

Title of Intervention: Eat For Life

Intervention Strategies: Individual Education, Supportive Relationships

Purpose of the Intervention: To promote physical activity and healthy diets in the African-American community

Population: African-American adults

Setting: Baptist and Methodist churches; faith-based

Partners: None mentioned

Intervention Description: Fourteen churches were randomly assigned to 3 treatment conditions: (1) comparison, (2) self-help intervention with 1 telephone cue call, and (3) self-help with 1 cue call and 3 counseling calls.

- Individual Education: Participants in both intervention groups received culturally sensitive multi-component self-help intervention materials. Each group received one telephone cue call that served as a reminder to use the materials. Individuals in the intervention groups received an 18-minute video, a project cookbook, printed education materials, and several "cues" imprinted with the project logo and a 5-a-day message (e.g., refrigerator magnet, pen scratch pad, pot holder and erasable writing tablet). The video entitled "Forgotten Miracles" used biblical and spiritual themes to motivate healthful eating. The Eat for Life cookbook contained healthy recipes submitted by members of the participating churches. Qualifying recipes were required to contain at least a fourth of a serving of fruit or vegetable per portion and be low in fat. The cookbook also contains information about the health benefits of fruits and vegetables, tips for shopping and storing fruits and vegetables and cooking techniques. Printed health education materials included a National Cancer Institute brochure, a food-guide pyramid slide card and the Soul Food Pyramid.
- Supportive Relationships: Participants in one group also received three counseling calls. The counseling call used motivational interviewing techniques. Key strategies included reflective listening, rolling with resistance and eliciting self-motivational statements rather than providing unsolicited advice. This technique began with two questions: 1) on a scale of 1 to 10, how motivated are you in increasing your fruit/vegetable consumption and 2) on a scale from 1 to 10, how confident are you that you could increase your fruit/vegetable consumption. The counselor prompted the participant to offer solutions to barriers.

Theory: Social Cognitive Theory, Health Belief Model

Resources Required:

- Staff/Volunteers: Interviewers,
- Training: Training in motivational interviewing
- Technology: Video cameras and videotapes
- Space: Not mentioned
- Budget: Not mentioned
- Intervention: Cookbooks, printed educational materials, promotional items with logo, telephone, counseling protocol, video
- Evaluation: Phone interviewers, scales, questionnaires, sphygmomanometers

Evaluation:

- Design: Randomized controlled trial
- Methods and Measures:
 - Fruit and vegetable intake was measured using several food frequency questionnaires and a 24-hour recall phone interview
 - Total cholesterol was measured in non-fasting capillary blood samples
 - Systolic and diastolic blood pressures were assessed using manual sphygmomanometers
 - Height and weight were obtained by trained staff and converted to BMI

- Outcome expectations, nutritional benefits of fruit/vegetable, perceived benefits of eating fruit and vegetable, preference for meat meals, neophobia, perceived need to increase fruit and vegetable consumption, barriers to fruit and vegetable intake, social support to eat more fruits and vegetables, self-efficacy to eat more fruits and vegetables, nutrition knowledge were assessed using various measures

Outcomes:

- Short Term Impact: Not measured
- Long Term Impact: Change in fruit and vegetable intake was significantly greater in the motivational interviewing group than in the comparison and self-help groups.

Maintenance: Not mentioned

Lessons Learned: Motivational interviewing appears to be a promising strategy for modifying dietary behavior, and Black churches are an excellent setting to implement and evaluate health promotion programs.

Citation(s):

Resnicow, K., A. Jackson, et al. (2001). "A motivational interviewing intervention to increase fruit and vegetable intake through Black churches: results of the Eat for Life trial." *Am J Public Health* 91(10): 1686-93.