

Pacific CEED Promising Practices & Progress Report Form

Project Name/Title:

Healthy Lifestyles

Project Date/Duration:

August 24-29, 2009, 5 days

Jurisdiction/Island/Village:

RMI, Majuro, International Conference Center

Audience Reached:

WUTMI representatives, women chiefs, representatives from women's groups, the community at large, and partnering organizations benefited from the project.

Total participants: **450-500** plus @ opening ceremony including government officials, members of the diplomatic cores, private & business sectors, WUTMI members, WUTMI partners, high school students, & the public.

A total of approximately **223 -225** attended the 5 days meeting, including facilitators from the different Ministries attended 1day. Other facilitators from WUTMI and some Ministry of Health employees who were involved in the exercise activities attended all days.

Total:223-225 including;

11 Leroij (women chiefs)

84 observers from women's groups

69 facilitators = **23** WUTMI coordinating comm., **19**

Ministry of Health, **7** Ministry of Internal Affairs, **5** Ministry of Resources and Development, **5** EPA, **3** PREL, **1** Chief Secretary Office, **1** Youth to Youth

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Conference participants listening to presentations



Marshallese Chiefs at Opening ceremony

Participant Quotes:

Ruby Tojar, WUTMI founding member from Aur Atoll, and represented Aur as well. "Elab ao monono bwe iar maron itok nan WUTMI Annual Meeting 2009 kinke elukun lon melele ko iar maron jela, im iar jaje kaki. Melele ko iar ekatak ikijeen wewein kejbarok io bwe in jab bok naninmij in tonal, im cancer;

- ikijeen ekatak mona ko remman nan ajmour
- ekatak kilen komati mona ko eun kipidier
- bok juon ao recipe book in mona ko iar ekatak komati
- ekatak kilen, im aurokan in exercise nan ejmour

Elablok ao jela elon melele ko ikijeen kokmanmanlok ao mour, im family eo ao, im inaj bok melele kein nan jukjuk in bed eo ij bed ie. Kio imaron in ba bwe na juon "kora in koonmanlok" einwot an walok eo unin tel ne an kwelok in.



Opening Ceremony Audience



High School students at Opening Ceremony



Conference participants eating healthy snacks

Participant Quotes:

Ruby Tojar, "I am happy to be a participant in this WUTMI Annual Meeting 2009 because I have gained so much information that I had no knowledge of. These important information are cancer and diabetes prevention such as;

- food for health
- ways to cook the healthy food
- healthy recipe book
- ways to do exercise
- importance of exercise regularly

I have gained so much healthy information to improve my lifestyles and my family members as well. When I return to my community, I will disseminate these information. Now I can say that I am really a woman as agent of change.

Evaluation



Ministry of Health employee presenting cancer statistics



Ministry of Health Nurses-Panel speakers



Conference Participants Exercising



Conference Participants Exercising

History/Background: What is the identified need for this project? Does the project build on another project? Is the project adapted from another project? What is the history of the project?

Need: This project is an effort to help shift Marshallese to healthier lifestyles through education, reinforcement, and practice. It is difficult for health information and practices to reach the outer islands. Thus the 2 participants from the 24 atolls/islands are important sources of this information because they will bring it back to their islands and teach their fellow islanders. In 2006 two annual meetings to target B&CC were held when RMI established its CCC coalition with WUTMI as a leader. This project is a continuation of these two meetings. This year's annual meeting provided an opportunity to bring 1 woman/ WUTMI representative, and 1 man from each of the 24 atolls/islands within the Marshall Islands. The majority of men participants were councilmen from the 24 local governments. One of the goals of the meeting was for the participants to learn important information regarding healthy lifestyle practices and the link between healthy lifestyles (diet and exercise) and cancer. The RMI has a high rate of cancer, and this project helped with the effort to inform RMI citizens about what they can do to reduce their risk of cancer.

Goal and Objectives: What is the overall goal of this project? What are the project's priority objectives? Which Comprehensive Cancer Control Plan objective does this project address?

Overall project goal: To give community tools and incentives to live healthier lifestyles and provide exposure to healthy lifestyle ideas, especially to prevent chronic diseases such as cancer, and to disseminate ideas to the hard to reach outer islands

CCC goals: To reduce impact of poor diet, physical inactivity, and obesity on cancer incidence and mortality in the Marshall Islands.

CCC Objectives:

1. Increase number of individuals screened for chronic diseases: BMI, blood pressure, glucose-diabetes.
2. Increase knowledge about and interest in performing exercise and practicing healthy nutrition through hands on participation in exercise and nutrition education sessions.
3. Increase awareness about the link between lifestyle behavior and health outcomes by participation in health screenings
4. Increase number and types of partners and participants involved in a community health promotion project

Planning & Development: What data or reports were used to help plan the project? Who are the project partners and what are their roles? What was the planning process? What 'evidence' or models influenced the project design?

Two reports were used to help plan the project—the WUTMI and government strategic plans. These reports indicate a need to promote healthy lifestyle throughout the Marshall Islands to address the rates of chronic diseases. Although no specific models influenced the project design, it was known that to spread knowledge and information throughout the Marshall Islands, participants needed to be brought to a health promotion campaign or event.

The primary project partner was the Ministry of Health who conducted many of the health educational sessions. Other project partners were involved in areas to support and implement the program, including the Secretariat for the Pacific Community (SPC). SPC provides technical and financial support for the National NCD Strategy. The CCC Program and NCD Program collaborated with WUTMI on this project, co-funded by the University of Hawaii, Department of Family Medicine & Community Health (DFMCH), Pacific CEED through a cooperative grant from the US Centers for Disease Control & Prevention.

Planning was conducted through committee meetings. The WUTMI executive board and committee meet every two weeks. Four months before the project, a program committee was formed for the first meeting monthly, then weekly in the final month of the project. Subcommittees were formed to address specific areas of the project—media, program, transportation and logistics. WUTMI spent considerable time translating all materials into Marshallese.

Implementation: What are the project's primary activities? How were the activities carried out? Who implemented the project activities? What partners were involved? How did the community participate? What materials or products or deliverables were created? (i.e. brochure, video, PSA, etc.)

The project's key partners were the Ministry of Health and Ministry of Internal Affairs. The Ministry of Health conducted most of the Health Education sessions. Sessions were carried out with facilitators who were from partnering organizations: Ministry of Resources and Development, EPA, PREL, Chief Secretary Office, Youth to Youth.

Sessions and materials were all delivered in Marshallese because most of the participants were from the outer islands.

Nutrition education and demonstration:

Presentations and hands on sessions were conducted.

Materials and information were distributed including flyers and cookbooks.

Exercise classes:

Aerobics were conducted at the end of each day and walking session was conducted at the beginning of each day. Informational materials were distributed.

Screenings—

Participants were screening for BMI, blood pressure, diabetes, and weight.

Health card to keep records of screening results were distributed.

Promotional items were created and distributed

320 t-shirts, 200 handbags, 200 key chains

Evaluation: What are the key results and/or outcomes? (expected & unexpected) What evaluation data collection methods were used to measure the change? (include a graph or chart or diagram)

Physical activity:

During the event, all participants were involved in the daily evening aerobics and morning walking.

Subsequent to this event, participation in exercise classes that are being offered has increased according to class registers. **Insert information from class register**

Nutrition:

During the event, participants were able to bring healthy refreshments to reinforce and supplement the healthy eating lessons and cooking demonstrations. 50 healthy recipe books were distributed at this event

Subsequent to the event, attendance to the community hospital wellness center services including the cafeteria have increased

Insert information from attendance records.

Health screenings:

A total of **need number of screenings conducted** screenings were conducted for BMI, blood pressure, glucose, weight screenings

Remarkably, improvements were found in screening results at the end of the three days thereby reinforcing the benefits of the exercise and healthy eating! **Need data from screening results**

Overall Project

Open ended questionnaires were completed at the end of each day asking comments on the activities. **Describe and insert comments that show change**

Each morning, a discussion group was held and recorded debriefing and recapped the previous

days' activities **Describe and insert information that show change**

Health literacy, especially for participants from the outer islands, was reinforced because sessions and materials were translated to Marshallese and the materials were distributed to participants.

Community partnerships

- A stronger partnership was established with Ministry of Health—
- This partner participated every day by conducting health education activities throughout the day.
- This partner recognized partnership benefits with the CCC coalition and WUTMI to share in future organizing of health education activities, especially for the outer islands.

Lessons Learned: What are the strengths & weaknesses of the project? How could this project be improved? What recommendations do you have for others who want to replicate the project?

Strength: The major strength of this project was the ability to provide information and knowledge to reach the outer islands since representatives from 23 of the 24 outer islands were brought to this event.

Weakness: The project duration was short, but covered too many healthy lifestyle issues. Because so much was covered, it is uncertain whether all the information was retained to be disseminated back to the outer islands.

Improvement: Other events need to be implemented with healthy lifestyle topics in order to help reinforce all the information provided at this event.

Recommendations:

- Bringing representatives from hard to reach areas is a successful approach to help disseminate information directly. (Other ministries also wanted to meet with these representatives who are usually hard to reach.)
- Focus a health event on only one health promotion area instead of many lifestyle activities.
- Involve many partners or potential partners to establish future partnering relationships.

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