

Protect your body. Protect your temple.
Protect yourself and your loved ones
with healthy habits.



S.C. Department of Health and Environmental Control
Office of Minority Health

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Faith-based organizations have a long history of meeting the needs of their congregations and local communities. The faith community has been a major focus of the spiritual, social, economic,

“Health is a state of complete physical, mental, and social well-being, and not merely the absence of disease or injury.” This definition challenges communities to respond to health and disease in new ways.

–World Health Organization

educational, and political life of African-Americans. Hatch (as cited in Johnston & Benitez, 2003) found that the African American church is where African Americans trust and feel secure about the information they receive. Davis and his co-authors (1994) found that the faith community continues to address issues that meet the needs of congregants. A review of the literature (Johnston & Benitez, 2003; Markens, Fox, Taub & Gilbert, 2002; Jackson & Reddick, 1999; Ammerman et al., 2003) shows that African American churches recognize the importance of spiritual, physical, and mental health, and welcome delivery of programs at the church. (Journal of Extension).

According to former Health and Human Services (HHS) Secretary Tommy G. Thompson, faith-based initiatives are “one way we can help empower African-Americans to make healthy diet and lifestyle choices. It is imperative that we reduce the incidence of disease in the African-American community.” (www.nih.gov/news/pr/sep/2004/).

African-Americans have much higher rates of heart disease, stroke, hypertension, diabetes, obesity and other illnesses related to cardiovascular health than their Caucasian counterparts. Lifestyle choices that contribute to these diseases include lack of regular exercise, poor nutrition, and tobacco use.

According to the South Carolina Department of Health and Environmental Control Division of Heart Disease and Stroke Prevention, the stroke death rate for African Americans in South Carolina in 2004 was 19 percent higher than the national average for African-Americans. In 2005, the death rate among the state’s African American population due to stroke was 31.5 percent higher than it was among the state’s Caucasian population. In 2005, the death rate due to diseases of the heart among African-Americans in the state was 256.3 per 100,000. By comparison, there were 208 heart disease deaths per 100,000 among the state’s Caucasians, a difference of 18.8 percent.

This difference is known as a “health disparity.” A health disparity is the difference in the incidence, prevalence, mortality, burden of diseases and other adverse health conditions—or outcomes that exist among ethnic groups. In other words, a health disparity is the significant difference between the rate at which one population group experiences a chronic disease or illness when compared to another population group.

What is a Health Ministry?

A health ministry is a structured organization within the church that focuses on providing health education, promoting well-being and improving the health of the congregation and/or community. Health ministry activities can range from providing health education and raising awareness among church members to providing structured activities and programs for the congregation and/or community.

There are many models for addressing congregational health and wellness. However, for the purpose of this toolkit, we will focus on the lay health promoters model. This model relies on volunteers to plan health education activities, provide health education information and encourage healthy lifestyles among members of the congregation. The volunteers who make up the health ministry do not need to have any medical training or background. Ideally, people who are natural helpers and who are respected by their fellow members do well at this kind of work (<http://www.altabatessummit.org/community/hm.html>).

The health ministry is usually made up of at least three to five members, with one serving as the health coordinator or leader. The health coordinator is responsible for planning and leading committee meetings; serving as a liaison between the committee, the congregation and the pastor; and ensuring that health activities are planned and implemented and reliable health information is disseminated. The health coordinator serves as an advocate, empowering the congregation to make healthier lifestyle choices.

The pastor or congregational leader is critical to the success of the health ministry and sets the tone and pace for health promotion activities. He or she should actively participate in healthy lifestyle practices along with the congregation and serve as a role model by encouraging members and reinforcing the health ministry's messages.

Purpose of Toolkit

This toolkit is designed to provide African-American faith based organizations with ideas and resources to help them plan, develop, and implement health related programs and activities. The activities and programs contained within the toolkit are easy to use and implement. You are encouraged to implement activities in each section so that members can make informed decisions regarding lifestyle changes and choices that can improve their quality of life. This toolkit is not designed to be all inclusive. You or members of your congregation may be aware of other programs that interest you more or are more practical for you to implement. Use whatever program or activity works best for you. Just make sure you get moving, eat smart, stop using tobacco, and have fun!

How to Use This Toolkit

This toolkit is divided into three sections by risk factor.

- **Physical Activity** 
- **Nutrition** 
- **Tobacco** 

A risk factor symbol is next to each program or activity. If a program or activity addresses more than one risk factor, it will have more than one symbol to indicate the other risk factor it addresses.

Each section provides information on:

Education and Awareness Activities

These are suggested ways to get information out to your congregation or community on various topics related to physical activity, nutrition and tobacco. The Resources section offers suggestions on where to get reliable health information. Use this information, along with the monthly health observance list (see Resources), to plan your education and awareness activities.

Best and Promising Practice Models

These model activities or programs are ready for you to use. A brief description of the activity/program is provided. Some of the models require additional training. This will be noted in the description.

Ideas to Consider

These suggestions are provided to assist you in planning and developing programs and activities for your congregation and/or community. Use these, think of your own, or ask for ideas from the pastor, other health ministry members, or the congregation. Be creative!

Sample Policies

One of the best ways to improve health and implement change is to adopt a policy. This shows commitment from the pastor and leadership in the church to improve the health of their congregation. Sample policies are contained within each section

which can be adapted to fit the needs of your church.

Building a Health Ministry

1. Meet with your church leader (pastor) and/or congregational leadership to get permission and support to begin a health ministry.
2. Recruit volunteers to serve on the health ministry. Remember, they do not need to be health professionals. They should just have an interest in improving their own personal health and that of the congregation and/or community.

TIP: It is important that church members feel comfortable sharing personal health information. Therefore, any information shared with health ministry members should be kept in the strictest confidence. Also, completed forms such as the Health Risk Appraisal, should be kept in a secure locked file cabinet.

3. Give the congregation the Health Risk Appraisal (HRA) (See Resources). Your goal should be to get the entire congregation to complete the appraisal. The results of the appraisal will assist you with developing programs and activities that meet the needs of your congregation. After your health ministry has been in place for a while (at least six months), you should consider giving the congregation another appraisal to see if there has been any change in their health knowledge, attitudes, or behaviors. Remember to keep information on individuals confidential.

4. Share the compiled group results of the Health Risk Appraisal with the church leadership and congregation.
5. Use the Implementation Plan Worksheet (See Resources) to help you develop your health ministry plan. Once you have identified the activities you plan to implement, use the Implementation Plan form to document your plan and identify the resources you will need. To increase participation and motivate participants, consider using promotional or incentive items such as pedometers, water bottles, t-shirts, and other prizes.
6. Plan a “Kick-Off Celebration” to introduce the health ministry to the congregation.
7. Promote, promote, promote! Share your planned activities with the congregation and use creative ways to recruit participants for activities. Recruit participants by having a “sign-up” drive on a designated Sunday. Use bulletin inserts to promote events.

Adapted from: Ten Tips for Building and Growing a Health Ministry at <http://health.state.tn.us/dhde/faithtips>.

For technical assistance and consultation contact the DHEC Office of Minority Health

Terms You Should Know

Aerobic

Physical activity that requires the heart and lungs to work harder to meet the body’s increased oxygen demand. Aerobic exercise promotes the circulation of oxygen through the blood. Examples of aerobic exercise include running, swimming and cycling. In low-impact aerobics there is no bouncing or

jumping movements. In high-impact aerobics there is a great deal of jumping and complicated body movements.

Burden of disease

The overall impact of disease and injuries at the individual, societal and economic level.

Cardio activities

Any type of physical exercise performed at moderate but increasing levels of intensity over extended periods of time.

Chronic disease

A disease that persists for a long time. The U.S. National Center for Health Statistics considers chronic diseases to be those that last three months or more. Chronic diseases generally cannot be prevented by vaccines or cured by medication, nor do they just disappear.

Ethnic groups

A group of human beings whose members identify with each other, usually on the basis of a presumed or real common culture, language, religion, behavioral or biological traits that contrast with other groups.

Health Risk Appraisal

An assessment of a person’s current health knowledge, beliefs, attitudes and practices.

Incidence

The number of new cases (of disease or illness) occurring in a defined time period.

Morbidity

The state of poor health.

Mortality

The frequency of death in a population.

Introduction

Physical strength

The ability of a person to exert force on physical objects using muscles. Increasing physical strength is the goal of strength training.

Prevalence

The number of cases of a condition present at a particular time or over a specified period.

Resistance training

Any exercise that causes a muscle to increase its tension.

Strength training (building)

System of physical conditioning using free weights (barbells and dumbbells) and weight machines.

When properly performed, strength training can provide significant functional benefits and improvements in overall health and well-being.

Sources: [Wikipedia](#), [CDC](#), [Healthy-line.com](#), [Medline.com](#)



RECOMMENDATIONS FOR ADULTS

Cardio or aerobic activities. Satisfy the aerobic activity recommendation through one of the following options:

- ✓ A minimum of 30 minutes of moderate-intensity physical activity per day (such as brisk walking) most days of the week

OR

- ✓ A minimum of 20 minutes of vigorous-intensity physical activity (such as jogging or running) three days a week.
- ✓ Resistance, strength-building, and weight-bearing activities. Two days a week, incorporate strength training into your routine.
- ✓ Strength training activities such as weight lifting maintain and increase muscle strength and endurance. Try to complete six to eight strength-training exercises, with 8 to 12 repetitions per exercise.

- Weight
- Muscular strength
- Heart and lung fitness
- Bone mass (through weight-bearing physical activities)
- Blood pressure
- Anxiety and stress
- Self-esteem

Regular exercise and physical activity are very important to long-term health and well-being. Physical activity or exercise does not have to be a chore; in fact, it can be fun! People should select activities that they enjoy and can fit into their daily lives.

Everyone can benefit from regular physical activity or exercise. Physical activity may help reduce your risk for many diseases such as heart disease and diabetes or “sugar.” It can also help you to lose and/or control your weight. According to the Centers for Disease Control and Prevention, more than half of adults do not get enough physical activity to provide health benefits; 25 percent of adults are not active at all in their leisure time. Current health recommendations for adults include cardio or aerobic activities and resistance, strength building, and weight bearing activities.

According to the Dietary Guidelines for Americans 2005, it is recommended that children and adolescents participate in at least 60 minutes of moderate intensity physical activity most days of the week. For children and adolescents, regular physical activity has beneficial effects on the following aspects of health:

Tips for Safe and Successful Physical Activity Programs

- Advise participants to check with their health care provider before beginning any physical activity or exercise program.
- You may want to consider having participants sign a liability waiver form. See the Resources section for a sample form.
- Start slowly and gradually increase the amount of time and level of intensity as participants progress through the program. This will lessen the possibility of injury, allow participants to get used to the program, and increase the likelihood that they will continue. The goal is 30 minutes for adults and one hour for children or adolescents

most days of the week. This can be broken down into 10 or 15 minute sessions a few times a day.

- Keep records of your activities and programs. Include the date and type of activity and sign-in sheets.
- Plan exercise programs tailored to the needs of the congregation. Be sure to have water available.
- Advise participants to wear comfortable clothes and shoes appropriate to the type of activity they will be doing.
- Set rewards and celebrate success!

Adapted from Safe and Successful Physical Activity Tips. National Institute of Diabetes and Kidney Diseases. www.dhhs.gov

Education and Awareness

Church Bulletin Inserts

Develop fact sheets, fliers and other printed materials that can be inserted into weekly church bulletins that promote and encourage physical activity. Inserts can focus on how to start an exercise program, how to stay motivated, and how to exercise safely, to name a few.

The Office of Minority Health has developed “Protect your Body... Your Temple” church bulletin inserts to address health disparities, risk factors and healthy lifestyle changes. These can be ordered from: <http://www.scdhec.gov/health/minority/index.htm>.

Bulletin Board Display

Use colorful printed materials such as posters, fliers, and facts sheets to develop an interesting display that promotes physical activity. Bulletin boards

should be located in high traffic areas for maximum exposure. If possible, post a new display each month to maintain interest.

Church Newsletter(s)

Church newsletters can be used to highlight upcoming health ministry activities, promote national health observances, and share important health information and individual or program achievements.

Physical Activity Presentations/ Workshops

Physical activity presentations and workshops are useful ways to enhance and reinforce health ministry activities. For example, a health ministry member could present information about the numerous benefits of regular exercise. Invite a personal trainer, an aerobics instructor from a local

TIP: Walking is one of the easiest and least expensive ways to stay physically fit and a perfect form of exercise for people who have been inactive.

gym, a health educator, or another professional knowledgeable about exercise or physical activity to speak to the congregation.

Health Minute

A health minute is a brief announcement during regular worship services that promotes physical activity. This can be presented to the congregation by the person who reads the church announcements or by a member of the

health ministry. The health minute can focus on information relating to risk factors, chronic diseases, and the importance of regular physical activity. The effectiveness of the health minute can be enhanced if the pastor endorses it from the pulpit and reinforces the connection between physical and spiritual wellness.

Best & Promising Practice Models

Count Your Steps

Target Audience: All ages, group walking activity

Program Description: Count Your Steps is a 12-week walking program developed by DHEC Office of Minority Health to promote physical activity among African-Americans of all ages. Each participant is given a pedometer and walking log and encouraged to count their steps each day. The program allows flexibility in monitoring and participant reporting. For example, at weeks 3, 6, 9 and 12, participants report their steps for the previous weeks. The top two or three walkers for that time frame may receive an incentive such as a water bottle, t-shirt, lunch bag, etc. At the end of the 12-week program, all participants' steps are calculated, and the walker with the most steps is awarded some type of incentive. **Cost:** There is no charge for the program but budget some funds for incentives. Contact the S.C. DHEC Office of Minority Health (803) 898-3808.

Walk to Jerusalem by Easter and Walk to Bethlehem by Christmas

Target Audience: All ages, Group walking activity

Program Description: This walking program was developed by St. John Health Organization in Warren, Michigan. The Walk to Jerusalem by Easter and Walk to Bethlehem by Christmas are walking programs designed to increase the physical, spiritual and emotional health of participants. To accomplish the "imaginary" trips to Jerusalem or Bethlehem, participants log miles walked each week. The Walk to Jerusalem usually begins in January with the goal of accumulating enough miles to reach Jerusalem by Easter. The fall version of this walk is The Walk to Bethlehem. It usually begins in September with the intent of reaching Bethlehem by Christmas. These programs are for all ages. Each is a great way to get families to exercise together.

Cost: Both curricula are easy to use and do not require additional training. To order Walk to Jerusalem or Walk to Bethlehem materials call 1-888-440-7325, or visit <http://www.stjohn.org/WalktoJerusalem/>.

Placemat Strength Training Program

Target Audience: Older adults, individual or group activity

Program Description: This program consists of ten different exercises that are completed by sitting in and standing behind a chair with arms. The program was developed by the Office for the Study of Aging, Arnold School of Public Health, University of South Carolina. It is designed to maintain and improve muscular strength and endurance in older adults.

Muscular strength and endurance are necessary to be able to take care of personal, household, social and daily needs and maintain independence. The exercises can be done individually or in groups. The exercises are designed to improve upper and lower body strength which helps decrease falls by increasing hip strength.

Cost: For more information visit www.sph.sc.edu/osa. To order the Placemat Strength Training materials call (803) 777-0222 or email osainformation@sc.edu.

Ideas to Consider

Create an exercise room

Dedicate an area in your church for exercising. Ask members to donate exercise equipment that is in good working condition, or have a fund raiser to purchase equipment for the room. Items could be as simple as weights, mats, exercise balls and a television to show exercise videotapes or DVDs. If funding is available, consider purchasing treadmills, stationary bicycles, or elliptical machines. Start small and build on your idea to suit the needs of your congregation or community.

Hold exercise classes with instructor-led DVDs or VHS tapes

Have a designated time to hold the exercise class. Classes should be held more than once a week in an effort to meet physical activity guidelines. Consider showing the exercise videos for different audiences (for example, videos that target older adults, a general group, or children). Show videos at different times during the day to meet the needs of your church and/or community.

Partner with local gyms for reduced membership rates

Ask your local gyms if they are willing to provide reduced membership fees for members of your church or community. Check with your county to find out about recreation options they may have for your group.

Make use of resources in your community

Check with your local schools to see what their policies are about using their tracks or gymnasiums after hours. They may be willing to open their doors before or after hours to allow community groups access to exercise facilities. Work with your local parks to have distance markers added to pathways or sidewalks so participants can track their walking distance.

Exercise Competitions

Exercise competitions are physical activities in which individuals or groups compete against each other. An example would be church members participating in a 5K walk at a local track field.

Note to Health Coordinator: Consider having participants sign a "Release from Liability" form. Advise participants to listen to their body and to stop exercising and consult a health care provider if they experience pain. If anyone experiences chest pain, dizziness, or severe headache call 911!

Develop a walking trail around the church

For information about creating and mapping a walking trail go to: http://www.eatsmartmovemorenc.com/WalkingMapGuide/Texts/WalkingMapGuide_lowrez.pdf.

Health Sermons or Announcements

Ask the faith-based leaders (pastor) to incorporate a health message into a sermon. A sermon combining a spiritual and physical health message can be an effective way to motivate participants. For example, a pastor could present a sermon on “Walking with Jesus.” This message can be very effective and can inspire the congregation to participate in a prayer walk.

(Adapted from www.healthyhawaii.com)

Testimonials

Many faith-based organizations have a tradition of sharing personal testimonials with members of the congregation. This is an especially effective way of encouraging others to make positive changes in their own lives. Encourage members of the congregation to share their successes.

(Adapted from www.healthyhawaii.com)

Develop walking programs to coincide with national health observances. For example, plan a Heart Healthy Walk in recognition of American Heart Walk or Valentines Day in February.

(Adapted from NC Eat Smart Move More)

Whereas: _____
(fill in church name here)

is concerned about the health of our congregation and community;

Whereas:

People have become more and more interested in eating smart and exercising more;

Whereas:

Heart disease, cancer and stroke — the top three causes of death in South Carolina — are largely affected by what we eat and how physically active we are;

Whereas:

Regular physical activity provides for increased quality of life through improved endurance, strength, flexibility, and balance, as well as reduced risk of chronic diseases, injury and perception of stress;

Therefore:

Effective _____, it is the policy of _____
(today's date) (fill in name of church)

that activities and events sponsored or supported by this organization will always include opportunities for physical activity by:

Building physical activity breaks into meetings and church activities

Examples include stretch breaks or icebreakers

Identifying physical activity opportunities

Examples include provision of map with walking routes and local attractions, identification of recreational, exercise facilities, and organization of walking groups and other group activities.

Providing encouragement from group leadership to engage in physical activity

Examples include community promotion of healthy lifestyles, church leadership promotion of physical activity for congregation, church leadership commitment to serve as role models for physical activity, and organization of group walks on a routine basis (for example once a month).

Signature of Pastor

Date

Signature of Health Ministry Coordinator

Date



Specific diseases and conditions linked to poor diet include cardiovascular disease (heart disease), high blood pressure, type 2 diabetes, excess weight and obesity, and certain cancers. Together with physical activity, a high-quality diet that does not provide an excess of calories should enhance the health of most individuals.

According to the American Heart Association, a balanced or high quality diet should include:

- Vegetables and fruits. These are high in fiber, vitamins and minerals, and low in calories. Eating a variety of fruits and vegetables may help you control your weight and your blood pressure.
- Unrefined whole-grain foods that contain fiber. They can help lower your blood cholesterol and help you feel full. This may help manage your weight also.
- Eat fish at least twice a week. Studies show that eating oily fish containing omega-3 fatty acids (for example, salmon, trout, or herring) may help lower your risk of death from coronary artery disease.
- Choose and prepare foods with little or no salt. Aim to eat less than 2,300 milligrams (mg) of sodium per day.
- If you drink alcohol, drink in moderation. That means no more than one drink per day if you are a woman and two drinks per day if you are a man.
- If you eat out, watch your portion sizes.

The food you choose to eat each day effects your health – how you feel today, tomorrow and in the future. Encourage healthy eating at all church events and in your homes to help improve the overall health of your congregation.

Education and Awareness

Church Bulletin Inserts

Develop fact sheets, fliers and other printed materials that can be inserted into weekly church bulletins to promote and encourage healthy eating. Inserts can focus on topics ranging from healthy cooking to healthy snacking and packing healthy lunches.

The Office of Minority Health has developed “Protect Your Body...Your Temple” church bulletin inserts to address health disparities, risk factors and healthy lifestyle changes. These can be ordered from: <http://www.scdhec.gov/health/minority/index.htm>

Bulletin Board Display

Use colorful printed material such as posters, fliers and fact sheets to develop an interesting display promoting healthy eating. Bulletin boards should be located in high traffic areas for maximum exposure. If possible, post a new display each month to maintain interest.

When making food choices:

Choose lean meats and poultry without skin, and prepare them without added fats.

- Select fat-free, one percent fat, and low-fat dairy products.
- Cut back on foods containing partially hydrogenated vegetable oils to reduce trans fat in your diet (look at food labels).
- Cut back on beverages and foods with added sugars.

Church Newsletter

The church newsletter can be used to highlight upcoming health ministry activities, promote national health observances, and share important health information and individual and program achievements.

Healthy Nutrition Presentations/Workshops

Healthy eating presentations or workshops are useful ways to enhance and reinforce health ministry activities. For example, a member of the health ministry could present information about making healthy food choices or could conduct a cooking demonstration/class on preparing fresh vegetables. A nutritionist or another professional knowledgeable about healthy food choices would be an excellent choice to do a presentation or conduct a cooking demonstration/class.

Health Minute

A health minute is a brief announcement during regular worship services that promotes healthy eating. This can be presented to the congregation by the person who reads the church announcements or by a member of the health ministry. The health minute can focus on information relating to risk factors, chronic diseases and the importance of healthful eating. The effectiveness of the health minute can be enhanced if the pastor endorses it from the pulpit and reinforces the connection between physical and spiritual wellness.

Best & Promising Practice Models

Body & Soul: A Celebration of Healthy Eating and Living

Target Audience: All ages

Program Description: Body & Soul is a health program developed for African American churches. The program encourages church members to eat a healthy diet rich in fruits and vegetables every day for better health. The program works by gaining the support of the pastor and through planned educational activities and peer counseling to assist members. The Body & Soul Program Guide includes tools and handouts to help you get started, and it explains how to run the program in your church and create a program to fit your congregation. The Body & Soul Peer Counseling Coordinator's Guide includes information about recruiting and training peer counselors, enrolling church members, and maintaining the peer-counseling program. The Peer Counselor's Handbook is used to train peer counselors and is designed to be used along with the training DVD.

Cost: No charge. Churches interested in starting this program will need to attend a one-day training. Contact the SC DHEC Office of Minority Health at (803) 898-3808.

Healthy Cooking For Your Congregation

Target Audience: All ages

Program Description: Healthy Cooking for your Congregation is a program developed by Bronx Health REACH. This six-week curriculum is designed to help faith-based organizations select,

prepare, and serve healthful meals. Materials used to implement this program include a guide and resource book.

Cost: No charge. Program materials and curriculum are available for download at www.institute2000.org/bhr/work/faith_based_outreach. Click on Faith-based Outreach and then on Culinary Committee.

Fine, Fit & Fabulous: A purpose driven spirituality, nutrition, and fitness program

Target Audience: All ages

Program Description: Fine, Fit and Fabulous is a program developed by Bronx Health REACH. This 12 week program combines nutrition and fitness in a spiritual context and uses scripture and spiritual group support to help congregations adopt healthier eating and exercise habits. Participants meet for structured 2.5 hour sessions every week for 12 weeks. One hour is devoted to group discussion, one hour to exercise/fitness instruction and 1/2 hour to address participant goals, food and fitness logs, and weigh-ins. A 12-week curriculum guide is used to implement this program.

Cost: No charge. Program curriculum is available for download at http://www.institute2000.org/bhr/work/faith_based_outreach. Click on Faith-based Outreach and then on Fine, Fit and Fabulous.

Live Healthy in Faith

Target Audience: All ages

Program Description: Live Healthy in Faith is a program developed by Georgia's Nutrition and Physical Activity Initiative. It is designed to help faith communities establish a health promotion program focused on better nutrition and enhanced physical activity. The program provides ideas and step-by-

step instructions for making changes. A program guide is used to implement this program.

Cost: No charge. Program guide is available for download at <http://www.district4health.org/pdf/faithbased%20toolkit.pdf>.

The African American Churches Eating Smart and Moving More: A Planning and Resource Guide

Target Audience: All ages

Program Description: The African American Churches Eating Smart and Moving More Planning and Resource Guide provides information and tools needed to plan and conduct physical activity and nutrition programs. It includes guidelines and sample policies to create opportunities for church members to eat smart and move more.

Cost: No charge. Program guide is available for ordering at http://www.eatsmartmovemorenc.com/programs_tools/faith/afamchurches.html.

Color Me Healthy

Target Audience: children ages 4-5

Program Description: Color Me Healthy is a program that was developed through a partnership between N.C. Cooperative Extension and the N.C. Division of Public Health (Physical Activity and Nutrition Branch and Nutrition Services Branch). This train-the-trainer program is designed to reach children ages 4–5 with fun, interactive learning opportunities on physical activity and healthy eating. The 12 lesson curriculum is designed to be used in various settings such as child care centers serving children 4-5 years old. Churches interested in starting this program will need to attend a four hour training where they will receive the 12 lesson Teacher's Guide.

Cost: No charge. Contact DHEC Office of Minority Health at (803) 898-3808 for more information on training opportunities.

Search your Heart

Target Audience: All ages

Program Description: Search Your Heart is a program developed by the American Heart Association. It is an African American faith-based program designed to educate African Americans about heart disease and stroke. This train-the-trainer program encourages participants to develop heart-healthy lifestyles. Churches interested in starting this program will need to attend a one day training session where they will receive the nine-module Coordinator's Guide.

Cost: No charge. Contact DHEC Office of Minority Health at 898-3808 for more information on training opportunities.

It's Your Health...Take Charge!

Target Audience: All ages

Program Description: Its Your Health...Take Charge! is a web based campaign developed by DHEC Office of Public Health Nutrition. The program is designed to promote good nutrition and healthy eating. On the web site you will find downloadable resources such as the Healthy Heart and Soul Recipe book, information on planning a healthy plate, and fact sheets.

Cost: No charge. Information is available for download at <http://www.scdhec.gov/health/proservices/nutrition/charge.htm>.

Ideas to Consider

Community Garden

Many communities have land set aside for community gardens. Organize a garden club in your church and include youth members. Grow your own local fresh fruits and vegetables. Serve them to the members of your congregation during events or sell them to raise funds. You may consider using your own church land if it is available.

Food Festival

A food festival is an event where church and community members come together and participate in activities such as label reading and cook-off contests. Recipes can be shared so that members are encouraged to prepare these healthy foods at home. Food festivals are designed to be a fun way for people to learn more about eating smarter to positively effect their own health as well as the health of their loved ones.

Healthy Cooking Classes/ Demonstrations

Have a nutritionist come in and demonstrate how to prepare traditional foods in a heart healthy way. You can also organize classes to address preparing healthy meals for families and the congregation. Remember to include the youth in these activities so that they can learn to cook and eat healthy.

Health Sermons

Ask the church leader (pastor) to incorporate a health message into a sermon. A sermon combining a spiritual and physical health message can be an effective way to motivate participants.

Testimonials

Many faith-based organizations have a tradition of sharing personal testimonials with members of the congregation. This is an especially effective way of encouraging others to make positive changes in their own lives. Encourage members of the congregation to share their success.

Supermarket Tours

Many supermarkets offer tours to assist consumers in learning about the different types of fruits and vegetables, cuts of lean meats, and low-fat dairy

product choices and their substitutes (for example soy based dairy products). Contact your local supermarket to organize an informative tour for members of your church. Don't forget to include the youth so that they can learn to shop and eat smart also.

Weight Loss Competition/Challenge

Organize a program modeled after the "Biggest Loser" for your church. Kick it off in March during National Nutrition Month.

Sample Nutrition Policy

Policy for Promotion of Healthful Eating Habits

Effective Date: _____

Background Information

Diet influences a person's risk of several major chronic diseases: cardiovascular disease, hypertension, some types of cancer, obesity and diabetes. A healthy diet can reduce a person's risk for these and other diseases.

A healthy diet is one that is low in fat, cholesterol, sodium (salt) and sugar and high in fiber. This type of diet includes lean meats, low-fat or non-fat dairy products, whole grains, fruits, vegetables and a variety of legumes (for example peas, beans and lentils).

Food intake (what you eat) should be balanced with physical activity to maintain a healthy body weight.

Policy

The purpose of this policy is to encourage healthful eating habits among church members and promote choices that will improve their health and well-being.

(Church Name) shall assist its members in adopting appropriate eating habits by: (EXAMPLES)

1. Changing the way we prepare and serve food

Serving more fresh vegetables, fresh fruits and baked meats for all meals served at the church, and preparing them to be lower in fat, salt and sugar.

Serving water as the primary beverage (add lemons and limes to make it more refreshing). Serving unsweetened tea, low-fat or skim milk. Serving 100% fruit juices instead of fruit drinks.

Serving fresh fruit rather than cakes and cookies for dessert.

Cooking with olive oil and canola oil rather than lard or corn oil

Using a variety of fresh herbs and salt free seasonings instead of salt

2. Including healthy diet and nutrition information in the church newsletter or bulletin

3. Selling nutritious food items for fundraisers (for example fruit and vegetable baskets)

Pastor's Signature

Date

Health Ministry Coordinator's Signature

Date



It is estimated that 1.6 million African-Americans alive today, who are now under the age of 18, will become regular smokers; about 500,000 of these will die prematurely from a tobacco-related disease.

Three good reasons why you should focus on tobacco use prevention in your congregation and community:

- African Americans suffer disproportionately from chronic and preventable diseases compared to Caucasian Americans. Of the three leading causes of death in African Americans – heart disease, cancer and stroke – smoking and other tobacco use are key contributors to these illnesses (CDC, Cigarette smoking among adults – US, 2004).
- Each year, approximately 45,000 African-Americans die from smoking related diseases
- Smoking related illnesses are the number one cause of death in the African-American community, surpassing all other causes of death, including AIDS, homicide, diabetes, and accidents

TIP: Quitting smoking has immediate as well as long-term benefits. Make this the year that you or someone close to you quits.

Three things you and your congregation can do:

- Implement a tobacco free policy in your church.
- Encourage those who smoke and use tobacco products to quit. Prevent youth and adults from starting smoking.

- Use the information provided in this section to help you and your congregation promote tobacco use prevention in your church and community.

Source: U.S. Centers for Disease Control and Prevention, Tobacco Use Among African Americans

Education and Awareness

Church Bulletin Inserts

Develop fact sheets, fliers, and other printed materials

that can be inserted into weekly church bulletins that promote and encourage tobacco use prevention. Inserts can focus on topics ranging from cessation resources to the effects of smoking.

The DHEC Office of Minority Health has developed “Protect Your Body...Your Temple” church bulletin inserts to address health disparities, risk factors and healthy lifestyle changes. These can be ordered from: <http://www.scdhec.gov/health/minority/index.htm>

Bulletin Board Display

Use colorful printed material such as posters, fliers and fact sheets to develop an interesting display promoting tobacco use prevention. For example, create a bulletin board display showing the harmful effects of tobacco use during Lung Cancer Awareness Month (November) or around the Great American Smokeout in November. Bulletin boards should be located in high traffic areas for maximum exposure. If possible, post a new display each month to maintain interest.

Church Newsletter

The church newsletter can be used to highlight upcoming health ministry activities, promote national health observances, and/or share important

health information and individual and program achievements.

Presentations/Workshops

Tobacco use prevention presentations or workshops are useful ways to enhance and reinforce health ministry activities. An example would be to have a doctor or health professional speak to the congregation during one of the national health observances focusing on tobacco use prevention (See Resources for health observances). Organize a workshop for church youth during Vacation Bible School or other youth event on the harmful effects of tobacco.

Health Minute

A health minute is a brief announcement during regular worship services that promotes tobacco use prevention. This can be presented to the congregation by the person who reads the church announcements or by a member of the health ministry. The health minute can focus on information relating to risk factors, chronic diseases and the importance of not smoking or using other tobacco products. The effectiveness of the health minute can be enhanced if the pastor endorses it from the pulpit and reinforces the connection between physical and spiritual wellness.

Best & Promising Practice Models

Be Free Indeed! Tobacco Prevention Tools for the African American Church

Target Audience: Health Ministry coordinators, Health Ministry committee members, faith leaders, or anyone

interested in conducting tobacco use prevention activities.

Program Description: Be Free Indeed! was created to assist African American faith-based organizations pass and put into practice tobacco-free policies. Be Free Indeed! addresses the history of African Americans and tobacco, the benefits of quitting, and why churches should get involved. The program was developed by National African American Tobacco Education Network

Cost: To order the materials, contact the National African American Tobacco Education Network Health Education Council, 3950 Industrial Blvd., Ste. 600, West Sacramento, CA 95691, Email: naaten@healthedcouncil.org, Web site: www.healthedcouncil.org/naaten

South Carolina Tobacco Quitline

Target Audience: Adults and youth ages 13 and older

Program Description: South Carolina's first hotline devoted specifically to help with tobacco addiction. The Quitline is a partnership between the S.C. Department of Health and Environmental Control and Free & Clear Inc. It is a comprehensive tobacco treatment service that features phone and internet counseling. Call 1-800-QUIT-NOW (784-8669) to be connected to a trained counselor who has experience in smoking cessation. For more information about the Quitline, call 1-800-QUIT-NOW or visit www.scdhec.gov/quitforkeeps.

Cost: No charge.

Ideas to Consider

Health Sermons or Announcements

Ask the faith-based leader (pastor) to incorporate a health message into a sermon. A sermon combining the spiritual and physical aspects of keeping your body healthy and tobacco free can be an effective way to motivate participants.

Host a forum or support group

Discuss the harmful effects of tobacco use. Encourage members to quit and talk about what your church can do to influence local and state policy regarding tobacco use in your community and the state.

Make use of resources in your community

Explore what resources are available in your community that provide educational materials, support groups, or cessation programs. Make these materials readily available to your congregation.

No First Puff Pledge Program for Youth

Design a program to foster awareness of the harmful effects of tobacco use for youth. Offer an opportunity for accountability using positive peer pressure. No First Puff has three basic components: tobacco prevention education, a pledge for accountability, and follow-up support for tobacco abstinence. The program's emphasis is on youth, but it may be used for all ages. Hold a meeting with the youth. Ask them to sign a contract pledging to not take the first puff or chew tobacco. Most

smokers have their first experience as teenagers. Place a list of the names of all the youth who have signed the pledge on a bulletin board or in a church bulletin insert. During regularly scheduled meetings, provide educational materials on the harmful effects of smoking and offer an opportunity for the youth to share their experiences and offer suggestions to help make the community tobacco free. Youth should renew their pledge periodically throughout the year.

World No Tobacco Day in May or Great American Smokeout Day in November

Organize a walk for your congregation and community. Notify the local media and let them know about your event.

Poster Contests for Youth

Host a poster contest during the month of November, Lung Cancer Awareness Month. Ask youth to draw posters that promote tobacco use prevention. Display the posters in the fellowship hall throughout the month. Vote on the poster by age group that tells the best story in recognition of Great American Smokeout, also in November.

Testimonials

Many faith-based organizations have a tradition of sharing personal testimonials with members of the congregation. This is an especially effective way of encouraging others to make positive changes in their own lives. Encourage members of the congregation to share their successes.

Purpose Statement

According to the U.S. Surgeon General's Report of 2006, the Environmental Protection Agency of 1992, the South Carolina Clean Indoor Air Act of 1990, and the Federal Pro-Children Act of 1994, tobacco use and exposure to secondhand smoke (environmental tobacco smoke) are hazardous to the health of human beings. As a faith-based institution, we are dedicated to improving the health and well-being of our congregational members and community. We recognize that tobacco, in any form, is a major cause of preventable disease and death in this state and country. It also has been acknowledged as a fire hazard. Thus, smoking is not allowed in this facility, its vehicles, or at any of its sponsored events and functions on or off its property, by all people (pastors, employees, members, visitors, contractors, delivery drivers, etc.)

Goals

The goals of this policy are to provide a safe and healthy environment for our congregational members, employees, visitors, and community residents. These goals will be achieved through efforts designed to:

- Exhibit smoke-free behavior for our youth and adults;
- Eliminate exposure to environmental tobacco (ETS);
- Provide information and/or promote smoking cessation programs for those in need; and
- Reduce fire hazards.

Procedures

As a faith-based institution, we will:

Prohibit tobacco use in or on any of the grounds of the institution and vehicles.

As a faith-based institution, we will:

- Prohibit tobacco use at meetings, conferences, or any sponsored program activities.
- Support the prohibition of tobacco use by sponsoring tobacco-related educational sessions.
- Educate all group members regarding the harmful effects of tobacco use.

Enforcement

As a faith-based institution, we will be responsible for enforcing this policy and determining the appropriate sanctions for violations of the policy.

Sample Tobacco Policy (continued)

Education and Assistance

As a faith-based institution, we will be responsible for providing support, educational sessions and materials, and referrals for cessation services.

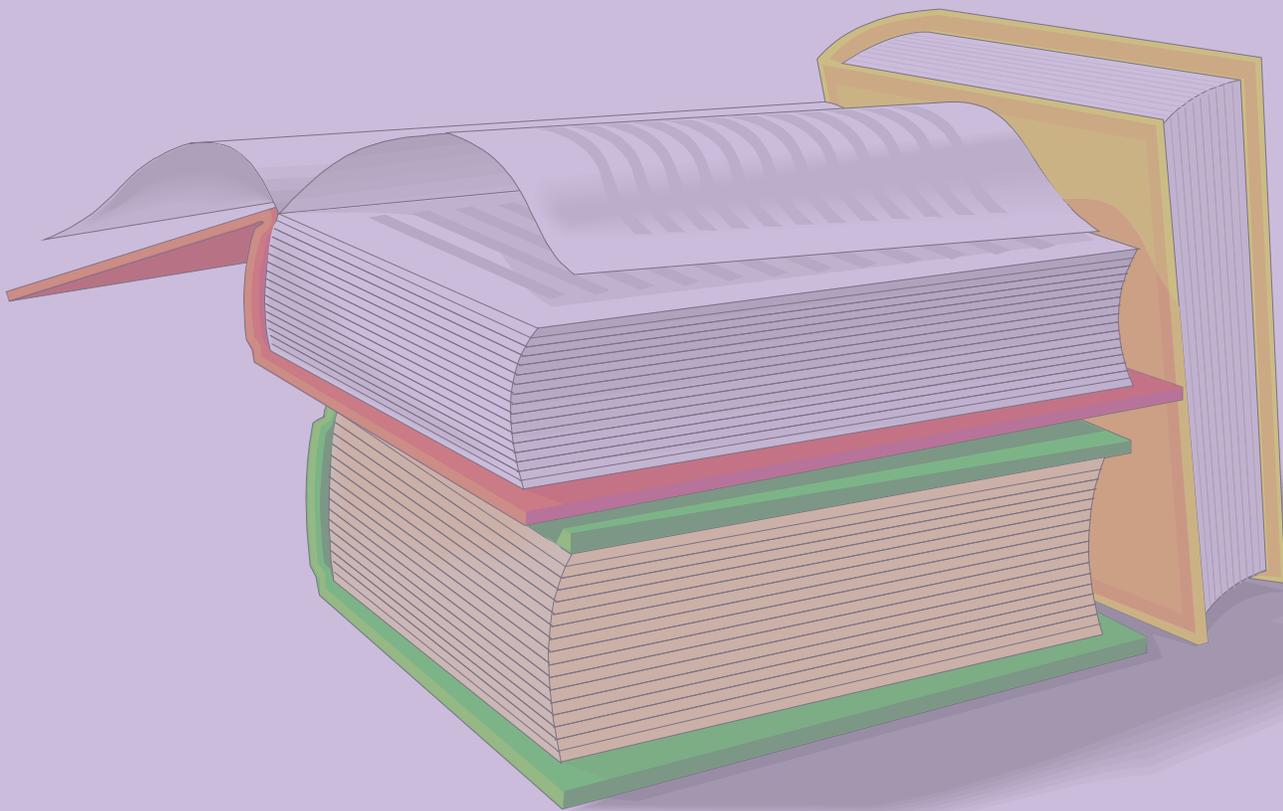
Tobacco Industry Marketing or Sponsorship

As a faith-based institution, we will not accept any sponsorship from any tobacco-related producers or marketers. In addition, we will not allow tobacco advertising on gear or other paraphernalia at any function or activity.

Pastor's Signature and Date

Health Ministry Coordinator's Signature and Date

(Adapted from the SC DHEC Division of Tobacco Prevention and Control)



Physical Activity Waiver

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Sample Waiver Form

(Adapted from Bronx Health Reach)

I agree and understand that participation in _____
(name of activity)

sponsored by _____,
(name of church)

will not diagnosis or attempt to cure any diseases or physical conditions.

I further understand that I should continue under the care of my physician and not discontinue any medications without the advisement of my health care provider while participating in this program.

I acknowledge that my participation in this program is voluntary and I accept full responsibility for the management of my own health care.

I acknowledge that this program _____
(name of program/activity)

is not a medical diagnosis or substitute for medication or medical advise. It is simply for fitness with light to moderate exercise.

I have read the above and agree to abide by the conditions, and I acknowledge that I am in good health.

I further agree that the program or any of its instructors are not responsible for my health care or any injury that I may sustain during the fitness program.

I further understand that my acceptance and continuation in the program is conditional upon my written acceptance of the conditions set forth. If at any time I fail to abide by the above conditions, my participation in the program will be terminated.

Participant name: _____ Date: _____

Acknowledged and accepted by:

Instructor _____

Monthly Observances

January

National Birth Defects Month
Alzheimer's Awareness Month

February

American Heart Month
National Children's Dental Health Month

March

National Nutrition Month
National Kidney Month

April

National Minority Health Month
Cancer Control Month
National STD Awareness Month
Alcohol Awareness Month

May

National Stroke Awareness Month
National High Blood Pressure Education Month
National Teen Pregnancy Prevention Month

June

Fireworks Safety Month

July

Fireworks Safety Month through July 4th

August

National Immunization Awareness Month

September

Prostate Cancer Awareness Month
National Sickle Cell Month
National Cholesterol Education Month

October

National Breast Cancer Awareness Month
Sudden Infant Death Syndrome (SIDS)
Awareness Month

November

American Diabetes Month
Lung Cancer Awareness Month

December

Safe Toys and Gifts Month
National Drunk and Drugged Driving (3D)
Prevention Month

Weekly or Daily Observances

February 7, 2009 – National Black HIV/AIDS
Awareness Day

March 24 each year – World TB Day

March (Fourth Tuesday of each March) – American
Diabetes Alert Day

April 25 - May 2, 2009 – National Infant
Immunization Week

April 20-26 – National Minority Cancer
Awareness Week

May – National Women's Health Week (beginning
on Mother's Day each year)

May 31 each year – World No Tobacco Day

June – National Men's Health Week – Celebrated
each year during the week leading up to and
including Father's Day

June 27 – National HIV Testing Day

November – Great American Smokeout held annual
the third Thursday in November

December – World AIDS Day – December 1 each year

Health Risk Appraisal

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Instructions: Answer each question to the best of your knowledge. Do not put your name on the survey. All information is confidential and will be used for health ministry program planning.

Please Return This Survey To Your Church Health Coordinator

1. Would you say that in general your health is?

- Excellent Very good Good Fair Poor

2. Weight without shoes: _____ Pounds 3. Height without shoes: _____ Ft. _____ Inch.

4. Age: _____ 5. Sex: Female Male

6. Race: Black/African American White Hispanic Other: _____

7. The county in which you live: _____

8. In a usual week, what is your physical activity level? (Check only one)

- Not physically active Light - (such as leisurely walking)

On average: _____ days per week On average: _____ minutes per day

- Moderate - (such as brisk walking, bicycling, gardening etc.)

On average: _____ days per week On average: _____ minutes per day

- Vigorous (such as running, aerobics, or anything else that causes large increases in breathing or heart rate)

On average: _____ days per week On average: _____ minutes per day

9. Have you ever been told by a doctor or other healthcare provider that you have any of the following conditions?

(CHECK ALL THAT APPLY)

- Diabetes Cancer High blood pressure Heart disease/Heart attacks
 High cholesterol Stroke

10. Do you have any kind of health care coverage, including health insurance, prepaid plans such as HMOs, or government plans such as Medicare?

- Yes No

11. About how long has it been since you last visited a doctor or other health professional:
- Within the past year (anytime less than 12 months ago)
 - Within the past 2 years (more than 1 year but less than 2 years ago)
 - Within the past 5 years
12. Are you currently participating in a physical activity/exercise program at a gym or recreation center?
- Yes No
13. How many fruits do you eat each day?
- 1 or less
 - 2 – 4
 - 5 or more
14. How many vegetables do you eat each day?
- 1 or less
 - 2 – 4
 - 5 or more
15. How many fried foods do you eat each day?
- 1 or less
 - 2 – 4
 - 5 or more
16. How many glasses of water do you drink each day?
- 1 or less
 - 2 – 4
 - 5 or more
17. Are you currently participating in a healthy eating program?
- Yes No

18. Do you currently use any of the following tobacco products?
- I do not use tobacco products
 - Cigarettes
 - Cigars
 - Chewing tobacco
 - Snuff
19. How often do you use tobacco products?
- Not at all
 - Some days: How many a day? _____
 - Every day: How many a day? _____
20. During the past 12 months, did you ever try to quit smoking cigarettes or stop using tobacco products?
- I do not smoke or use tobacco products
 - Yes
 - No
21. Are you currently participating in a program to stop using tobacco products?
- I do not use tobacco products
 - No
 - Yes
- 22a. Are you aware of any physical activity programs your church offers?
- Yes
 - No
- 22b. Are you aware of any nutrition programs your church offers?
- Yes
 - No
- 22c. Are you aware of any tobacco use prevention programs your church offers?
- Yes
 - No

Thank You for Taking Time To Complete This Survey

Implementation Plan

(Sample)

(Risk Factor Being Addressed)

Church Name _____

Name of Activity _____

Target Audience _____

Beginning Date _____ Length of Activity _____ Frequency _____

Describe Activity

Recruitment/Advertisement Process

Equipment Needed

American Cancer Society



www.cancer.org
Phone: 1-800-ACS-2345 (1-800-227-2345)

American Council for Physical Fitness and Nutrition



www.acfn.org
Phone: (614) 442-8793

American Diabetes Association



www.diabetes.org
Phone: 1-800-877-1600

American Dietetic Association



www.eatright.org
Phone: 1-800-877-1600

American Heart Association

www.americanheart.org
Phone: 1-800-242-8721



American Lung Association



www.lungusa.org
Phone: 1-800-LUNG-USA (1-800-586-4872)

American Stroke Association

www.strokeassociation.org
Phone: 1-888-4-STROKE



Bronx Health Reach

www.institute2000.org
Phone: (212) 633-0800



Campaign for Tobacco-Free Kids

www.tobaccofreekids.org
Phone: (202) 296-5469



Centers for Disease Control and Prevention



www.cdc.gov
Phone: (404) 639-3311

Eat Smart Move More



www.eatsmartmovemore.org/priority/
Phone: (803) 941-7050

Foundation for a Smoke-Free America

www.tobaccofree.org
Phone: (310) 471-0303



National African American Tobacco Prevention Network

www.naaten.org
Phone: 1-888-442-2836



National Cancer Institute

www.cancer.gov
Phone: 1-800-422-6237



National Institutes of Health

www.nih.gov
Phone: (301) 496-4000



South Carolina African American Tobacco Control Network

www.scaatcn.org
Phone: (843) 871-9439



South Carolina Department of Health and Environmental Control

www.scdhec.gov
Phone: 898-0800



South Carolina Quitline

www.scdhec.gov/quitforkeeps
Phone: 1-800 QUIT-NOW (748-8669)

