

CAROLINA COMMUNITY NETWORK

...reducing breast, prostate and colorectal cancer disparities

Disseminating Body & Soul to African American Churches in N.C.

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Cancer Health Disparities Summit

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UNC

PROGRAM ON ETHNICITY,
CULTURE AND HEALTH OUTCOMES



What is Body & Soul?



- Body & Soul is a wellness program for African American churches
- It empowers church members to eat 5 to 9 servings of 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

For additional information:

<http://www.bodyandsoul.nih.gov/index.html>

Why Body & Soul?

- Culturally appropriate, evidence-based intervention
- Minimal use among NC churches
- Opportunity to create synergy and strengthen partnerships (e.g. CIS, Project EXPORT, etc.)
- Way to increase awareness of cancer disparities and involve faith-based organizations in the CCN

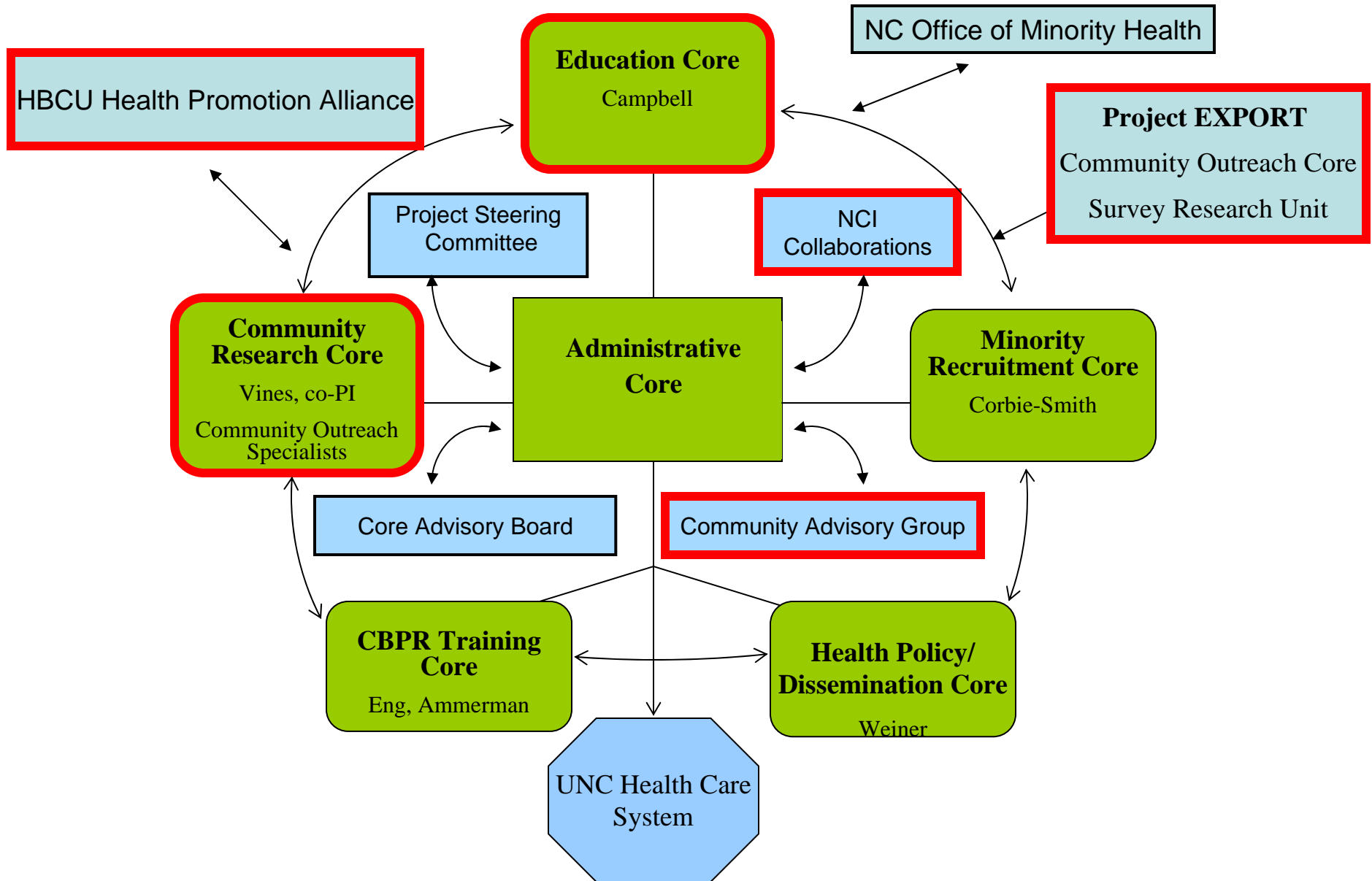
Goal

To increase awareness and interest in Body & Soul among African American churches in CCN network counties.

Aims:

1. Increase the number of calls to the 800#
2. Increase the awareness of B&S
3. To assess potential to cultivate cancer disparities research and education using the church.

Carolina Community Network to Reduce Cancer Health Disparities



CCN Dissemination Model

(May, 2006 – Present)

Community Partner Trainings (NCI's CIS – Southeast Region)

- Train CCN Community Outreach Specialists
- Train HBCU HPA Lay Health Advisors
- Provide Technical Assistance



Community Partners (CCN Outreach Specialists, HBCU HPA Lay Health Advisors)

- Information Sessions on Body & Soul and cancer disparities
- Follow-up with Churches
- Provide technical assistance to churches*



Churches

- Implement Body & Soul*

Community Partner Trainings

NCI's Cancer Information Services – Southeast Region

- 21 Community Partners Trained
 - Community Outreach Specialists
 - HBCU Health Promotion Alliance Lay Health Advisors (representing faculty and community from four HBCUs in NC)
- Provide Technical Assistance



2/22/07 training at NCCU

Community Partner Activities

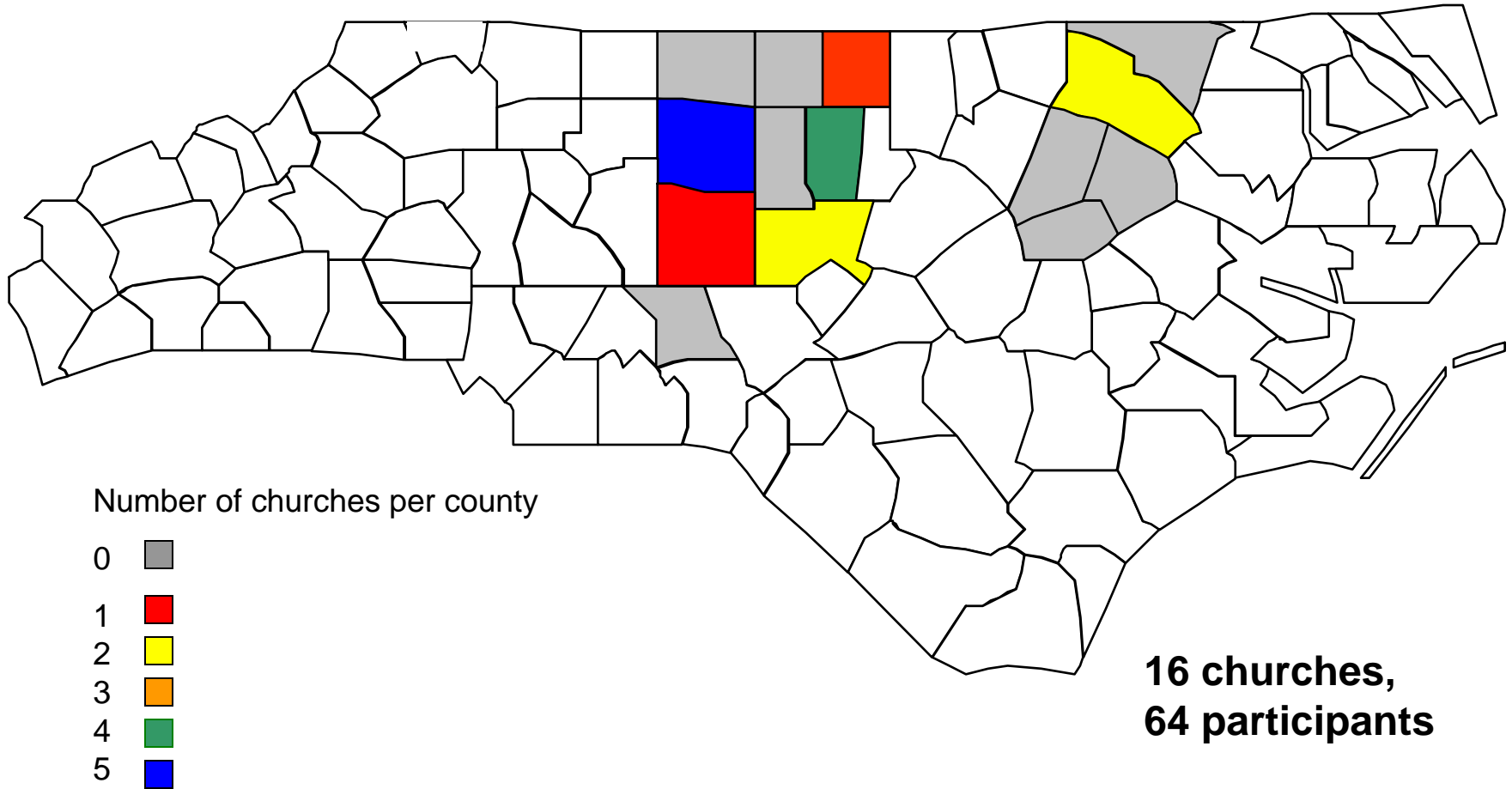
To increase awareness and interest in Body & Soul

INFORMATION SESSIONS

- Recruitment Strategies
 - Churches identified via targeted mailing
 - Referral and/or direct contact

- Individual or multi-church presentations
 - Conducted by Community Outreach Specialist
 - Provided county-level cancer statistics, benefits of healthy eating to cancer prevention and Body & Soul components

Who have we reached?



Preliminary Results

- Post-Information Session
 - 46% age 55 years and older
 - 92% female
 - 76% had not heard of B&S before session
 - 73% have a health ministry
 - 59% strongly agreed that the session was relevant to their church mission



“The Body and Soul presentation has made a difference in all three churches. The ministers have discussed from the pulpit the importance of a healthy diet and getting proper exercise. In at least one of the churches they have incorporated some form of movement and exercise during Sunday services.”

Michael Cotten,
Taylor’s Chapel Missionary Baptist Church

Community Partner Activities

Follow-up Calls

- Purpose: to assess whether or not technical assistance was needed, interest in adopting program, general feedback on B&S and information session

- 2-month follow-up call
 - 12 churches contacted, 6 completed follow-up survey
 - 5 of those interested in adopting program
 - 3 churches requested technical assistance
 - Suggestions for improvement
 - Tips on preparing healthy food
 - Additional information on program

Challenges, Lessons Learned, & Next Steps

- *Aim 1: Increase number of calls to the 800#*
 - Better mechanism for obtaining state (preferably county) level Body & Soul requests
- *Aim 2: Increase the awareness of B&S*
 - Multi-method approach for recruitment
 - CIS will train more LHA and church leaders
 - Continue information sessions
- *Aim 3: Assess potential for research and education*
 - Redesign follow-up protocol to assess interest in research projects, need for tech assistance and evaluate the adoption of B&S

Acknowledgements

- Carolina Community Network Partners
 - CCN Community Outreach Specialists
 - CCN Education Core
 - Community Advisory Boards
 - HBCU Health Promotion Alliance
 - Carolina-Shaw Partnership (Project EXPORT), Survey Research Unit
 - NCI Cancer Information Services
- Faith-based community
- NCI Center to Reduce Cancer Health Disparities, Community Networks Program.