

Title of Intervention: Dietary changes through worksite organization efforts

Intervention Strategies: Campaigns and Promotions, Individual Education, Group Education

Purpose of the Intervention: To increase fruit and vegetable consumption and self-efficacy for making dietary changes

Population: Rural manufacturing workers, predominantly African American

Setting: Large manufacturer of fiberglass material in Mcklenburg County, Virginia; worksite-based

Partners: Management, community advisory board

Intervention Description:

- Campaigns and Promotions: Health-related newsletters, flyers and nutrition-related cancer prevention materials were regularly distributed to all employees. Posters created by employees were displayed in eating areas and at entrances.
- Individual Education: Employees completed computerized dietary fat screening and received personalized feedback. Employees also received holiday cards with personalized, targeted information.
- Group Education: A nutrition seminar on fat and fiber was held for employees.

Theory: Theory of Reasoned Action, Health Belief Model

Resources Required:

- Staff/Volunteers: Community advisory board
- Training: Not mentioned
- Technology: Computerized dietary fat screener
- Space: Not mentioned
- Budget: Not mentioned
- Intervention: Newsletters, flyers, brochures, holiday cards
- Evaluation: Surveys

Evaluation:

- Design: Pre-/post-test
- Methods and Measures:
 - Survey questions assessed demographic variables, perceived use of butter or spread on bread, servings of fruit and vegetables eaten in a day, intention to lower fat in diet, consumption of red meat per week, confidence of lowering fat in diet, risk for cancer, belief that smoking causes cancer, perceived smoking, health and diet norms at the workplace

Outcomes:

- Short Term Impact: Employees' self-confidence to lower fat consumption significantly increased. Worksite social norms changed as evidenced by employee perceptions of co-worker support to make changes.
- Long Term Impact: The number of fruit and vegetables eaten daily significantly increased.

Maintenance: Not mentioned

Lessons Learned: A low-intensity community organization approach with minimal intervention resources can reach employees in worksites and produce small behavioral and attitudinal changes. Community organization-based strategies may be appropriate for rural, culturally diverse worksites.

Citation(s):

Fries, E. A., J. S. Ripley, et al. (1999). "Can community organization strategies be used to implement smoking and dietary changes in a rural manufacturing work site?" J Rural Health 15(4): 413-20.