



Pacific CEED Projects Promising Practices & Progress Report Form

Project Name/Title: Pohnpei GO LOCAL Community Awareness on Diet and Lifestyle to Help Prevent Cancer

Project Date/Duration: January 1, 2010 to September 1, 2010

Jurisdiction/Island/Village: Pohnpei State, Federated States of Micronesia

Audience Reached:
Who benefits from this project? 30,000 adults, men, women and youth (by radio, television, email updates, face to face encounters and workshops. How many participants are there? 2000 youth at schools and >1800 in community workshops, 60 adult members of Kapinga Village (target village, and a disadvantaged community) ages 26-75 .

Contact Name/Info:
Island Food Community of Pohnpei
P. O. Box 1995, Kolonia, Pohnpei 96941 FM
Federated States of Micronesia
Website: www.islandfood.org
Contact person: Dr. Lois Englberger, PhD
Email: nutrition@mail.fm

Photo:



Our GO LOCAL billboard reflects our campaign for increasing local food production and consumption.



Charcoal oven Workshop in Kapinga Village



Awareness: Go Local youth club sing GO Local



Cooking Workshop in Kapinga Village
Jan 22, 2010



Awareness: Over 300 participants in Let's January 2010
Go Local Fun Run, July 3, 2010

Participant Quote:

Henrich Mateak, Chief of Kapinga Village, a target village in the project, stated "Our village has learned so much from these trainings [from IFCP]. We learned what we should eat."

Saikas George, another member of the target village in the project, stated that: "I built my own charcoal oven using parts from the dump. It only cost \$11.00" [the charcoal oven was part of the project planned to encourage families to adopt a healthier way of cooking. By frying less, they eat fewer calories which leads to weight gain, a serious health risk to cancer]

Unidentified participant: I didn't realize that keeping a healthy weight protects against cancer.

History/Background:

The traditional diet in FSM is high in foods rich in beta-carotene, which helps prevent vitamin A deficiency, anemia, and certain cancers. As a result of foreign influence, imported foods high in sugar and fat have become the staple diet instead. The Island Food Community of Pohnpei (IFCP) is a non-governmental organization was developed in 2004 in an attempt to combat local reliance on imported foods and bring people back to the traditional ways of eating. Non-communicable diseases (NCD) such as diabetes, heart disease, and cancer have been increasing as a result of the diet shift. IFCP's vision is to promote the production and consumption of local island foods to increase self-reliance, food security, health, cultural preservation, and human dignity. As part of this project, the entire FSM was targeted, with special emphasis on youth and one disadvantaged community, Kapinga Village. Kapinga Village is an urban community of outer islanders from Kapingamarengi. They are typically limited in education and resources, and are often looked down upon by the surrounding community. Like all Pohnpeians, they can benefit from knowledge regarding nutrition and physical activity habits that can help prevent disease, such as cancer.

The Kapinga Village project began on January 22, 2010 with a cancer awareness survey and charcoal oven workshop. On Feb. 1-5, 2010, cooking classes on underutilized fruits and vegetables occurred. On Feb. 9, waist circumference was taken and lemon grass plants given. On Feb. 12, there was a graduation ceremony and presentation of recipes prepared. On March 15, papaya plants were presented to the chief of Kapinga Village to distribute. On May 14, there was an informal meeting to discuss giving more seedlings and plan for ongoing evaluation. In June and July of 2010, a 7-day Food Frequency Questionnaire (FFQ) was administered, as well as 54 personal interviews to evaluate the trainings and knowledge learned. The FFQ results can be compared to a FFQ administered the previous year.

Goal and Objectives:

The overall goal of the project is to reduce cancer by increasing awareness on cancer risk factors and improving diet/ lifestyle.

The priority objectives are: 1) To create awareness about cancer prevention: Strategies: train a corps of youth workers (high school students) on healthy cancer-preventive diets and lifestyles and to assist them in further conveying these messages to younger elementary school students (youth teaching youth). Choose an underprivileged community to work with in the above activities.

2) To carry out a campaign using songs, quizzes, standard talks, workshops, radio, newspaper, video,

recipes, and email targeting people of all ages and conveying messages about healthy diets and lifestyles for preventing cancer.

The project addresses Comprehensive Cancer Control Plan objectives by attempting to eliminate health disparities among pacific islanders by reducing incidence of cancer and other chronic diseases.

Planning & Development:

- ✓ A thesis study conducted by Emory University public health student, Kim Del Guercio, conducted a study in Kapinga Village in 2009, which included 7-day food frequency questionnaires, which can serve as the baseline.
- ✓ Who are the project partners and what are their roles? College of Micronesia-FSM Cooperative Research and Extension, Pohnpei Forestry, Pohnpei Agriculture of the Office of Economic Affairs, University of Arizona student: evaluation, College of Micronesia (COM) cooperative extension services: training and workshops
- ✓ What was the planning process? We first met with X-ner Luther, Pohnpei CCC coordinator, to get his sanctions, and also the CEED staff in Hawaii. We coordinated this project with the support of other grant funds as these grant funds came later than planned.
- ✓ What 'evidence' or models or theories of change influenced the project design? Participatory Community Based Approach, Social marketing

Implementation:

- ✓ The primary activities were to train youth, use media to influence the public, assess the diet of the community using a 7 day FFQ, and develop songs, pencils, pens, T-shirts. These activities were carried out through workshops that took place at church functions, schools, fun runs, community functions, and through use of newspaper and radio. A "Go Local" youth club conducted trainings and sang the "Go Local" song at schools. 2066 youth attended trainings at schools, 594 pencils and 157 pens were distributed to schools. The pens and pencils had 'Go Local' messages on them. 615 pens were distributed over the summer. The project activities were implemented by IFCP staff, university of Arizona student, COM cooperative extension services staff, agroforestry staff, and FSM Olympic committee staff. The above listed were the partners involved. Community participation occurred through attendance at the Fun Run, workshops, and involvement in interviews and surveys.
- ✓ For full list of materials created, see list of deliverables. A brief summary of materials created follows: posters, newspaper articles, IFCP 'Go Local' red pen, 'Be Happy- Eat a Banana' pencil, IFCP T-shirts, IFCP brochure, 3 DVD's, postal stamps, Let's Go Local and CHEEF benefits song handouts.

Evaluation:

- ✓ A number of communities have now banned soft drinks at their community events following our work on advocating for local foods/drinks for health reasons:
- ✓ February 14, 2010, Mand Community, Madolenihmw banned soft drinks in community events;
- ✓ March 14, 2010, the Pingelapese Peoples Organization Inc. (PPOI) did the same;
- ✓ March 31, 2010, the Sokehs traditional leader banned soft drinks in all future events;
- ✓ The COM-FSM selected coconut and water at their graduation ceremony June 2010, whereas in the past soft drinks had been served.

NOTE: Soft drinks are the only food/drink directly associated with overweight and obesity. Thus, such bans are helpful to help guide individuals on their choice of drinks and to help control weight gain. The American Institute of Cancer Research recommends "to be as lean as possible within a normal range of body weights" as its first recommendation relating to food, nutrition and physical activity to protect against cancer.

- ✓ Informants for Kapinga Village have reported that they have used the new recipes on banana flower and green papaya a number of times. This shows an improvement on use of local available foods.

- ✓ Process indicators show that many people were reached through our program (see first page).
- ✓ We receive an increasing number of requests for our IFCP Standard Talk. Our Local Food Educator in the Community was employed on April 8 and by the time of our June IFCP Board Meeting, she reported on sharing her Standard Talk to over 1000 participants. The Department of Education health coordinator praised the work of the IFCP Local Food Educator in the Schools and requested that IFCP continue the collaborative work in the following school year.

Lessons Learned:

- ✓ Strengths: 1) Strong collaboration with other local agencies, both governmental as well as non-governmental, 2) strong use of the media and social marketing, 3) respectful of community and asked local leaders for opinions and ideas before going into the community, 4) popular with local youth and community members through radio program and songs, 5) research based material
- ✓ Weaknesses: 1) Though most people speak Pohnpeian, some of the Kapinga Village members may have understood better if messages were translated into Kapingan.
- ✓ We found that the questionnaire developed for measuring information learned did not work well in the community setting. We later introduced a practice of awarding GO LOCAL t-shirts and pens to those who did well in learning new concepts or singing the theme song.

How could this project be improved?

- ✓ See the “Go Local” manual that is soon to be available as a guide for others who want to replicate the project.
- ✓ The funding should arrive at the beginning of the project.
- ✓ Use a group assessment method for determining if the concepts or new things were learned and award the person demonstrating the knowledge gained with a go local t-shirt or pen.
- ✓ Continually work with our partners and media contacts.

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