

Title of Intervention: Body and Soul

Intervention Strategies: Campaigns and Promotions, Individual Education, Group Education, Supportive Relationships, Environments and Policies

Purpose of the Intervention: To increase fruit and vegetable consumption

Population: African American church members

Setting: African American churches located in California, Georgia, North Carolina, South Carolina, Delaware and Virginia; faith-based

Partners: Two research groups that designed the interventions, American Cancer Society (ACS), National Cancer Institute (NCI), churches

Intervention Description:

- **Campaigns and Promotions:** As a condition for participating in the Body and Soul Project, churches agreed to implement core church-wide activities that included a kick-off event, formation of a project coordination committee, at least three nutrition events and an additional event that involved the pastor. Examples of some of the activities included serving fruit and vegetables after services or church programs, sponsoring food demonstrations or taste tests, organizing tours of food markets, inviting guest speakers and having pastor sermons related to health.
- **Individual Education:** All individuals enrolled in the project received a cookbook that contained low-fat recipes, cooking techniques, shopping and storage tips for fruits and vegetables and health benefits of lowering fat/increasing fruit and vegetable intake. Participants also received several ACS educational pamphlets.
- **Group Education:** Each church received a single copy of "Forgotten Miracles," an 18-minute video that targets fruit and vegetable intake using both spiritual and secular motivational messages. Churches were asked to organize public screenings of the video and to make the copy available to members for checkout.
- **Supportive Relationships:** Motivational interviewing, a counseling approach, was delivered by lay church members.
- **Environments and Policies:** Churches agreed to implement at least one policy change. Potential policy changes included establishing guidelines for the types of foods served at church functions, changing snacks served at youth camps, and creating a food pantry.

Theory: Ecologic Model, Self-Determination Theory

Resources Required:

- **Staff/Volunteers:** Volunteer liaison from church, lay leaders, project coordination committee
- **Training:** Not mentioned
- **Technology:** Not mentioned
- **Space:** Not mentioned
- **Budget:** Churches received \$5 per baseline and follow-up survey completed (maximum \$500 each) plus an additional \$500 if 90% of baseline participants completed a follow-up survey
- **Intervention:** Cookbooks, pamphlets, "Forgotten Miracles" video
- **Evaluation:** Food frequency surveys

Evaluation:

- **Design:** Randomized Effectiveness Trial
- **Methods and Measures:**
 - Surveys measured fat intake, fruit and vegetable intake over the past month, vegetable preparation practices, intrinsic/extrinsic motivation and self-efficacy
 - Participants self-reported exposure to and satisfaction with each intervention component

Outcomes:

- Short Term Impact: Participants showed small, but significantly greater changes for intrinsic/extrinsic motivation to eat fruits and vegetables, self-efficacy to eat fruits and vegetables and social support to eat more fruits and vegetables.
- Long Term Impact: Participants in the intervention group reported significantly greater consumption of fruits and vegetables than those in the comparison group. The same participants also showed a small but significant decrease in percentage of calories from fat.

Maintenance: Not mentioned

Lessons Learned: This project demonstrated that a research-based intervention can be adapted and implemented under real-world conditions using volunteer staff and lay counselors and, under these conditions, positive effects on behavior change can be achieved. Key challenges ahead include developing a cost-efficient means for training lay health advisors while maintaining quality control, and finding ways to not only install the program, but institutionalize it so that activities continue beyond initial adoption. Future dissemination partners will also likely require similar intrinsic organizational motivation to invest in the program.

Citation(s):

Resnicow, K., M. K. Campbell, et al. (2004). "Body and soul. A dietary intervention conducted through African-American churches." *Am J Prev Med* 27(2): 97-105.