

MOTIVATION IN HEALTHY EATING IN AFRICAN AMERICAN MEN:

PRELIMINARY FINDINGS AND PRACTICAL IMPLICATIONS

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Study Overview

- Purpose of the study: Study aimed to develop and test messages that will be used in future individually-tailored interventions to increase healthy eating and physical activity among African American men.
- Our three phases for creating messages are:
 - *Phase 1 – Individual Interviews
 - Phase 2 – Message development/refinement
 - Phase 3 – Message testing
- *This presentation highlights preliminary findings from Phase 1 and initial thoughts about Phase 2 messages.

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Methods - Participant Demographics

Characteristic	Total Sample	High Healthy Eating
African American Men	100% (n=66)	100% (n=18)
<i>Demographics</i>		
Average age (years)	Mean = 50.9 years; range =35-76 years	Mean = 49.2 years; range= 35-67
Married/in a relationship	23.4%	38.9%
Children	Mean = 2 children	Mean = 1.5 children
<i>Health</i>		
Obese (BMI ≥ 30)	49.2%	44.4%
Met weekly physical activity recommendations	32.8%	77.8%
Met daily fruit and vegetable consumption recommendations	15%	100%

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Methods – Participant Stratification by Age, Physical Activity and Healthy Eating Level

		Middle (35-54)		Older (55-74)		Total
		Physical Activity		Physical Activity		
		High	Low	High	Low	
Healthy Eating	High	8	5	3	2	18
	Low	16	15	10	7	48

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Results – Tailored Message Development for High Healthy Eating African American Men		
Theme	Illustrative Quote	Sample Tailored Messages
Goal Accomplishment	“Yes. I mean, eating healthy period I mean the better you eat the longer your body lasts, the better you feel.”	Eating healthier can give you the energy and clarity of mind to accomplish your goals. The better you eat, the better you feel, the more you can do!
Self Reliance	“You have to be willing to put the fork down. If you’re not willing to do that, you’re not going to be healthy.”	If being healthy is important to you, make healthy eating a priority. Honestly assess what you can & will do. You have to be the one to choose wisely.
Relational Definition of Health	“They might see me make a change, and they might make a change”	Eating Healthy is NOT a Diet but a Lifestyle! Choose wisely daily! Your kids are learning how to eat from you.

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