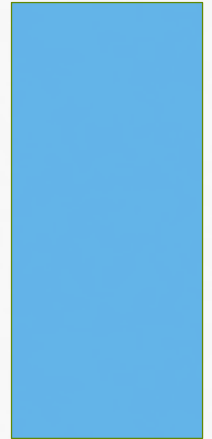




HAMPTON MINISTERS'
CONFERENCE
MEN'S HEALTH MULTIMEDIA
NEWSLETTER PROJECT

JUNE 5, 2014



AGENDA

- Background and rationale for project
- Project description
- Research and practice
- Tell us what you think!



BACKGROUND & RATIONALE

Why focus on African American ministers and pastors?

- African Americans are disproportionately affected by hypertension, heart disease, asthma, influenza, stroke, and obesity.
 - Have higher mortality from related complications.
- African American ministers are majority male and are also affected by these issues.
 - Exacerbated by high stress, long hours, lack of self-care.

BACKGROUND & RATIONALE

Why focus on African American ministers and pastors?

- Faith-based organizations are increasingly involved in promoting health and delivering public health messages in their communities.
- Church ministers and pastors are natural opinion leaders who can influence, not only social norms about the importance of healthy living, but also the health-related programming of churches.
- African-American ministers are in a unique position to influence attitudes and behaviors related to men's health in African American congregations.

BACKGROUND & RATIONALE

Why focus on African American ministers and pastors?

- African-American churchgoers in North Carolina, believe that the church has a responsibility to promote healthy living within the community they serve.
- The church's role in health promotion predicted congregants' desire to learn more about healthy behaviors.

(Odulana et al, 2014).

BACKGROUND & RATIONALE

Why focus on African American ministers and pastors?

- Research shows that a minister's own health status is related to the health and wellness activities in a church.
 - Ministers' education level, length of service to the church, personal physical activity and fruit/vegetable intake were positively correlated to health and wellness activities
 - Ministers' body mass index was negatively correlated.
- This link suggests that ministers are key targets for health education to create social environments supportive of health promotion in the church.



BACKGROUND & RATIONALE

Why a multimedia health newsletter?

This project will respond to the identified needs by:

- Focusing on the ministers' need and interest for health information and behavioral change supports
- Providing tools for the ministers to also serve as change agents in their congregations

BACKGROUND & RATIONALE

Why a multimedia health newsletter?

- We want to redefine the concept of a health newsletter
 - Provide information specially tailored for ministers' needs and interests, based on a needs assessment.
 - Create a learning community designed to improve ministers' own health, and help them promote health in their congregations.
- This project merges several disciplines to provide as useful resources in various platforms and formats
 - Incorporates principles of science communication, health promotion, journalism, and multimedia production



WHY A MULTIMEDIA MEN'S HEALTH NEWSLETTER FOR AFRICAN AMERICAN MINISTERS?

- Innovative approach to reach a diverse group of African Americans who share a very particular culture – that of being a church leader.
- Creates opportunity for
 - Church-academia partnerships
 - Hands-on training for students
 - Raising awareness of African American Men's health

PROJECT GOAL

- Produce and maintain a multimedia newsletter that educates and promotes healthy clergy and congregations.



TIMELINE

- This initiative will begin in the summer and continue for one year.



FUTURE OUTLOOK

- Ideally, the digital newsletter will become established and grow.



CONTENT

- The newsletter is to provide news clergy can use about health and wellness.
- Health, wellness and fitness studies and reports from academia will be repurposed and presented to the mass media audience, the clergy and their congregations.



STUDENT INVOLVEMENT

- Additional reporting, writing and graphic presentation will be done by student interns from Hampton and Florida International universities.
- The students will be supervised by professors Villar and Dawkins.



INTERACTIVITY

- The newsletter will publish on a predictable cycle, bimonthly or monthly.
- Digital publishing should foster interactivity. Articles will be enhanced with links.
- Social media “buttons” should encourage constructive feedback and Q & A.



POSSIBLE TOPICS

- 21st century flava for soul food
- don't drop the fast food, just eat it smarter
- exercise that does not require the gym
- preventive strategies for chronic illnesses



EXPECTED PRODUCTS

- The electronic newsletter and interactive platform is the product, including:
 - e-newsletter
 - Blog to archive printable PDFs and video links
 - Original content developed by journalism and communication students



EXPECTED PRODUCT

- Another product could be you, the human capital that will engage this venture.





RESEARCH & PRACTICE

What we need to know to do this right

We will conduct formative research with ministers to assess:

- perceived need and interest in health information content
- preferred media and format to receive health information
- specific content they would deem useful and be more likely to use in their work with their congregations
- willingness to contribute content and experiences (e.g. as a guest blogger, or featured congregation in an article)
- willingness to get involved in the advisory group and/or the evaluation of the project.



RESEARCH & PRACTICE

What we need to know to do this right

An interdisciplinary workgroup will be created to determine the most appropriate:

- Branding
- Formats
- Content
- Messages
- Channels
- Evaluation tools



RESEARCH & PRACTICE

What we can learn

Through preliminary evaluation we will assess:

- viability for participatory development of content
- intent by ministers to use the resource provided.
- Evaluation plan: recruit 20 ministers to receive information, use the resources, and answer evaluation questions to improve the process.
 - Based on the feedback and insights, we will continue to develop the platform and content.

RESEARCH AND PRACTICE

What we can learn

- This project can contribute to knowledge about **how leaders of faith based organizations acquire, interpret and use health information.**
- Much has been studied on the role of faith based organizations in health promotion, but little is known about the mechanisms of health information and diffusion of health related content, beliefs, and behaviors among African American ministers.

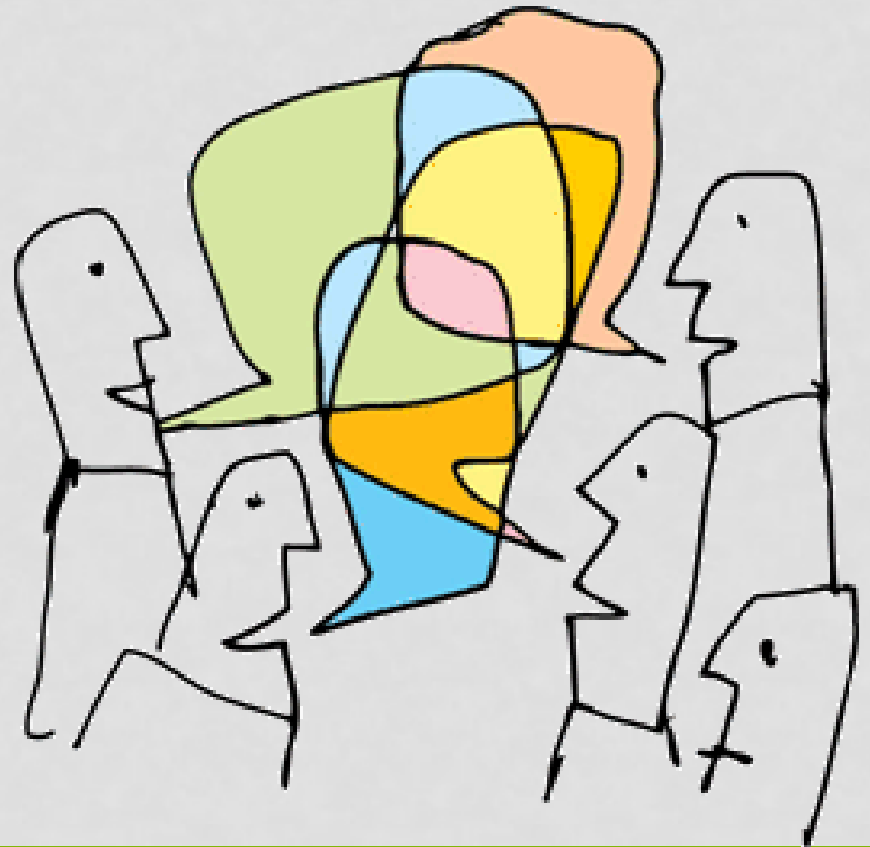


RESEARCH & PRACTICE

- If successful, the results of this project will lead to
 - A larger pilot study proposal to the Minority Men's Health Initiative
 - Publications that will expand the literature about African American minister's health information sources and uses
 - **A MUTUALLY BENEFICIAL CHURCH-ACADEMIC PARTNERSHIP**

TELL US WHAT YOU THINK?

- Will this work?
- What did we forget?





Thank you!