



## CANCER PREVENTION & RESEARCH INSTITUTE OF TEXAS

Award ID:  
PP140209

Project Title:  
Building a Healthy Temple Cancer Primary Prevention Program amongst  
Hispanics

Award Mechanism:  
Evidence-Based Prevention Programs and Services

Principal Investigator:  
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Entity:  
The University of Texas at San Antonio

### Lay Summary:

Need: Cancer has become the number one killer among Hispanics, the fastest and largest minority group in the US.<sup>1</sup> Poor nutrition, physical inactivity and obesity are leading causes for cancer. Hispanics experience disproportionate higher rates of obesity, lower levels of physical activity and poorer eating habits.<sup>2</sup> In San Antonio, 66% of adults are overweight or obese, while only 19% and 24% of adults in San Antonio were meeting guidelines for fruit and vegetable intake and daily physical activity level.<sup>3</sup> Although healthy eating and physical activity are a matter of individual choice, social and economic vulnerability may limit Hispanics' ability to live a healthy lifestyle.<sup>4;5</sup> In San Antonio's south and west-sides, approximately 95% of the population is Hispanics; as high as 43% of the residents are obese,<sup>3</sup> 42% of area households earn less than \$20,000 annually, and approximately 54% of residents have an educational level below the 12th grade. Cancer prevention program for the underserved Hispanic populations should go beyond the traditional health education approach. Faith-based communities have been emerging as important settings for promoting healthy lifestyles. The Body and Soul Program is an evidence-based cancer prevention program for African-American churches. Program used multiple strategies including pastoral involvement, educational activities, church environmental changes, and peer-counseling.<sup>6</sup> A 16-church effectiveness study of Body & Soul showed that the intervention group consumed significantly more FV at follow-up than the control group.<sup>6</sup> The Body and Soul Program has a great potential to be adopted and implemented in Hispanic churches. Overall Project Strategy: We are proposing a faith-based cancer prevention program Building a Healthy Temple (BHT) to reduce cancer risks through the promotion of healthy lifestyles amongst Hispanic congregants and community members. The BHT will be a 4-month program adopting the four pillar model of the Body and Soul Cancer Prevention Program, i.e., pastoral involvement, educational activities, church environmental changes, and peer-counseling. BHT intervention components include Health Sermons, Health Bible Study, Nutrition Education and Cooking Demonstration, Active Living Competition, church health conducive environmental changes, and Peer Counseling by trained lay health leaders. Specific Goals: BHT aims to reduce cancer risk through the promotion of healthy lifestyles amongst Hispanic congregants and community members. The program will be implemented in up to 18 faith-based communities and reach approximately 3600 individuals in San Antonio's low income neighborhoods Innovation: The BHT project uses non-traditional venues and approaches for the promoting healthy lifestyles among high-

risk Hispanics. There are five main innovative features: 1) adopting evidence-based intervention approach; 2) integrating the promotion of spiritual and physical health; 3) using existing infrastructure and social support systems in church settings to deliver programs that facilitate healthful behavioral changes; 4) building community capacity by using the Train the Trainer Model. The trained lay health leaders will remain in the community as important human capital to sustain health promotion services and activities; and 5) strengthen partnership among academics, the faith-based community, and key community stakeholders and advocates.

Significance and Impact: The BHT project targets three preventable cancer risk factors, i.e., poor nutrition, physical inactivity and obesity, among Hispanics. The proposed project will lead to the adoption of an evidence-based Body and Soul Cancer Prevention Program appropriate in Hispanic faith community settings. The project has the great potential to be disseminated in a broad scale to meet community needs, impact practice and policy, and ultimately lead to the reduction in cancer risks among underserved Hispanics.