

Body & Soul

A Celebration of Healthy Eating & Living



What is Body & Soul?



- Body & Soul is a health program for African American churches
- It empowers church members to eat a healthy diet rich in fruits and vegetables every day for better health
- It works by combining:
 - Pastoral leadership
 - Educational activities
 - A church environment that supports healthy eating
 - Peer counseling

The Blessings Of Body & Soul

- Body & Soul churches embrace and celebrate good health through healthy eating
- Body & Soul congregations:
 - Eat more fruits and vegetables
 - Learn how health and spirituality are connected
 - Embrace other healthy habits



Why Body & Soul?

Top Five Leading Causes of Death for African-Americans

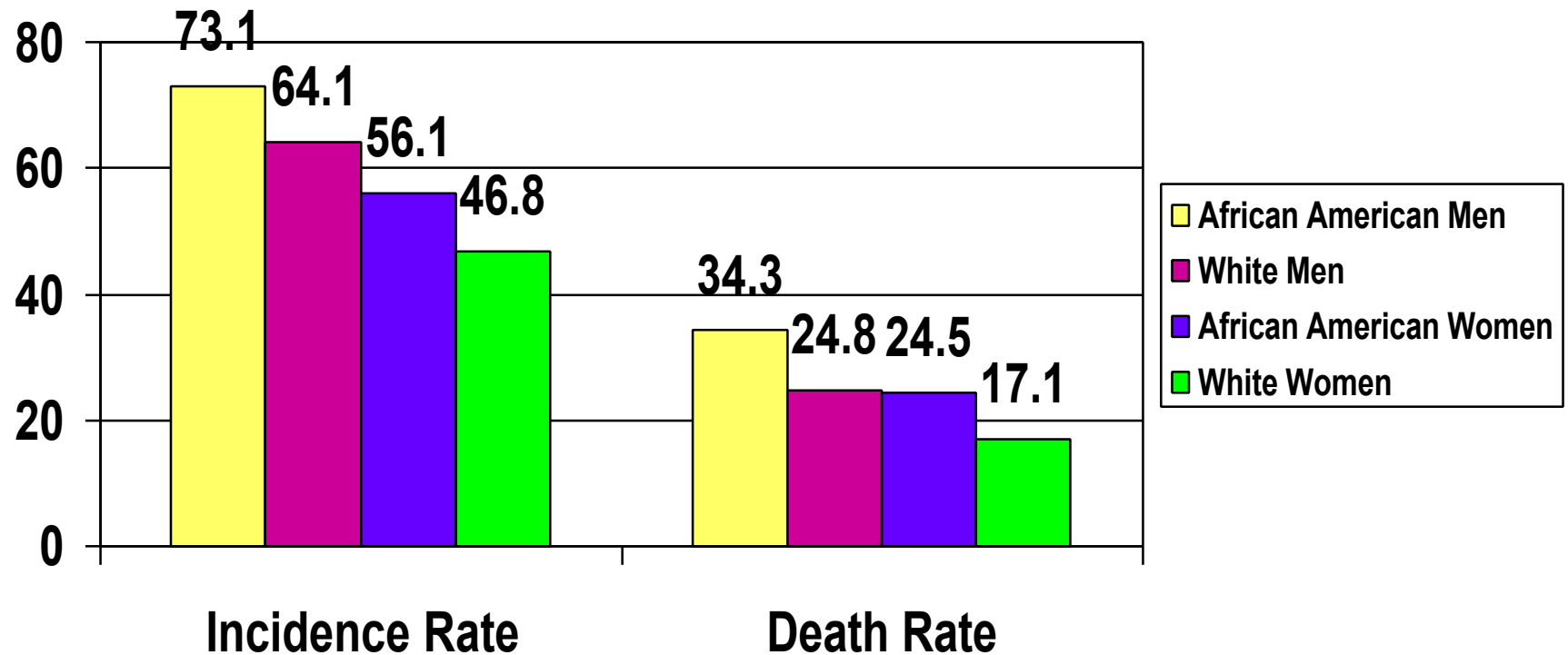
- Heart disease
- Cancer
- Stroke
- Diabetes
- Unintentional injuries

Source: USDHHS, Health, United States, 2004, p. 154.

Why Body & Soul?

- African Americans suffer disproportionately from many major health problems and suffer more serious consequences from diseases.
- African Americans also:
 - die earlier from diseases
 - often report being in fair to poor health
 - have a lower life expectancy than other groups

Colorectal Cancer Gaps in Incidence and Death Rates*

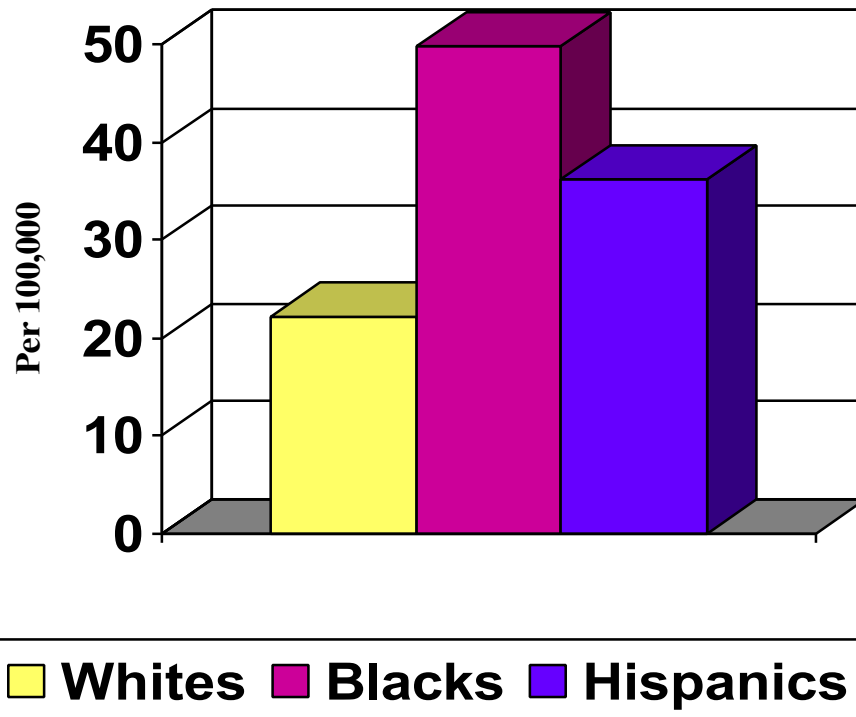


* Per 100,000, age-adjusted to the 2000 US standard population

Source: National Center for Health Statistics, Centers for Disease Control and Prevention

Type 2 Diabetes

Deaths Due to Diabetes, 2001



- Diabetes is one of the most serious health challenges facing African-Americans.
- African-Americans have a 27 percent higher mortality rate than Whites.

Complications from Diabetes

African Americans with diabetes are more likely to suffer from four serious complications:

- Heart disease
- Diabetes-related blindness
- Lower limb amputations
- Kidney disease



Heart Disease and Stroke

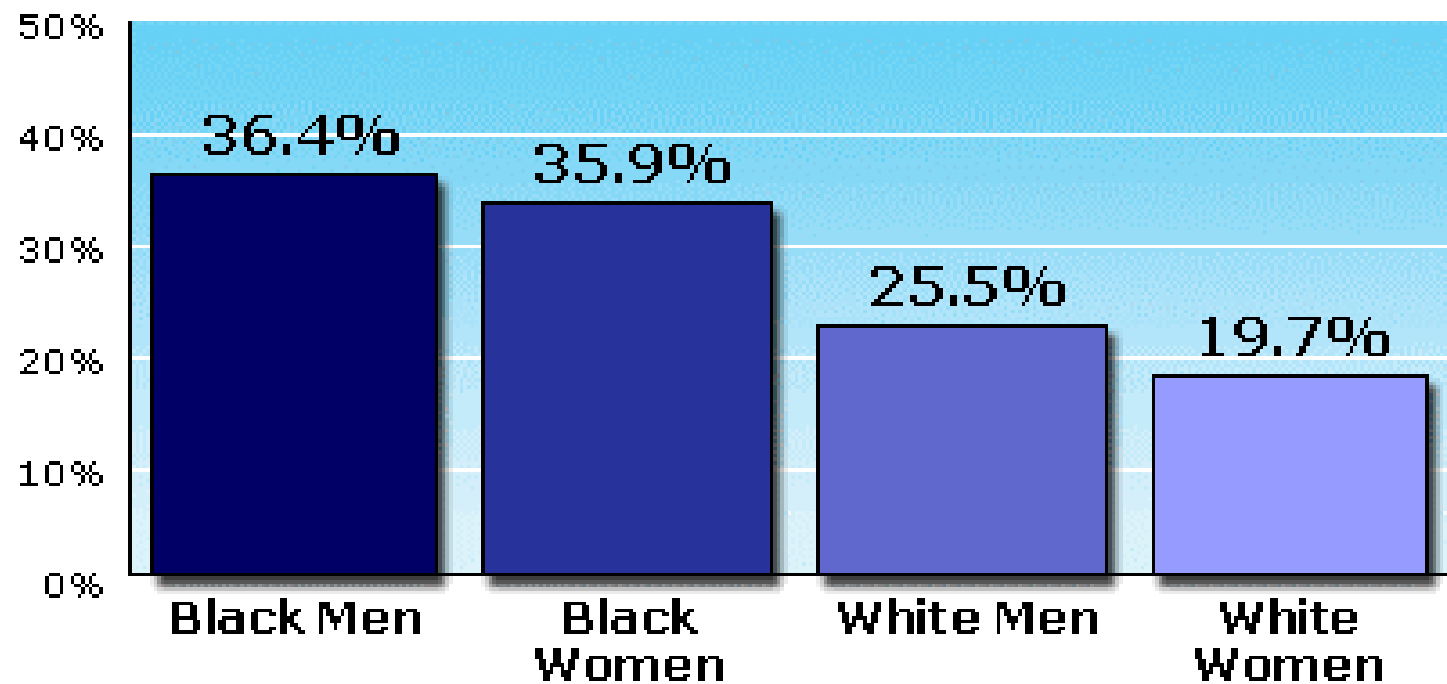
- Death rates are higher for African-Americans.
- Risk factors include:
 - High Blood Pressure
 - High cholesterol
 - Diabetes
 - Smoking
 - Physical inactivity
 - Obesity



High Blood Pressure in Blacks and Whites

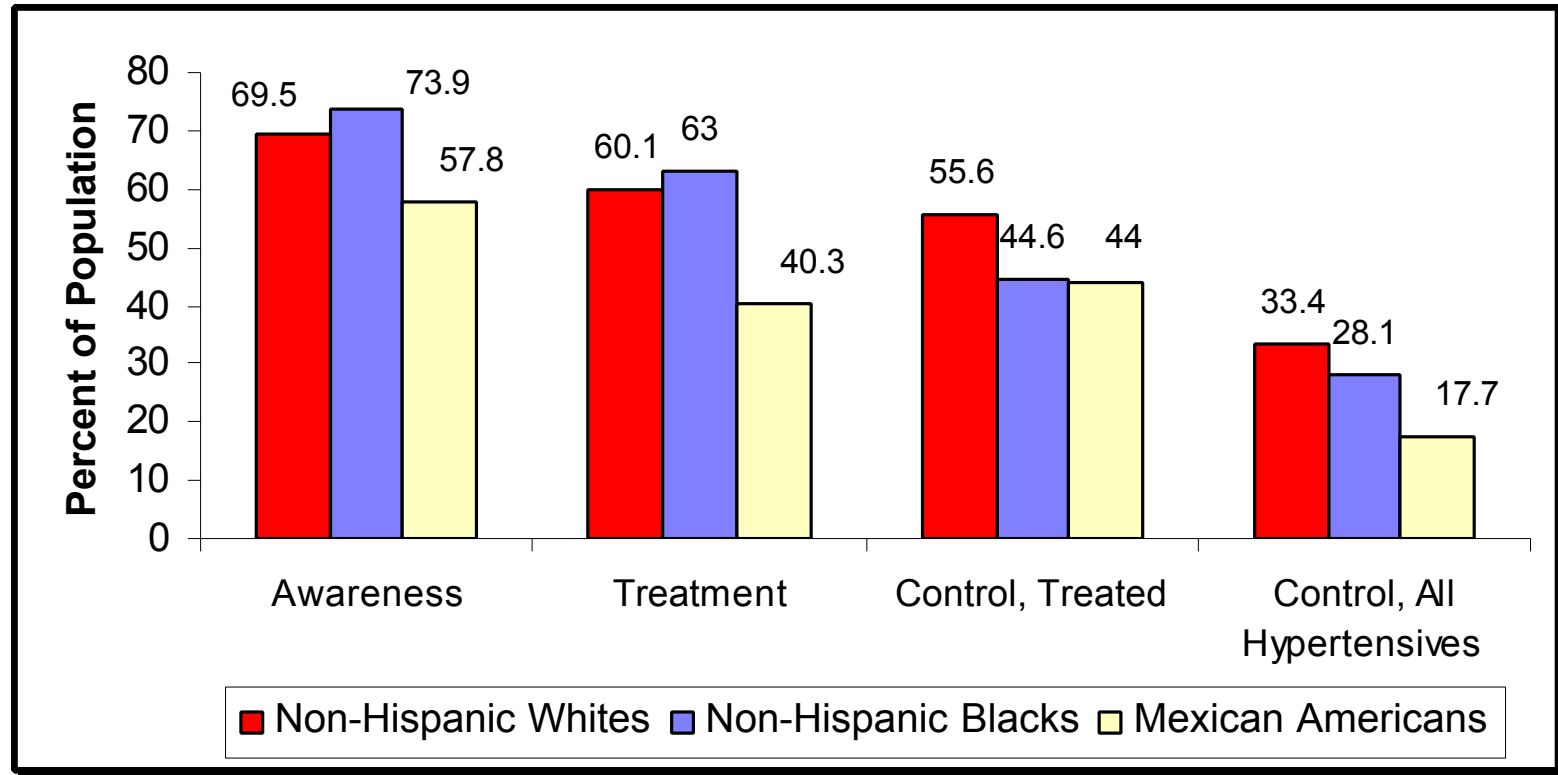
PREVALENCE OF HYPERTENSION IN AFRICAN AMERICANS AND WHITES

Source: Centers for Disease Control and Prevention, 1988-1994



Extent of Awareness, Treatment and Control of High Blood Pressure by Race/Ethnicity

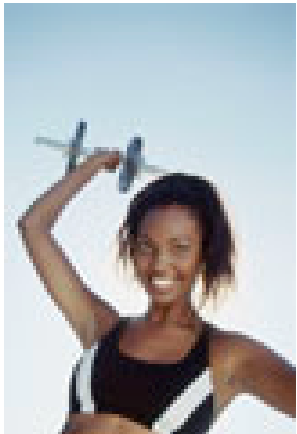
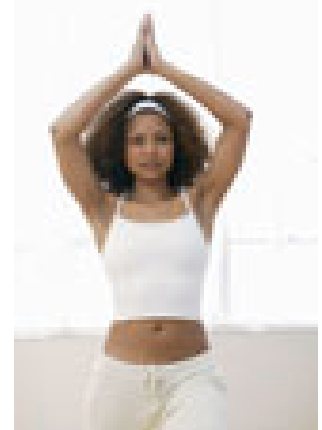
NHANES: 1999-2000



Source: JAMA, 2003;290:199-206.

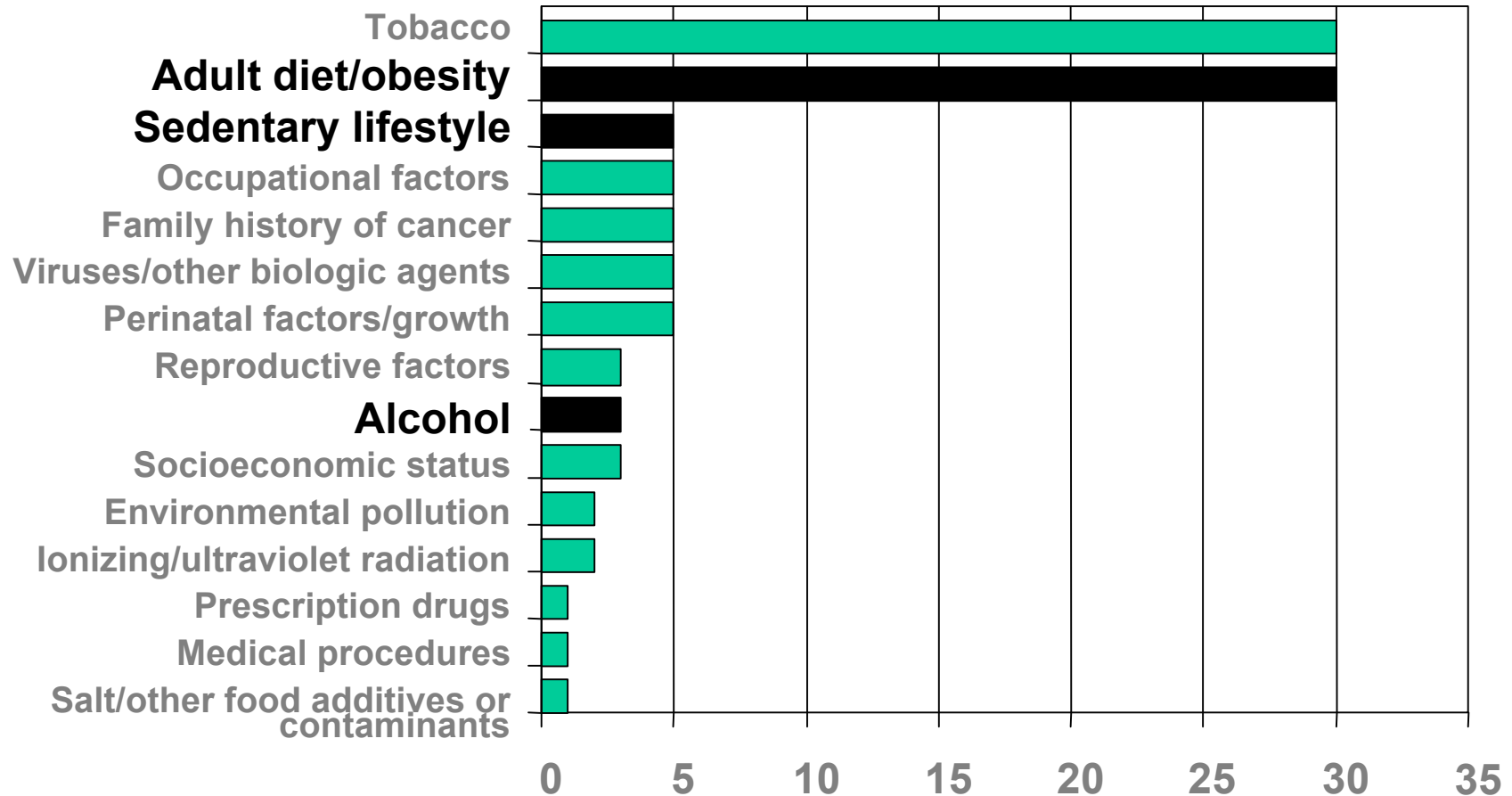
What is Lifestyle?

The choices we make
These choices can impact
our health

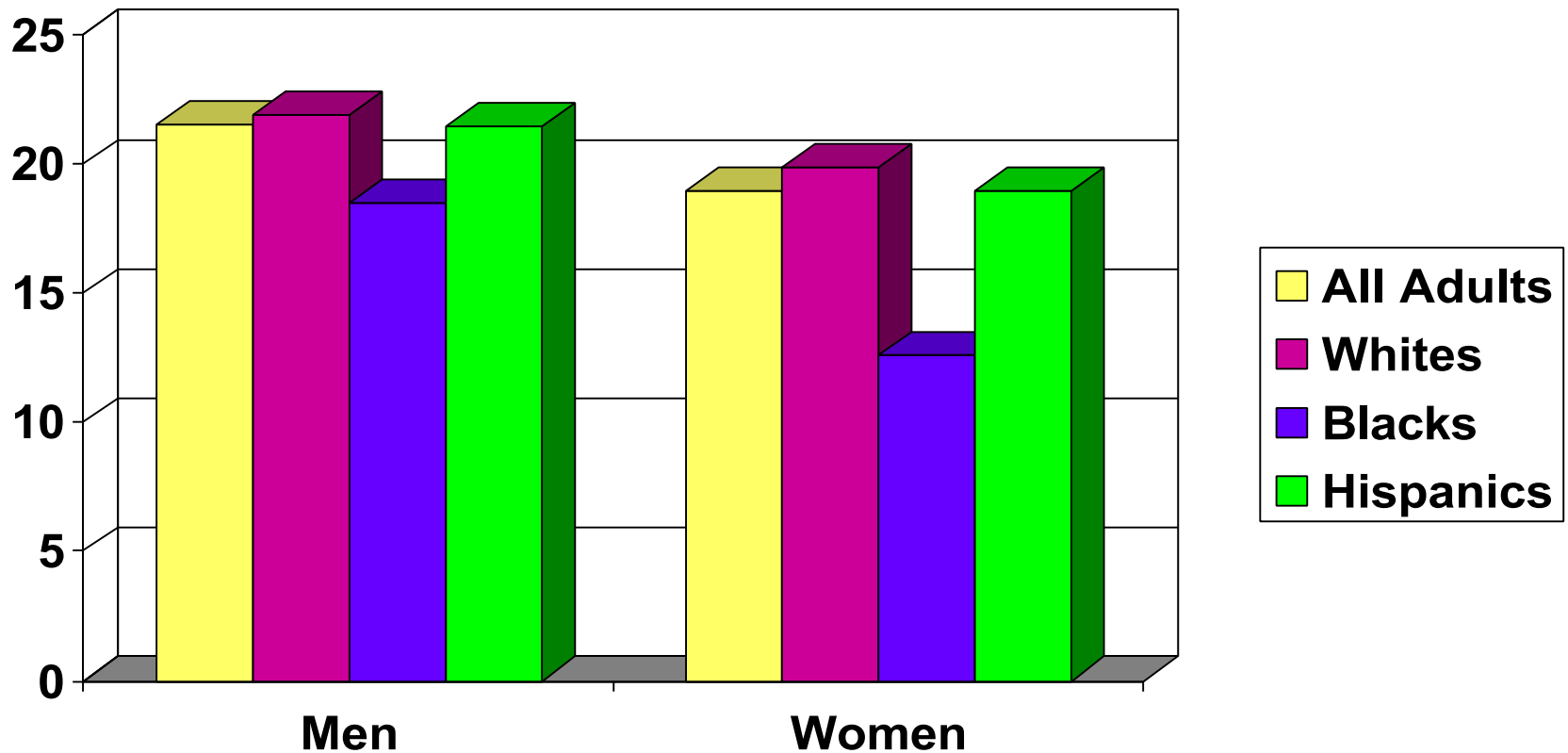


Underlying Causes of Cancer

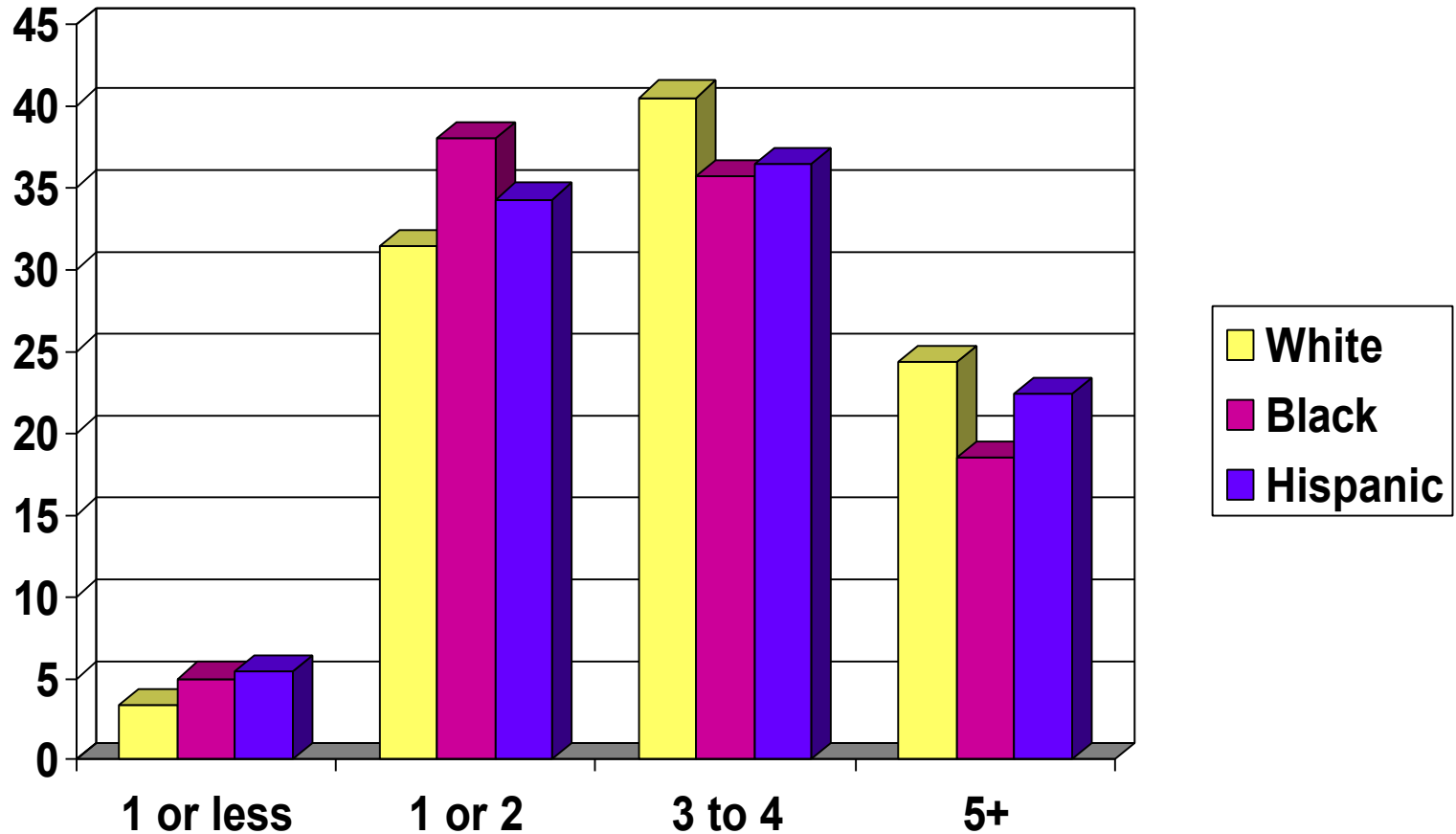
Estimate percentage of total cancer deaths attributable to established causes of cancer



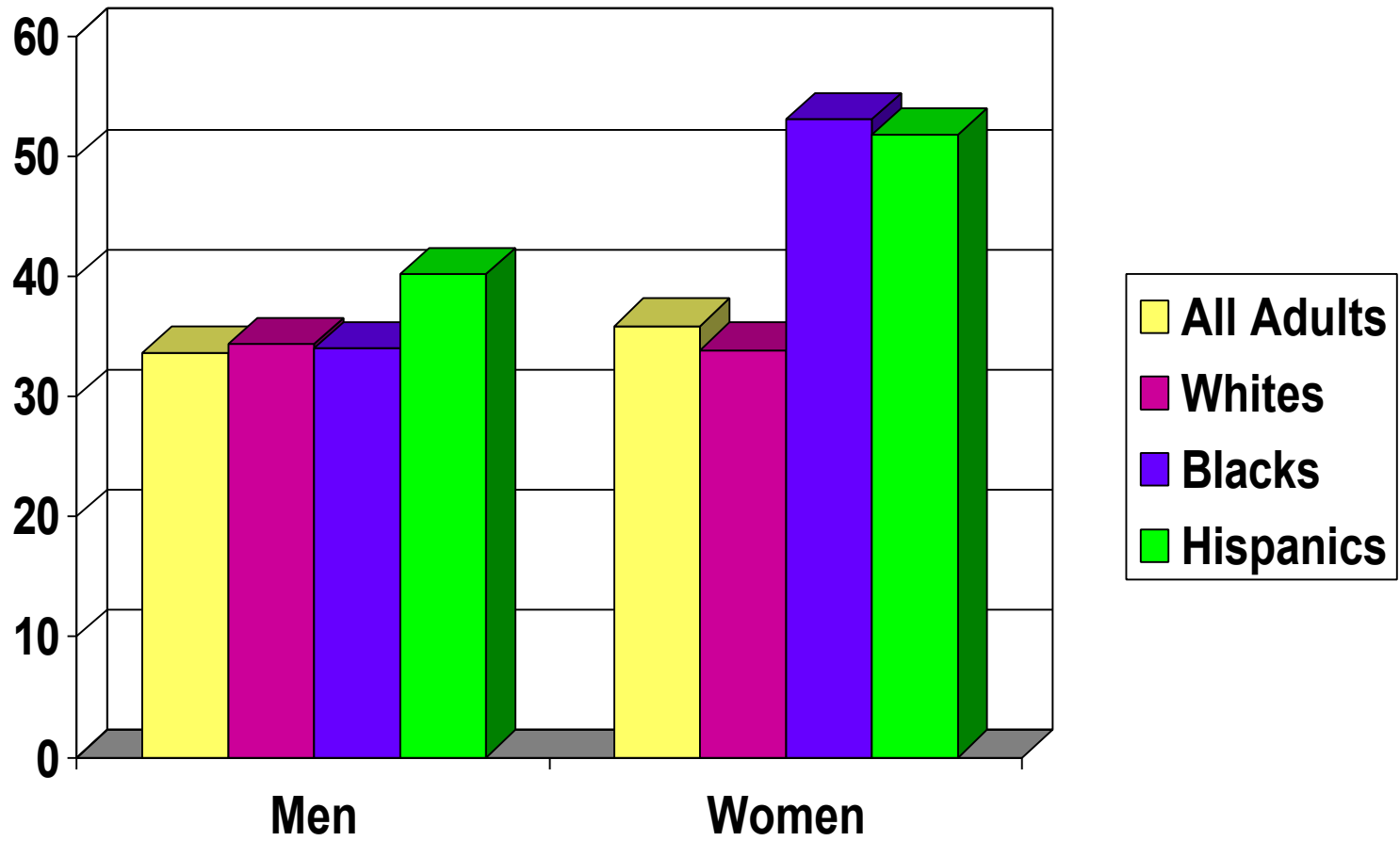
Percent of People Meeting the Physical Activity Guidelines



Average Frequency of Fruit and Vegetable Consumption Per Day by Race



Percent of Adults who are Overweight by Race/Ethnicity



Impact of Health Disparities

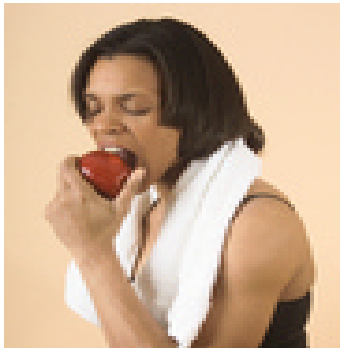
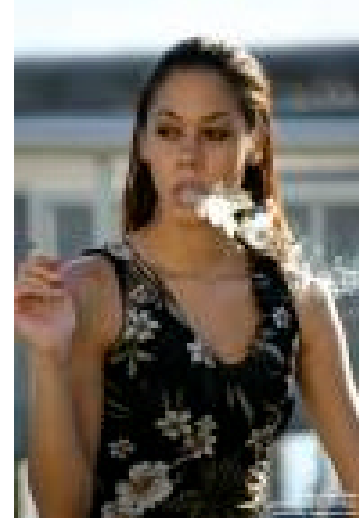
Health disparities lead to earlier death, decreased quality of life, and fewer economic opportunities for African-Americans.

How have these disparities affected your congregation?



Why Focus on Dietary Behaviors?

About 27% of African Americans smoke.



However, 100% of African Americans eat!

The Benefits of Fruits and Vegetables

- The different colors of fruits and vegetables-green, red, yellow/orange, blue/purple, and white- contain a range of phytonutrients that work with vitamins and minerals to help protect our health.



The Benefits of Fruits and Vegetables



- Vitamin A, vitamin C, fiber, and hundreds of phytonutrients—natural substances found in plants—may play a role in helping to reduce the risk for disease.

History of Body & Soul

- Body & Soul is based on NCI funded research conducted in North Carolina (Black Churches United for Better Health) and at Emory University (Eat for Life Trial).
- The American Cancer Society and NCI worked with the researchers from UNC and Emory to translate this research into a program that could be delivered on a wide scale.

Body & Soul Evaluation

- Body & Soul was evaluated in 15 churches from across the country
- Churches ran the programs themselves with technical assistance from American Cancer Society field staff and volunteers.

Body & Soul Evaluation

- Intervention churches showed:
 - a significant increase in fruit and vegetable consumption
 - a significant decrease in fat consumption
 - significant increases in internal motivation and self-efficacy
- Research demonstrated that churches could implement the program on their own and yet achieve a significant change in behavior

Measures of Success

- Increased consumption of fruit and vegetables among participants
- Changes in church policies and practices related to foods served
- Increased awareness, knowledge, and self-efficacy of healthy eating among participants
- Collaborative relationships

Why Body & Soul Works

- Church “buy in” leads to a supportive environment
- Multiple components reinforce messages
- Motivational interviewing
- Attractive materials
- Activities that are fun
- It is about good food and good health!

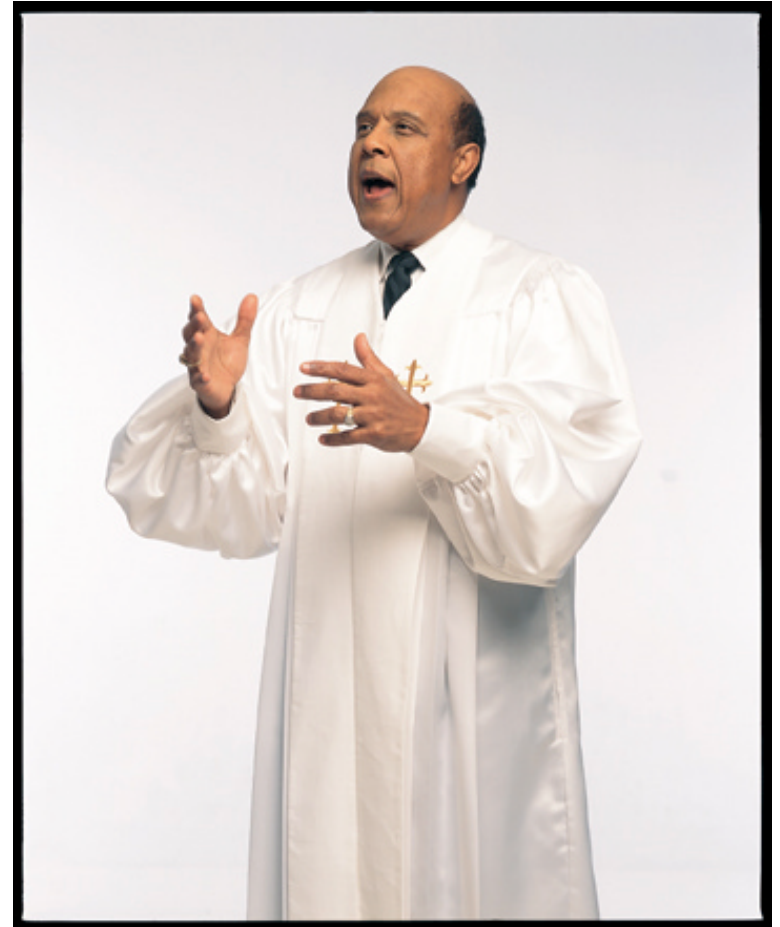
The Four Pillars Of Body & Soul

- A pastor who is committed and involved.
- Church activities that promote healthy eating.
- A church environment that promotes healthy eating.
- Peer counseling that motivates church members to eat a healthy diet.

**All four pillars must be in place to build an effective
Body & Soul program.**

Pillar 1: A Pastor Who Is Committed and Involved

The pastor is the spiritual and organizational leader of the church



Pillar 1: A Pastor Who Is Committed and Involved

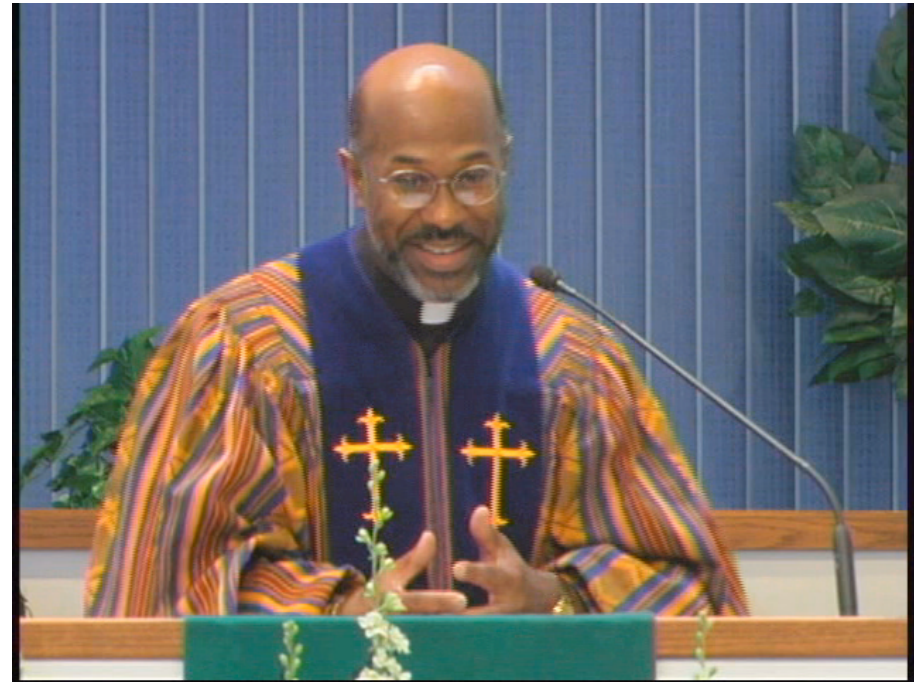


Pastoral support:

- Shows that the program is keeping with the mission of the church
- Helps church members see the link between physical health and spiritual well being.

Pillar 1: A Pastor Who Is Committed and Involved

- **Pastors also can:**
 - Serve as role models of healthy behaviors for the congregation
 - Deliver messages about healthy eating and living in their preaching and teaching
 - Request changes in how food is served at church events
 - Encourage the congregation and the planning team in their Body & Soul efforts.



Pillar 2: Church Activities That Promote Healthy Eating

Activities that encourage church members to eat more fruits and vegetables are the heart of Body & Soul.



Pillar 2: Church Activities That Promote Healthy Eating

Church-wide activities:

- Teach church members about health
- Give them the opportunity to try new types of fruits and vegetables
- Learn skills they can use to change their eating habits



Pillar 2: Church Activities That Promote Healthy Eating



Body & Soul Activities Can Include:

- Workshops
- Cooking demonstrations
- Taste tests
- Others???

Pillar 2: Church Activities That Promote Healthy Eating

Body & Soul:

- Begins with a kick-off event to set the tone for the program
- Includes ongoing activities to inform and inspire the congregation
- Celebrates the congregation's attempts to improve its health



Pillar 3: A Church Environment That Promotes Healthy Eating

**With Body & Soul,
the church:**

- Sets a good example
- Models healthy eating practices
- Serves more fruits and vegetables



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Pillar 3: A Church Environment That Promotes Healthy Eating



**Serving healthier foods
at church
demonstrates:**

- The church “practices what it preaches”
- The church’s commitment to congregational health
- That healthy eating is a part of church life

Pillar 4: Peer Counseling That Motivates Members To Eat A Healthy Diet

With Peer Counseling :

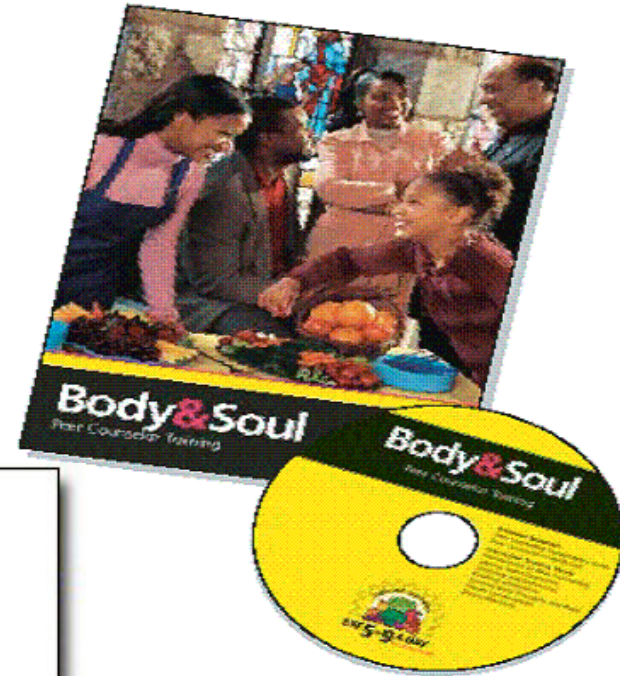
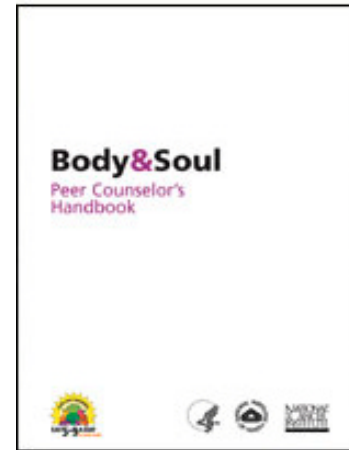
- Members talk with other members about healthy eating
- The counselors act as coaches



Pillar 4: Peer Counseling That Motivates Members To Eat A Healthy Diet

Peer Counselor Training DVD Contains:

- A Coordinator Handbook
- A Peer Counselor Workbook
- An Instructional Video



Pillar 4: Peer Counseling That Motivates Members To Eat A Healthy Diet

In peer counseling, church members:



- Sign up to talk to a trained volunteer counselor from the church
- Learn about how healthy eating relates to life goals and personal values
- Develop a personal action plan

Pillar 4: Peer Counseling That Motivates Members To Eat A Healthy Diet

Peer Counselors:

- Are church volunteers
- Have experience or a background in a helping profession
- Are trained in a technique called motivational interviewing



Pillar 4: Peer Counseling That Motivates Members To Eat A Healthy Diet



Peer Counselors:

- Use open, supportive, and non-judgmental communication
- Do not give advice
- Help members overcome their own barriers and find their own motivation to change

Pillar 4: Peer Counseling That Motivates Members To Eat A Healthy Diet

The peer counseling component:

- Offers one-on-one assistance to members
- Helps them fit healthy eating into their lives
- Adds a “personal touch” to the program



Customizing Body & Soul

- Implemented by churches – not outside organizations
 - Ensures the program is tailored to the needs of the congregation
- Church is responsible for content of program
 - Church Coordinator
 - Church Planning Team

Role of the Church Coordinator

- Oversee all aspects of program planning and implementation
- Meet with the Community Partner to learn about the program components.
- Orient the Planning Team
- Ensure all four pillars are implemented.



Role of the Church Coordinator

- Serves as major link between the church and the Community partner.
- Provides information, materials, resources, and experience.
- Ensure timely and successful completion of tasks.
- Ensure the Peer Counselor coordinator has support to recruit and train Counselors.

Role of the Planning Team

Works closely with the Coordinator to:

- Plan, coordinate, implement, and promote activities.
- Track success.
- Link the program to the congregation and pastor.
- Customize the program for the congregation



Role of the Planning Team

Planning Team can include:

- Members of the health ministry, kitchen committee, and various ministries and auxiliaries.
- Church leaders including Sunday school teachers, elders, or deacons.
- Doctors, nurses, dieticians and other health professionals.



Customizing Body & Soul



Steps to customization include:

- Identify member needs and interests
- Identify existing church resources
- Work activities into the existing programs
- Identify resources in the community

Customizing Body & Soul

Finding resources

- Locate resources that exist in the church to run Body & Soul
- Obtain other resources from the community
- Community Partners will assist churches in locating these resources

Planning Body & Soul Activities

The planning team should:

- Prepare a timeline and task list.
- List resources needed for each activity.
- Contact community organizations for assistance
- Promote activities
- Offer incentives for participation.



Planning Body & Soul Activities



The planning team should:

- Keep a record of Body & Soul activities
- Attend Body & Soul events
- Monitor activities
- Schedule regular meetings

You Lift Their Spirits, Now Help Improve Their Health

*“Whether therefore ye
eat or drink, or
whatsoever ye do,
do all unto the glory
of God.”*

1 Corinthians 10:31

