

Make It A Mission

Engaging Faith Based Organizations in Blue Zones

Melanie Heath

Emily Inman

Robyn Miessler-Kubanek

Stephanie Miles

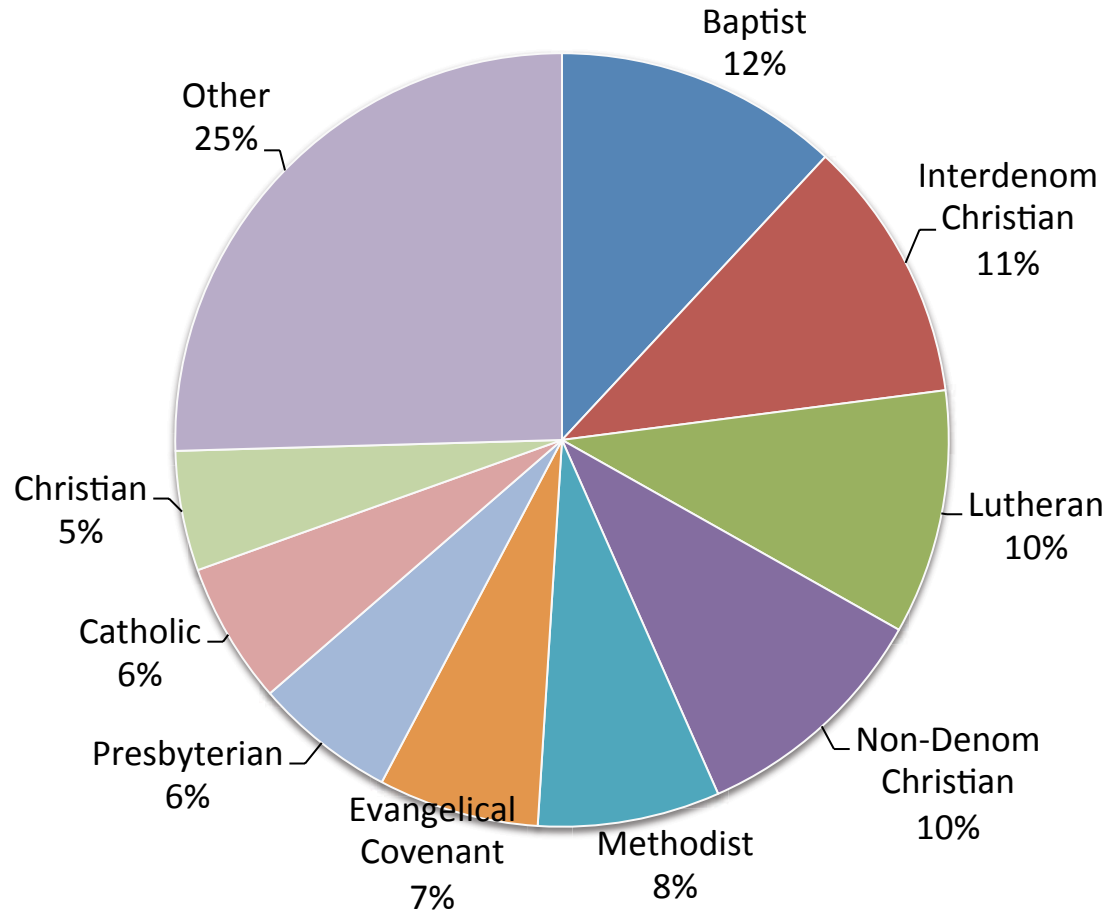


Campaign Focus & Goals

- Blue Zones identified a need
- Preliminary research supported focus
- Objectives based on Blue Zones goals



Audience



Frequency of Church Denominations
in Cedar Rapids (N=118)



Audience

- Clergy/Paid Staff
- Lay/Opinion Leaders
- Members



Formative Research: Interviews

| | |
|--------------------------------|------------------|
| Total Calls | 44 |
| Total Interviews | 9 |
| Individuals Interviewed | |
| Clergy | 5 |
| Admin | 2 |
| Other | 2 |
| Average membership | 301.6 |
| Median membership | 175 |
| Range of membership | 90 – 1000 |



Formative Research: Interviews

Do you know about the Blue Zones initiative? **55% NO**

Does Blue Zones initiative appeal to your congregation? **67% YES**

Top five activities churches would support:

| | |
|--------------------------------------|------|
| Distribute printed materials | 100% |
| Announcements in worship/newsletters | 88% |
| Host demonstration/kick-off event | 88% |
| Host a Blue Zones talk/presentation | 75% |



Formative Research: Focus Group

- Conservative, Bible-Based FBO
- Multiple Established Activities/Groups
- Leadership Support is Essential
- Practicality
- Persistence
- Reach People, Grow Disciples, Serve Community



Formative Research – Other Interviews

- Sue Beach—Blue Zones Project, Waterloo, IA
- Barb Hanson—First Lutheran Church, CR

- Ambassador teams
- Thorough Ambassador training
- Communication



Theory

- Social Cognitive Theory: Behavior results from the interaction of personal, behavioral, and environmental factors (Bandura, 1986)
 - Self-efficacy
 - Social support
 - Observational learning
- Theory of Planned Behavior: Beliefs and attitudes influence intentions and intentions influence behavior (Ajzen, 1991)



Theory

- Social Cognitive Theory and Theory of Planned Behavior have been used successfully for increasing healthy eating and physical activity.
- SCT has been successful in faith based organizations (Winett et al., 1999)
 - Observational learning
 - Social & environmental changes
 - Social support from church leadership



Messaging

- FBO Culture
- Culturally Appropriate Framing
- Positive Frames
- Family-Friendly Frames
- Responsibility Frames
- Leader vs. Member
- Direct

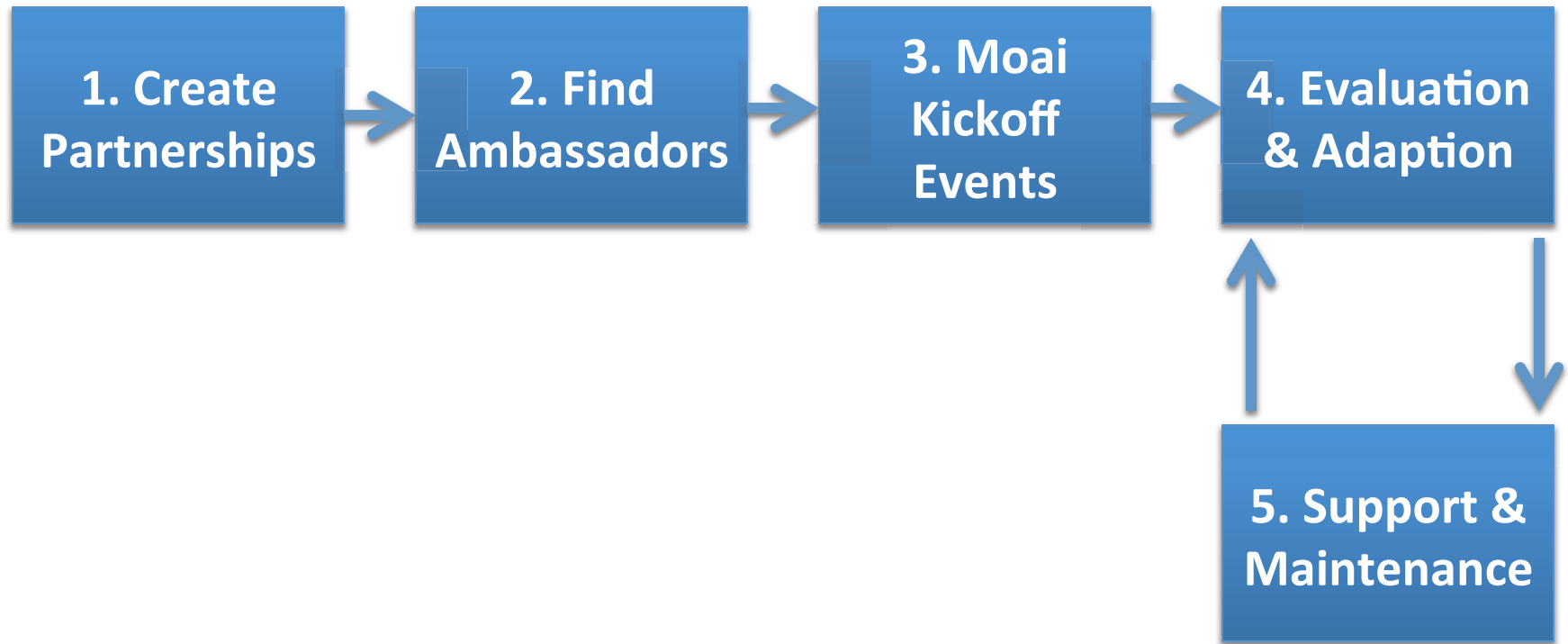


Messaging Additives

- Spend Some Time On Your Health And Increase Your Spiritual Wealth
- Follow & Fellowship –A Walk For Health
- Gather Around And Let Health Abound
- A Spiritual Council For Health



Implementation Plan



Phase 1 – Create Partnerships

- Establish partnerships with FBOs by obtaining support from clergy and leadership
 - Leadership provides social support and resources
- Target goal: Create 20 church partnerships
 - Agree to participate in Blue Zones initiatives
 - Allow contact or activities with members



Phase 1 – Create Partnerships

- Communication
 - Personal phone calls to church leadership
 - Emails to churches and leadership organizations



Phase 1 Message

- Health –Make it a Mission.

Make the health of your faith-based organization community a priority by becoming an official partner with the Cedar Rapids Blue Zones Project. It's a small step toward reaping great rewards.



Get ready to hear from Blue Zones!

[View this email in your browser](#)



Hello from Blue Zones Cedar Rapids

The Blue Zones Project is a community initiative to help make Cedar Rapids a healthier place to live. Our goal is to make it easy for people to make healthy choices, and we're inviting everyone in Cedar Rapids to get involved in this important effort.

We would like to learn more about you and how we can help your members participate. Look for a phone call from us in the next two weeks, to arrange a time to talk about your church and your needs.

Make the health of your church community a priority by becoming an official partner with the Cedar Rapids Blue Zones Project. To learn more about The Blue Zones Project in Cedar Rapids, you can go to iowa.bluezonesproject.com.

We're looking forward to talking to you soon!

Sincerely,
Blue Zones Team



Phase 2 – Find Ambassadors

- Train at least one ambassador for each FBO
 - Provide materials, examples, and resources
- Create ambassador teams
 - staff, leaders, and members
- Target goal: Establish ambassador teams at all 20 partnership FBOs



Phase 2 – Find Ambassadors

- Communication
 - Personal phone calls to individuals identified by leadership
 - Posters at FBO locations
 - Email messages in FBO newsletters



Phase 3 – Moai Kickoff Events

- Host kickoff events at individual FBOs
- Sign up individuals at these events
 - Walk them through the sign up process
- Establish moai teams
- Target goal: Sign up at a least 2 moai groups per event



Phase 3 – Moai Kickoff and Events

- Communication
 - Posters at FBO locations
 - Email messages in FBO newsletters
 - Word of mouth



Phase 3 Message

- Health – Make it a Mission

Have fun, connect with your friends, and become a healthier you inside and out.



Phase 3 Message



A flyer with a yellow background and a grid pattern. At the top, a blue banner reads "HEALTH A MISSION". Below it are three blue teardrop shapes. The text "Have fun, connect with your friends, and become a healthier you inside and out. How simple is that?" is centered. At the bottom, the heading "Enjoy the Benefits:" is followed by a list of three items.

HEALTH
A MISSION

Have fun,
connect with
your friends,
and become
a healthier you
inside and out.
How simple is that?

Enjoy the Benefits:

- Get to know your neighbors better
- Give and get support in adopting healthy habits
- Help make your



A flyer with a yellow background and a grid pattern. A large blue arrow points upwards. The text "your friends, and become a healthier you inside and out. How simple is that?" is at the top right. Below the arrow, the website "iowa.bluezonesproject.com" is listed. At the bottom, a blue banner reads "JOIN A MOAI MAKE HEALTH A MISSION". Logos for "BLUE ZONES PROJECT by HEALTHWAYS" and "Sponsored by Wellmark" are also present.

your friends,
and become a
healthier you
inside and out.
How simple
is that?

BLUE ZONES PROJECT
by HEALTHWAYS
Sponsored by
Wellmark

iowa.bluezonesproject.com

**JOIN A MOAI
MAKE HEALTH
A MISSION**

Phase 4 –Evaluation & Adaption

- Obtain feedback from FBOs
 - Check with ambassadors, leaders and members
 - What is working? What isn't working? What can you do to facilitate Blue Zones activities?
- Look for increases in individual pledges, organizational registrations, and moais
- Target goal: Obtain feedback from at least 5 FBOs



Phase 4 –Evaluation & Adaption

- Communication
 - Personal communication via phone or email
 - Focus groups with ambassadors and members



Phase 5 – Support & Maintenance

- Provide continual support for ambassadors
 - Assist with organizational checklist progress
 - Create new initiatives and materials that meet their needs
- Communication
 - Personal communication via phone or email



Phase 6 – Spring Moai Re-launch

- Reconnect with organizations to encourage continued Blue Zones activities
 - Have events or retreats at FBOs
 - Reignite interest in moais and Blue Zones certification
- Actively recruit new partnership churches and ambassadors



Phase 6 – Spring Moai Re-launch

- Communication
 - Personal communication via phone or email
 - Posters in FBOs
 - Email messages in FBO newsletters
 - Events at FBOs



Phase 6 Message

- Lead with a Seed –Plant Your Blue Zone Community Now

Plant your Blue Zone Community by hosting a kick-off event where everyone can learn more about the project and how to get involved.



Campaign Timeline

2014

2015

May June July Aug Sept Oct Nov Dec Jan Feb March April May

Phase 1

- Create Partnerships

Phase 2

- Train Ambassadors

Phase 3

- Moai kickoffs

Phase 4

- Mid Evaluation

Phase 5

- Support and maintenance

Phase 6

- Spring moai relaunch for partner FBOS
- Pursue new FBO partnerships
- Train new ambassadors
- Moai kickoffs for new FBO partners

Phase 7

- Final Evaluation



Evaluation

- Process
 - Leadership Support
 - Verbal support, posted materials, announcements
 - Partners
 - Identified ambassadors
 - Ambassadors
 - Completed training
 - Materials
 - Member participation
 - Attendance at events
- Outcomes
 - Personal Pledges
 - Moais registered
 - Moais complete
 - Site designations



Budget

- Food Costs
 - \$30 per focus group (~10) \$300
 - \$150 per kickoff (~20) \$3,000
 - Promotional Materials
 - Printed brochures and flyers \$2,000
 - Event giveaways \$2,500
 - Shirts, pens, pads, etc.
- Total Budget: \$7,800**



Recommendations

- Increase FBO visibility on website
- Recruit ambassador teams
- Assist with online sign-up
- Maintain contact and foster relationships



Phase 0

- Thank-You Card to all FBO Participants
- Blue Zones Follow-Up/Exchange of Info



Phase 0

Thank you for participating in our survey about faith-based organizations and the **Cedar Rapids Blue Zones Project™**.

We appreciate your interest in this important endeavor, and hope that your organization will consider getting involved with the Cedar Rapids Blue Zones Project.

If you would like to learn more, or if you are ready to establish your Moai, you can visit **iowa.bluezonesproject.com** to register online, email **bluezonesprojectcedarrapids@healthways.com**, or call 319-270-5303.

Thank you again for your input!



References

- Ajzen, I. (1991). The theory of planned behavior. *Organizational Behavior and Human Decision Processes*, 50, 179-211.
- Anderson, E. S., Wojcik, J. R., Winett, R. A., & Williams, D. M. (2006). Social-cognitive determinants of physical activity: The influence of social support, self-efficacy, outcome expectations, and self-regulation among participants in a church-based health promotion study. *Health Psychology*, 25(4), 510-520.
- Bandura, A. (1986). *Social foundations of thought and action: A social cognitive theory*. Englewood Cliffs, NJ: Prentice Hall.

