent falls, like yoga or bike riding.

## **HOW can I make activity part of every day?**

With a few simple guidelines, you can make physical activity an integral part of your day even with a hectic schedule. Look for all the easy ways to fit fitness into your life.

- **Play more:** Feel like a kid again by skating, swinging, playing ball or flying a kite.
- **Use leg power:** Walk the dog; walk to the store; walk around the mall; just walk.
- **Hide the remote:** Change the channels the old-fashioned way—by getting up!
- **Practice inefficiency:** Make multiple trips on the stairs or to the car for groceries, park farther away.
- **Pick up the pace:** Use a longer stride when you walk—everywhere, all the time.



## **Moving More**

## **Five Easy Ways to Spend More Time Playing Together**

### **Plan time to PLAY OUTSIDE together.**

A family that plays together stays healthy together. Give each person a chance to choose an outdoor activity for everybody to play together. Depending on the weather, you could throw a Frisbee<sup>®</sup>, fly a kite, build a snowman, or go up and down the slide at the park. You might also be able to play tag, pick up a game of basketball or draw an old-fashioned game of hopscotch on the sidewalk.

### **Plan time to TAKE A WALK together.**

Walking can easily become a game rather than an exercise. You can always take a dog. They love to play with balls and sticks. Children of all ages can really get into a silly game of *Simon Says*. Walk with your hands on your head or behind your back. Swing your arms like a chimpanzee or an elephant's trunk. Prance along on your tippy toes, twirl in circles or just skip along together.

### **Plan time to PLAY INSIDE together.**

Being active indoors can be lots of fun too. Clear some space for playing with soft *Nerf*<sup>®</sup> or *Koosh*<sup>®</sup> balls. Get all tied up a game of *Twister*<sup>®</sup>. Get hooked on one of the active video games, like *Dance Dance Revolution*<sup>®</sup>. Kids love to move their bodies in almost any imaginable way. You can have lots of fun just crawling around like wild animals or with a game of indoor hide-and-seek.

### **Plan time to DANCE together.**

Dancing is the perfect family activity. It is a delightful combination of movement for your body, music for your ears and joy for your heart. Indoors or outdoors, there's no need to follow any specific rules or steps. All you need is music and a little bit of space. Children love to learn new moves from videos – or just to make up their own creative routines as the music moves them.

### **Plan time to TAKE A CLASS together.**

Want to learn some new skills and play together at the same time? Check out the classes at your local YMCA/YWCA, Boys and Girls Club, dance studio or fitness center. Many now offer instruction – and fun – for the whole family together. If you're not able to make a long-term commitment, ask about family fun nights in the gym – or splash-and-play events in the pool.



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# Ten Steps to Moving at Work



- |  |   |
|--|---|
| <b>1. Walk with a colleague, walk with a client.</b> | Invite a co-worker to join you for a walking break, meeting or appointment. Walking and talking can open up new conversation topics and create strong bonds.                |
| <b>2. Choose a fitness friend.</b>                   | Being accountable to someone else often makes it easier to fit fitness in. Set up specific times to walk together or to try out new activities like a yoga class.           |
| <b>3. Sit up straight.</b>                           | Sound too simple? Actually, sitting up straight and tightening your stomach muscles can make a big difference in your posture (and it helps prevent back pain too!).        |
| <b>4. Walk while you wait.</b>                       | Waiting for the train or the bus? Walk around the station or up and down the block. Waiting for an appointment? Stroll down the hall or around your office.                 |
| <b>5. Stretch your body (and your mind).</b>         | A few good stretches can help relax your body and clear your mind. You can stretch while working at a computer, while talking on phone or just for the fun of it!           |
| <b>6. Reward yourself with an activity break.</b>    | Take an activity break whenever you can. After working diligently at your desk, take 5-10 minutes to hand-deliver a file, set up a meeting in person or walk to the copier. |
| <b>7. Plan a regular walking route.</b>              | Some people love a routine. Map out a regular route (or routes) inside and/or outside, so you can get up and get moving, without having to think about it at all.           |
| <b>8. Use your legs for errands.</b>                 | Need to go to the bank, the post office, the dentist or the hairdresser? Need to deliver some papers to a colleague? Use your legs to walk (or bike) there and back.        |
| <b>9. Become a “stair master.”</b>                   | Think you need a fancy machine for your backside? Think again! Build beautiful legs and thighs for free. Just take the stairs (up and down) whenever you can.               |
| <b>10. Explore your workplace options.</b>           | Do you always use the same restroom, the same water fountain and the same route to your office? Enjoy a few extra steps by using facilities that are farther away!          |



# WALKING LOG

Steps Walked: January 1, 20__—December 31, 20__													
Goal: _____ Steps													
STEPS	DATE	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC
	1												
	2												
	3												
	4												
	5												
	6												
	7												
	8												
	9												
	10												
	11												
	12												
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	22												
	23												
	24												
	25												
	26												
	27												
	28												
	29												
	30												
	31												
Total Monthly Steps													
Total Monthly Miles													
Daily Average Steps													
Daily Average Miles													
		Total Steps for the Year											
		Total Miles for the Year											
		Daily Average Steps for the Year											
		Daily Average Miles for the Year											



## Sweat the small stuff!



*Small changes can add up to large increases in your daily activity level. Here are some ideas to get you moving:*



- Walk, run and play with your children or grandchildren.



- Mow your yard using a push mower.
- Take a walking break instead of a coffee break.



- Take the stairs instead of the elevator.
- Park in the farthest spot in the lot when you go to the market or the mall.

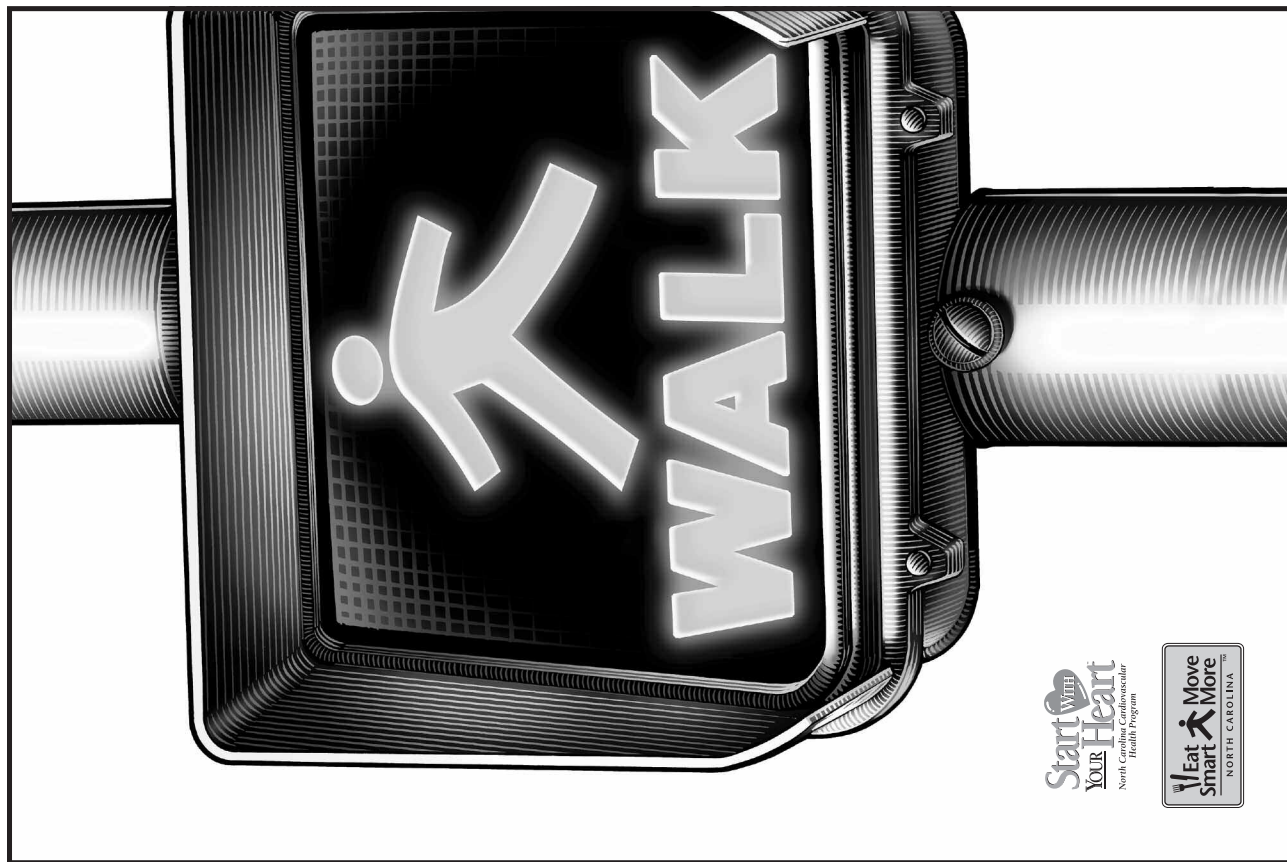
- Hide your TV remote and change channels the old-fashioned way.

- Use your pedometer to keep track of your progress!



[www.EatSmartMoveMoreNC.com](http://www.EatSmartMoveMoreNC.com)

[www.startwithyourheart.com](http://www.startwithyourheart.com)



# W A L K I N G L O G



# Move More...

We know that increased physical activity can help lower the risk of heart disease, stroke and diabetes, as well as other chronic diseases. Most people average only about 3,000 to 5,000 steps a day in normal activities.

Increasing the number of steps you take each day, and increasing the speed at which you take them, can improve your health. And, 10,000 to 12,000 steps daily can help you achieve and maintain a healthy weight.

Using a pedometer can help you monitor and improve your walking program!

**HERE'S HOW:** • Set a goal for your personal physical activity program.

- Think short and long-term. Start now with what you can achieve today and build up.
- Share your goals with other people who will work with you and be supportive.
- Revisit your goals often.
- Don't give up. Just keep working to achieve those goals.

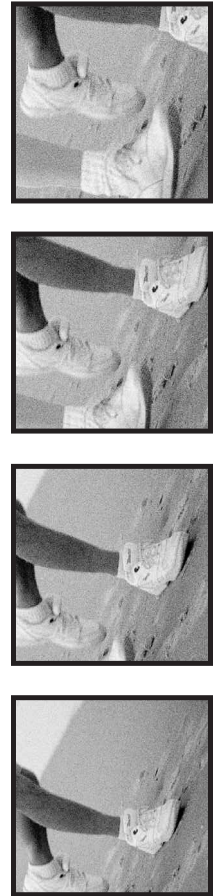
*You may be surprised how quickly you reach your goal—often faster than you thought possible!*

## How to get started:

- First, measure your current walking profile by wearing your pedometer for a few days and recording your accumulated steps each day.
- Set a goal for 1,000 steps more than your current daily average.
- After a week or two, increase your goal by another 1,000 steps.
- Every two or three weeks increase your goal by yet another 1,000 steps a day until you are averaging 10,000 steps a day.

**RESET YOUR PEDOMETER TO "0" AT THE BEGINNING OF EACH DAY AND BE SURE TO RECORD YOUR PROGRESS!**

Week	Mon.	Tues.	Wed.	Thurs.	Fri.	Sat.	Sun.	Average	GOAL
Example		1							
2									
3									
4									
5									
6									
7									
8									
9									
10									
11									
12									
13									
14									
15									
16									

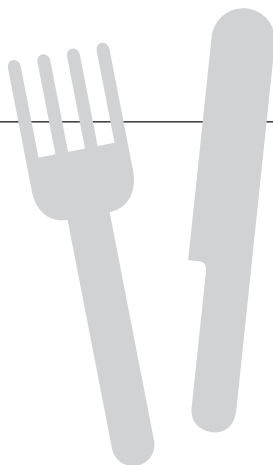




## *Sample Action Plan*

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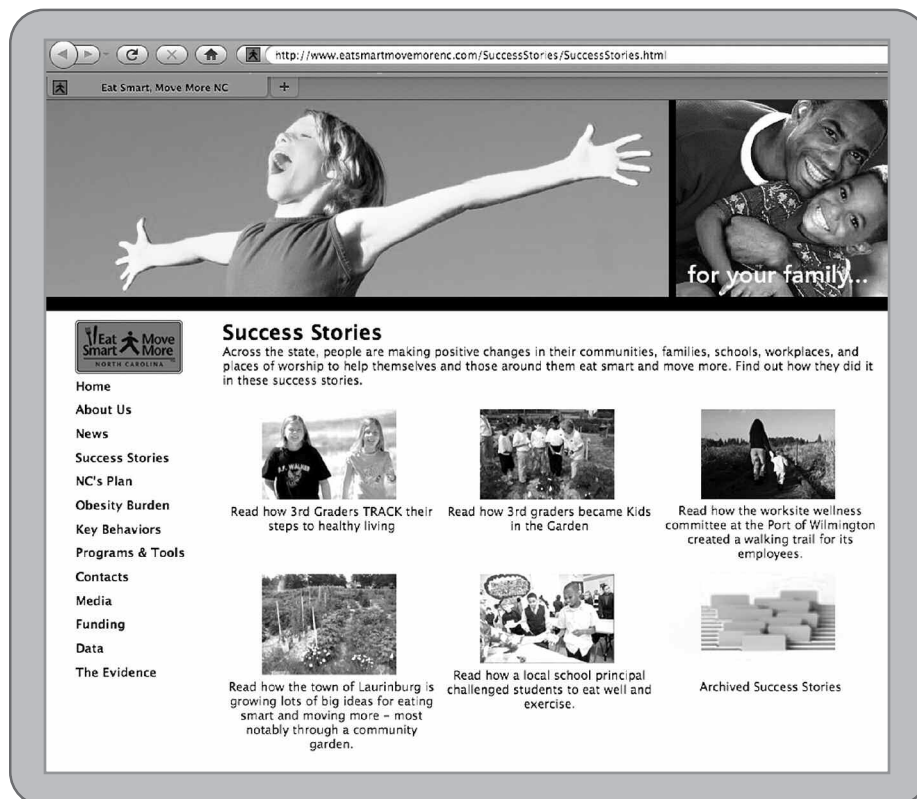
<b>GOAL:</b>	<b>Encourage church members to grow their own vegetables.</b>
<b>Target Audience</b>	Members interested in growing vegetables at church.
<b>Objective</b>	By June, plan and begin to grow vegetables in a newly established church garden.
<b>Actions or Steps Needed</b>	<ol style="list-style-type: none"><li>1. Set aside a section of church property for garden plots for members.</li><li>2. Work with church members or community partners to prepare the garden plots.</li><li>3. Work with children's programs to have them assist in planting and maintaining the garden plots.</li><li>4. Develop procedure for how garden plots will be shared among interested church members.</li><li>5. Plant seeds or plants.</li><li>6. Harvest vegetables.</li><li>7. Plan a celebration event.</li><li>8. Evaluate success of gardening project and begin plans for next year.</li></ol>
<b>Resources Needed:</b>	<ul style="list-style-type: none"><li>• Gardening enthusiasts</li><li>• Plot of land</li><li>• Access to water</li><li>• Seeds/vegetable plants</li><li>• Gardening tools and equipment</li></ul>





## North Carolina Church-Based Success Stories

Across North Carolina, people are making positive changes in their communities, families, schools, workplaces, and places of worship to help themselves and those around them eat smart and move more. Find out how they did it by checking out success stories at **[www.EatSmartMoveMoreNC.com](http://www.EatSmartMoveMoreNC.com)**.






# Working with the Print Media

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The media can expand the reach of your efforts, reinforce your messages throughout the community and increase public support for a healthful church and community environment. You don't have to be a media expert to work effectively with the media, but you do need to know the basics. Check with your pastor to make sure you have the authority to speak with the media. You may also want to work with a community health professional who has experience working with the media. They may be able to help you write articles and may already have a working relationship with the media.

## Newspapers



Newspapers are usually published daily or weekly. Read your local newspaper and look for lifestyle, fitness, food, medical, health, science and consumer articles. Stories about fruit and vegetable choices in churches would fit into one of these topics. Take note of the reporter's name that appears as a byline on the article. This gives you a specific person to contact. You can also call the paper's city desk or news desk and ask for the names of the editors responsible for the topics that relate to your program. You can also find editors and reporters listed in the masthead on the editorial page or on the paper's Web site.

**Feature Articles:** A feature article gives special attention to an issue you want to spotlight. It can have a news or human interest angle. It generally focuses on real people, events or activities related to the issue. A publication's staff or a paid freelance writer usually writes feature articles. Some smaller publications however, may take a feature story you provide and run it with minor or major rewriting. They might even just take the idea and write their own story. To pique an editor's interest, the piece should be both local and timely. Use pictures, anecdotes, examples and quotes. Quotes from national or local authorities can be very effective in making your case.

**Op-Ed Articles:** Op-ed pieces run opposite the newspaper's editorial page (hence the name "op-ed") and are clearly labeled as opinion pieces. You might urge a community or church leader to submit one—or you can draft an article for a leader to submit.



**Letters to the Editor:** Letters to the editor are usually written in response to a recent news story, a community event or a current issue. Members of the public can agree or disagree with what they've read or express opinions about current events. Sometimes the letters inform other readers about community services, issues or concerns—or appeal to them to join a campaign or support a cause. Your letter to the editor must be timely. Send it immediately after an article appears to which you want to respond or when a related issue is in the news. For example, you can write a short letter in response to any news or feature article about children, education, health, diet or physical activity. Letters to the editor are short—usually 200 words. Present the essential facts immediately in the first paragraph, and use a simple, straightforward style. Most papers ask you to submit letters to the editor directly on their Web site. Most papers verify letters before printing, and will ask you for your contact information. Many letters do not get printed, so don't be discouraged if at first your letter doesn't get printed. Try again at a later date, to keep your issue alive in the newspaper.

## Newsletters

Many churches publish newsletters with information of interest to their members. Write a short article about the health program in your church or on a special health topic for your newsletter. There may be community organizations, professional organizations, and worksites that would be interested in running your story and helping you to get a health message out to your congregation and others in your community. Contact these organizations to see if they are interested in your information.





# *Tips for Talking with Reporters*

<b>Know your subject</b>	No matter how knowledgeable you are about the subject, never go to an interview unprepared. Even if a reporter calls and says he or she is on deadline and “just needs to confirm a fact” or “get a quote,” don’t be pressured into responding if you don’t have the correct information. Ask reporters for their deadline and get back to them after you check your facts, and BEFORE their deadline.
<b>Be honest</b>	If you don’t know the answer, say so. Offer to find out if you can and call back. If you feel someone else may be more knowledgeable, refer the reporter to that person. Reliable sources are valuable to reporters and you may get more calls in the future. Contact the person whose name you gave to the reporter to provide some advance notice of a potential call.
<b>Be prompt</b>	Always ask, “What is your deadline?” Offer to do some brief research and then do it. Don’t feel pressure to answer on the spot. Do respect the media’s tight deadlines.
<b>Know your audience</b>	Keep in mind who you are trying to reach and what they will want to know.
<b>Stick to key message</b>	Identify 2-3 key messages you want to get across. Stick to those messages. Make your points simple and brief. Keep your answers to the reporter’s questions short. Don’t wander off with long involved answers.
<b>Communicate in sound bites</b>	These are short, precise statements that get your message out clearly and quickly. Write out your 2-3 messages so you can say them in 8-10 seconds and then practice ahead of time so you will be ready.
<b>Offer background information</b>	Data, graphics, audiovisuals, props and the names of knowledgeable health and education professionals will make your story more attractive. Be prepared to reference your data or statistics.
<b>Return phone calls from reporters</b>	Call reporters back even if it’s just to say you can’t talk right now but will get back to them later. Don’t let a story appear that says you couldn’t be reached for comment.
<b>Avoid jargon</b>	Translate technical information into layman’s terms. Use short, catchy phrases to make it interesting.
<b>Be gracious</b>	If a reporter covers your program, write a thank-you note.

Adapted from the **USDA Changing the Scene** kit



# Tips for Television Appearances

- Women should avoid wearing busy, bright clothing. Solid colors are best. People respond well to blue or pastels. Don't wear a lot of jewelry—it can cause glare and make too much “noise.”

- Men should wear medium colors in gray, blue or brown, and gray or light blue shirts. Avoid neckties with narrow lines. Choose ties with large, soft patterns. Wear socks that match the color of your pants.

- Get to the interview early so you can check out the set and look in the mirror.

- Loosen up your face muscles and reduce nervousness by smiling in an exaggerated way several times.

- Sit up straight in the chair and lean slightly forward to show that you are alert and in control.

- Avoid nervous movements such as swiveling in your chair, moving your feet or gripping the arms of the chair.

- Maintain eye contact with the interviewer.

- Be aware of your body language.

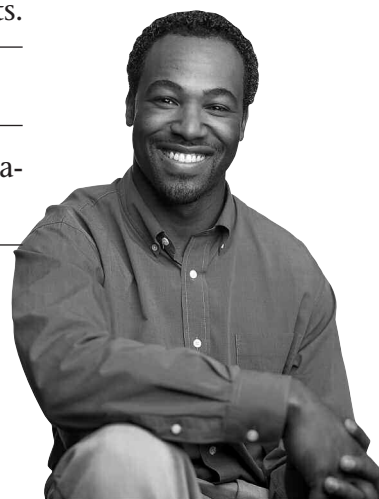
- Keep your answers brief and to the point.

- Take props to help you tell your story—large pictures, food, graphs or charts.

- Smile. Be enthusiastic. Be positive.

- Stick to your message. Learn to bridge from a question to provide information that gets your key points across.

*Being a spokesperson on your issue may be easier than you think! Here are a few tips to help you get ready for a television appearance:*



Adapted from the **USDA Changing the Scene** kit  
Developed by NC SNAC March 2003



## *Class/Program Evaluation*

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(Name of Program) \_\_\_\_\_

Presented by \_\_\_\_\_ Date \_\_\_\_\_

1. In my opinion, the class was: ☐ Excellent ☐ Good ☐ Fair ☐ Poor

2. The most valuable part was: \_\_\_\_\_

\_\_\_\_\_

3. The least valuable part was: \_\_\_\_\_

\_\_\_\_\_

4. How knowledgeable was/were the instructor(s) about the topic?

☐ Very knowledgeable

☐ Somewhat knowledgeable

☐ Not knowledgeable

☐ Not applicable

5. What suggestions or comments do you have? \_\_\_\_\_

\_\_\_\_\_

6. Would you like more classes or programs on wellness? ☐ Yes ☐ No

If YES, please suggest topics:

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

If NO, why not:

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

Your name (optional): \_\_\_\_\_ Date: \_\_\_\_\_

***Thank you for taking the time to complete this evaluation!***



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