

**Title of Intervention and Website:** Health Works for Women

**Intervention Strategies:** Individual Education, Supportive Relationships

**Purpose of the Intervention:** To improve nutrition and physical activity health behaviors

**Population:** Rural, adult female blue-collar employees

**Setting:** Small to medium sized manufacturing factories, eastern North Carolina; worksite-based

**Partners:** None mentioned

**Intervention Description:** Worksites were randomized to the intervention group or the delayed intervention group. The delayed intervention group received only one individually tailored magazine and did not have the natural helpers program.

- Individual Education: Individualized computer-tailored health messages based on most recent survey data in the form of a women's magazine
- Social Support: Natural helpers program (or lay health advisors) provided social support among women regarding health behavior changes, promoted workplace activities and environmental changes conducive to healthy behaviors and provided information to women via their social networks.

**Theory:** Social cognitive theory, Stages of change; Social support models

**Resources Required:**

- Staff/Volunteers: project staff members to measure height and weight
- Training: bimonthly group training sessions for natural helpers
- Technology: computer program to tailor messages
- Space: not mentioned
- Budget: not mentioned
- Intervention: computer-tailored messages in the form of a woman's magazine, natural helpers
- Evaluation: surveys, small incentives, standardized scales, focus group leaders

**Evaluation:**

- Design: Randomized experimental design
- Methods and Measures: Baseline and follow-up surveys at 6-months and 18-months measured: fruit and vegetable intake, dietary fat scores, exercise frequency and ability, smoking rates, exposure to interventions, cancer screenings, behavioral priority for change

**Outcomes:**

- Short term Impact: significant increase in fruit and vegetable consumption, significant difference in fat intake at 6-months only, improvements in strengthening and flexibility exercises, no difference in rates of smoking cessation or cancer screening
- Long Term Impact: not measured

**Maintenance:** Not mentioned

**Lessons Learned:** This intervention model may be feasible and effective for changing certain lifestyle behaviors among blue-collar women. Future research should replicate the program with a larger sample of workplaces and women and address adaptation of the program to include male workers and other ethnic groups and industries.

**Citation(s):**

Campbell, M. K., I. Tessaro, et al. (2002). "Effects of a tailored health promotion program for female blue-collar workers: health works for women." *Prev Med* 34(3): 313-23.