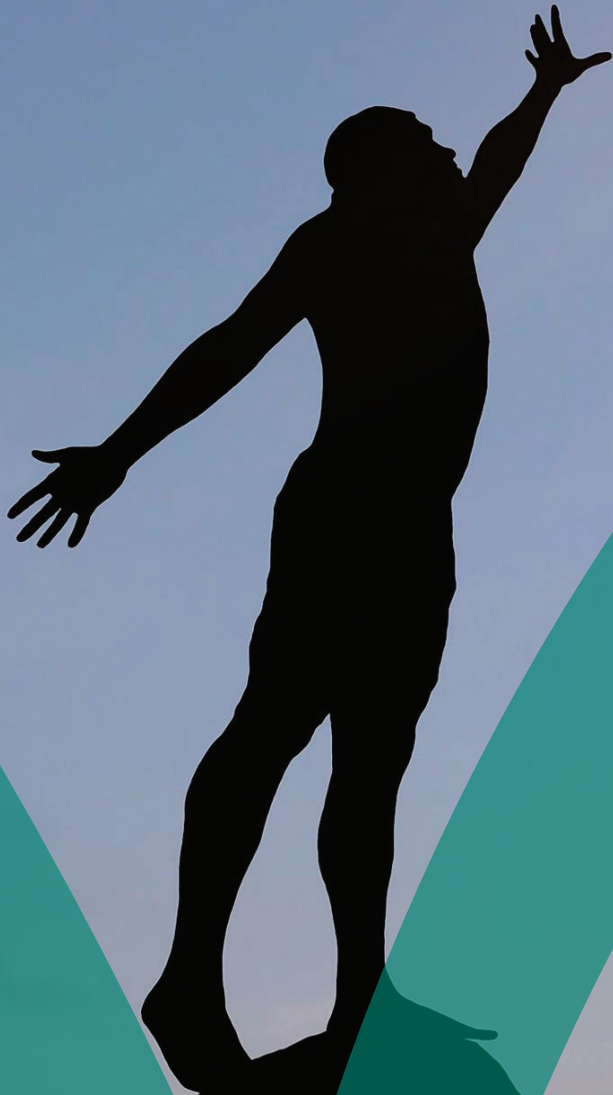


The Power of the Pulpit



Livewell!

greenville

At Worship

Toolkit

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The Case for Congregational Wellness Programs

The congregational setting is considered a safe haven and often serves as the center of community life for Greenville County residents and people throughout the world. In hours of need, people often look to their faith family for prayers and support related to sickness, injury or personal crisis. A congregational wellness program can build upon that sense of community and trust to extend valuable health information, support and nurturing to congregational members. The wellness program provides quality resources for health-related issues

According to the 2010 census data, Greenville County's population is 458,000. Children less than 18 years of age make up about 25% of Greenville County's population. Specifically, 19% of the children between the ages of 5 and 18 years are overweight, and 22% are obese. Even more alarming is the fact that almost 50% of African American children and 44% of Hispanic children are either overweight or obese. When considering that Greenville County is home to 449 religious institutions and over 57% of the population recognizes some religious affiliation.

The leading causes of death are coronary artery disease, cancer and stroke. The lifestyle-related factors contributing to 50% of these causes of death are related to obesity/overweight and inadequate physical activity. Within the congregational setting, health information and resources can be shared, preventive screenings can be performed and ongoing nutrition and physical activity can be addressed for all ages. The church is the one place that serves most people from the womb to the tomb.

Readiness for Change

Here are some of the key considerations you want to take into account in engaging your congregation so they become active participants in your wellness program.

Member Readiness: Stages of Change

People vary greatly in their readiness to change behavior. You may use your survey of congregational members to identify what percent of members are at the various stages so that you can gear your program accordingly.

Stages of Change

Most people go through five stages in changing behaviors:

- Pre-contemplation – Individuals are not thinking about changing their behavior in the near future.
- Contemplation – They are beginning to seriously consider changing their behavior in the near future (next six months).
- Preparation – At this stage, most people have tried to change their behavior at least once in the past year, and they are thinking about trying again within the next month.
- Action – They are actively taking steps to change their behavior. This is the stage where a slip is most likely to occur.
- Maintenance – This stage applies to people who have changed their behavior for over six • months and are now maintaining that healthy behavior.

People can move from one stage to another in order, and they can also move back and forth between the various stages before they adopt a behavior for good. A slip is not a failure, but an important part of the process. Most people may attempt healthy behavior change several times before they succeed.

Tailor your programming according to the needs of your congregation. As an example, if the majority of respondents to the survey are over 50 years of age and are only moderately active, a graduated walking program might be a good place to start for physical activity programming.

Effective communication is a vital aspect of any wellness initiative and the programs that support the initiative. Proper communication to participants shows that the wellness team and leadership value them. When strategizing on how your church will carry out the communication take into consideration the tips on the following page.

TIPS TO Help Ensure Successful Communication:

Know your audience.

It's important to fully understand your audience's needs, how to help meet those needs and how to create demand. This will help create a successful program.

Never work alone.

The most creative ideas come from working with other creative people. Utilize your wellness committee to communicate and market wellness ideas effectively.

Use consistent messaging.

Consider the entire user experience before you launch. From Bulletins to web sites, are your congregational members hearing a consistent message of health and wellness? If they are, your campaigns stand above 98% of others.

Create value for the program.

To encourage members to engage in wellness, you will need to show them how and why it is valuable for them to participate. Some may respond to simple incentives, others may respond to the idea of truly improving their health.

Lead by example.

Make sure that there is consistent messaging in actions and words from the head of the faith community and the wellness team. The best marketing comes from leaders acting out wellness by participating and vocalizing their interest, appreciation and importance of the program.

Preliminary Step: Developing a Wellness Committee

One of the first tasks in the planning process is to develop and implement the Wellness Committee. This group should be representative of the members of the congregation, including those who serve children and youth, single adults, married adults, seniors and established committees, such as the culinary and youth education. The Wellness Committee should be aware of the present activities, resources, gifts and needs of the church and community. Those serving on the committee should be dedicated and motivated to:

- meet regularly;
- identify the strengths of the members;
- create an action plan based on the survey results to address the health of the congregation;
- be bold in selecting opportunities to make environmental and policy changes for the health of the congregation;
- identify resources within the congregation and community to address needs through education, recreational activities, outreach, and so on;
- be willing to make healthy lifestyle changes themselves.

Step 1: Assess

“Where are we now?”

Before you begin your efforts to create a healthy faith-based setting, it is important to assess your current environment with respect to opportunities and policies regarding healthy eating and physical activity. Knowing your starting point will enable you to prioritize the focus areas and set realistic goals.

LiveWell Greenville has created the Congregational Health and Wellness Survey to capture information related to your congregation’s typical practices related to health including:

- Food at congregate meals
- Snacks at children and youth functions
- Physical Activity
- Programs
- Educational messages
- Tobacco
- Technical support and assistance needs

This assessment was developed with the assistance of Long Branch Baptist Church’s health committee. That committee recommended the development of another survey, the Congregational Youth Assessment, to specifically capture practices, health habits and interests related to youth activities. These assessments, used together or alone, can be utilized to guide your congregation’s efforts to develop and maintain an environment that supports healthy decisions by your members. The assessment is designed to be completed by each congregational member as part of the worship service, collected by the committee and submitted to LiveWell Greenville. Your answers will not be shared publicly; rather LiveWell Greenville will review and discuss your assessment results with you and provide technical assistance and support as you determine your next steps. Some examples of technical assistance and support include:

- Quarterly Workshops to share:
 - successes experienced at Long Branch Baptist Church
 - resources on specific topics and services
 - and celebrate success stories from other faith-base institutions
- Roundtable discussions about:
 - The importance of surveying the congregation
 - How to plan around the information from the survey
 - Working together to achieve your goals

Step Two: Plan

“Where Do We Want To Go?”

Now that you have completed the LiveWell Greenville Healthy Congregation Assessment Tools (Congregational Health and Wellness Assessment and/or Congregational Youth Assessment), it is time to review your results and determine priority areas for improvements in your house of worship. For example, your committee may decide that you want to focus on improving the congregant meals. Within each focus area develop 2-3 goals. A goal in the area of meals might be: By the end of 2013 increase the number of healthy options available at each meal provided by 50%. Then for each goal you develop, determine the action steps needed to accomplish the goal, persons responsible for each action step, and targeted completion date. Make your actions steps] S.M.A.R.T.: **Specific, Measurable, Attainable, Realistic, and Time-bound.**

The following is an Action Planning Document Template that you can use to develop your plan. Do not feel like you need to fill in all the spaces. It is best to pick just a couple of areas for improvement to focus on first. **Even simple changes can make a difference!** You can always choose additional areas to work on once you have accomplished your initial goals. The first table in this document lets you outline your areas of focus and the goals for each area. The remaining tables in this section are designed to outline your action steps for each goal.

LiveWell Greenville is available to provide assistance and support in developing your action plan, free of charge. We encourage you to take advantage of this complimentary service.

Here are some examples of simple changes you can make:

- Offer water, 100% fruit juice or 1%/skim milk on the menu.
- Offer fruit as an option to dessert at every congregant meal.
- Consider opportunities for physical activity on the grounds or in the building, if allowed.

LiveWell Greenville Healthy Congregation Sample Action Plan

Congregation Name: Worship Site Name

Date: Date of Goal-setting

Target Date for Evaluation: One Year later

Areas for Improvement/Specific Goals:

Self-Assessment Area	Goals	Target Date for Completion
Nutrition Area:	Increase fresh or frozen fruit being offered as an option to desserts at each congregant meal.	May 30, 2013
	Replace sugar sweetened beverages with water and/or 100% fruit juice.	May 30, 2013
	Provide nutrition education by introducing children and family to a new food every other month.	April 30, 2013
Physical Activity Area:	Decrease frequency of seated time to less than 30 minutes during any session.	March 30, 2013
Additional Area:	Develop written policy and procedure draft for nutrition, physical activity and tobacco practices.	September 2013

Step Three: Implement “Let’s Do It!”

Now that you have prioritized specific areas to improve in your congregational program so that the healthy choice is the easier choice and developed a plan with specific goals and timelines, it is now time to put your plan into action.

This next portion of the LiveWell Greenville Healthy Congregational Toolkit has some resources that will help you as you implement your action plan. You will find links to different websites that have valuable information that can assist you in creating an environment that supports your chosen goals. There are local resources for healthy eating and physical activity as well as online resources.

LiveWell Greenville does not play any role in determining the contents on these websites. They are, however, from reputable organizations such as the Centers for Disease Control that we have confidence in recommending for your use. Remember that LiveWell Greenville is here to provide technical support and assistance to you as you implement your healthy congregational plan.

Resources for Implementation

Local Resources

LiveWell Greenville: Physical Activity

<http://livewellgreenville.org/community-action/for-fun/>

Learn more about LiveWell Greenville's efforts to increase the availability of safe and accessible places to be active.

LiveWell Greenville has created a map of local trails and activity resources. Free copies are available upon request via www.livewellgreenville.org

Parks and Recreation Departments

- City of Greenville: www.greenvillesc.gov/ParksRec/default.aspx
- Fountain Inn: <http://www.fountaininn.org/parks-and-recreation>
- Greenville County Recreation District: www.greenvillerec.com
- Mauldin: www.cityofmauldin.org/city-departments/recreation/default.aspx
- Simpsonville: <http://simpsonvillerec.wordpress.com/>
- Travelers Rest: <http://travelersrestsc.com/life/attractions.php>

YMCA of Greenville

The YMCA of Greenville has four family branches located in different areas of Greenville County that offer a variety of wellness facilities and programs for people of all ages and fitness levels. Visit their website for more information, including corporate wellness opportunities. www.ymcagreenville.org

Program Resources

<http://www.bsfcfm.org/index.htm>

St. Francis Hospital and the CARES [Congregational Assistance with Resources and Services] program helps congregations find resources and educational assistance.

<http://www.baptisteasley.org/body.cfm?id=94>

Abundant Living is a hospital-supported, church-based wellness program [1996] designed to inform congregations throughout Easley and surrounding communities about health issues and valuable services in our area. Training is provided to assist congregations in developing a health ministry.

Nutrition & Healthy Eating

Eat Smart Move More South Carolina

<http://esmmsc.org/options-for-action/>

The Options for Action section of their website provides tools that can help promote healthy eating.

Furman University Eat Well Recipe Corner

<http://www2.furman.edu/sites/LiveWell/EatWell/Pages/RecipeCorner.aspx>

Access a wide variety of healthy recipes compiled by local expert Kelly Frazier of the Furman Health Sciences Department

LiveWell Greenville: Access to Healthy Foods

<http://livewellgreenville.org/category/at-mealtime>

One of LiveWell Greenville's goals is for people to have more healthy choices when eating meals and snacks outside of the home, including the congregational setting. Visit their website for more information.

Online Resources

<http://www.eatsmartmovemorenc.com/HealthyCelebrations/HealthyCelebrations.html>

Tips for healthy events and celebrations.

http://www.nhlbi.nih.gov/health/public/heart/obesity/lose_wt/fd_exch.htm

American Dietetic Association food exchange lists: check out serving sizes for each group of foods and choices available for each.

http://cspinet.org/nutritionpolicy/healthy_school_snacks.html

Helpful website on healthy snack ideas

<http://www.choosemyplate.gov/healthy-eating-tips/ten-tips.html>

Ten Nutrition Tips

<http://www.scdhec.gov/healthy-living.htm>

SC Department of Health and Environmental Services website on Healthy Living & Prevention

Toolkits

<http://www.eatsmartmovemorenc.com/AfricanAmericanChurches/AfricanAmericanChurches.html>

Planning and Resource Guide assists churches when planning, promoting and implementing programs for health and wellness. This resource helps reduce health disparities among African-Americans by helping faith-based organizations increase opportunities for healthy eating and physical activity.

<http://www.ndep.nih.gov/>

Publications for Diabetes information

<http://ndep.nih.gov/resources/diabetes-healthsense/just-one-step.aspx>

Online Toolkit for Diabetic Health.

<http://www.eatsmartmovemorenc.com/FaithfulFamilies/FaithfulFamilies.html>

The Faithful Families Eating Smart and Moving More (FFESMM) program is a multi-level intervention that changes individual behavior, as well as practices and environments of faith communities in regards to healthy eating and physical activity.

Quarterly Workshops

February 23, 2013

National Institutes of Health

Heart Healthy Home Cooking: African American Style
A booklet containing healthier versions of best-loved recipes

National Food Service Management Institute: The University of Mississippi

Source: Culinary Techniques for Healthy School Meals. This Herb and Spice charts provide alternative seasoning ideas to sodium.

SC Department of Health and Environmental Control

www.scdhec.gov

On the Road to a Healthy Heart: Order Number: ML-009028 05/2010

Colorful brochure about slow, whoa and go foods with daily recommended portion amounts.

Make Half Your Grains Whole: 10 Tips to Help You Eat Whole Grains – Order Number: ML-025515
04/12

A flyer from the 10 tips series on whole grains in both English and Spanish.

Be a Healthy Role Model for Children: 10 Tips for Setting Good Examples – Order Number: ML-025522 04/12.

Flyer written in both English and Spanish on the many ways to model healthy habits to children.

Cut Back on Your Kid's Sweet Treats: 10 Tips to decrease added sugars – Order Number: ML-025521
04/12

Flyer that provides practical tips on decreasing your child's intake of sugar, written in both English and Spanish.

American Diabetes Association

1-800-DIABETES 9342-2383.

www.diabetes.org

Toolkit No. 1: All About Your Risk for Pre-Diabetes, Type 2 Diabetes, and Heart Disease

A brief explanation on the above risks.

Toolkit No. 2: All About Insulin Resistance

This document defines, identifies risk factors, diagnosing and prevention/reversal of insulin resistance.



Additional Resources



Health Ministry and Faith Community Nursing

Health Ministry Team Roles

1. Identify existing ministries to avoid duplication and competition
2. Survey faith community to determine health interests
3. Prioritize needs of faith community
4. Facilitate programs and health initiatives without in-depth personal interaction or detail
5. Communicate health concepts to the faith community.
6. Includes members who are nurses (who do not function as FCN's), social workers, other professionals, and those with gifts for serving

Faith Community Nurse Roles

1. Currently licensed Registered Nurse
2. Colleague of pastor
3. Integrate faith and health into faith community's ministries
4. Provide health education and counseling to individuals and groups
5. Assess and refer individuals and groups
6. Document findings and outcomes
7. Liaison to community health resources
8. Health advocate
9. Develop support groups and care teams
10. Comply with *Faith Community Nursing Scope and Standards of Practice*

HMA, Sept., '10

Step 4: Evaluate

“Are We Making A Difference?”

Once you have made changes in the environment and policies of your congregational setting, it is important to evaluate your efforts to objectively determine if any changes have contributed to improvements in eating healthy and being physically active, compared to Step One, your baseline assessment, and to decide on future direction for continued improvement.

Use the Action Plan you developed in Step Two to determine your timeline for evaluation. The LiveWell Greenville Healthy Congregational Evaluation Tools are the same as the assessment tools in Step One.

As with the assessment, please ask your congregation members to answer questions honestly. Once all evaluations have been completed, LiveWell Greenville partners will be available to review your congregations' results with you.

The evaluation tool contains questions in the following areas:

- Nutrition
- Physical Activity
- Tobacco
- Specific questions related to quarterly Workshop sessions

The evaluation tool is available as a paper and pencil version for your convenience.

Thank you for your support of this very important step.

Step 5: Celebrate

After you have taken some time to evaluate your progress on congregational wellness efforts it is a good idea to take some time to celebrate your accomplishments thus far. Although you may have long term and short term goals remaining to achieve, celebrating victories along the way can keep you energized and motivated to continue the journey toward a sanctuary with healthier congregational members.

Here are some suggestions of ways you can celebrate your progress toward creating an environment that supports members in making healthy choices with respect to eating healthy, physical activity, and other lifestyle habits:

- Plan a luncheon or picnic with catered healthy foods
- Have a potluck where each participating congregational member brings a healthy dish
- Have a community walk, bike or hike at one of the local parks
- Plan a Family Fun Day with various outdoor activities

