

Faith-based Partnerships for Health Promotion

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Outline

- Background (Health promotion & faith –based organizations)
- Overview of Body & Soul
- Partnering with faith communities
 - Gaining Entry
 - Working in partnership
 - Spiritual vs. secular
 - Program Evaluation
 - Program Sustainability

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Why Faith-based partnerships?

- High attendance (>80% AA adults in southeast; >85% adults in US)
- Importance of church institution in community
- Role of the pastor as opinion leader and communicator
- Resources/opportunities
- Spiritual health/Soul: mind-body-spirit



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Background

- In the US African Americans are increased risk for many serious & fatal diseases
- Healthy diets promote good health and lower disease risk
- How best to influence behaviors (e.g. nutrition, physical activity) practices for African Americans?
- African American Churches as partners for targeting nutrition behaviors for AA & addressing health disparities

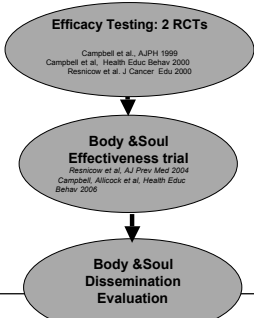
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Program Overview

- A nutrition program to encourage African Americans church members to eat more FV
- 4 Pillars
 - Pastoral Involvement
 - Policy/environmental change
 - Educational Activities
 - Peer-counseling
- <http://www.bodyandsoul.nih.gov>

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Research Phases



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graph TD
    A("Efficacy Testing: 2 RCTs  
Campbell et al. AJPH 1999  
Campbell et al. Health Educ Behav 2000  
Resnicow et al. J Cancer Edu 2000") --> B("Body & Soul Effectiveness trial  
Resnicow et al. AJ Prev Med 2004  
Campbell, Allicock et al. Health Educ Behav 2006")
    B --> C("Body & Soul Dissemination Evaluation")
  
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Research Partnerships with Churches

- Black Churches United for Better Health
- Wellness for African Americans Through Churches (WATCH)
 - <http://www.watchproject.com>
- WATCH II
- e-WATCH
- ACTS of Wellness
- Body & Soul
 - <http://www.bodyandsoul.nih.gov>

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Challenges & Lessons Learned

- Careful attention to the partnership and developing trust
- Everything on the table approach
- Effort to understand social/cultural context through formative research
- Plans for sustainability

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Gaining Entry

- **Recruitment Methods**
 - Cold calls
 - Snow-ball recruitment
 - Known networks
 - Media
- **Don't judge a church by its size**
- **Who's in charge?**
 - Positional vs. personal power
 - Identify key contact for planning

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Gaining Entry

- **Getting to know your church partner**
 - Face time: food & fellowship, church member buy-in, interpersonal connection
 - Include both advocates and potential adversaries in program planning
- **Reality Check**
 - Personal beliefs in conflict/barrier to partnership?
 - Importance of being genuine

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Working in the Church

- **Training/Meeting Activities**
 - Setting the right tone
- **Time frame**
 - Health program/funding timeline vs. church calendar
- **Materials Development**
 - Spiritual and cultural appropriateness
 - Language, health literacy

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Efforts to understand the social/cultural context

- **Importance of church liaison/insider**
- Sources:**
1. Pastors
 2. Members
 3. Key group leaders (e.g. Elder, "Mother" of the church, church board etc.)
 4. Who else?

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Plans for Sustainability

- Begins at start up, on-going process
- Church's track record for making permanent changes
- Present church situation/structure/staffing
- Resources needed to sustain program

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