Body & Soul
A Celebration of Healthy Eating & Living

NATIONAL CANCER INSTITUTE

American Cancer Society

CDC

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

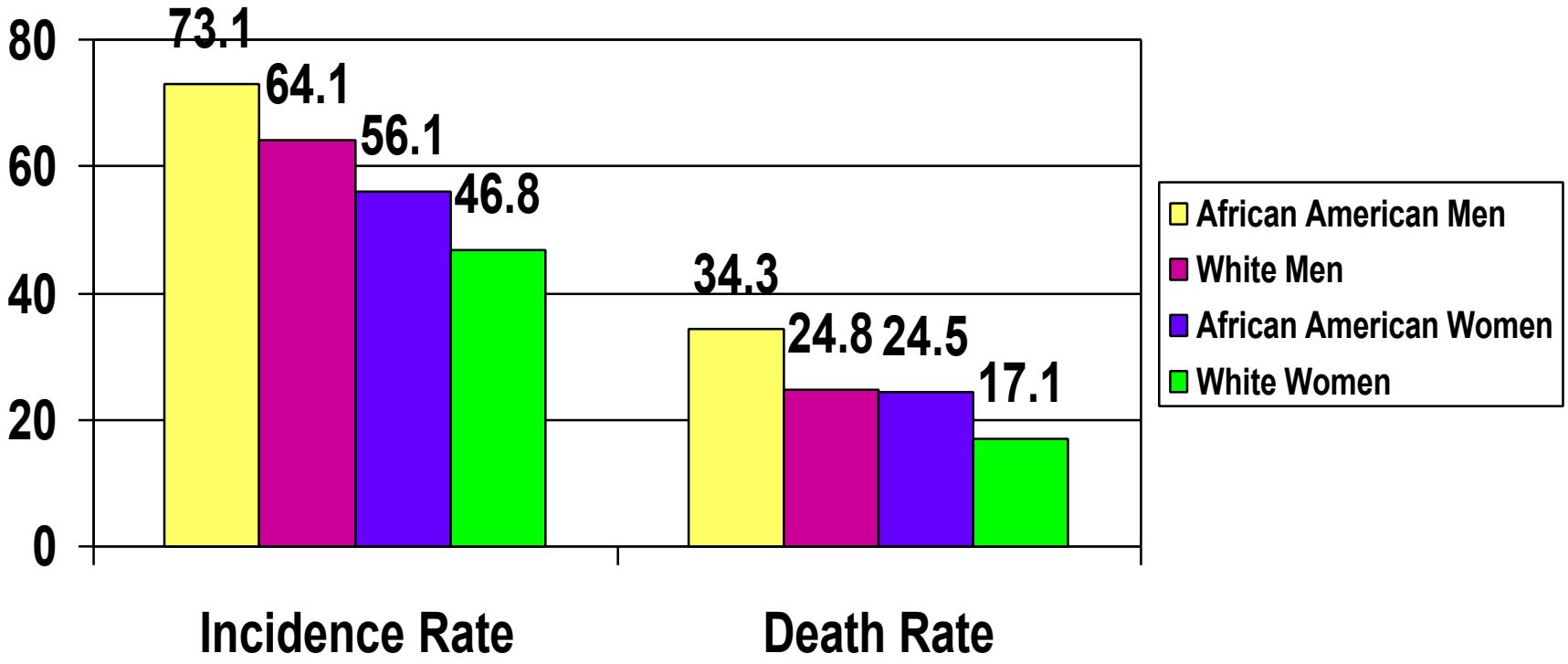
- Heart disease
- Cancer
- Stroke
- Diabetes
- Unintentional injuries

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

Why Body & Soul?

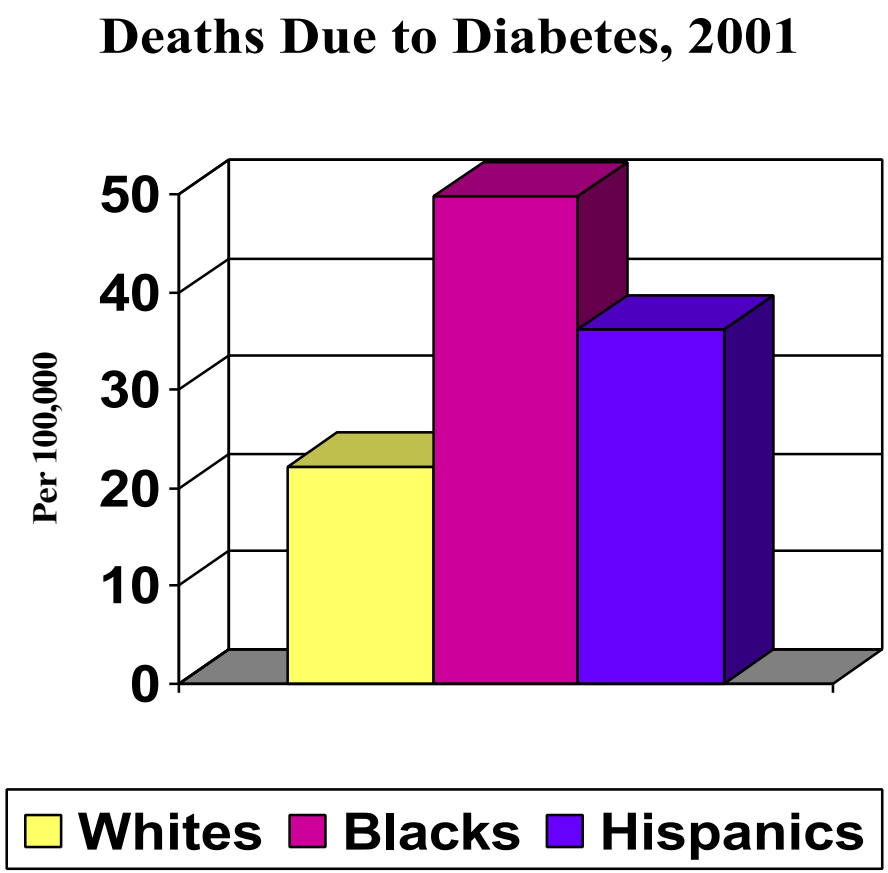
- African Americans suffer disproportionately from many major health problems and suffer more serious consequences from diseases.
- African Americans also:
  - die earlier from diseases
  - often report being in fair to poor health
  - have a lower life expectancy than other groups

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

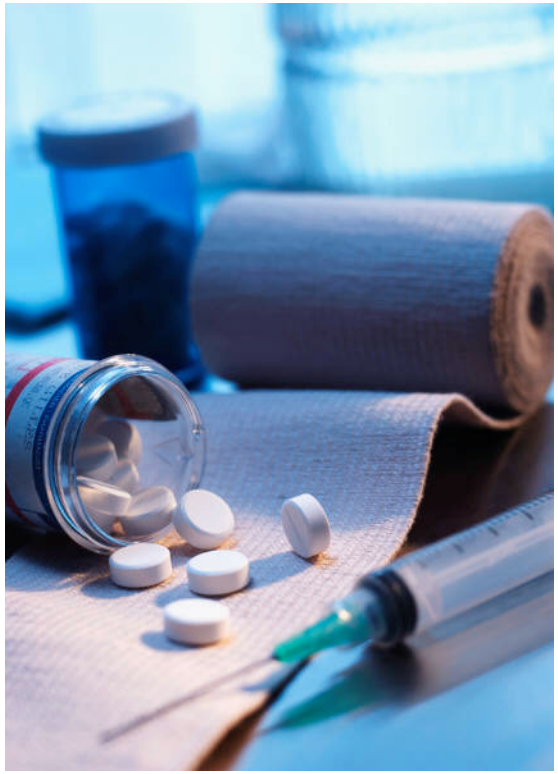


- Diabetes is one of the most serious health challenges facing African-Americans.
- African-Americans have a 27 percent higher mortality rate than Whites.

Complications from Diabetes

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

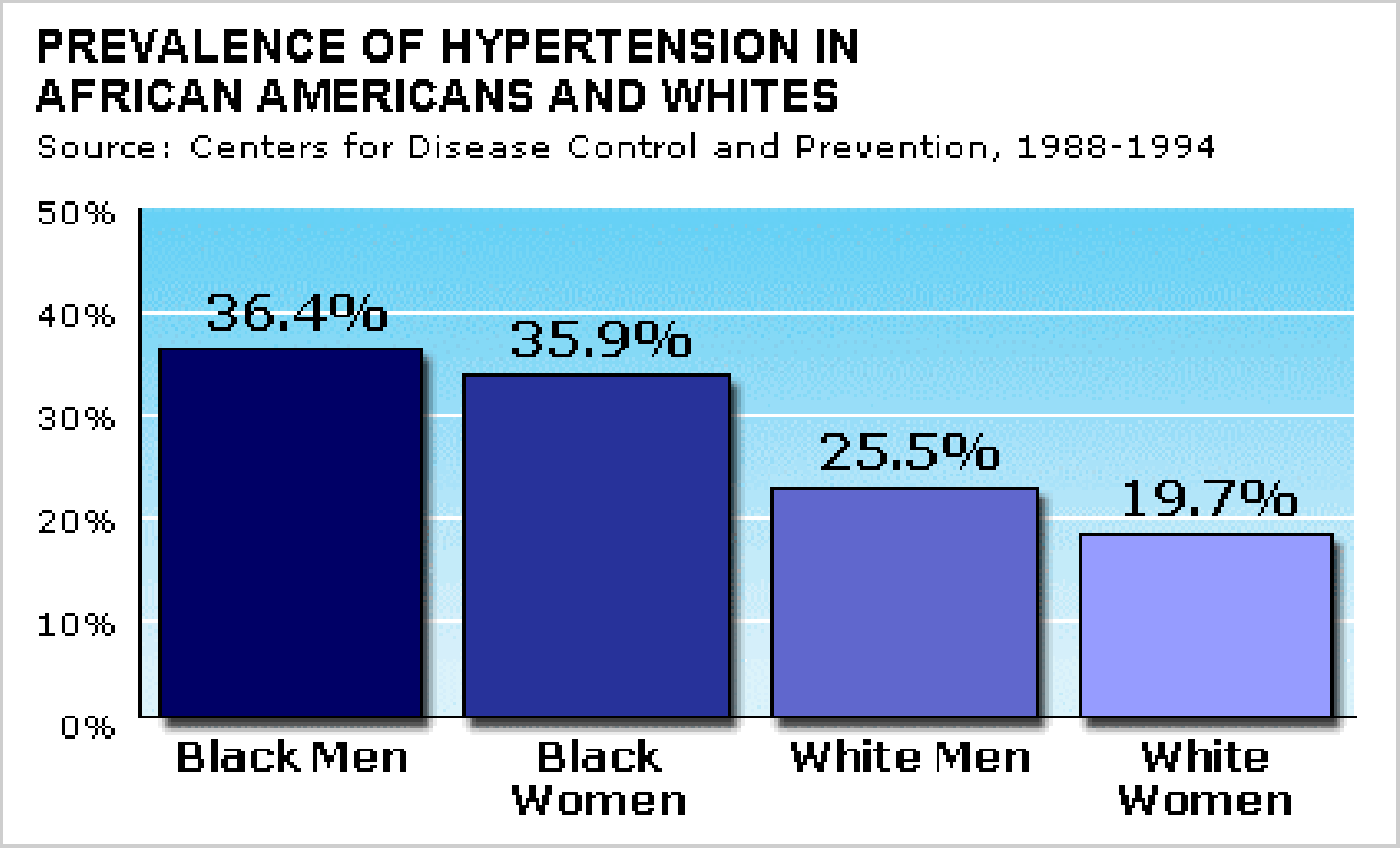
- Heart disease
- Diabetes-related blindness
- Lower limb amputations
- Kidney disease



Heart Disease and Stroke

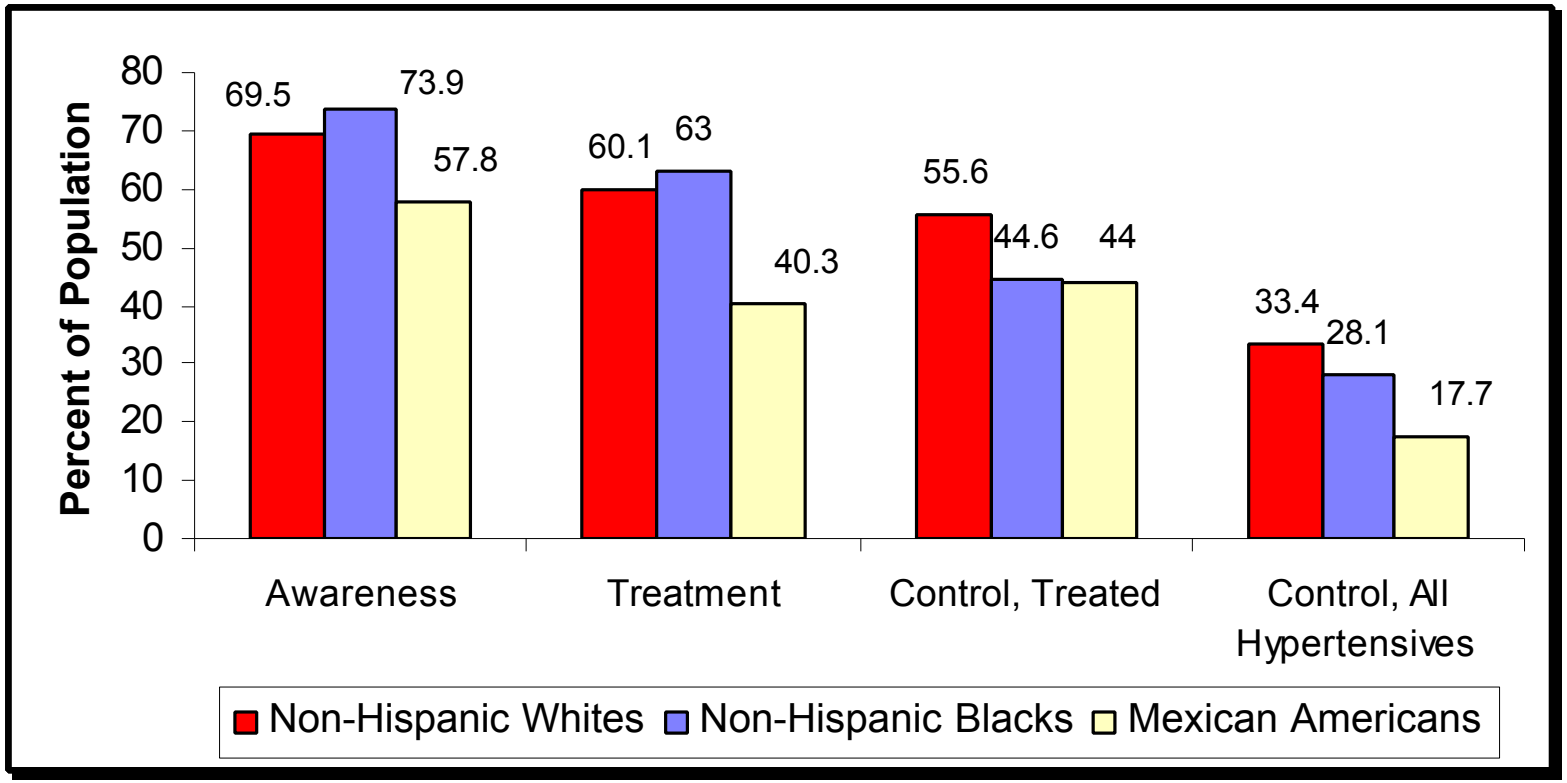
- Death rates are higher for African-Americans.
- Risk factors include:
  - High Blood Pressure
  - High cholesterol
  - Diabetes
  - Smoking
  - Physical inactivity
  - Obesity

High Blood Pressure in Blacks and Whites



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

NHANES: 1999-2000

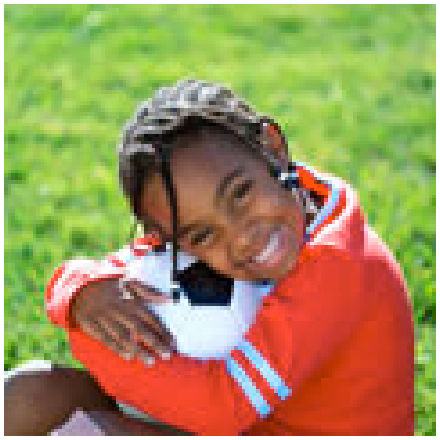


Source: JAMA, 2003;290:199-206.

What is Lifestyle?

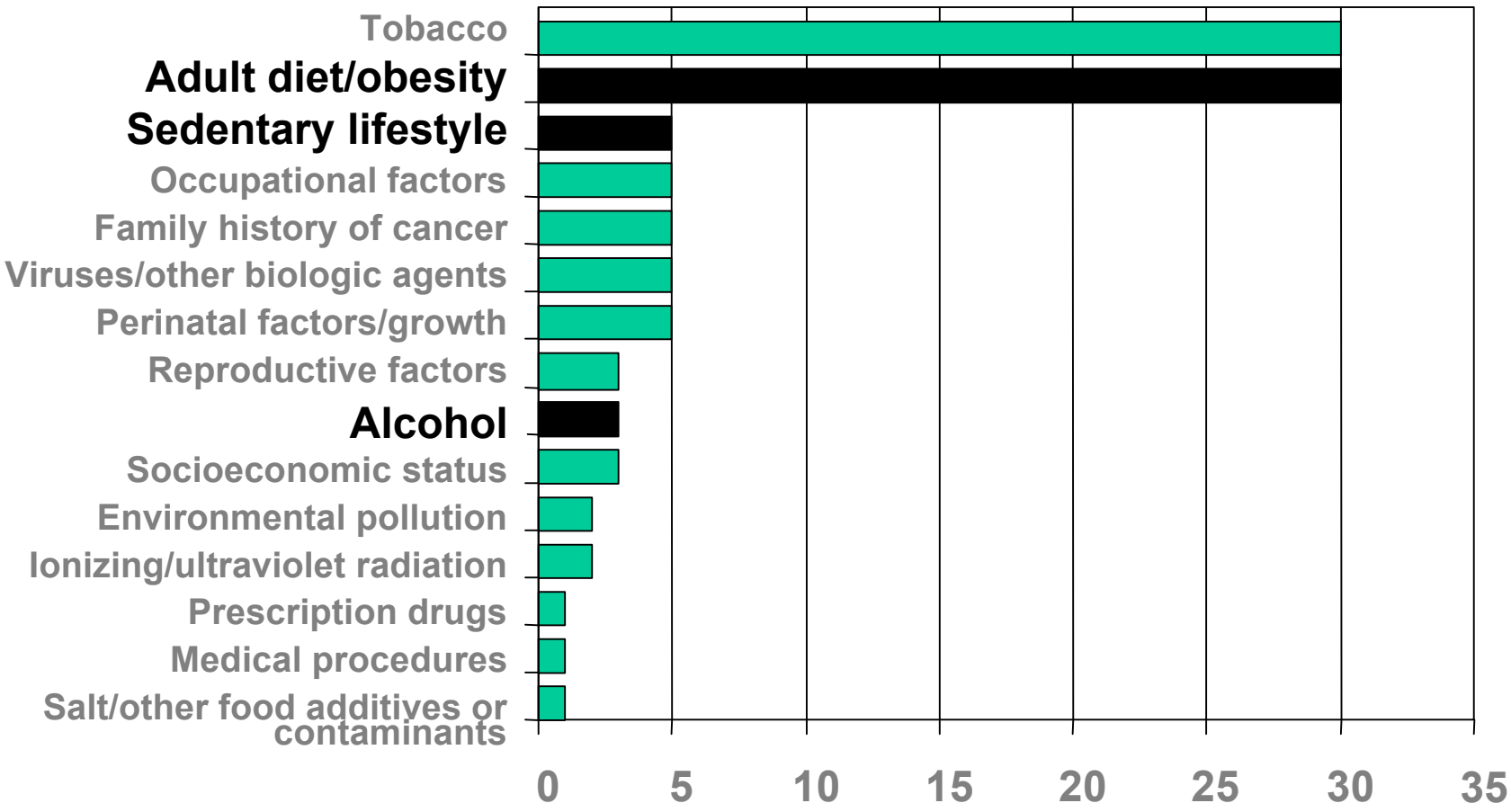
The choices we make

These choices can impact our health



Underlying Causes of Cancer

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



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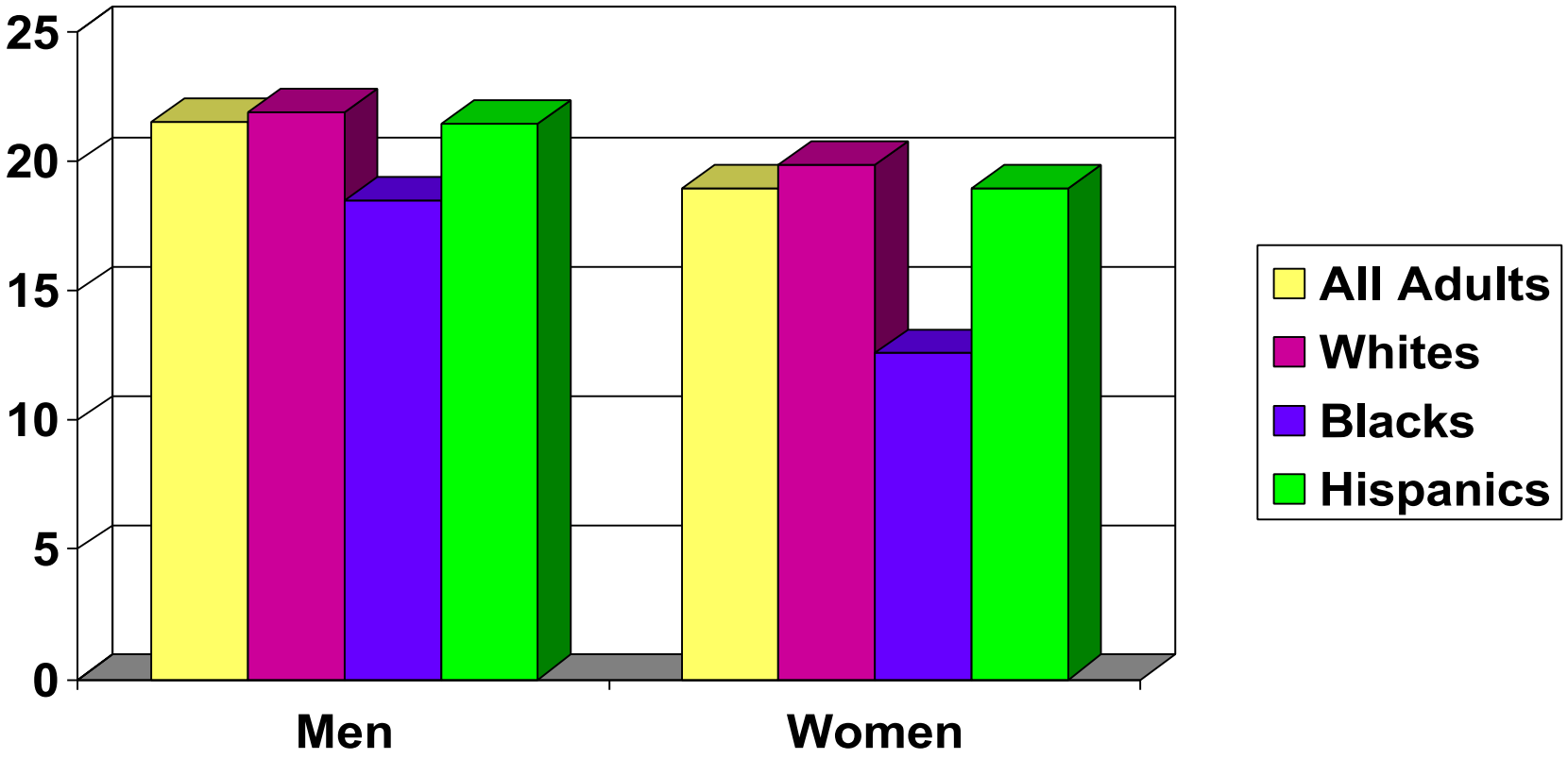
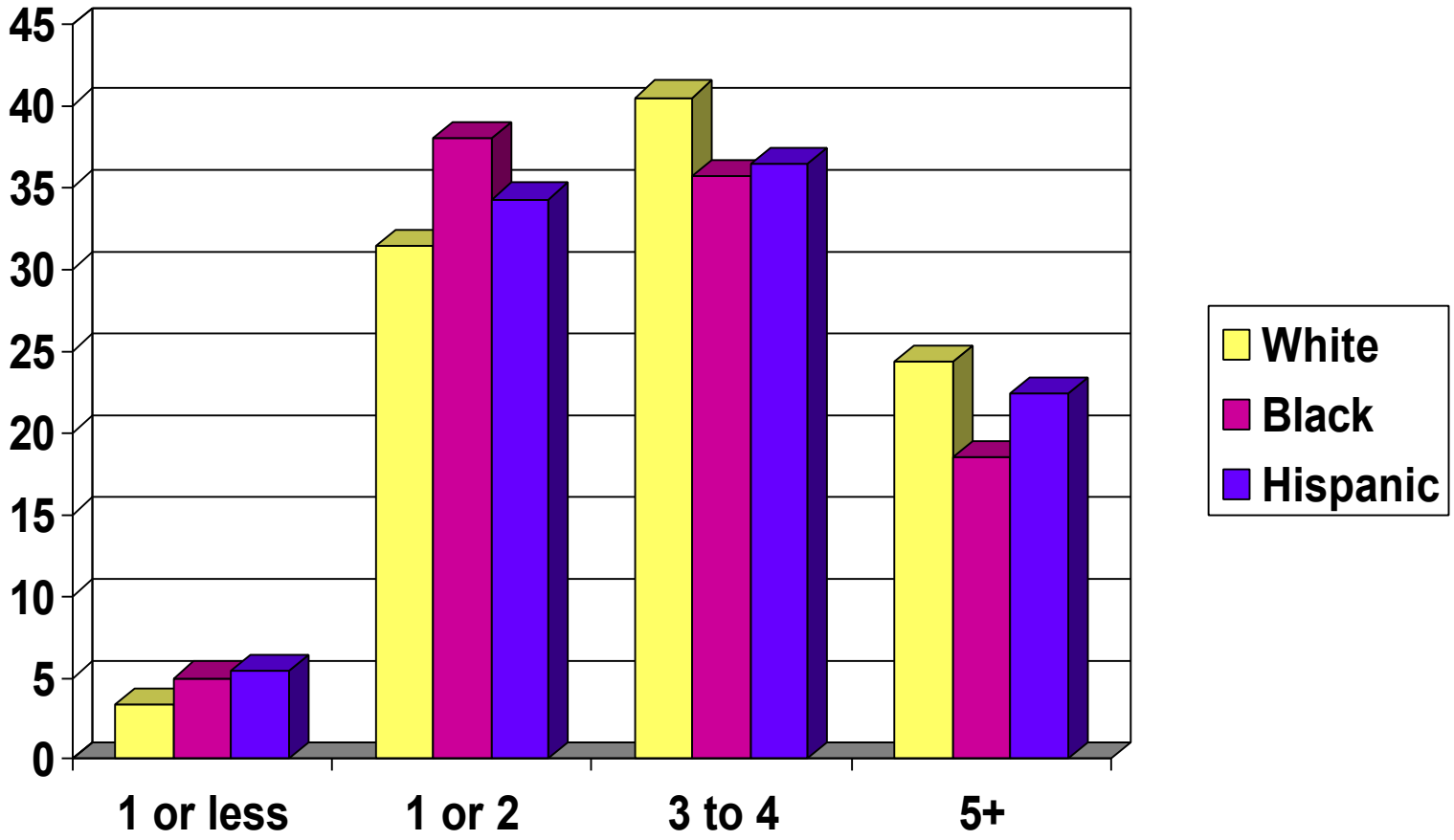
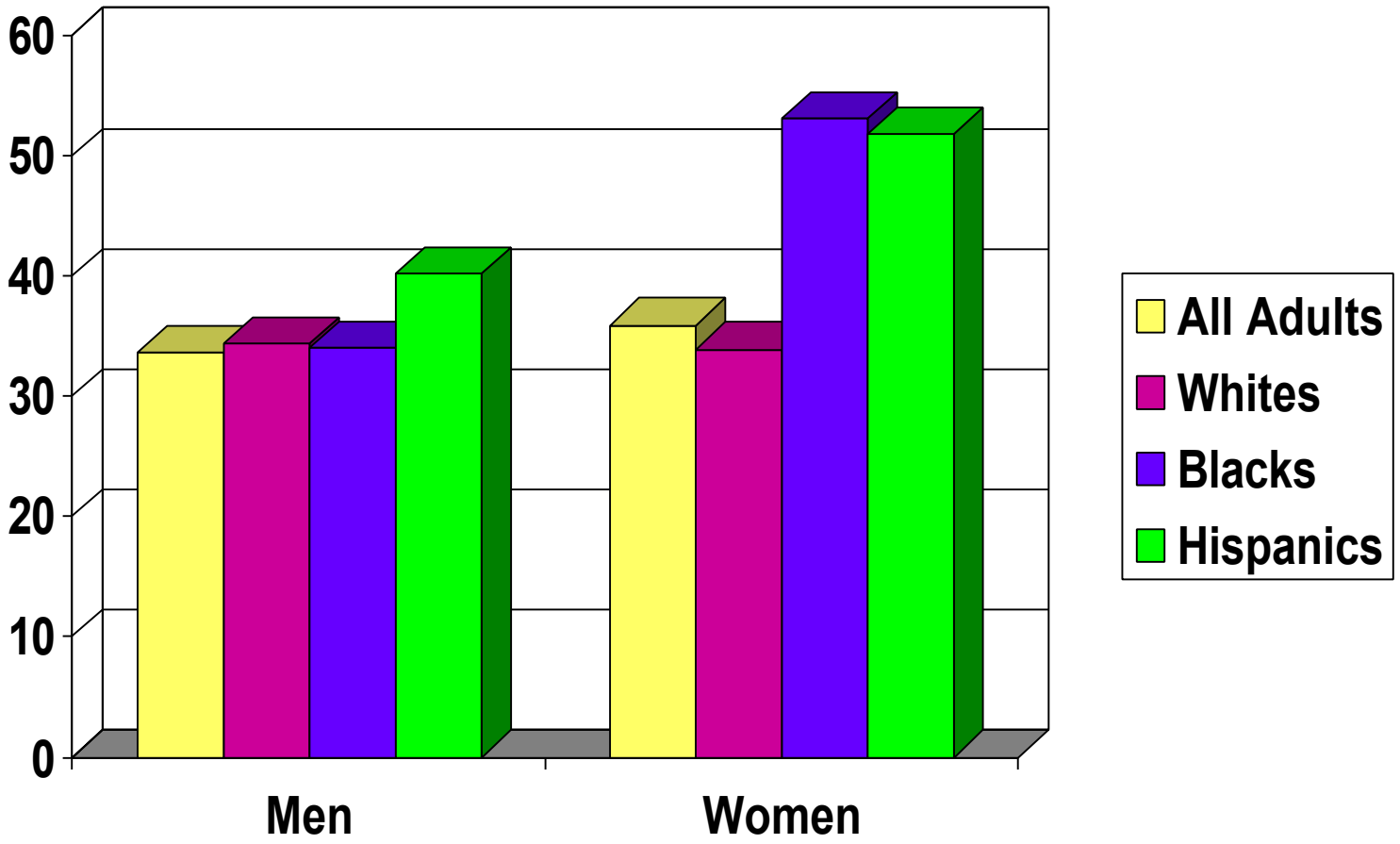
Percent of People Meeting the Physical Activity Guidelines



Average Frequency of Fruit and Vegetable Consumption Per Day by Race



Percent of Adults who are Overweight by Race/Ethnicity



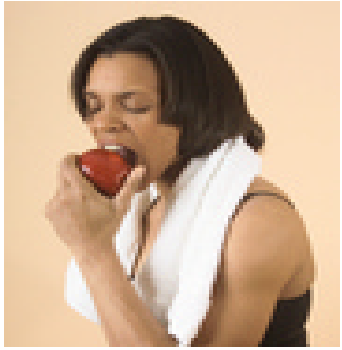
Impact of Health Disparities

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

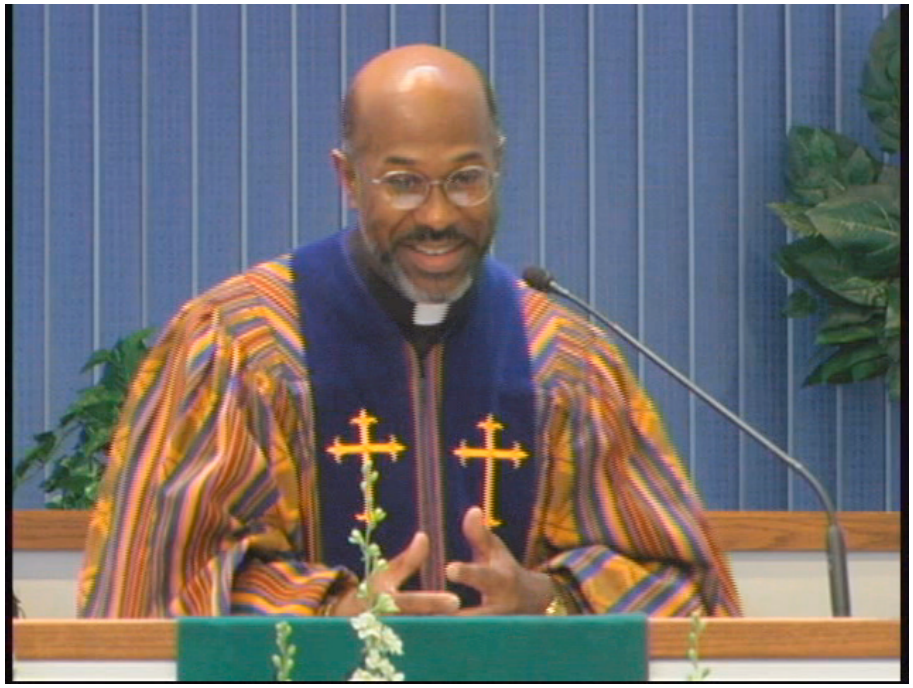
Pillar 1: A Pastor Who Is Committed and Involved

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

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:

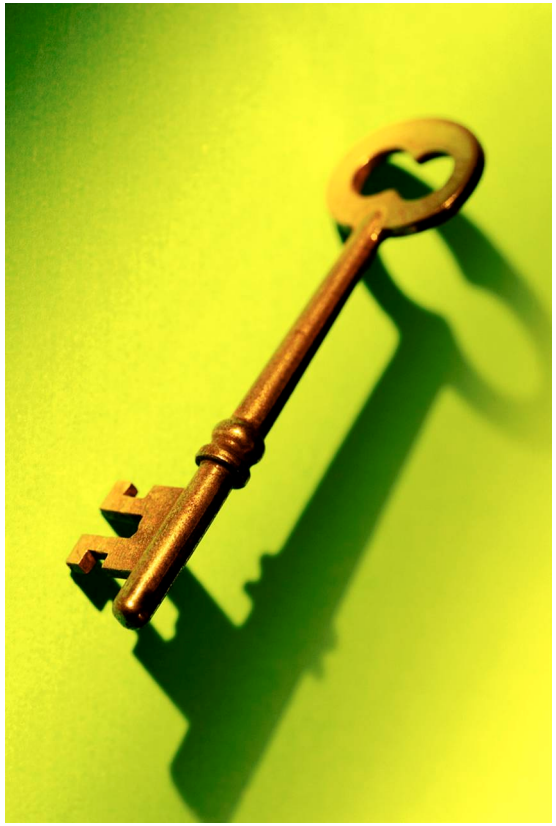
- Plan, coordinate, implement, and promote activities.
- Track success.
- Link the program to the congregation and pastor.
- Customize the program for the congregation

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