



**SISTERS
TOGETHER**
Program Guide

Move More, Eat Better

Help your community take steps toward better health

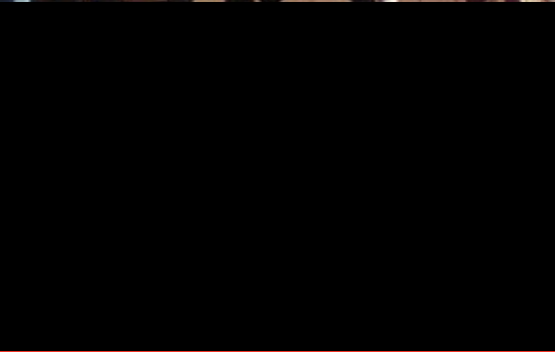


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INTRODUCTION

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Sisters Together: Move More, Eat Better is a health awareness program that encourages Black women 18 years and older to maintain a healthy weight by being more physically active and eating nutritious foods. It is a project of the National Institute of Diabetes and Digestive and Kidney Diseases, part of the National Institutes of Health, through the Weight-control Information Network (WIN). *Sisters Together* programs are run locally by dedicated individuals or groups—anyone who sees a need in his or her community and wants to help can start a *Sisters Together* program.

This guide and the resources in the “Additional Materials” section can help you create a health awareness program for Black women in your community that encourages them to be physically active and make healthier food selections. The materials are based on the *Sisters Together: Move More, Eat Better* pilot program that took place in Boston from 1994 to 1998. The “Additional Materials” section contains useful resources such as:

- CD
- fact sheet
- feedback form
- flyer
- letterhead
- news release
- radio public service announcements (PSAs)
- reproducible logos
- walking group sign-up form





BACKGROUND

Overweight and obesity are significant health problems for the Black community, with recent Government statistics indicating that 77 percent of U.S. Black women age 20 and older are overweight, and nearly 50 percent of Black women are classified as obese. Research indicates that extra pounds place unnecessary strain on the body and contribute to a host of medical problems such as hypertension, type 2 diabetes, stroke, coronary heart disease, and certain types of cancer.

Research involving Black women has revealed that various physical and cultural factors are potential barriers to healthy eating and being physically active. In order to help them make healthier lifestyle choices, it is important to identify and address these factors with effective health promotion programs.

This guide is designed to help **you** create a health awareness effort in your community that encourages Black women to become physically active and make healthier food selections. Anyone can make positive changes. Whether you are a health professional, business owner, cosmetologist, student, retired person, or homemaker, you **can** start a *Sisters Together* program. By following the steps in this guide and supplementing your program with our culturally relevant, age-appropriate *Sisters Together* publications, you can help your community become healthier and well informed.

PROGRAM BEGINNINGS

The *Sisters Together* pilot program was developed by WIN in partnership with the Boston Obesity Nutrition Research Center, which included representatives from the New England Medical Center, the Harvard School of Public Health, and the Tufts University School of Nutrition Science and Policy. A community nutritionist, a media specialist, and an educator also contributed to the development of the program. The following considerations factored into program development:





Objective: The *Sisters Together* program began as a campaign to increase physical activity and healthful eating among young Black women in three Boston communities—Dorchester, Mattapan, and Roxbury.

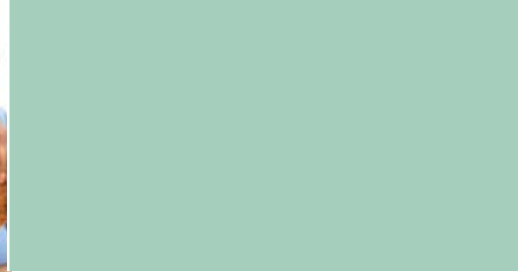
Audience: The audience for the *Sisters Together* pilot program was Black women age 18 to 35. The program’s founders hoped that this group would share the health messages from *Sisters Together* with their friends and families.

Theme: The overall theme for the pilot program—*Sisters Together: Move More, Eat Better*—was developed with input from Black women who were interviewed in focus groups. During these meetings, obesity experts, community nutritionists, and health center staff tried to gauge the audience’s knowledge, attitudes, and practices related to diet and physical activity.

Design: The design for *Sisters Together* combines social marketing with community-building efforts. The pilot program’s design was comprised of five phases: design, promotion, demonstration, transfer, and sustained activity.

Health Communication Strategy: To effectively attract the attention of Black women and inform them about the importance of a healthy lifestyle, the *Sisters Together* pilot program conducted focus groups and interviews with Black women. *Sisters Together* then developed partnerships with local media, health centers, recreation centers, and other community organizations. For a summary of the focus group findings, see “Focus group data pertinent to the prevention of obesity in African Americans” in the *American Journal of Medical Sciences*, 2001 Nov; 322(5): 286-9.





USING THIS GUIDE

If you are interested in starting a *Sisters Together* program in your community, this guide is for you. It outlines six steps to help you plan your program, providing practical examples of various *Sisters Together* activities held nationally and locally.

The six steps are:

1. Getting Started
2. Identifying Community Resources
3. Setting Your Objectives
4. Working With the Media
5. Planning Activities
6. Measuring Your Success

In addition to using this guide, you may contact WIN for assistance at any time during your program's development or implementation. Our contact information is located at the end of this guide.





CREATING YOUR PROGRAM

CREATING YOUR PROGRAM

STEP 1: GETTING STARTED

LEARN ABOUT YOUR AUDIENCE AND YOUR COMMUNITY. WHO DO YOU WANT TO REACH?

GATHERING BACKGROUND INFORMATION

The primary audience for *Sisters Together* programs is Black women age 18 and older, but you may tailor your program based on your community's needs. For example, the pilot program's intended audience was Black women age 18 through 35. However, you may find that mature Black women in your community would benefit the most from the kind of information and activities *Sisters Together* provides. This program is flexible enough to target Black women of all ages, communities, and demographics.

Research indicates that a community's lack of access to healthy foods and places to exercise may be interwoven with other health, social, and economic issues. When you develop your program's core messages and activities, consider how the community as a whole may affect peoples' health-related attitudes and choices. Then, determine the area(s) of greatest need. The following questions may help you gather relevant information:

- What are the attitudes, perceptions, beliefs, and overall knowledge of Black women in the community regarding nutrition and physical activity?
- What do Black women in the community already know about overweight, obesity, and their health risks?
- What types of health services and information are available in the community?





- What opportunities for physical activity do Black women have in the community?
- Where can Black women find healthy foods in the community?
- Who are the respected leaders in the community?
- What is the sociodemographic makeup of the community?

Sociodemographic Information

Basic sociodemographic information will help you learn more about the audience you intend to help. This information may include age, gender, income level, race, ethnicity, language, educational level, occupation, place of residence, family structure, and lifestyle data. This information is actually easy to find. For help accessing this type of information, try contacting the U.S. Census Bureau (www.census.gov), local colleges and universities, or government offices such as the state and local departments of health, education, social services, and recreation.



Community Input

It is also important to gather information from a representative sample of community residents about their physical activity- and nutrition-related behaviors, knowledge, attitudes, and beliefs. This information can be collected through personal interviews, focus groups, telephone surveys, hand-delivered questionnaires, or mail questionnaires; by hosting informal meetings in local salons, churches, and other neighborhood locations; and by attending meetings of other neighborhood organizations.

ASSESSING THE NEEDS OF THE COMMUNITY

When designing a *Sisters Together* program in your community, ask yourself the following questions: Does your community already have nutrition- and physical activity-related programs in place? What type of program would achieve the highest rates of participation in your community? For example, would a church-based, neighborhood-based, or community center-based program be most effective? Determining what resources are available to you and setting your program objectives will help shape your plan.



Community leaders can be a valuable resource in learning more about your community. Contact leaders who are trusted and well respected and ask for their input on the best ways to reach your audience. In addition, community leaders will help spread the word about your program and help you locate additional resources. Black health care providers, religious leaders, and business owners may also be able to provide helpful feedback.

SELECTING YOUR AUDIENCE

Once you have a clear understanding of your community's needs, you can begin focusing your efforts. You can use the sociodemographic information, community input, and community leaders' feedback to determine the best venue for your program. For example, you may decide to base your program in a community center, church, or neighborhood.

Community Center

A community center can be a great resource when starting a *Sisters Together* program. Community center-based programs are usually created when there is a great need for information in the community and when the initiative is estimated to draw a steady following. Recreation centers, such as the YWCA or the YMCA, will often lend you their space for group meetings or exercise classes. It is important to become familiar with community organizations and public programs providing food assistance and nutrition education, such as the Women, Infants, and Children Program (WIC), Head Start, and the Food Stamp Program. Check out local sororities, community health centers, and social services to learn about the services they provide. These groups may serve as valuable resources when you start your community center-based program.

In the pilot program, focus group discussions among Black women confirmed that they are more accepting of higher weight and are generally satisfied with their bodies. These discussions also revealed a need for healthy food preparation skills and markets that provide high quality food, especially fresh and frozen produce. Obtaining this information early on allowed the program coordinators to tailor the activities and events to meet the needs of the participants.



Church

Partnering with churches can be one of the most effective ways to increase health awareness in Black communities, since it is a well-established tradition for many Black churches to support community service. Before beginning the program, it is important to get the pastor's or church leader's support. It is also important to establish trust, credibility, and open communication with church members. You can do this by requesting an informational meeting or gathering with church members, becoming active in church events, or volunteering in community programs hosted by the church. Find out if the church has a health or wellness ministry in place. You may be able to contact the director of the ministry for ways to collaborate, such as participating in health fairs, using space in the church for meetings, recruiting during church announcements, or getting in touch with other ministries.



Neighborhood

Is there a need in your immediate neighborhood for a *Sisters Together* program? If so, you may find that starting a neighborhood-based program is the best option for you. Neighborhood-based programs can be more personalized and usually do not require many resources to get started. Find out if there is a local school with a track that you could use for walking groups and other exercise events. Try holding your *Sisters Together* meetings and events in places such as laundromats, day care centers, health centers, markets, restaurants, gyms, dance studios, parks, and playgrounds. You could also alternate hosting *Sisters Together* events in your home and in the homes of other participants.



STEP 2: IDENTIFYING COMMUNITY RESOURCES

FIND OUT HOW YOUR COMMUNITY CAN HELP.

WHAT RESOURCES AND PARTNERS CAN YOU TURN TO?

Partnering with individuals and groups in your community is a great way to increase participation and exposure, as well as to encourage members to take ownership. Partners can help ensure success by adding insight, resources, and volunteers to your *Sisters Together* events. To find out what others are doing in your community to promote healthy eating and physical activity, take note of posters, advertisements, and PSAs that convey healthy messages.

Along with other organizations and individuals already identified in this guide, potential partners could include:

- local and national businesses and corporations (for sponsorship opportunities or incentive donations such as water bottles, visors, gift certificates, coupons, or nonperishable food items)
- food markets/supermarkets
- media outlets (such as television and radio stations, daily newspapers, and local and national magazines)
- retail stores
- neighborhood associations and housing authorities
- libraries
- bookstores and newsstands

National Example

To spread the word about *Sisters Together* across the nation, *Sisters Together* conducted a holiday radio promotion in 10 cities with sizable Black radio stations.



Success Story Local Partnership

The Greensboro, NC, YWCA partnered with physicians from the University of North Carolina at Greensboro for their 12-week *Sisters Together* walking program. Participants underwent pre- and post-walk body weight assessments and attended educational seminars on diabetes, high blood pressure, cholesterol, healthy food choices, and general nutrition.

HOW TO SELECT PARTNERS

Begin by creating a list of individuals and organizations with the most potential for support or involvement in your program. Choose individuals and groups that:

- Use messages that are similar to those of the *Sisters Together* program.
- Address women’s issues and concerns.
- Have access to and credibility with Black women in your community.
- Are interested in and committed to improving the health of Black women.
- Can make a significant contribution.

HOW TO APPROACH POTENTIAL PARTNERS

Once you have prioritized the individuals or groups you would like to approach, determine how you would like them to support your *Sisters Together* program. Match your program needs with their interests and develop a list of key selling points that clearly describe “what is in it for them.” It may be helpful and less intimidating to make the initial contact through a personal friend or acquaintance. Contacting organizations with which you already have an existing relationship gives you a chance to rehearse your pitch. Also, having partners who are already on board can lend credibility to your cause when you approach new organizations. The following steps may help you enlist a partner:

- Write or call your contact and explain that you would like to discuss a potential partnership opportunity that might



be of interest to them. Describe the goals and potential benefits of your program. Request a meeting to discuss the possibility further.

- * Have a “pitch” or notes ready when you approach potential partners. You can start your conversation with information about the health benefits of healthy eating and regular physical activity, and the health risks of being overweight and inactive.
- * Give them a copy of the fact sheet included in this guide for information about the program. You can also use the *Sisters Together* letterhead for the letters you send.
- Suggest specific short-term activities in which they may serve as a partner. Make sure the roles are realistic and consistent with the organization’s resources.
- Be prepared to offer something in return, such as credit lines on materials, visibility for their logo, media attention, or awards.
- Ask for a commitment, but be aware that that they will probably need time to review your request.
- Follow up immediately after your meeting with a thank-you letter that reiterates your interest in establishing a partnership. Encourage them to contact you if they have questions.
- Once you have solidified your partnership, try to identify one person with whom you will communicate.
- Create a memorandum of understanding (MOU). The MOU

Success Story

National Partnership

In October 2001, *Sisters Together* successfully kicked off its National Walk and Health Fair with the help of several key partnerships. Over 300 women and their families participated in a 1.8 mile walk around the historic U Street corridor in Washington, DC. Nationally known fitness expert Donna Richardson led the participants through a warm-up, the walk, and a post-walk cool-down. Partners such as the Kennedy Center and the athletic women’s apparel company Moving Comfort provided giveaways and door prizes for the event. Local hair salons, food markets, and the police department also donated their time and services to the kickoff.



should highlight the short- and long-term elements of your partnership. It should be reviewed and updated at least once a year.

- Update your partners regularly and use their feedback to refine your program. Their advice can help you attract new members and determine where to promote your events.
- Do not forget to say thank you with letters, certificates, or public recognition of the individual's or group's contribution.

STEP 3: SETTING YOUR OBJECTIVES

DEFINE GOALS THAT WILL GUIDE YOUR EFFORTS. WHAT DO YOU WANT TO ACHIEVE?

Having a few well-defined objectives will keep your *Sisters Together* program messages simple and easy to convey, which can improve the effect you have on your community. Try to select realistic goals. For example, the objectives of the national kickoff were:

- To encourage the development of *Sisters Together* programs.
- To continue to increase awareness of the benefits of healthy eating and increased physical activity.
- To continue to provide Black women with information that would help them eat healthier and become more physically active.

You can use these objectives as a guide and change them to meet your community's needs. For example, if another group in your community is already involved in promoting physical activity, you could focus on increasing awareness about the benefits of healthy eating or collaborate with this group.



STEP 4: WORKING WITH THE MEDIA

SPREAD THE WORD ABOUT SISTERS TOGETHER. HOW CAN YOU GET MEDIA ATTENTION?

An effective way to promote your *Sisters Together* program may be to use media sources that Black women rely on for their daily news and entertainment. If you do not already have a list of newspapers, local city magazines, and television and radio stations that reach Black women, the following tips can help you create one:

- Determine if an up-to-date media list for your local area already exists.
- Check with community partners and members to see if they have a list of influential personalities, reporters, stations, and print media they will share with you. Make sure the list is less than 6 months old.
- If you do not have access to an existing list, begin by looking in your local phone book for media organizations or borrowing a “Media Yellow Book” from your local library.
- It will be helpful to create a list that includes the name, title, telephone and fax numbers, and street and email addresses of reporters who cover health and wellness issues so you can send materials directly to them. Reporters who cover general community news are also useful contacts.
- You may wish to include information about deadlines and the best method and time for contacting reporters.
- Research the media organizations on your list. Focus on media outlets that reach Black women first, and then branch out to various general interest outlets.





National Example

Essence magazine helped spread the word about *Sisters Together* by mentioning the national kickoff in its calendar of events and by publishing the *Sisters Together* toll-free number and website link in an article concerning weight control.

- Send a steady stream of news and information about *Sisters Together* and ask them to cover a special event, such as a walk or food festival. This not only helps reinforce the visibility of your program, but also raises awareness about issues that the program addresses.

When you send materials to the people on your media list, remember to:

- Allow several days for the materials to arrive.
- Make a follow-up phone call to the contacts to make sure they have received the materials, to answer any questions, and to restate the value of the program.
- Send a note of thanks for every story that appears.

MAKING CONTACTS

Whenever possible, deliver your materials personally or arrange a face-to-face meeting. Emphasize the importance of encouraging Black women to improve their health by becoming physically active and eating healthier. Explain that Black women who are overweight are at risk of developing diabetes and coronary heart disease. In addition, mention all the community partners involved in *Sisters Together* to let the media know how widespread your program is. Be sure to leave your card or name and telephone number.

Finally, be sure to track media coverage and do not forget to let your media contacts know about your *Sisters Together* program's successes. Media is a great promotional tool. By getting the word out about successful events, you may be able to make new community partners as well as further promote *Sisters Together* messages.



PREPARING NEWS RELEASES AND MEDIA ADVISORIES

News releases and media advisories are common publicity tools you can use to promote your *Sisters Together* activities and messages. The media is interested in reporting new information, so present your information in a timely and interesting way, or try linking your story with one that is already receiving wide coverage. Focus on your program's activities and use the letterhead samples and logo included in this guide to make your news releases look professional—media organizations receive many submissions each week, so it is important to make your advisory eye-catching. Send advisories 3 to 4 days before your event and send a news release the day your activities begin. Make follow-up calls to see if reporters need more information and encourage them to attend. *A sample news release can be found in the "Additional Materials" section of this guide.*

PREPARING PSAS

A PSA is a great way to promote your *Sisters Together* messages along with your program's related activities and events. PSAs are noncommercial advertisements that educate the public about a specific issue or cause. Broadcast PSAs are often aired free of charge in 10-, 15-, 30-, or 60-second lengths. You may want to find a sponsor to cover the costs of producing PSAs. "Radio readers"—scripts that disc jockeys read live on air or record for broadcast—are also inexpensive and equally effective tools. Be sure to include a "pitch memo" when sending your PSAs. *Sample PSAs can be found in the "Additional Materials" section of this guide.*

Because media outlets place these announcements free of charge, it is difficult to control when or where your PSAs will run. If your program can





afford paid advertising, you may want to explore this strategy.

PREPARING FACT SHEETS AND FLYERS

Fact sheets and flyers are effective ways to promote your *Sisters Together* program. They are also easy to create. Your fact sheet might include these three components:

1. Explanation of the purpose and audience of *Sisters Together*.
2. Description of your *Sisters Together* program's activities.
3. Information on how readers can find out more about your program.

You can create your own flyers and post them on bulletin boards throughout your community. You can also distribute them through partner organizations and at meetings. *A sample fact sheet and flyer are included in this guide.*

PREPARING A MEDIA KIT

A media kit will provide your media contacts with information about your *Sisters Together* program as well as any activities you have planned. This information may encourage media outlets to promote your events.

What to Consider Including in Your Media Kit

1. *Sisters Together* fact sheet (two-page maximum)*
2. Biographical sketch of program leader(s)
3. Current news release*
4. PSA (if distributed to radio/television)*
5. Black-and-white photographs of your *Sisters Together* events or members
6. *Sisters Together* brochures*





7. List of upcoming program activities
8. Contact name and number

**Samples of these items are included in this guide.*

You do not need elaborate packaging for your media kit. You can place the items in a double-pocket folder and customize it with the *Sisters Together* logo included in this guide, or you can create your own logo. Make sure you include a place for your contact information. *Reproducible Sisters Together logos can be found in the “Additional Materials” section of this guide.*

You should make your kit available at all *Sisters Together* events receiving media coverage. You should also distribute the kit with PSAs to television and radio stations in advance of on-air presentations. Do not forget to update the kit yearly or whenever major changes occur in your *Sisters Together* program.

PREPARING A SPOKESPERSON

Once you begin contacting the media, some organizations may request interviews. Interviews offer you an opportunity to talk about your activities and promote participation. The following tips will help you in the interview process:

- Prepare thoroughly for an interview.
- Organize key message points and practice answering questions using the materials that you prepared for your media kit.
- Be prepared to make simple, direct, easy-to-understand statements. Get back to interviewers promptly with any promised information.

National Media Placement

*The Sisters Together national kickoff in Washington, DC, received local coverage from radio stations, cable TV news blasts, public transit advertisements, and local newspaper articles. Sisters Together also received national exposure through articles in *Essence*, *Heart and Soul*, and *O* magazines.*



- Send a note thanking the media outlet for the opportunity to talk about the *Sisters Together* program.

CREATING A MEDIA PARTNERSHIP

If your *Sisters Together* program has developed a positive relationship with a media organization, you might want to consider broadening it into a media partnership. Media partners can offer high levels of exposure and increase interest in your program. There are many ways you can include national and local television, radio, newspaper, and magazine outlets in your program. Consider pitching one of the following ideas:

Spokespersons: A television or radio station might provide a media personality to participate in your events.

Community Activities: A media outlet might sponsor your event by offering free publicity, its own information booth, or setting up a “live remote” or report from the event.



USING THE MEDIA TO PROMOTE YOUR EFFORTS

You can use the following media to publicize your program:

Television and Radio Stations

- national and local news and talk shows
- broadcast editorials
- call-in shows



- public affairs and health programs
- public access cable TV

National and Local Newspapers (Weekly and Daily)

- feature articles
- health sections and supplements
- food sections
- editorials
- print ads
- partners' ads—try to place the *Sisters Together* message and logo or event announcement in your partners' ads (such as a grocery store ad)
- calendar of events
- public affairs listings

National and Local or Regional Magazines

- regular columns or features
- partners' ads (see above)





STEP 5: PLANNING ACTIVITIES

DECIDE ON YOUR CORE ACTIVITIES AND EVENTS. WHAT IS BEST FOR YOUR AUDIENCE AND MESSAGE?

Activities and events can generate interest and increase awareness for your *Sisters Together* program. They can also establish an identity and reinforce program messages, so you should plan activities that support your program's objectives. For example, a wellness walk would fit within your program goals better than hosting a bake sale.



When planning activities, choose events that:

- Address the current needs and interests of the Black women in your community.
- Fit in with your program objectives—to increase awareness of the benefits of healthy eating and increased physical activity, and to provide information that can lead to healthy lifestyle changes.
- Tie in your partners' activities and meet with their approval.
- Do not require more time and resources than you and your partners are willing or able to contribute.

To make sure that your *Sisters Together* program activities meet the needs of your community and are well received, try using the following suggestions from focus groups and research:



- Research has found that Black women are not physically active because they are not familiar with practical, convenient, and enjoyable forms of exercise that could be performed routinely. **You can form walking groups and dance classes using the information included in this guide.**
- Research has found that Black women are more likely to respond to programs that encourage physical activity versus exercise and that focus on short-term outcomes. Black women who participated in focus groups associated healthy eating and increased physical activity with benefits such as having more energy, relieving stress, feeling better about themselves, living longer, and looking good. **You may want to stress these benefits in your program messages and materials. The *Sisters Together* publications featured on the CD highlight these benefits.**
- Research has found that Black women recognize the importance of limiting the fat, cholesterol, sodium, and sugar in their diets, but need information on how to do this without sacrificing the flavor of their meals. **To give women “how to” information, you can hold cooking demonstrations and give out healthy recipes to women in your community. Check with the outpatient dietitian in your local hospital to see if he or she will conduct a cooking demonstration or if he or she has healthy recipes that you can distribute to your *Sisters Together* program participants.**

DEVELOPING PROMOTIONAL MATERIALS

People love souvenirs, so consider creating *Sisters Together* giveaway items for your program participants and sponsors. Promotional items can help spark interest in your program and give it exposure. Some popular giveaway items include refrigerator magnets, T-shirts, key

Local Publicity Story

“The community health planner at the Lexington-Fayette County (Kentucky) Health Department contacted the columnist for the *Lexington Herald-Leader* about a *Sisters Together: Move More, Eat Better* health conference being sponsored at a local church. Over 200 women attended various workshops on topics such as obesity and diabetes and enjoyed a nutritious lunch designed by a dietitian.”

– Mark Johnson,
Lexington County Health
Department



chains, and water bottles. If your program has an exhibit booth, a poster or banner can provide added visibility as well as make your booth easy to find. Consider creating a portable poster or banner to display at all of your *Sisters Together* program events.

Try to keep participants and partners updated on your *Sisters Together* program. If you keep a list of the names and addresses of everyone who has attended your events, you can send them a postcard or newsletter to update them on future activities. An easy way to build up your mailing list is to bring a sign-up sheet to all of your events.

PLANNING A KICKOFF EVENT

A great way to create excitement for your *Sisters Together* program is to hold a kickoff event. You can work with your partners to plan an event that will increase awareness of your *Sisters Together* program and its messages among the Black women in your community. Some successful *Sisters Together* events have included the creation of walking groups, dance classes, aerobics classes, and cooking demonstrations, as well as the creation of a fitness calendar.

You can promote your kickoff event by:

1. Distributing flyers throughout your community.
2. Hanging posters in local stores, community centers, libraries, and schools.
3. Inviting the media.
4. Participating in other local festivals and special events. Other venues can be great places to distribute your *Sisters Together* materials and create buzz about your pending event.





STEP 6: MEASURING YOUR SUCCESS

MONITOR YOUR EFFORTS. HOW EFFECTIVE IS YOUR PROGRAM?

Evaluating your program will allow you to identify minor problems and make adjustments before major ones develop. Program evaluation can help you find more effective ways to publicize your *Sisters Together* activities, identify materials that best serve your community, repeat successful activities, and eliminate activities that were not well received.

LOOKING AT YOUR OBJECTIVES

Assessing whether you are meeting your objectives will help keep your *Sisters Together* program on track. For example, the *Sisters Together* national kickoff conducted talks with participants to determine:

- Whether the women who attended found the *Sisters Together* materials and demonstrations useful.
- The number of participants who enjoyed the event.
- Whether the women would attend similar events in the future.
- What changes they would make to future events.



Other ways you can measure the success of your program include estimating how many participants you have, the attendance at your events, and the number of *Sisters Together* publications you distribute.



Success Story

Local Kickoff

In Kentucky, the Lexington-Fayette County Health Department's *Sisters Together* program was launched on September 25, 2005 at the "Body and Soul Fest" health fair, during Lexington's "Roots & Heritage Festival." Women attended seminars on nutritional cooking and eating and received church fans imprinted with information about free or inexpensive walking and exercise classes in the Lexington area. This *Sisters Together* initiative received media coverage in the *Lexington Herald-Leader* twice in 2005. The program's organizers are planning to create walking clubs.

KEEPING TRACK OF YOUR PARTICIPANTS

It is helpful to track participation at your *Sisters Together* events. This tells you how appealing your events were to the members of your community, and can help you decide whether to hold similar activities in the future.

The following questions can help you measure the success of your *Sisters Together* events:

- How many women attend your events?
- How many walking groups are set up?
- How many people stop by your exhibit at other organizations' festivals?
- How many *Sisters Together* publications you have distributed?
- Is participation increasing or decreasing?

A feedback form is a great way to find out what participants thought of your *Sisters Together* program events. You can use the information you gather to plan future activities. It is best to keep feedback forms simple and to the point, so try to include only multiple choice questions. A bounce-back card that participants can detach and return to you with comments is another great way to solicit participant feedback. *A sample feedback form is included in this guide.*

KEEPING TRACK OF YOUR SISTERS TOGETHER MATERIALS

Monitoring the distribution of your materials is also important. Keeping track of when, where, and how much you distribute will help you plan future *Sisters Together* events. For example, if you gave away all of your flyers at a weekend event and only a few at



a weekday event, that might tell you that weekends are a better time to distribute materials. If you have your own *Sisters Together* phone number, it is also a good idea to record how many calls were received, and what type of information and materials were sent out in response to those calls.

LISTENING TO YOUR PARTNERS

Your partners can provide valuable feedback on your *Sisters Together* program. Ask for their comments on your program, events, and activities, and inquire about their involvement in the program. Some questions you may want to ask your partners include:

- What is working well?
- Which areas need to be improved?
- How can improvements be made?
- What are you willing to do next?

REVISING YOUR OBJECTIVES

You may find that you need to revise your objectives after you have launched your *Sisters Together* program. The needs of your community may change over time, and part of having a successful program is being able to adjust and respond to your community's needs.





SHARING YOUR SUCCESS

Finally, it is important to share your program's successes with your partners, the community, and other relevant parties. Writing and speaking about your program's achievements is a good way to make your partners, Black women, and potential participants aware of *Sisters Together* and its messages. Highlighting your accomplishments further promotes better health for Black women.



ADDITIONAL
MATERIALS

ADDITIONAL MATERIALS

The materials included in this section are samples. They are intended as guides for you to use when creating items for your own *Sisters Together* program. Each sample is also available in modifiable form on the CD included with this program guide.

- Phone Scripts (Media, Potential Community Partners, and Church Pastors)
- Media Contact List
- News Release
- PSA Scripts
- *Sisters Together* Fact Sheet
- Recruitment Flyer
- Event Promotion Flyer
- *Sisters Together* Artwork
- Participant Feedback Form

The following materials are not mentioned in the program guide, but may be useful to your *Sisters Together* program.

- *Sisters Together* Letterhead
- Sample Letter to Participants
- Physical Activity Log Sheet
- Food Diary Sheet
- *2005 Dietary Guidelines for Americans*
- Certificate of Participation



SAMPLE PHONE SCRIPTS

Media

Hello, this is **[NAME]** with **[ORGANIZATION]** calling about the *Sisters Together: Move More, Eat Better* program — a national initiative encouraging Black women to become more physically active and eat healthier foods. We are planning a wellness walk on **[DATE]** at **[LOCATION]** in **[COMMUNITY]**. I'd like to send you some information and invite you to attend. What is the best way for me to get our media packet to you?

Potential Community Partners

Hello, my name is **[NAME]** with **[ORGANIZATION]** *Sisters Together: Move More, Eat Better* program. We are part of a national initiative that encourages Black women to become more physically active and eat healthier foods. We are planning a wellness walk to be held on **[DATE]** on the **[LOCATION]**, beginning at **[TIME]**.

Because **[COMMUNITY PARTNER NAME]** shares the same goals as the *Sisters Together* program we would like to ask you to be one of our partners. To make this event a success we are asking our partners to donate bottled water or nonperishable food items to walkers as they start the walk and to promote our event in their locations. In return, we will announce your company's support in media advertisements prior to the walk and during the walk.

If this opportunity is of interest to you, I would love to meet with you to share more information on the *Sisters Together* program and how it can benefit the community.

Church Pastors

Hello, my name is **[NAME]**, with the **[ORGANIZATION]** *Sisters Together: Move More, Eat Better* program. We are a part of a national initiative that encourages Black women to become more physically active and eat healthier foods.

We are planning a healthy recipe contest and would like your assistance in promoting this event to your congregation and community. The purpose of this event is to encourage community involvement in *Sisters Together* programs and promote the *Sisters Together* "eat better" message. We want Black women to embrace good health through healthy eating and increased physical activity. We believe that you, as a spiritual and community leader, can help this project come to life, through your insight, support, and resources.

Are you available sometime this week to meet and discuss this opportunity in more detail?

SAMPLE MEDIA CONTACT LIST*

	A	B	C	D	E	F	G	H	I	J	K	L
	Publication	First Name	Last Name	Title	Street Address	City	State	Zip	Phone	Fax	Email	Notes
1	Friendsville Times	John	Smith	Editor	123 Some Street	Friendsville	MIN	12345	123-456-7891	123-456-7892	smithj@friendsvilletimes.com	He doesn't like calls. Email only
2	Healthy Herald	Patty	Jones	Health Writer	7 Walkabout Avenue	Friendsville	MIN	12345	123-456-7893	123-456-7894	pattyj@healthyherald.com	News releases must be in by Wednesday for Sunday print
3	Weight Weekly	Robert	Washington	Health Editor	789 Anywhere Blvd.	Friendsville	MIN	12345	123-456-7895	123-456-7896	rwwashington@weightweekly.com	
4												
5												
6												
7												
8												
9												
10												
11												
12												
13												

*All contact names and information above are fictitious

SAMPLE NEWS RELEASE

FOR IMMEDIATE RELEASE

CONTACT: [NAME]
[PHONE NUMBER]
[EMAIL ADDRESS]

[ORGANIZATION NAME] TO LAUNCH HEALTH INITIATIVE WITH “FUN WALK” AND HEALTH FAIR

[CITY, STATE, DATE]—For women who have been trying to improve their health through fitness or by eating healthier, but cannot seem to find the time or the motivation, a new national initiative may provide the answer. [ORGANIZATION NAME] is launching a *Sisters Together: Move More, Eat Better* program in [NAME OF COMMUNITY] that encourages Black women to maintain a healthy weight by becoming more physically active and eating healthier foods. This program details the fundamental steps that allow participants to make healthful choices in selecting foods, becoming active, using resources, building partnerships, and increasing self-efficacy.

The highlight of the launch will be a “fun walk” and health fair on [DATE] at [TIME] at [LOCATION]. The health fair will offer free nutrition and physical activity information, healthy cooking demonstrations, music, giveaways, face painting, and balloons for kids. The program also provides educational materials on a variety of topics, including physical activity, nutrition, and hair care for active Black women.

This program is being launched in the shadow of recent statistics indicating that 77 percent of U.S. Black women age 20 and older are overweight, and nearly 50 percent of Black women are classified as obese.

To learn more about the [ORGANIZATION] *Sisters Together* “fun walk” and health fair, call [PHONE NUMBER].

SAMPLE PSA SCRIPTS

Contact: **[NAME]**
 [ORGANIZATION]
 [PHONE NUMBER]

RADIO (10 seconds)

Do you want to be more physically active? Join *Sisters Together* and **[SPONSOR]** for a wellness walk on Saturday December 5. Call **[PHONE NUMBER]** for more information.

RADIO (15 seconds)

Most of us know we need to move more and eat better to stay healthy. But, let's keep it real, it's hard to fit working out into a tight schedule! So how can you keep your weight in check? The **[ORGANIZATION]** *Sisters Together* program can show you. For more information, call **[PHONE NUMBER]**.

RADIO (30 seconds)

Worried about gaining weight? You may still enjoy some of your favorite down-home dishes. Try eating with a smaller plate. And on shopping trips, take the stairs instead of the elevator. Walking several times around the mall may be a good way to get 30 minutes of physical activity. For more tips to help you improve your health, contact **[ORGANIZATION]** *Sisters Together* program. Call **[PHONE NUMBER]** today.

RADIO (60 seconds)

Not quite ready to shed your winter coat? Well, start off spring on the right foot and get healthy for the summer months by walking. It is a safe, easy, affordable, and fun way to get fit and stay fit. The *Sisters Together: Move More, Eat Better* program can show you how to get moving and start eating healthier. *Sisters Together* is a national program created to raise awareness among Black women of the benefits of physical activity and healthy eating. In our community, **[ORGANIZATION]** has started *Sisters Together* to sponsor walking groups and other healthy activities. Extra pounds can lead to overweight and obesity and a host of medical problems, so get moving now. For more information, or to find a walking group in your neighborhood, call **[PHONE NUMBER]**.

SISTERS TOGETHER FACT SHEET

(front)



Help Your Community Take Steps Toward Better Health

Who We Are

- National initiative to encourage Black women to become more physically active and eat healthier foods.
- Created by the National Institute of Diabetes and Digestive and Kidney Diseases (NIDDK) of the National Institutes of Health (NIH), part of the U.S. Department of Health and Human Services (DHHS).

What We Do

- Work with groups and organizations to raise awareness among Black women about the benefits of healthy eating and regular physical activity.
- Provide technical assistance to organizations that create programs using the *Sisters Together* planning kit.

Why This Initiative Matters

- Nearly 80 percent of all Black women in the United States are considered overweight or obese.
- Overweight and obesity increase the risk of type 2 diabetes, heart disease, and other health problems.

How We Got Started

- Pilot program developed by the Weight-control Information Network (WIN). The pilot program consisted of focus group testing, seminars, materials development, community activities, and more.

How to Start a Program in Your Community

- Step 1. Determine your community's needs and resources.
- Step 2. Form partnerships with individuals and groups within your community.
- Step 3. Get the media involved.
- Step 4. Plan activities.
- Step 5. Measure your success.



SISTERS TOGETHER FACT SHEET

(back)



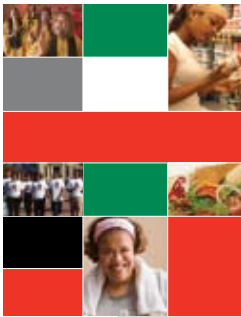
Sisters Together Move More, Eat Better

Publications

How communities can start a *Sisters Together* program.

Three age-appropriate brochures with tips on how to get moving, how to prepare healthy, tasty meals, and how to eat right when you are on the go.

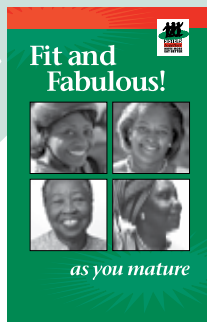
Brochure with walking plan to encourage women to walk.



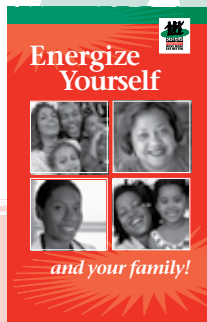
**Sisters Together:
Move More, Eat Better
Program Guide**



**Celebrate the
Beauty of Youth**



**Fit and Fabulous
as You Mature**



**Energize Yourself
and Your Family**



**Walking ...
A Step in the Right
Direction**

For more information or to order publications, visit the *Sisters Together* website at www.win.niddk.nih.gov/sisters/ or call 1-877-946-4627

Weight-Control Information Network
1 WIN Way, Bethesda, MD 20892-3665



SISTERS TOGETHER RECRUITMENT FLYER

Do you want to be **active**,
but don't know how to begin?

Want to make **healthy changes** in your diet,
but don't know where to start?

There's a new movement in the neighborhood!

[ORGANIZATION] *Sisters Together* program offers lots of ways to get involved in the move more, eat better movement.

Meet other women in the community as we work together to *move more and eat better!*

Join us on [DATE] at [TIME] as we start a new chapter of *Sisters Together*.

- Get moving with our walking groups and dance classes.
- Learn healthy cooking tips and recipes at our cooking demonstrations and nutrition seminars.
- Spread the *Sisters Together* message by participating in community wellness walks.



The *Sisters Together* program was created to help Black women in our community work together to become more physically active and adopt healthier eating habits. We host activities designed to help the women in our community because 77 percent of U.S. Black women age 20 and older are overweight, and nearly 50 percent of Black women are classified as obese – extra pounds can contribute to medical problems.

CONTACT NAME _____ PHONE NUMBER _____

SISTERS TOGETHER EVENT PROMOTION FLYER

EXAMPLE: HEALTHY RECIPE SHARE FAIR

SISTERS TOGETHER: Move More, Eat Better Program



The *Sisters Together* program was created to help Black women in our community work together to become more physically active and adopt healthier eating habits. We host a variety of different activities designed to help the women in our community because 77 percent of U.S. Black women age 20 and older are overweight, and nearly 50 percent of Black women are classified as obese. Some of our events include wellness walks, walking groups, dance classes, and cooking demonstrations.

Our upcoming event is a **healthy recipe share fair**. We are inviting everyone in the community to come out and sample healthy dishes, as well as share nutritious recipes that taste great. We encourage everyone to bring 5 to 10 copies of their recipe for others.

Time: _____

Date: _____

Place: _____

Contact: _____



SISTERS TOGETHER LOGO SPECIFICATIONS



SISTERS TOGETHER GRAYSCALE LOGO SHEETS FOR REPRODUCTION



SISTERS TOGETHER GRAYSCALE LOGO SHEETS FOR REPRODUCTION



SAMPLE PARTICIPANT FEEDBACK FORM

Sisters Together: Move More, Eat Better

Please help our planning efforts by filling out this brief questionnaire and handing it in at the end of your program. Don't forget to fill out the complete questionnaire.

Please give us your comments or thoughts about today's event:

How did you hear about today's program? Please check:

_____ Friend _____ Radio
_____ Newspaper _____ Poster
_____ Other

Please tell us which newspaper or radio station: _____

What topics would you like to hear about over the next few months?

Have you attended other *Sisters Together* events? _____ Yes _____ No

Please tell us which ones: _____

Had you heard about *Sisters Together* before this event? _____ Yes _____ No

Please tell us how you knew about *Sisters Together* or what you heard:

continued on back

Please tell us something about yourself:

How often do you walk or exercise?

- _____ Not at all right now
- _____ Once or twice a week
- _____ Three or four times a week
- _____ Every day

How often do you eat fruits and vegetables?

- _____ Some, about once or twice a week
- _____ A serving every day
- _____ Two or three servings every day
- _____ Five servings a day

Have you made any recent changes in your eating habits? _____ Yes _____ No

Please tell us what changes you've made: _____

Thank you for taking the time to fill out this form.

SAMPLE SISTERS TOGETHER LETTERHEAD

WIN



A service of the National
Institute of Diabetes and
Digestive and Kidney
Diseases
NATIONAL INSTITUTES
OF HEALTH

1 WIN Way
Bethesda, MD 20892-3665

(202) 828-1025 Tel
(202) 828-1028 Fax
(877) 946-4627 Toll-free



A program of the Weight-control Information Network and the
National Institute of Diabetes and Digestive and Kidney Diseases
to improve the health of Black women.

SAMPLE SISTERS TOGETHER LETTERHEAD

Sisters Together. Move More, Eat Better



SAMPLE LETTER TO PARTICIPANTS
INVITATION TO PERSONS WHO HAVE INDICATED INTEREST

[DATE]

[NAME]

[ADDRESS]

Dear [NAME]:

Thank you for your interest in the **[ORGANIZATION]** *Sisters Together: Move More, Eat Better* program. There is no better time than the present to make healthy changes in your lifestyle and the *Sisters Together* program can show you how!

Sisters Together was created to help Black women in our community work together to become more physically active and adopt more healthful eating habits. We host activities designed to help the women in our community adopt healthier lifestyles. Some of our events include wellness walks, walking groups, dance classes, and cooking demonstrations.

Our next event is a **[EVENT]** at **[LOCATION]** on **[DATE]**. Please join us at **[TIME]** and bring your walking shoes as you begin your journey to moving more and eating better.

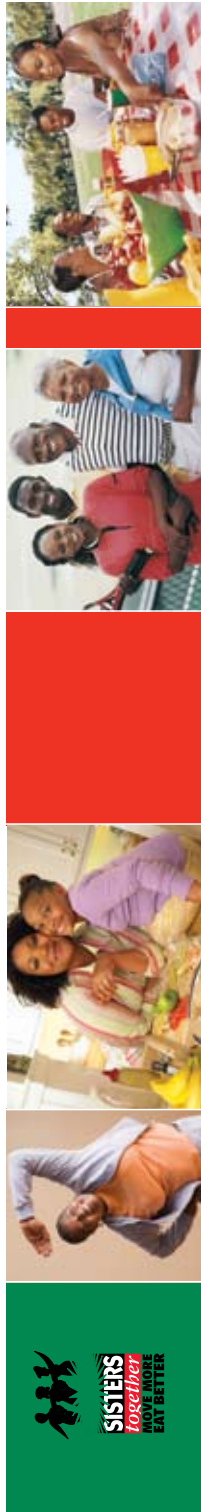
If you have any questions, please do not hesitate to contact me at **[PHONE NUMBER]**. I look forward to seeing you at the **[EVENT]**.

Sincerely,

[CONTACT NAME]

Sisters Together Coordinator

SAMPLE PHYSICAL ACTIVITY LOG SHEET



Sisters Together

Physical Activity Log

Week of _____

My Goal for This Week Is	CARDIO OR AEROBIC	CARDIO OR AEROBIC
MONDAY	My Activities:	My Activities:
	Today's Goal:	Today's Goal:
TUESDAY	My Activities:	My Activities:
	Today's Goal:	Today's Goal:
WEDNESDAY	My Activities:	My Activities:
	Today's Goal:	Today's Goal:
THURSDAY	My Activities:	My Activities:
	Today's Goal:	Today's Goal:
FRIDAY	My Activities:	My Activities:
	Today's Goal:	Today's Goal:
SATURDAY	My Activities:	My Activities:
	Today's Goal:	Today's Goal:
SUNDAY	My Activities:	My Activities:
	Today's Goal:	Today's Goal:

Cardio or Aerobic: *Moderate Physical Activity* – You feel your heart beat faster and you breathe faster too. (For example–mild walk)
Vigorous Physical Activity – You have a large increase in breathing and heart rate. Conversation is difficult or “broken”. (For example–very brisk walk)

Other Activities: May include household chores, stretching exercises, meditative exercises such as yoga and Pilates, and resistance training with hand weights, bands, or your own weight.

2005 DIETARY GUIDELINES FOR AMERICANS

(front)

Dietary Guidelines for Americans 2005

In January 2005, the U.S. Department of Health and Human Services and the U.S. Department of Agriculture (USDA) jointly released the 2005 *Dietary Guidelines for Americans*. These new guidelines outline recommendations to promote health and reduce the risk of chronic disease through nutritious eating and physical activity.

The new guidelines encourage Americans over 2 years of age to eat a variety of nutrient-dense foods. Recommended items include fruits, vegetables, fat-free or low-fat milk and milk products, lean meats, poultry, fish, beans, eggs, nuts, and whole grains such as brown rice and whole wheat bread. The guidelines also recommend a diet low in saturated fats, *trans* fats, cholesterol, salt (sodium), and added sugars.

The new *Dietary Guidelines* include a discretionary calories allowance, which can be used to select foods that are not nutrient dense. The discretionary calories allowance is the balance of a person's recommended caloric intake that remains after nutrient-dense foods in each food group have been chosen. These calories can come from items like whole milk, rather than fat-free milk, or from food additions such as salad dressing, sugar, and butter.

With regard to physical activity, the new *Dietary Guidelines* recommend that adults perform at least 30 minutes of moderate-intensity physical activity on most—preferably all—days of the week to reduce the risk of certain chronic diseases, such as high blood pressure, stroke, and type 2 diabetes. Sixty minutes of moderate- to vigorous-intensity physical activity on most days of the week is recommended to prevent gradual weight gain. To sustain weight loss, adults should participate in at least 60 to 90 minutes of daily moderate-intensity physical activity while not over-consuming calories. Children and adolescents are encouraged to engage in at least 60 minutes of physical activity on most, preferably all, days of the week.



Following the release of the new *Dietary Guidelines*, the USDA introduced a new food guidance system in April 2005. Adapted from the previous Food Guide Pyramid and based on the new guidelines, "MyPyramid" is an interactive system that enables consumers to build a personalized health pyramid to fit individual lifestyles. It stresses the importance of physical activity, moderation, and a diet that includes all of the food groups. A detailed explanation of MyPyramid and an interactive teaching tool can be accessed via the Internet at www.mypyramid.gov.

The sample food guide included in this insert is based on a 2,000-calorie diet. It updates the *Dietary Guidelines* information found in the publications of the Weight-control Information Network (WIN). For more information on weight control, physical activity, and related nutritional issues, please visit the WIN website at www.win.niddk.nih.gov.



Sample USDA Food Guide at the 2,000-Calorie Level*

Food Groups and Subgroups	USDA Food Guide Amount	Equivalent Amounts
Fruit Group	2 cups (4 servings)	<p>1/2 cup-equivalent is:</p> <ul style="list-style-type: none"> • 1/2 cup of fresh, frozen, or canned fruit • 1 small banana, orange, or peach • 1/2 medium grapefruit <p>• 1 large plum</p> <p>• 1/4 cup of dried fruit</p> <p>• 1/2 cup of fruit juice</p>
Vegetable Group	2 1/2 cups (5 servings)	<p>1/2 cup-equivalent is:</p> <ul style="list-style-type: none"> • 1/2 cup of cut-up raw or cooked vegetables • 1 cup of raw leafy vegetables <p>• 1/2 cup of vegetable juice</p>
Grain Group	6 ounce-equivalents (3 ounce-equivalents/day from whole grain sources)	<p>1 ounce-equivalent is:</p> <ul style="list-style-type: none"> • 1 slice of bread • 1 cup of dry cereal <p>• 1/2 cup of cooked rice, pasta, cereal</p>
Meat and Beans Group	5 1/2 ounce-equivalents	<p>1 ounce-equivalent is:</p> <ul style="list-style-type: none"> • 1 ounce of cooked lean meats, poultry, fish • 1 egg • 1/4 cup of cooked dry beans, tofu <p>• 1 Tbsp of peanut butter</p> <p>• 1/2 ounce of nuts or seeds</p>
Milk Group	3 cups	<p>1 cup-equivalent is:</p> <ul style="list-style-type: none"> • 1 cup of low-fat/ fat-free milk, yogurt • 1 1/2 ounces of low-fat or fat-free natural cheese <p>• 2 ounces of low-fat or fat-free processed cheese</p>
Oils	27 grams (6 tsp)	<p>1 tsp-equivalent is:</p> <ul style="list-style-type: none"> • 1 Tbsp of low-fat mayonnaise • 2 Tbsp of light salad dressing <p>• 1 tsp of vegetable oil</p>

*The 2,000-calorie USDA Food Guide is appropriate for many sedentary males 51 to 70 years of age, sedentary females 19 to 30 years of age, and for some other gender/age groups who are more physically active.

FEBRUARY 2006

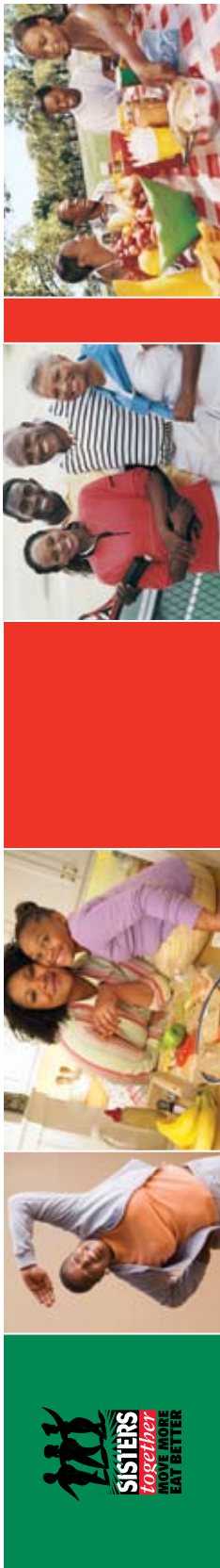


Additional information on the 2005 Dietary Guidelines for Americans can be found at www.healthier.us.gov/dietaryguidelines.



2005 DIETARY GUIDELINES FOR AMERICANS

(back)



SAMPLE CERTIFICATE OF APPRECIATION

SISTERS TOGETHER: MOVE MORE, EAT BETTER

THE WEIGHT-CONTROL INFORMATION NETWORK RECOGNIZES

FOR YOUR PARTICIPATION IN A NATIONAL INITIATIVE DESIGNED
TO ENCOURAGE BLACK WOMEN TO MOVE MORE AND EAT BETTER

PROGRAM COORDINATOR



CD CONTENTS

SAMPLE PHONE SCRIPTS

Media

Hello, this is [NAME] with [ORGANIZATION] calling about the *Sisters Together: Move More, Eat Better* program – a national initiative encouraging Black women to become more physically active and eat healthier foods. We are planning a wellness walk on [DATE] at [LOCATION] in [COMMUNITY]. I'd like to send you some information and invite you to attend. What is the best way for me to get our media packet to you?

Potential Community Partners

Hello, my name is [NAME] with [ORGANIZATION] *Sisters Together: Move More, Eat Better* program. We are part of a national initiative that encourages Black women to become more physically active and eat healthier foods. We are planning a wellness walk to be held on [DATE] on the [LOCATION], beginning at [TIME].

Because [COMMUNITY PARTNER NAME] shares the same goals as the *Sisters Together* program we would like to ask you to be one of our partners. To make this event a success we are asking our partners to donate bottled water or nonperishable food items to walkers as they start the walk and to promote our event in their locations. In return, we will announce your company's support in media advertisements prior to the walk and during the walk.

If this opportunity is of interest to you, I would love to meet with you to share more information on the *Sisters Together* program and how it can benefit the community.

Church Pastors

Hello, my name is [NAME], with the [ORGANIZATION] *Sisters Together: Move More, Eat Better* program. We are a part of a national initiative that encourages Black women to become more physically active and eat healthier foods.

We are planning a healthy recipe contest and would like your assistance in promoting this event to your congregation and community. The purpose of this event is to encourage community involvement in *Sisters Together* programs and promote the *Sisters Together* "eat better" message. We want Black women to embrace good health through healthy eating and increased physical activity. We believe that you, as a spiritual and community leader, can help this project come to life, through your insight, support, and resources.

Are you available sometime this week to meet and discuss this opportunity in more detail?

Microsoft Excel - Sample Media Contact List2

File Edit View Insert Format Tools Data Window Help Adobe PDF

Type a question for help

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	A	B	C	D	E	F	G	H	I	J	K	L
	Publication	First Name	Last Name	Title	Street Address	City	State	Zip	Phone	Fax	Email	Notes
1	Friendsville Times	John	Smith	Editor	123 Some Street	Friendsville	MIN	12345	123-456-7891	123-456-7892	smithj@friendsvilletimes.com	He doesn't like calls. Email only
2	Healthy Herald	Patty	Jones	Health Writer	7 Walkabout Avenue	Friendsville	MIN	12345	123-456-7893	123-456-7894	pattyj@healthyherald.com	News releases must be in by Wednesday for Sunday print
3	Weight Weekly	Robert	Washington	Health Editor	789 Anywhere Blvd.	Friendsville	MIN	12345	123-456-7895	123-456-7896	rhwashington@weightweekly.com	
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Ready Sheet1 Sheet2 Sheet3 NUM

SAMPLE NEWS RELEASE

FOR IMMEDIATE RELEASE

CONTACT: [NAME]
[PHONE NUMBER]
[EMAIL ADDRESS]

[ORGANIZATION NAME] TO LAUNCH HEALTH INITIATIVE WITH “FUN WALK” AND HEALTH FAIR

[CITY, STATE, DATE]—For women who have been trying to improve their health through fitness or by eating healthier, but cannot seem to find the time or the motivation, a new national initiative may provide the answer. [ORGANIZATION NAME] is launching a *Sisters Together: Move More, Eat Better* program in [NAME OF COMMUNITY] that encourages Black women to maintain a healthy weight by becoming more physically active and eating healthier foods. This program details the fundamental steps that allow participants to make healthful choices in selecting foods, becoming active, using resources, building partnerships, and increasing self-efficacy.

The highlight of the launch will be a “fun walk” and health fair on [DATE] at [TIME] at [LOCATION]. The health fair will offer free nutrition and physical activity information, healthy cooking demonstrations, music, giveaways, face painting, and balloons for kids. The program also provides educational materials on a variety of topics, including physical activity, nutrition, and hair care for active Black women.

This program is being launched in the shadow of recent statistics indicating that 77 percent of U.S. Black women age 20 and older are overweight, and nearly 50 percent of Black women are classified as obese.

To learn more about the [ORGANIZATION] *Sisters Together* “fun walk” and health fair, call [PHONE NUMBER].

SAMPLE PSA SCRIPTS

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[ORGANIZATION]
[PHONE NUMBER]

RADIO (10 seconds)

Do you want to be more physically active? Join *Sisters Together* and [SPONSOR] for a wellness walk on Saturday December 5. Call [PHONE NUMBER] for more information.

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Most of us know we need to move more and eat better to stay healthy. But, let's keep it real, it's hard to fit working out into a tight schedule! So how can you keep your weight in check? The [ORGANIZATION] *Sisters Together* program can show you how. For more information, call [PHONE NUMBER].

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Help Your Community Take Steps Toward Better Health

SISTERS
together
MOVE MORE

Who We Are

- National initiative to encourage Black women to become more physically active and eat healthier foods.
- Created by the National Institute of Diabetes and Digestive and Kidney Diseases (NIDDK) of the National Institutes of Health (NIH), part of the U.S. Department of Health and Human Services (DHHS).

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- Step 1. Determine your community's needs and resources.
- Step 2. Form partnerships with individuals and groups within your community.
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- Step 4. Plan activities.
- Step 5. Measure your success.





Sisters Together Move More, Eat Better

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How communities can start a *Sisters Together* program.

Three age-appropriate brochures with tips on how to get moving, how to prepare healthy, tasty meals, and how to eat right when you are on the go.

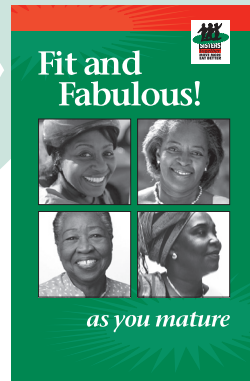
Brochure with walking plan to encourage women to walk.



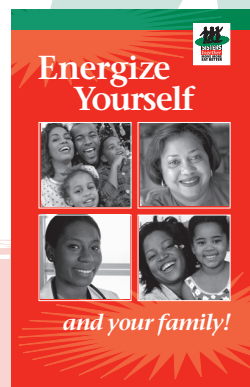
**Sisters Together:
Move More, Eat Better
Program Guide**



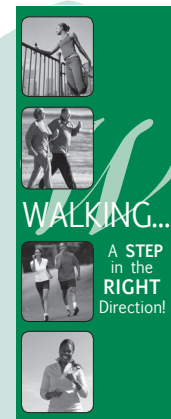
**Celebrate the
Beauty of Youth**



**Fit and Fabulous
as You Mature**



**Energize Yourself
and Your Family**



**Walking ...
A Step in the Right
Direction**

For more information or to order publications, visit the *Sisters Together* website at www.win.niddk.nih.gov/sisters/ or call 1-877-946-4627

Weight-Control Information Network
1 WIN Way, Bethesda, MD 20892-3665



SISTERS TOGETHER: Move More, Eat Better Program



The *Sisters Together* program was created to help Black women in our community work together to become more physically active and adopt healthier eating habits. We host a variety of different activities designed to help the women in our community because 77 percent of U.S. Black women age 20 and older are overweight, and nearly 50 percent of Black women are classified as obese. Some of our events include wellness walks, walking groups, dance classes, and cooking demonstrations.

Our upcoming event is a **healthy recipe share fair**. We are inviting everyone in the community to come out and sample healthy dishes, as well as share nutritious recipes that taste great. We encourage everyone to bring 5 to 10 copies of their recipe for others.

Time: _____

Date: _____

Place: _____

Contact: _____



Do you want to be **active**
but don't know how to begin?

Want to make **healthy changes** in your diet,
but don't know where to start?

There's a new movement in the neighborhood!

[ORGANIZATION] *Sisters Together* program offers lots of ways to get involved in the move more, eat better movement.

Meet other women in the community as we work together to *move more* and *eat better*!

Join us on [DATE] at [TIME] as we start a new chapter of *Sisters Together*.

- Get moving with our walking groups and dance classes.
- Learn healthy cooking tips and recipes at our cooking demonstrations and nutrition seminars.
- Spread the *Sisters Together* message by participating in community wellness walks.



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CONTACT NAME

PHONE NUMBER



Sample Participant Feedback Form

Sisters Together: Move More, Eat Better

Please help our planning efforts by filling out this brief questionnaire and handing it in at the end of your program. Don't forget to fill out the complete questionnaire.

Please give us your comments or thoughts about today's event:

How did you hear about today's program? Please check:

_____ Friend _____ Radio
_____ Newspaper _____ Poster
_____ Other

Please tell us which newspaper or radio station: _____

What topics would you like to hear about over the next few months?

Have you attended other *Sisters Together* events? _____ Yes _____ No

Please tell us which ones: _____

Had you heard about *Sisters Together* before this event? _____ Yes _____ No

Please tell us how you knew about *Sisters Together* or what you heard:

Please tell us something about yourself:

How often do you walk or exercise?

_____ Not at all right now
_____ Once or twice a week
_____ Three or four times a week
_____ Every day

How often do you eat fruits and vegetables?

_____ Some, about once or twice a week
_____ A serving every day
_____ Two or three servings every day
_____ Five servings a day

Have you made any recent changes in your eating habits? _____ Yes _____ No

Please tell us what changes you've made: _____

Thank you for taking the time to fill out this form.



WIN



A service of the National
Institute of Diabetes and
Digestive and Kidney
Diseases
NATIONAL INSTITUTES
OF HEALTH

1 WIN Way
Bethesda, MD 20892-3665

(202) 828-1025 Tel
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(877) 946-4627 Toll-free



A program of the Weight-control Information Network and the
National Institute of Diabetes and Digestive and Kidney Diseases
to improve the health of Black women.

SAMPLE LETTER TO PARTICIPANTS

INVITATION TO PERSONS WHO HAVE INDICATED INTEREST

[DATE]

[NAME]

[ADDRESS]

Dear [NAME]:

Thank you for your interest in the [ORGANIZATION] *Sisters Together: Move More, Eat Better* program. There is no better time than the present to make healthy changes in your lifestyle and the *Sisters Together* program can show you how!

Sisters Together was created to help Black women in our community work together to become more physically active and adopt more healthful eating habits. We host activities designed to help the women in our community adopt healthier lifestyles. Some of our events include wellness walks, walking groups, dance classes, and cooking demonstrations.

Our next event is a [EVENT] at [LOCATION] on [DATE]. Please join us at [TIME] and bring your walking shoes as you begin your journey to moving more and eating better.

If you have any questions, please do not hesitate to contact me at [PHONE NUMBER]. I look forward to seeing you at the [EVENT].

Sincerely,

[CONTACT NAME]

Sisters Together Coordinator



Week of _____

Sisters Together

Physical Activity Log

My Goal for This Week Is	CARDIO OR AEROBIC	CARDIO OR AEROBIC
<p>NOTES:</p> <p style="text-align: center;">MONDAY</p>	<p>My Activities:</p> <p>Today's Goal:</p>	<p>My Activities:</p> <p>Today's Goal:</p>
<p>NOTES:</p> <p style="text-align: center;">TUESDAY</p>	<p>My Activities:</p> <p>Today's Goal:</p>	<p>My Activities:</p> <p>Today's Goal:</p>
<p>NOTES:</p> <p style="text-align: center;">WEDNESDAY</p>	<p>My Activities:</p> <p>Today's Goal:</p>	<p>My Activities:</p> <p>Today's Goal:</p>
<p>NOTES:</p> <p style="text-align: center;">THURSDAY</p>	<p>My Activities:</p> <p>Today's Goal:</p>	<p>My Activities:</p> <p>Today's Goal:</p>
<p>NOTES:</p> <p style="text-align: center;">FRIDAY</p>	<p>My Activities:</p> <p>Today's Goal:</p>	<p>My Activities:</p> <p>Today's Goal:</p>
<p>NOTES:</p> <p style="text-align: center;">SATURDAY</p>	<p>My Activities:</p> <p>Today's Goal:</p>	<p>My Activities:</p> <p>Today's Goal:</p>
<p>NOTES:</p> <p style="text-align: center;">SUNDAY</p>	<p>My Activities:</p> <p>Today's Goal:</p>	<p>My Activities:</p> <p>Today's Goal:</p>

Cardio or Aerobic: *Moderate Physical Activity* – You feel your heart beat faster and you breathe faster too. (For example–mild walk)

Vigorous Physical Activity – You have a large increase in breathing and heart rate. Conversation is difficult or “broken”. (For example–very brisk walk)

Other Activities: May include household chores, stretching exercises, meditative exercises such as yoga and Pilates, and resistance training with hand weights, bands, or your own weight.



DATE _____

Sisters Together

DAILY FOOD DIARY

FOOD	AMOUNT (serving size)	SODIUM (mg)	GRAINS	VEGETABLES	FRUITS	MILK PRODUCTS	MEATS, FISH AND POULTRY	NUTS, SEEDS AND LEGUMES	FATS AND OILS	SWEETS AND ADDED SUGARS
NUMBER OF SERVINGS BY FOOD GROUP										
BREAKFAST										
LUNCH										
DINNER										
SNACKS										
TOTALS										
NOTES:										

*Refer to the *Dietary Guidelines for Americans 2005* insert to determine what serving sizes are right for you. Additional information on the *2005 Dietary Guidelines for Americans* can be found at www.healthierus.gov/dietaryguidelines.

Dietary Guidelines for Americans 2005

In January 2005, the U.S. Department of Health and Human Services and the U.S. Department of Agriculture (USDA) jointly released the 2005 *Dietary Guidelines for Americans*. These new guidelines outline recommendations to promote health and reduce the risk of chronic disease through nutritious eating and physical activity.

The new guidelines encourage Americans over 2 years of age to eat a variety of nutrient-dense foods. Recommended items include fruits, vegetables, fat-free or low-fat milk and milk products, lean meats, poultry, fish, beans, eggs, nuts, and whole grains such as brown rice and whole wheat bread. The guidelines also recommend a diet low in saturated fats, *trans* fats, cholesterol, salt (sodium), and added sugars.

The new *Dietary Guidelines* include a discretionary calories allowance, which can be used to select foods that are not nutrient dense. The discretionary calories allowance is the balance of a person's recommended caloric intake that remains after nutrient-dense foods in each food group have been chosen. These calories can come from items like whole milk, rather than fat-free milk, or from food additions such as salad dressing, sugar, and butter.

With regard to physical activity, the new *Dietary Guidelines* recommend that adults perform at least 30 minutes of moderate-intensity physical activity on most—preferably all—days of the week to reduce the risk of certain chronic diseases, such as high blood pressure, stroke, and type 2 diabetes. Sixty minutes of moderate- to vigorous-intensity physical activity on most days of the week is recommended to prevent gradual weight gain. To sustain weight loss, adults should participate in at least 60 to 90 minutes of daily moderate-intensity physical activity while not over-consuming calories. Children and adolescents are encouraged to engage in at least 60 minutes of physical activity on most, preferably all, days of the week.



Following the release of the new *Dietary Guidelines*, the USDA introduced a new food guidance system in April 2005. Adapted from the previous Food Guide Pyramid and based on the new guidelines, "MyPyramid" is an interactive system that enables consumers to build a personalized health pyramid to fit individual lifestyles. It stresses the importance of physical activity, moderation, and a diet that includes all of the food groups. A detailed explanation of MyPyramid and an interactive teaching tool can be accessed via the Internet at www.mypyramid.gov.

The sample food guide included in this insert is based on a 2,000-calorie diet. It updates the *Dietary Guidelines* information found in the publications of the Weight-control Information Network (WIN). For more information on weight control, physical activity, and related nutritional issues, please visit the WIN website at www.win.niddk.nih.gov.



Sample USDA Food Guide at the 2,000-Calorie Level*

Food Groups and Subgroups	USDA Food Guide Amount	Equivalent Amounts
Fruit Group	2 cups (4 servings)	<p>1/2 cup-equivalent is:</p> <ul style="list-style-type: none"> • 1/2 cup of fresh, frozen, or canned fruit • 1 small banana, orange, or peach • 1/2 medium grapefruit • 1 large plum • 1/4 cup of dried fruit • 1/2 cup of fruit juice
Vegetable Group	2 1/2 cups (5 servings)	<p>1/2 cup-equivalent is:</p> <ul style="list-style-type: none"> • 1/2 cup of cut-up raw or cooked vegetables • 1 cup of raw leafy vegetables • 1/2 cup of vegetable juice
Grain Group	6 ounce-equivalents (3 ounce-equivalents/day from whole grain sources)	<p>1 ounce-equivalent is:</p> <ul style="list-style-type: none"> • 1 slice of bread • 1 cup of dry cereal • 1/2 cup of cooked rice, pasta, cereal
Meat and Beans Group	5 1/2 ounce-equivalents	<p>1 ounce-equivalent is:</p> <ul style="list-style-type: none"> • 1 ounce of cooked lean meats, poultry, fish • 1 Tbsp of peanut butter • 1 egg • 1/4 cup of cooked dry beans, tofu • 1/2 ounce of nuts or seeds
Milk Group	3 cups	<p>1 cup-equivalent is:</p> <ul style="list-style-type: none"> • 1 cup of low-fat/ fat-free milk, yogurt • 1 1/2 ounces of low-fat or fat-free natural cheese • 2 ounces of low-fat or fat-free processed cheese
Oils	27 grams (6 tsp)	<p>1 tsp-equivalent is:</p> <ul style="list-style-type: none"> • 1 Tbsp of low-fat mayonnaise • 2 Tbsp of light salad dressing • 1 tsp of vegetable oil

*The 2,000-calorie USDA Food Guide is appropriate for many sedentary males 51 to 70 years of age, sedentary females 19 to 30 years of age, and for some other gender/age groups who are more physically active.

FEBRUARY 2006



Additional information on the 2005 Dietary Guidelines for Americans can be found at www.healthierus.gov/dietaryguidelines.





SISTERS TOGETHER: MOVE MORE, EAT BETTER

THE WEIGHT-CONTROL INFORMATION NETWORK RECOGNIZES

FOR YOUR PARTICIPATION IN A NATIONAL INITIATIVE DESIGNED TO ENCOURAGE BLACK WOMEN TO MOVE MORE AND EAT BETTER

Weight-control Information Network

1 WIN Way

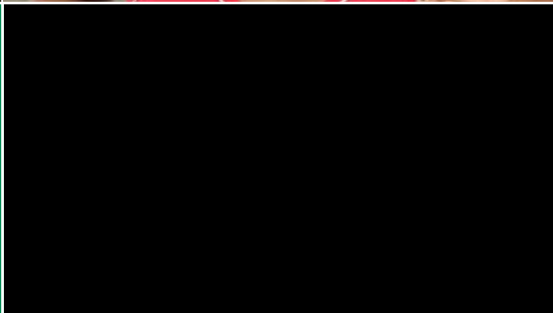
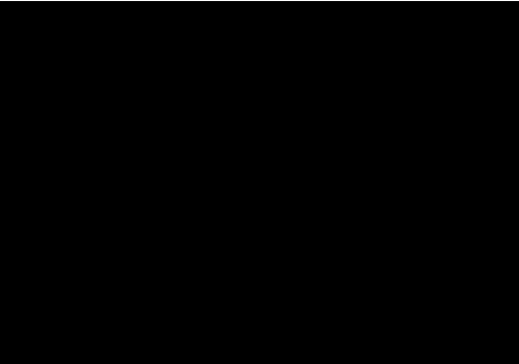
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NIH Publication No. 07-3329

May 1999

Updated May 2007