

Body & Soul

A Celebration of Healthy Eating & Living



What is Body & Soul?



- **Body & Soul is a program for African American churches**
- **It empowers church members to eat 5 to 9 servings of fruits and vegetables every day for better health**
- **It works by combining:**
 - Pastoral leadership
 - Educational activities
 - A church environment that supports healthy eating
 - Peer counseling

Goal

Adoption of Body & Soul as a sustainable channel for health promotion among African American churches nationwide

Objectives

- Increase awareness/demand for Body & Soul among African American clergy leaders, church members and decision makers
- Increase the number of African American churches who adopt Body & Soul

National Dissemination Strategy

- Outreach to National African American Denominations
- Marketing and Media
- Partnerships with National/Regional Health and Community Organizations

Strategic Marketing & Media Communications

- African American Newspapers
 - March/April 2005
- Jet Magazine
 - Feb 2005
- Gospel Radio
 - Radio Media Tours (October 2004, February 2005)
 - Radio ad buys in select markets
 - October/November 2004
 - February 2005
 - March/April 2005

Ad Placement in *JET*

"Churches across the nation are singing the praises of Body & Soul."

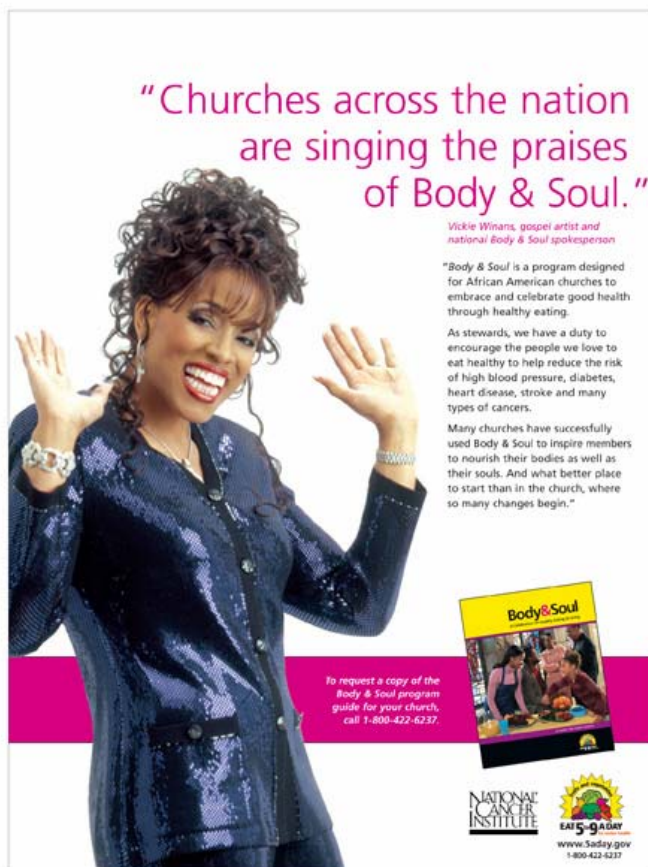
Vickie Winans, gospel artist and national Body & Soul spokesperson

"Body & Soul is a program designed for African American churches to embrace and celebrate good health through healthy eating.

As stewards, we have a duty to encourage the people we love to eat healthy to help reduce the risk of high blood pressure, diabetes, heart disease, stroke and many types of cancers.

Many churches have successfully used Body & Soul to inspire members to nourish their bodies as well as their souls. And what better place to start than in the church, where so many changes begin."

To request a copy of the Body & Soul program guide for your church, call 1-800-422-6237.



NATIONAL CANCER INSTITUTE
EAT 5-9 A DAY
www.5aday.gov
1-800-422-6237

- The only national newsweekly targeted at African Americans
- Each week, over 7 million African Americans read *JET*
- 31% of the total African American population

CIS Results

2/21/05 – 2/25/05

HOW DID YOU HEAR ABOUT BODY & SOUL?						
	PHONE SURVEY RESULTS		ONLINE SURVEY RESULTS		TOTAL RESULTS	
WEB	9	2 %	5	25 %	14	3 %
RADIO	192	46 %	9	45 %	192	44 %
CHURCH	3	1 %	0	0 %	12	3 %
FRIEND	3	1 %	0	0 %	3	1 %
DECLINED SURVEY	16	4 %	5	25 %	21	5 %
MAGAZINE	198	47 %	1	5 %	199	45 %
TOTAL	421		20		441	

Radio Results

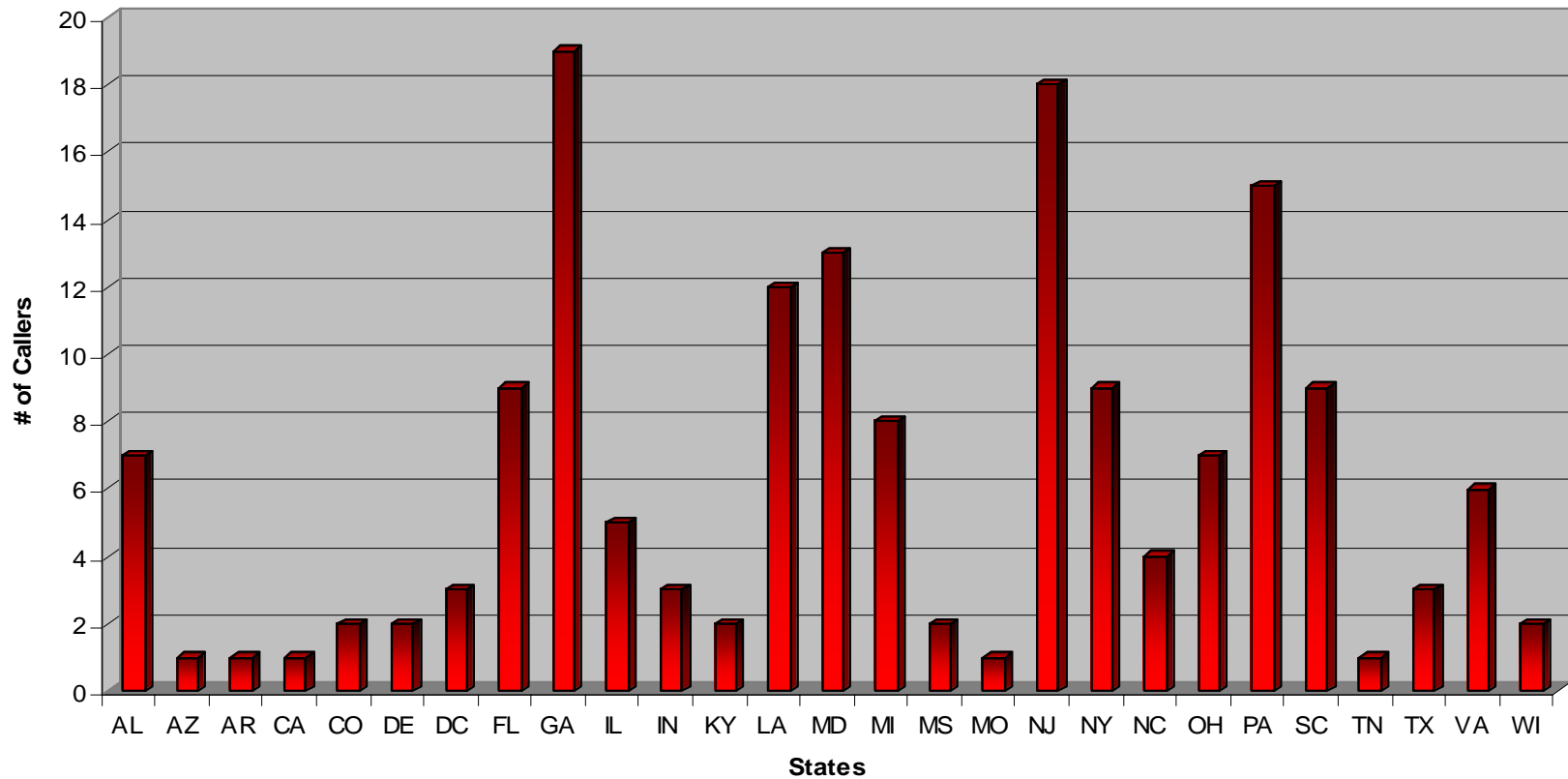
- October 2004 RMT
 - Total # of Radio Interviews: 20
 - Total # of Radio Outlets: 236
 - Total # of Impressions: 598,500
- February 2005 RMT
 - Total # of Radio Interviews: 38
 - Total # of Radio Outlets: 40
 - Total # of Impressions: 1,111,300
- Radio Ad Buys
 - Total # of markets: 11
 - Total Gross Impressions: 11,299,300

Results = Calls to CIS for Program Guide

Q 1: How did you hear about Body & Soul?					
	W e b	R a d i o	O t h e r	D e c l i n e d	M o n t h l y T o t a l
O c t o b e r	3	1975	34	0	2012
N o v e m b e r	29	273	69	3	374
D e c e m b e r	6	13	29	2	50
J a n u a r y	31	7	57	1	96
F e b r u a r y	36	707	254	39	1036
T o t a l t o D a t e	105	2975	443	45	3568
	2.9%	83.4%	12.4%	1.3%	

Radio Works!

Week of 2/21/05



Calls are coming from churches

Q 2: Are you requesting the Body & Soul program guide for a ...

	Church	Other Faith Based Organization	Other	Declined	Monthly Total
October	1928	4	80	0	2012
November	159	15	197	3	374
December	24	2	22	2	50
January	54	12	29	1	96
February	383	26	589	38	1036
Total to Date	2548	59	917	44	3568
	71.4%	1.7%	25.7%	1.2%	



“You must start at the center of
the community, which is the
church in African American
communities.”

The Rev. Dr. Melvin B. Tuggle III
Pastor - Garden of Prayer Baptist Church
Baltimore, MD