

Body & Soul+

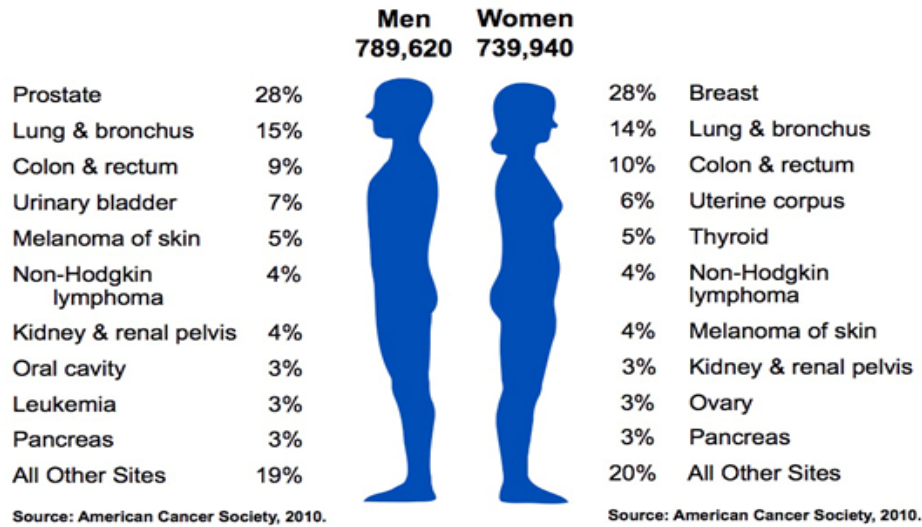
A Multi-Phase Health Initiative for Houses of Worship
Program Orientation!!!

Kiameesha R. Evans, MPH, MCHES
Program Director, Office of Community Outreach
The Cancer Institute of New Jersey

OBJECTIVES

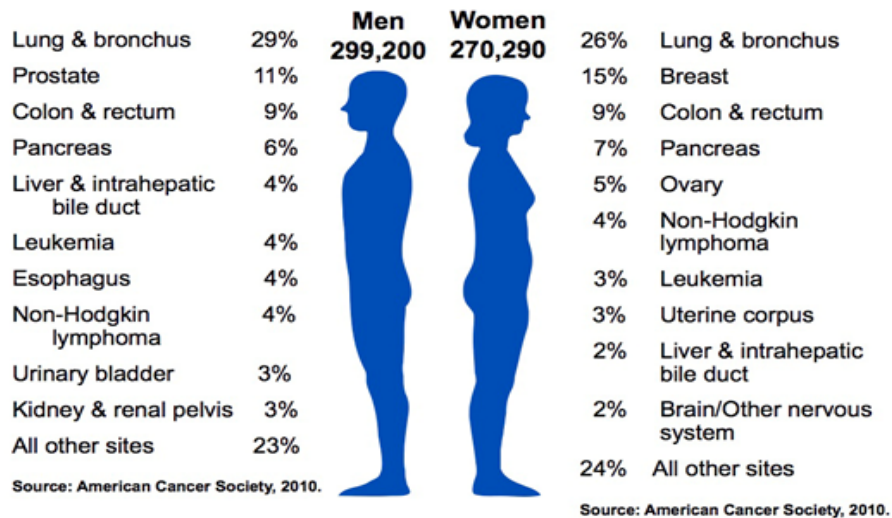
- Discuss cancer and links to overweight/obesity and physical inactivity
- Provide overview of Body & Soul+
- Review program expectations and timeline
- Outline next steps
- Provide CINJ staff contact information

2010 Estimated US Cancer Cases*



*Excludes basal and squamous cell skin cancers and in situ carcinomas except urinary bladder.

2010 Estimated US Cancer Deaths*



CANCER

NUTRITION/PHYSICAL ACTIVITY

- 1/3 of cancer deaths in the US are due to poor nutrition and physical inactivity— including excess weight
- More systematic efforts to expand use of established screening tests, reduce tobacco use and obesity, and improve diet and physical activity could prevent much of the suffering and death from cancer.

ACS Cancer Facts and Figures 2010

CANCER

OVERWEIGHT/OBESITY

- Overweight and obesity associated with increased risk of developing the following cancers
 - Breast in post menopausal women
 - Colon
 - Endometrium
 - Kidney
 - Esophagial adenocarcinoma

ACS Cancer Facts and Figures 2010

CANCER OVERWEIGHT/OBESITY

- Overweight and obesity is likely associated with increased risk of developing the following cancers
 - Pancreas
 - Gallbladder
 - Thyroid
 - Ovary
 - Cervix
 - Myeloma and Hodgkin Lymphoma
 - Aggressive forms of Prostate Cancer

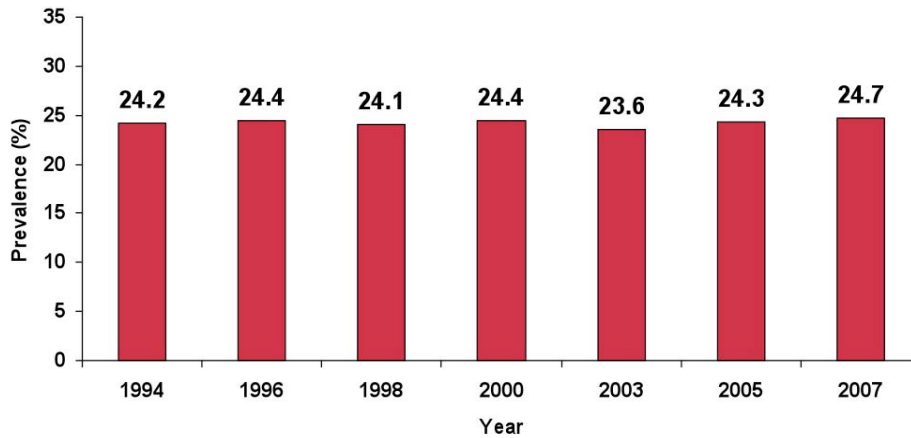
ACS Cancer Facts and Figures 2010

CANCER OVERWEIGHT/OBESITY

- Overweight and obesity likely increases risk for cancer recurrence
- Decreases likelihood of survival for many cancers
 - Pancreas
 - Gallbladder
 - Thyroid
 - Ovary
 - Cervix
 - Myeloma and Hodgkin Lymphoma
 - Aggressive forms of Prostate Cancer

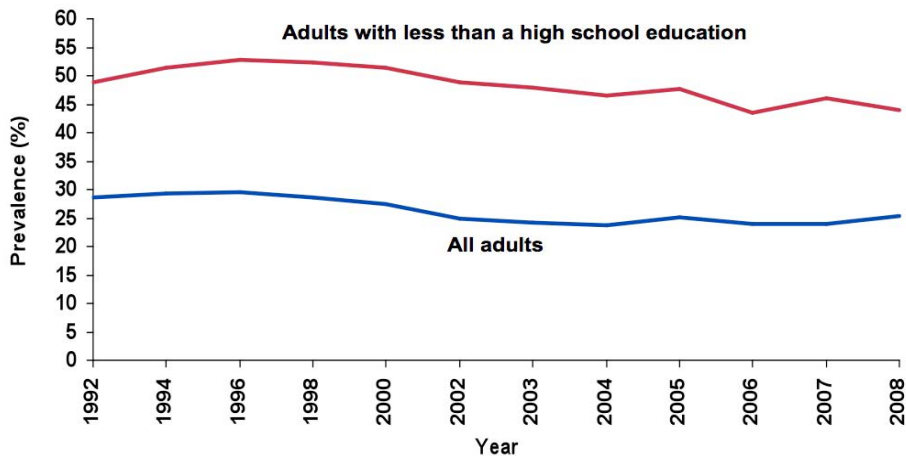
ACS Cancer Facts and Figures 2010

Trends in Consumption of Five or More Recommended Vegetable and Fruit Servings for Cancer Prevention, Adults 18 and Older, US, 1994-2007



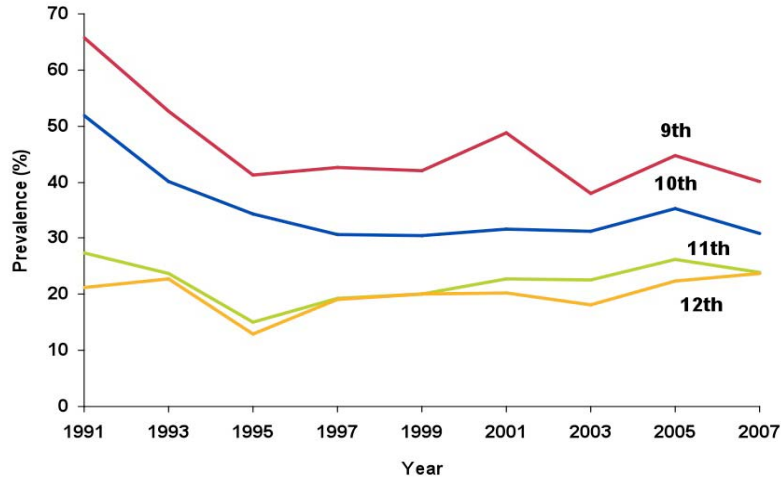
Note: Data from participating states and the District of Columbia were aggregated to represent the United States.
 Source: Behavioral Risk Factor Surveillance System CD-ROM (1984-1995, 1996, 1998) and Public Use Data Tape (2000, 2003, 2005, 2007), National Center for Chronic Disease Prevention and Health Promotion, Centers for Disease Control and Prevention, 1997, 1999, 2000, 2001, 2004, 2006, 2008.

Trends in Prevalence (%) of No Leisure-Time Physical Activity, by Educational Attainment, Adults 18 and Older, US, 1992-2008



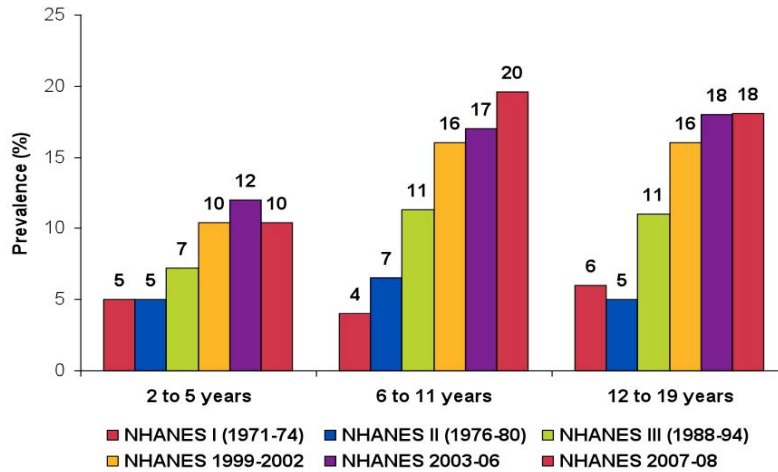
Note: Data from participating states and the District of Columbia were aggregated to represent the United States. Educational attainment is for adults 25 and older.
 Source: Behavioral Risk Factor Surveillance System CD-ROM (1984-1995, 1996, 1998) and Public Use Data Tape (2000 to 2008), National Center for Chronic Disease Prevention and Health Promotion, Centers for Disease Control and Prevention, 1997-2009.

Trends in Prevalence (%) of High School Students Attending PE Class Daily, by Grade, US, 1991-2007



Source: Source: Youth Risk Behavior Surveillance System, 1991, 1995, 1997, 1999, 2001, 2003, 2005, 2007 National Center for Chronic Disease Prevention and Health Promotion, Centers for Disease Control and Prevention, 2008.

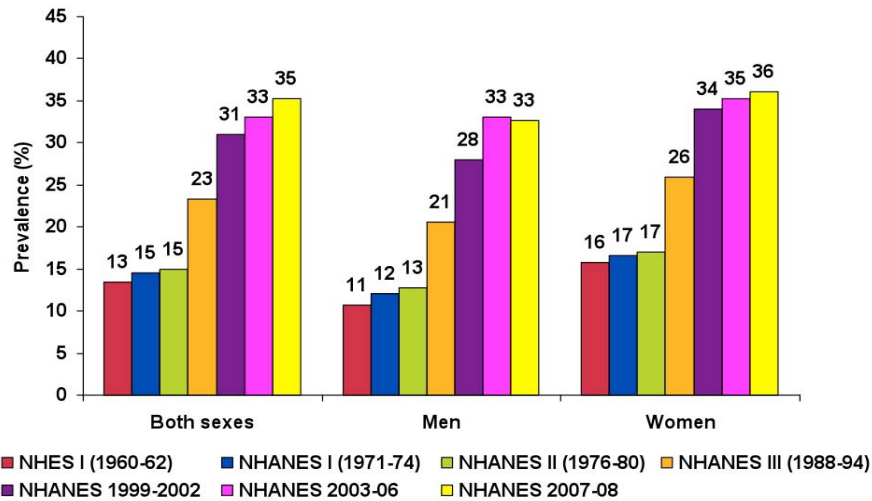
Trends in Obesity* Prevalence (%), Children and Adolescents, by Age Group, US, 1971-2008



*Body mass index (BMI) at or above the sex-and age-specific 95th percentile BMI cutoff points from the 2000 sex-specific BMI-for-age CDC Growth Charts. Note: Previous editions of Cancer Statistics used the term "overweight" to describe youth in this BMI category.

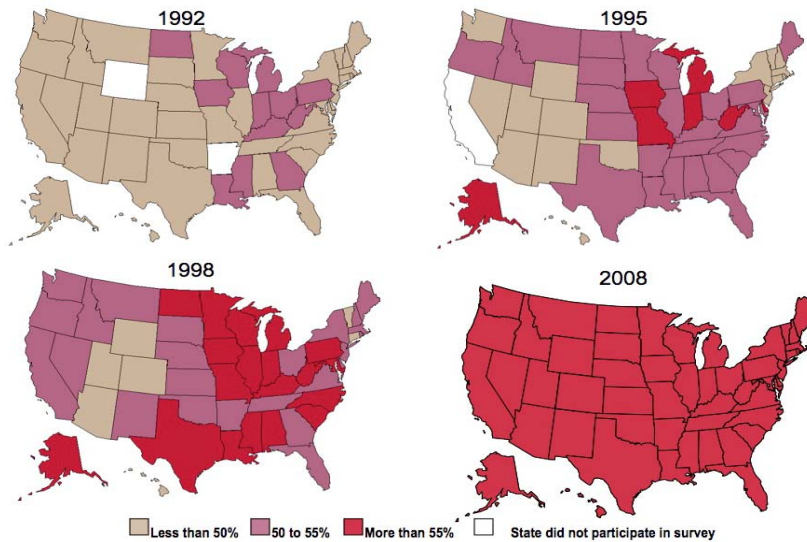
Source: National Health and Nutrition Examination Survey, 1971-1974, 1976-1980, 1988-1994, 1999-2002, National Center for Health Statistics, Centers for Disease Control and Prevention, 2002, 2004, 2003-06: Ogden CL, et al. High Body Mass Index for Age among US Children and Adolescents, 2003-2006. JAMA 2008; 299 (20): 2401-05. 2007-08: Ogden CL, et al. Prevalence of High Body Mass Index in US Children and Adolescents, 2007-2008. JAMA 2010; 303 (3): 242-249.

Trends in Obesity* Prevalence (%), By Gender, Adults Aged 20 to 74, US, 1960-2008†



*Obesity is defined as a body mass index of 30 kg/m² or greater. † Age adjusted to the 2000 US standard population. Source: 1976-2006: National Health and Nutrition Examination Survey, Hispanic Health and Nutrition Examination Survey (1982-84). Centers for Disease Control and Prevention, National Center for Health Statistics, Health, United States, 2008, With Special Feature on the Health of Young Adults. Hyattsville, Maryland: 2009. 2007-2008: National Health and Nutrition Examination Survey Public Use Data File, 2007-2008 National Center for Health Statistics, Centers for Disease Control and Prevention, 2009.

Trends in Overweight* Prevalence (%), Adults 18 and Older, US, 1992-2008

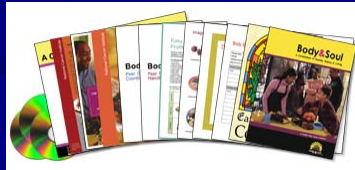


*Body mass index of 25.0 kg/m² or greater. Source: Behavioral Risk Factor Surveillance System, CD-ROM (1984-1995, 1998) and Public Use Data Tape (2004-2008), National Center for Chronic Disease Prevention and Health Promotion, Centers for Disease Control and Prevention, 1997, 2000, 2005, 2007, 2008, 2009.

NCI BODY & SOUL

PROGRAM OVERVIEW

- Body and Soul, an RTIP, combines effective components from the Black Churches United for Better Health and Eat for Life programs.
- Activities include hosting guest speakers and cooking demonstrations and taste tests, and providing self-help materials such as a cookbook, video, and educational pamphlets.



NCI BODY & SOUL

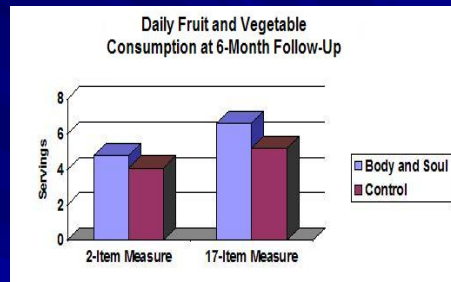
PROGRAM OVERVIEW

B&S uses four pillars to change the habits of the congregation and the church itself:

- Pillar #1 – Pastoral leadership
- Pillar #2 – Educational activities
- Pillar #3 – A church environment that supports healthy eating
- Pillar #4 – Peer counseling

NCI BODY & SOUL STUDY EFFECTS

- Participants decreased their percentage of calories from fat;
- More motivated to eat fruits and vegetables;
- Had greater self-efficacy and social supports to eat fruits and vegetables compared to control participants.



Resnicow et al, *Amer J Prev Med*, 2004

BODY AND SOUL+

BODY & SOUL⁺

GREATER NEW BRUNSWICK

- A multi-phase, multi-year program to increase nutrition education and **physical activity** in houses of worship
 - Phase I: Nutrition Education
 - Phase II: Physical Activity
 - Phase III: Healthy Produce Distribution
- Train the trainer model
- Multi-ethnic and non denominational approach

BODY & SOUL⁺

SELECTED HOUSES OF WORSHIP

Ebenezer Baptist Church
Eternal Life Christian Center
First Baptist Church of Lincoln Gardens
Livingston Avenue Church
Middlebush Reformed Church
Mt. Zion AME Church
New Brunswick English SDA Church
New Brunswick Islamic Center
North Stelton AME Church
Presbyterian Church – New Brunswick
Sacred Heart Church
St. Albans Episcopal Church
Second Reformed Church
Sharon Baptist Church
Suydam Street Reformed Church
Tabernacle Baptist Church
Unity Fellowship Church New Brunswick
Wesley United Methodist Church

- Demographics
 - 78% <500 members
 - Very diverse populations
- Infrastructure
 - 50%, health ministries
 - 17%, soup kitchens
 - One farmers market
 - 50%, food pantries
 - 61%, physical activity programs
 - 22%, food policies
 - 72% health activities
- Online presence
 - 83%, websites
 - 50%, Facebook
 - 11%, Twitter and/or Google+

BODY & SOUL+ CONGREGATION ASSESSMENT

- NOTE: 2-sided card!
- Completely fill in the "bubbles"
- Participants can use and keep pen
- Do not fold
 - Return envelopes are provided (or call to arrange pickup)
- Giveaways to those who are able to submit completed forms fastest
- All organizational activities are appropriate to obtain cards
 - Deacon/leadership board, women's/men's ministry, choir, etc.
- Required phase

The Cancer Institute of New Jersey NCI
 BODY & SOUL+ SURVEY FRONT
 ID#: _____

Gender: Male Female

Age: 18 or less 19 to 24 25 to 39 40 to 64 65+

Race: Black Hispanic Asian White Other: _____

In a typical week, how many days do you do any physical activity or exercise of at least moderate intensity, such as brisk walking, bicycling/swimming at a regular pace, and heavy gardening?
 0 1 2 3 4 5 6 7 Don't know

On the days that you do any physical activity or exercise of at least moderate activity, how long are you typically doing these activities?
 Less than 30 minutes 1.5 hours to less than 2 hours None
 30 minutes to 1 hour 2 hours to less than 2.5 hours Don't know
 1 hour to less than 1.5 hours more than 2.5 hours

During the last month, did you participate in any physical activities or exercises such as running, yoga, golf, gardening, or walking for exercise?
 Yes No Don't know

PLEASE TURN OVER FOR MORE QUESTIONS

BODY & SOUL+ SURVEY BACK

How many servings of fruits do you usually eat or drink each day?
 1 2 3 4 5 6 7 8 9 10 Don't know

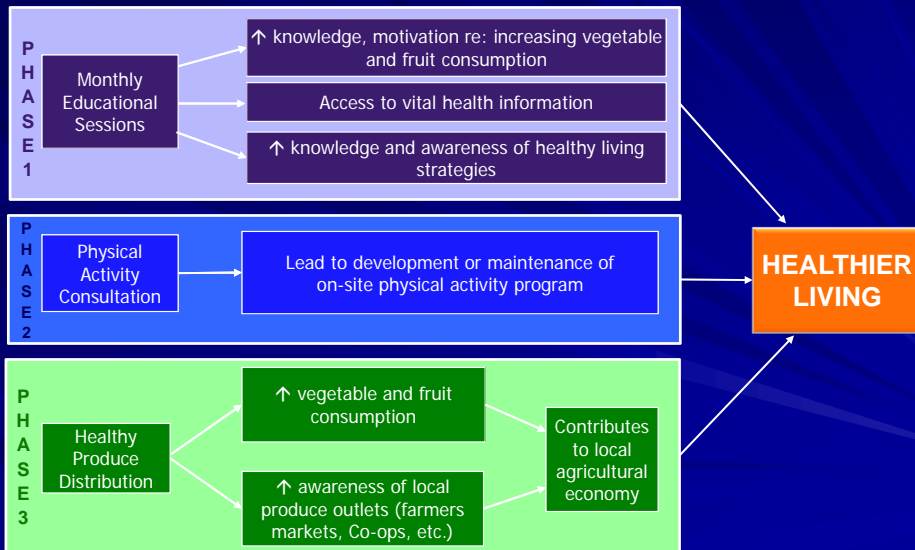
How many servings of vegetables do you usually eat or drink each day?
 1 2 3 4 5 6 7 8 9 10 Don't know

About how many cups of fruit (including 100% pure fruit juice) do you eat or drink each day?
 None 1/2 cup to 1 cup 2 to 3 cups 4+ cups
 1/2 cup or less 1 to 2 cups 3 to 4 cups Don't know

About how many cups of vegetables (including 100% pure vegetable juice) do you eat or drink each day?
 None 1/2 cup to 1 cup 2 to 3 cups 4+ cups
 1/2 cup or less 1 to 2 cups 3 to 4 cups Don't know

THANK YOU. PLEASE RETURN THIS CARD TO YOUR HEALTH AMBASSADOR

BODY & SOUL+ OVERVIEW OF THE PHASES



BODY & SOUL⁺

PHASE I

- Ambassador(s) must attend at least 4 of 6 monthly sessions
 - Sign in sheet at each session
 - If not signed in by 6:20p, absence automatically documented
- Ambassadors will participate an interactive, exercise activity at each session
- Support materials provided at each session
- Dress code: CASUAL!!!!
- **Required phase**

<u>2012 Dates</u>	<u>Time/Location:</u>
April 19	6:00 pm – 8:30 pm
May 17	Douglass Campus
June 21	Center
July 26	100 George Street
August 16	New Brunswick, NJ
September 20	

Education Modules

- Nutrition Basics
 - The Skinny on Veggies and Fruits
 - The Role of Nutrition in Chronic Disease
- The Importance of Physical Activity
- Helping Out Bones and Skin: Calcium and Water
- Eating Out and About

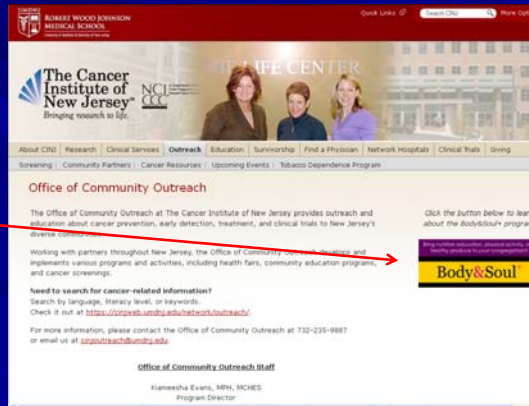
Session Schedule

- Lessons Learned (10 min)
- Educational Component (45-60 min)
- Exercise Activity (15-20 min)
- Evaluation (5 min)

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PHASE I (cont'd)

- Sessions will be videotaped and available for access post-program
 - Housed on CINJ's YouTube page, accessible from CINJ Outreach site
 - DVD to all Ambassadors at the end for your organizational library
- Ambassadors have 30 days following session to implement a local activity and report to CINJ
 - Paper, online



BODY & SOUL⁺

PHASE II – PHYSICAL ACTIVITY CONSULTATION

- Ambassadors will receive a maximum of six (6) hours consultation
 - Review of physical location and available space, congregation demographics, past activities (if any)
- Ambassadors have 30-60 days following consultation to develop and report plan to CINJ
- Support provided by Montclair State University, Department of Exercise Science and Physical Education
- Implementation date: Fall 2012
- Optional phase

BODY & SOUL⁺

PHASE III – HEALTHY PRODUCE DISTRIBUTION

- FBOs will be able to schedule deliveries bi-weekly or monthly for a specified period
- Service to be provided by a local vendor
- Implementation date: Early 2013
- Optional phase

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MINI-GRANT OPPORTUNITIES (optional)

COOKING DEMONSTRATIONS

- An RD will be provided to eligible organizations to provide an on-site cooking demonstration
- Preference will be given to:
 - multiple organizations that collaborate to provide one event and submit one joint application;
 - organizations that are able to clearly define how they will maximize attendance at an event, if awarded;
 - organizations that include a clear and well-defined plan to provide education and document activities

COMMUNITY PROGRAMS

- Mini-grants will be provided to multiple houses of worship that partner and develop joint program(s)
- Preference will be given to:
 - organizations that are able to clearly define how they will maximize attendance at an event, if awarded;
 - organizations that include a clear and well-defined plan to provide education and document activities

Implementation Date: Spring/Summer 2013

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MAXIMIZING PARTICIPATION

What Do You do?

- Collect baseline data
- Attend monthly sessions, provide educational programs and submit monthly reports
- Engage org'l leadership
- Implement healthy living policies within the organization
- Develop peer support program
- Assess and develop physical activity program; submit program plan (optional)
- Distribute produce to congregation; submit program reports (optional)

What Do You Get?

- Track record of program development and implementation
- Technical assistance from CINJ
- Connect with local faith-based organizations in the local area
- Opportunity to expand service via mini-grant opportunities
- Stipend(s) for participation
- Educational supplies and promotional materials
- Develop a healthy environment for your congregation and community you serve