

Implementation of the AHA *Search Your Heart Program*: Moving from the Church to the Community

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Duke University

Presentation Outline

- Magic City Stroke Project Overview
- AHA Search Your Heart Overview
- Evaluation Methods
- Results
 - A. Survey Demographics
 - B. Church Demographics
 - C. Program Results
- Conclusions & Public Health Implications

Implementation Objectives

- To evaluate the effectiveness of faith-based/academic partnerships as a community-based locus for frontline health education in minority communities.
- To discuss lessons learned from the collaboration between faith-based organizations and academic institutions in survey research.
- To recognize the importance and utility of comparing characteristics of respondent populations to demographic and epidemiologic data.

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Magic City Stroke Prevention Project

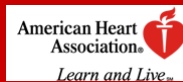
- 4-year demonstration project funded by the Office of Minority Health.
- AL, NC, SC received funding to address stroke awareness among African-Americans
- Project aimed at reducing the burden of stroke through community collaboration and partnership.



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Search Your Heart™ Overview

- Program initiated in 1996 by AHA to provide a core curriculum that delivers knowledge and action steps to encourage people to reduce risk factors for heart disease and stroke among African-Americans.



Spirituality and Health

- Spirituality is a mechanism of finding meaning, hope, comfort and inner peace in life.
- Spirituality can be achieved through music, art or a connection with nature, and also through attendance of religious services.
- African-American churches have served a pivotal role in reaching, advocating, and enabling public awareness of health and action in the community.

Healthy People 2010 Focus Objectives

- Obj. 12.8
 - Increase the number of adults who are aware of the early warning symptoms and signs of stroke
- Obj. 12.11
 - Increase the proportion of adults with high blood pressure who are taking action (for example losing weight, increasing physical activity, or reducing sodium intake) to help control their blood pressure

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Stroke as a health disparity issue

2004 Stroke Mortality Rates

	African American	White	African American/White Ratio
Men	74.9	48.1	1.5
Women	65.5	47.2	1.3

Source: 2004 NCHS, CDC Compressed Mortality File

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Snapshot of Birmingham

- Approximately three-fourths (73.5%) of Birmingham is African-American
- In 2000, Birmingham had the 17th largest number of African-Americans of the cities in the United States.
- African-Americans in Alabama
 - 37.5% had high blood pressure
 - 68.8% are at risk for health problems from being overweight
 - 12.7% have diabetes
 - Only 62.6% participated in any physical activity.

2000 Census Bureau Report. 2002 AL BRFSS.

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Program Overview

- Purpose of the assessment activity – to determine the knowledge level of adult individuals in Birmingham regarding stroke awareness, blood pressure knowledge, and nutrition & physical activity behavior
- An evaluation team at UAB developed a pre/post instrument comprised of items addressing content of the *Search Your Heart*TM curriculum

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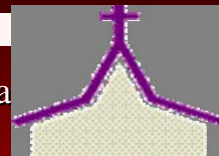
Program Overview

- Six primary churches facilitated survey administration
- Congregations for Public Health staff and volunteers solicited respondents' participation in the AHA Search Your Heart™ program.
- Participants were recruited within a one-mile radius of each of six primary church locations

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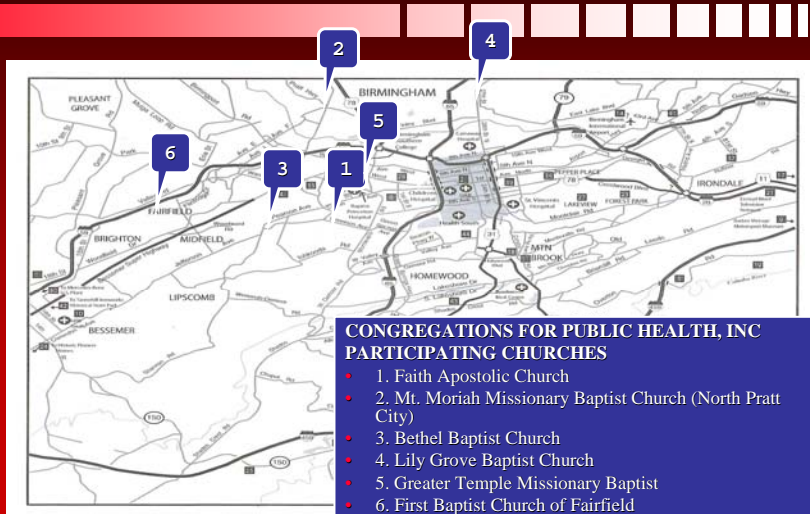
Congregations for Public Health, Inc.

- Organized in 2002 with 501(c)3 designation established in March 2004
- Founding members included 9 African-American Protestant churches with congregations ranging in size from 150 – 1500.
- Poverty in the various church communities ranges from 44.2% to 85.1%, representing some of the most serious poverty in the city of Birmingham.
- CPH was chosen to work with due to its mission and overall structure



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Congregations for Public Health Sites



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Survey Methodology

- Neighborhood Outreach Specialist served as coordinators of the data collection process
- Volunteer health professionals were utilized to implement the curriculum
- Post-program surveys were administered after each module implementation

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Survey Methodology

- A random sample of 902 participants completed the evaluation of the SYH program.
- Surveys administered utilizing a mixed-method approach through neighborhood association meetings, community health events and door-to-door participation.

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Survey Methodology

- Participants received educational instruction through the Search Your Heart curriculum
- Curriculum comprised of 6 activity modules:
 - Check for Life
 - Activities for Life
 - Bread of Life
 - Stress Reduction
 - Lift Every Voice
 - Stomp Out Stroke

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Program Methodology

Church ID	Implementation Method
00 – Bethel Baptist	Health professional volunteers
01 – Faith Apostolic	Health professional volunteers
02- Lily Grove Baptist Church	Facilitated by Outreach Specialist
03- First Baptist Church – Fairfield	Health professional volunteers
04- Mt. Moriah Missionary Baptist Church	Facilitated by Outreach Specialist
06 - Greater Temple Missionary Baptist Church	Health professional volunteers

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Survey Demographics

	Frequency	Percent
Gender		
Male	206	22.8%
Female	670	74.2%
Missing	26	2.9%
Race		
African-American	848	94.0%
White	11	1.2%
American Indian	1	.01%
Asian	2	.02%
Other	5	.05%
Missing	35	3.9%

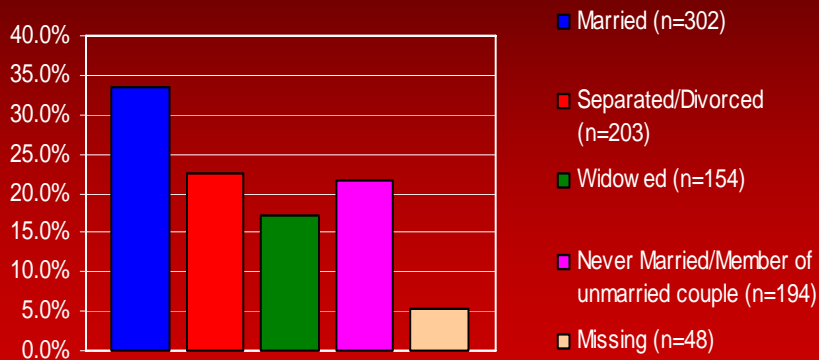
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Survey Demographics

- Average weight of the participants was 187 pounds
- Mean Blood Pressure
 - Systolic –127
 - Diastolic – 80
- Participants average church attendance was twice per week.

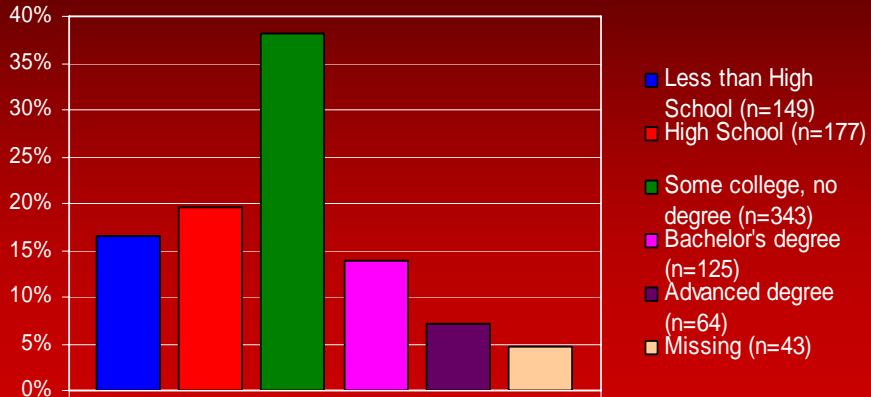
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Survey Demographics – Marital Status



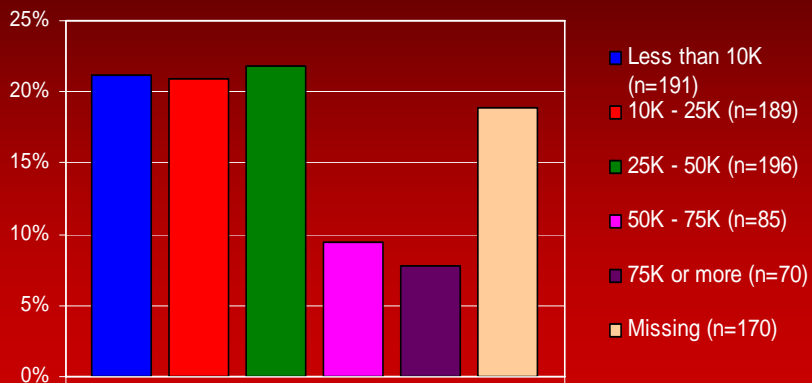
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Survey Demographics – Education



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Survey Demographics Income



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Denominations Surveyed

Denomination	Frequency	Percent
Baptist	488	68.6%
Apostolic	49	6.9%
Methodist	30	4.2%
Others (<4%)	141	19.6%

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Immediate Response to Stroke

- Respondents were asked what would be their first response when someone was having a heart attack or stroke
- Responses were dichotomized into categories: correct [911] and incorrect [all others]
- A statistically significant difference ($p=.002$) in knowledge & awareness among the respondents regarding the immediate response to stroke was found.

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Discussion & Lessons Learned



- Survey participant general feedback was positive of SYH program educational modules.
 - *“Encouraged me to exercise and as a result my cholesterol is lower”*
 - *“It was very good and the info was knowledgeable, being that I am a firefighter I understand it all much better than the average person. I myself try to be healthy as much as possible”*
- Existing social support systems in churches provides a natural foundation for conducting the SYH program.

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Discussion & Lessons Learned



- Consistent survey administration strategies for each church site is necessary.
- Survey administration pace and plan requires constant revision as community events are planned and executed.
- Rigorous tracking of survey participants is needed in order to conduct sound research methodology.
- Time frame of health education interventions in communities should be taken into consideration.

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Points to Ponder: Public Health Practice

- Community dynamics and flexibility are key elements in health-education initiatives in predominately African-American urban areas.
- Faith-based and academic partnership agendas require constant interaction and transfer of information in order to be successful.

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Dear Friend, I pray that you may enjoy good health and that all may go well with you, even as your soul is getting along well.

3 John 2 NIV

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Thank You



Questions & Comments