**Practical Implications** 

## MOTIVATION IN HEALTHY EATING IN AFRICAN AMERICAN MEN:

PRELIMINARY FINDINGS AND PRACTICAL IMPLICATIONS

\*FUNDED BY NIDDK

APHA 2014 New Orleans - Nov. 18

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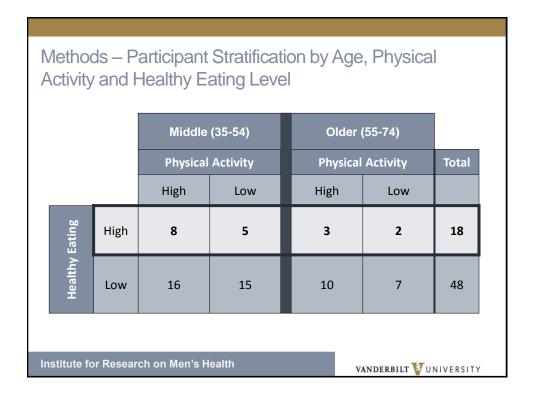
## Study Overview

- · 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)		
Demographics				
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		
Health				
Obese (BMI <u>≥</u> 30)	49.2%	44.4%		
Met weekly physical activity recommendations	32.8%	77.8%		
Met daily fruit and vegetable consumption recommendations	15%	100%		



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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