

# CUT OUT THE FATS!

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## HOW HAVE HEART ATTACKS AFFECTED YOU?

- Symptoms include:
- “chest pain or discomfort, feeling weak, shortness of breath, or pain and discomfort in neck, jaw, back, or arm”

**Over 805,000 new attacks and 200,000 recurrent attacks will happen in one year**

**In 2018, black men were 30% more likely to die of coronary disease than white men.**

- Following a heart attack, you are at greater risk for: stroke, another heart attack, kidney disorders, depression, and anxiety

# WHAT CAUSES A HEART ATTACK?

## Behaviors

- Tobacco Use
- Eating foods with high levels of saturated fats, trans fats, or cholesterol
- Increased alcohol intake
- Physical inactivity



## Environmental Factors

- Indoor Air Pollution
- Secondhand smoke exposure
- Carbon monoxide exposure
- Particle pollution
- Access to safe drinking water
- Limited healthcare access while living in a rural community

## Biological Factors

- Age
- Sex
- Ethnicity
- Race
- Family history – diabetes, high blood pressure, high cholesterol



# PRIORITY ANALYSIS MATRIX

	More Important	Less Important
More Changeable	Eating foods with high levels of saturated fats, trans fats, or cholesterol	Increased alcohol intake Indoor air pollution
Less Changeable	Physical inactivity Tobacco use Secondhand smoke Carbon monoxide pollution Particle pollution Drinking water Rural Living (limited healthcare access)	Genetic Factors Age Sex Ethnicity Race

## MISSION STATEMENT

*“The Lauderdale County Heart Attack Prevention Program, Cut Out the Fats!, is designed to provide guidance and education to the Lauderdale community regarding the risk factors of heart attacks, specifically regarding eating behaviors. Our program’s intent is to eradicate unhealthy eating habits in our target population by utilizing a wide variety of community stakeholders and providing engaging educational resources. By valuing compassion, equity, and respect, our program aims to build connections with the community of Lauderdale County, MS while simultaneously boosting healthy eating habits to decrease an individual’s risk for a heart attack”*

# THEORY OF PLANNED BEHAVIOR DIAGRAM FOR CUT OUT THE FATS!

(Theoretical Foundation)

- Attitudes Toward Behavior  
Belief that...
1. You are healthy
  2. You don't need exercise
  3. Your diet isn't affecting your health
  4. Different types of fats don't exist

- Subjective Norms
1. Fastfood is cheaper than buying food from the grocery store
  2. There is less physical activity in your community
  3. The ingredient in food do not matter

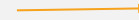
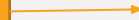
- Perceived Behavioral Control
1. What trans and saturated fats are
  2. Why cholesterol is important
  3. How limiting trans and saturated fats will increase your heart health and life expectancy

### Behavioral Intention

Educating about the dangers of trans and saturated fats and the importance of a healthy diet

### Behavior

Make healthier choices for your diet to reduce risk for heart attack



# NEEDS ASSESSMENT

SOCIAL, EPIDEMIOLOGICAL,  
EDUCATIONAL AND ECOLOGICAL,



## RESOURCES

- Workshops and program meetings at local churches and schools
- Commercial kitchen and chef for cooking lessons
- Program managers with at least 3 years of experience with managing health promotion programs
- Curriculum on heart attacks that already have effective results – lesson plans related to healthy eating and understanding how to read and interpret food labels
- Cooking supplies that include cutting boards, knives, utensils, etc.

## IMPLEMENTATION PLAN

- March through April: Pilot-test the program Power Up! to make sure curriculum fits needs of Lauderdale County
- May through June: modify curriculum

Full-time program manager to ensure all workshops and meetings run smoothly

- Program will be approved by the Institutional Review Board

Participants are expected to attend 2 healthy eating workshops and 2 cooking classes each month



[illegible]

## MARKETING PLAN

- Flyers at hospitals, churches, schools, bus stops, and local shops
- Facebook, Instagram, and other social media platforms --  
#CutOuttheFats!
- Enter raffles to earn \$50 Visa gift cards by attending program workshops and meetings

# BUDGET YEAR I

Year 1 Budget Items	Cost
<b>Salaries and Wages:</b> Program Manager (full-time) Program Coordinator (full-time) 2 Staff Assistants (part-time) 2 Registered Dieticians (part-time) 1 Professional Chef (part-time) <b>Total</b>	\$50,000 \$30,000 \$10,000 (\$5,000 ea.) \$ 10,000 (\$5,000ea.) \$5,000 <b>\$105,000</b>
<b>Supplies and Materials:</b> Gateway Community Church Rental 2 Computers 3 Laptops Projector with Backdrop Printer & Ink Copy Paper 40 Notebooks Pens and Pencils Printed Branded Elements (banners and signs) Pots and Pans Cutting Boards and Knives Cooking Utensils Plates and Bowls Groceries Cleaning Supplies <b>Total</b>	\$4,800 (\$100 for each workshop (4 workshops per month)) \$3,000 (\$1.500 ea.) \$3,000 (\$1,000 ea.) \$350 \$450 \$200 \$200 (\$5 ea.) \$100 \$500 \$400 \$200 \$150 \$200 \$9,900 (\$825 per month) \$150 <b>\$23,600</b>
<b>Other:</b> Incentives	<b>\$600</b> (\$50 Visa Gift Card each month)
<b>Total Direct Costs</b>	<b>\$129,200</b>

# BUDGET YEAR 2

Year 2 Budget Items	Cost
<b>Salaries and Wages:</b> Program Manager (full-time) Program Coordinator (full-time) 2 Staff Assistants (part-time) 2 Registered Dieticians (part-time) 1 Professional Chef (part-time) <b>Total</b>	 \$50,000 \$30,000 \$10,000 (\$5,000 ea.) \$ 10,000 (\$5,000ea.) \$5,000 <b>\$105,000</b>
<b>Supplies and Materials:</b> Gateway Community Church Rental Groceries Paper and Ink <b>Total</b>	 \$4,800 (\$100 for each workshop (4 workshops per month)) \$9,900 (\$825 per month) \$500 <b>\$15,200</b>
<b>Other:</b> Incentives	 \$600 (\$50 Visa Gift Card each month)
<b>Total Direct Costs</b>	<b>\$120,800</b>
<b>Total Cost of 2 Year Program</b>	<b>\$250,000</b>

# INTERVENTION OVERVIEW



## HEALTH EDUCATION & COMMUNITY MOBILIZATION STRATEGY

- Weekly 30 minute instruction on trans fats, saturated fats, and cholesterol
- Brochures on foods with limited amounts of trans fats, saturated fats, and cholesterol
- Weekly farmers market with fruits and vegetables (low cost)
- Cooking classes to help prepare healthy and easy meals
- Provide heart monitors to check blood pressure and heart rate at home

# PROGRAM OBJECTIVES & EVALUATION

## PROCESS OBJECTIVES

- You will be contacted via email/text to complete a survey where you tell us what your usual diet should include
- Three hospitals will ask you about your eating habits and share that with us

### **Key Indicator**

- Complete a survey via email/text

## LEARNING OBJECTIVES

- Able to identify 4 different foods and classify them as saturated fats, trans fats, or cholesterol
- 75%: report increase of motivation to lessen the amount of cholesterol, saturated fat, and trans fat in your diet (follow up questionnaire – 6 months)

### **Key Indicator**

- Pre/post-tests on knowledge of saturated fats, trans fats, and cholesterol

## BEHAVIORAL OBJECTIVES

- 50% - report eating 3-5 fresh fruits/vegetables at least 3 days a week through weekly meetings
- 75% - correctly report amount of saturated fats, trans fats, or cholesterol eaten in a day through the pre and pos-test results

### **Key Indicator**

- Reports of better diet
- Better understanding of food labels

## OUTCOME OBJECTIVES

- Decrease the rate for heart attack by 41%
- From 170.5 people in a 100,000 population to 100 people in a 100,000 population

### Key Indicator

- Rate of heart attack related deaths

# PROGRAM GOALS

## THE RESULTS?

- Less deaths because of heart attacks
- Well-informed of eating habits that (medically-proven) decrease the risk of a heart attack