



Network for a Healthy California–African American Campaign Best Practices

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Network for a Healthy California African American Campaign





African American Health Disparities



California has an estimated 2.2 to 2.5 million African Americans (6.6% of the population), the largest population of Black or African Americans in the western U.S, and the 5th highest Black population in the United States.

Question

What is the third leading cause of death for African Americans?

A: Stroke

Source: CDC, National Vital Statistics Report, v.53,
November 2005

Question

What is the second leading cause of death among African Americans?

A: Cancer

Question

What is the number one leading cause of death for African Americans?

A: Coronary Heart Disease

Question

What is the fourth leading cause of death for African Americans?

A: Diabetes

African American Campaign

The *African American Campaign* is designed to improve the health of the low-income African American community by providing education about healthy eating and physical activity. Through the work of three (3) Faith-based Projects and six (6) Regional Networks, the *Campaign* uses multiple venues to facilitate behavior change where low-income Californians live, shop and worship.





Best Practices

Social Marketing



Application of commercial marketing concepts, knowledge, and techniques to non-commercial ends (such as campaigns against smoking and drunken driving) for the society's welfare.



Social **Buckle Up** Marketing?

Eat 5 a Day

Know Your Numbers

Use of marketing principles to influence human behavior in order to improve health or benefit society.

**Get a
Mammogram**

Stop Smoking

Just Do It

Don't Litter

Targeted Marketing



Targeted Marketing involves identifying a target market after detailed research, and developing specific marketing campaigns focused at it.

Place-Based Targeted Interventions

1. Faith Interventions
2. Beauty Salon/Supply Store Interventions

The African American Church and Health Promotion



Why Faith?

African-Americans are markedly more religious on a variety of measures than the U.S. population as a whole, including level of affiliation with a religion, attendance at religious services, frequency of prayer and religion's importance in life. . . . with fully 87% of African-Americans describing themselves as belonging to one religious group or another

Source: U.S. Religious Landscape Survey, conducted in 2007 by the Pew Research Center's Forum on Religion & Public Life.

Body & Soul

A Celebration of Healthy Eating & Living



A GUIDE FOR YOUR CHURCH

NATIONAL
CANCER
INSTITUTE

What is Body & Soul?



- Body & Soul is a wellness program for African American churches
- It empowers church members to eat the recommended amounts of fruits and vegetables every day for better health
- It works by combining:
 - Pastoral leadership
 - Educational activities
 - A church environment that supports healthy eating
 - Peer counseling

Body & Soul - Evaluation

- Body & Soul was evaluated in 15 churches across the country by the American Cancer Society and NCI through work with researchers from the University of North Carolina and Emory.
- Body & Soul is a model program that has demonstrated significant increases in fruit and vegetable consumption; decrease in fat consumption; increase in internal motivation and self-efficacy among participants; key behaviors in prevention and maintenance of chronic disease.



Beauty Salons & Beauty Supply Stores

Why Beauty Salons/ Supply Stores?

According to a study conducted in 2009 by the General Merchandise Distributor's Council, African-Americans make up 13% of the US population, but account for 33% of hair care sales.





A Social Outlet for The Community

- ▶ Beauty Shop as *multi-functional* space
- ✦ African American woman's refuge
- ✦ Place to feel pampered and
- ▶ beautiful, as well as a place to vent,
- ▶ where frank talk from politics to whose hair is (or isn't) real is on the table.
- ✦ Historically speaking, these spaces have been seen not only as safe *hair* havens, but also safe platforms for candid talk about everything from race to relationships.






Beauty Salon Pilot Project

2012

A total of 64 clients were recruited from 10 Bay Area Salons; participants resided in 39 different zip codes.

- Almost all the women experienced a change in knowledge, attitude, or made a significant change in their lives as a result of their participation in the SFH pilot study.
- Fifty-two percent of the women reported that they learned something new about nutrition or physical activity

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- Forty-one percent stated that they experienced a change in attitude about nutrition or physical activity
 - Forty-four percent reported that they were able to make a change in a nutrition or physical activity behavior over the course of the intervention.


Target Advertising

. . . [targeted ads] generally score higher than general market advertising in each of the four critical areas of advertising performance:

impact – the degree to which the ads stand out in clutter;

comprehension – the degree to which the desired message is clear, credible and compelling;

appeal – the likeability of the ad and its key elements;



motivation – the degree to which the advertising establishes positive attitudes toward the advertiser and moves the viewer toward buying behavior.

Source: Dan Murphy, "Targeted and Tested" April 2004. "Quirk's Marketing Research Review" 2 February 2012.

Introducing the

VO: Traditions aren't always passed



VO: from generation to generation.



VO: Sometimes they're
passed from
neighbor to neighbor,

VO: and health-
smart daughter, to
old
school mom.



VO: But one thing's for sure, with the right tools and information, we can begin to change those traditions,



VO: away from high blood pressure and type 2 diabetes, and toward better exercise and health.



Contact Information

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<http://www.cdph.ca.gov/programs/cpns/Pages/AfricanAmericanCampaign.aspx>



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