

A Fruitful Partnership in Metro-Detroit: The Implementation of a Behavior Modification Workshop in Minority Communities

Beaumont



DiAné Sue Townsel, MSW; Jennifer Roye, RN, BSN, CCRP
Cancer Clinical Trials Office ■ Beaumont Hospital – Royal Oak, MI

Introduction

Limited access to educational resources continues to be a major factor preventing underserved and minority populations in Metropolitan-Detroit from making healthy food choices and engaging in consistent physical activity. Devising strategies to provide these resources remains a major determinant in alleviating existing health disparities.

Background

According to the American Cancer Society, cancer is the second leading cause of death in the U.S. accounting for nearly one in four deaths. Beaumont is a National Cancer Institute designated Community Oncology Research Program (NCORP) that provides education to diverse communities in an effort to decrease cancer incidence rates and promote overall health. The Beaumont NCORP suggests that individuals follow recommendations of the American Cancer Society to help prevent some forms of breast, colorectal, and prostate cancer by staying hydrated and drinking plenty of water; eating healthy by including five to seven servings of fruits and vegetables in the daily diet and being physically active by exercising, such as riding a bike, walking, jogging or swimming at least 30 minutes each day to help reduce their risk of cancer and promote overall health.

However, social determinants of health such as access to care and resources, education level, literacy/language, transportation options, etc. continue to be a barrier in certain communities.

The Department of Health and Human services as well as the Office of Disease Prevention and Health Promotion developed a guide for a six-week comprehensive workshop to implement in various communities. The goal of the workshop is to ensure that healthy lifestyle choices are easy, accessible and desirable for all. Along with the Food and Drug Administration-Detroit District Office (FDA-DDO) and Michigan State University Extension (MSU Ext.) Program, Beaumont NCORP developed a workshop to address the behavioral needs of the communities in which we serve.

Materials and Methods

A culturally synthesized version of the “Eat Healthy, Be Active Community Workshop” (Based on the Dietary Guidelines for Americans 2010, and 2008 Physical Activity Guidelines for Americans) was created in partnership with Beaumont Health, FDA-DDO and MSU Ext. in an effort to guide individuals toward making healthier food choices and engaging in physical activity. Faith-based organizations, community and senior centers within the Metropolitan Detroit area were encouraged to host a workshop for their members. Since the inception of the workshops in 2013, more than 500 participants identified best practices for leading healthy lifestyles and were encouraged to disseminate methods with families and neighbors.

Through our partnership we provided education, toolkits, numerous resources and recommendations for eating healthy, and being physically active. During each workshop we provided fruits, vegetables, a physical activity demonstration (Tai Chi, Pilates, yoga or self-defense) and a directory of Farmer’s markets that were in close proximity to each community organization.

This collaboration was an effort to eliminate existing barriers by developing partnerships within cultural community centers, faith-based organizations and senior centers where we hosted our workshop. Through our evaluations we received feedback from participants and worked to address the concerns and suggestions provided during each workshop.

Results

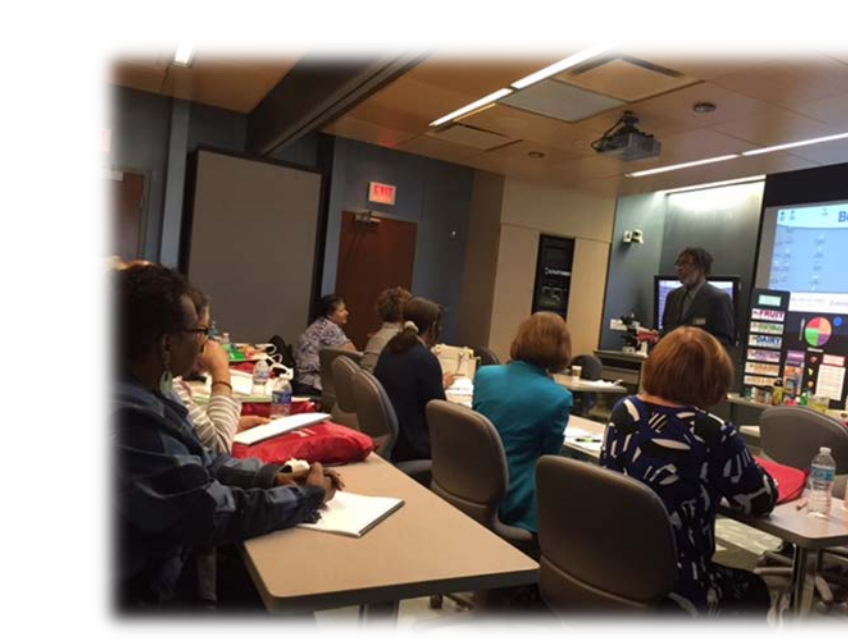
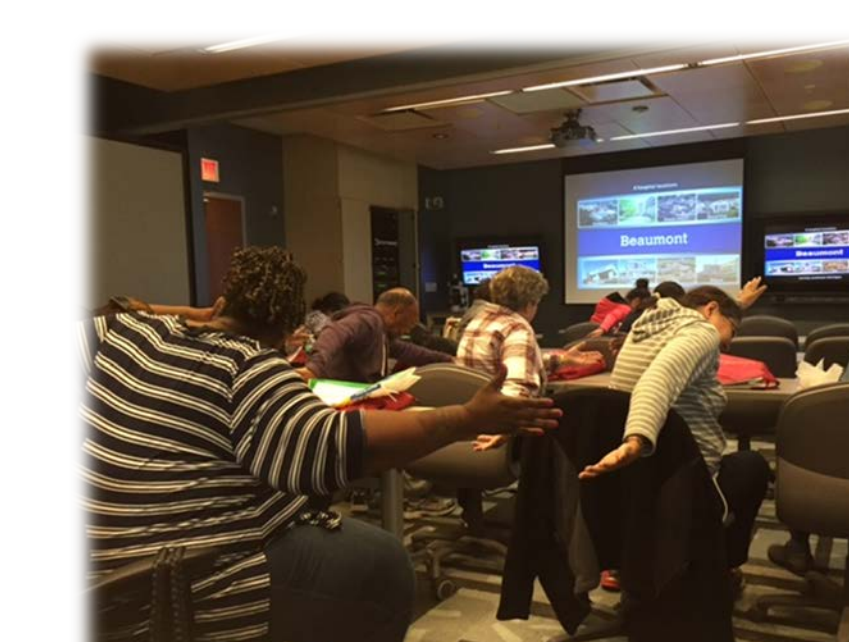
Our modified version of the Eat Healthy, Be Active workshop was offered to numerous faith-based organizations, community centers, and support groups. Beaumont’s NCORP is located in a culturally diverse region, and our workshops were geared toward those diverse communities. Our results show a high participation rate from the African-American community.

After each workshop we requested that the attendees complete an evaluation to assess if the goals of the workshops were being achieved. Each workshop was measured based on the information provided and if the teaching was attainable for the participants. A range from 1 = strongly disagree to 5 = strongly agree was given. Based on the cumulative data from 2014 and 2015 workshop evaluations, the Eat Healthy, Be Active workshop proved to be informative and provided practical ways to incorporate the teachings of eating healthy and being physically active. Our overall rating was higher than a 4.5, suggesting that our attendees agreed that the workshops were informative and provided practical ways to incorporate the teachings.

Conclusions

Having a fruitful partnership with the FDA-DDO and MSU Ext. proved to be a successful way to engage minority communities, families and individuals to attend the community workshops. We provided easy access to educational resources and encouraged attendees to make positive behavioral changes in an effort to ameliorate cancer disparities. At the conclusion of each workshop, attendees were asked if the teachings from the workshop provided practical information and skills for the individual to incorporate into his or her daily activities. Based on the combined results from our evaluations, we were able to demonstrate practical ways for attendees to eat healthy, and be active through our community workshops. Beaumont’s NCORP is currently working with our Community Health Educator to track behaviors of future workshop participants

Through our workshops, we were able to disseminate information and resources within minority and underserved populations, with a high number of African-American attendees. In an effort to provide culturally appropriate programming to our community we seek to expand our workshops to include more racial diversity. We intend to develop a workshop that fits the specific needs of each demographic we seek to serve. Along with our partners, we have begun to develop a strategic plan to host these culturally diverse workshops implementing the successful strategies we gained from 2014 and 2015. We look forward to implementing our workshop in more diverse settings in 2016.



**For further information and references please contact:
Diane.Townsel@Beaumont.org**

Our workshops are sponsored by the Beaumont Cancer Clinical Trials program, in partnership with the Food & Drug Administration (FDA) Detroit District Office, Beaumont’s Bio-Bank & MSU Extension. Beaumont’s National Community Oncology Research Program (NCORP) is a project supported by Award 1UG1CA190002 from the National Cancer Institute. Additional support is given by the Beaumont Research Institute and Beaumont Health System. The content is solely the responsibility of the authors and does not necessarily represent the official views of the National Cancer Institute or the National Institutes of Health.