Interventionist Manual of Procedures Version 9 July 2015



Promoting Healthy Food Choices and Physical Activity Among Native Americans

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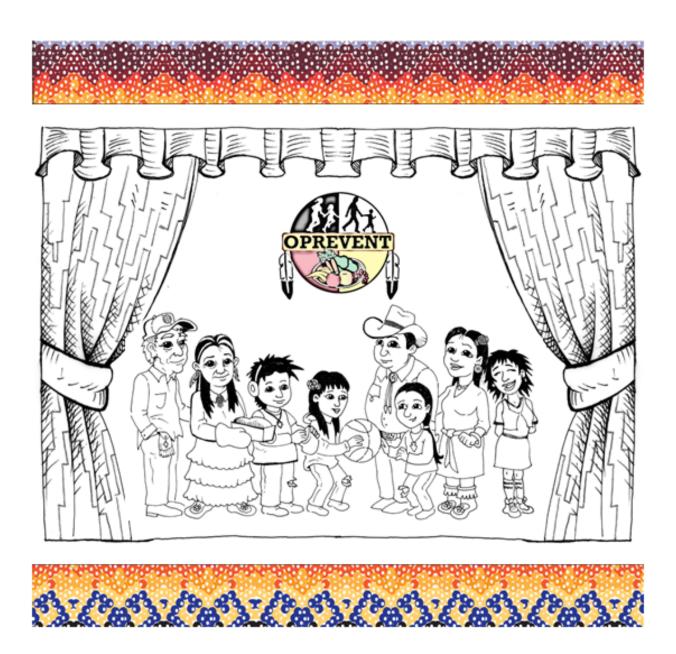
General information about cooking demos and taste tests Sample cooking demos shown for:

Phase 1: Choose wisely

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WELCOME TO...



...OPREVENT!

MISSION

OPREVENT

The Obesity Prevention and Evaluation of InterVention Effectiveness in NaTive North Americans (OPREVENT) program is multilevel, multicomponent intervention trial that seeks to reduce obesity in American Indian (AI) communities, and to improve our understanding of the behavioral and environmental factors that influence obesity in these settings. We will accomplish this research goal by developing, implementing, and evaluating a randomized controlled community-based trial to improve diet and physical activity (PA) obesity risk behaviors among adult AIs in 6 communities in Michigan and New Mexico. Obesity Prevention Research and Evaluation of Intervention Effectiveness in Native North Americans (OPREVENT), this novel multilevel intervention trial will function at the community, institution, household and individual levels, and will be implemented in schools, food stores, worksites and health services agencies. Our research team has run multilevel interventions of the type utilized in this study and we have conducted successful trials with food stores and in Native North American (NNA) schools. We will partner with University Extension staff to modify and implement the program, and to support long-term sustainability. We will also assess the cost-effectiveness of the intervention.

HEALTHY STORES PROGRAMS

The OPREVENT program is part of several Healthy Stores programs which are intended to improve the availability of healthy foods, promote them at the point of purchase and improve local food systems in general to disadvantaged populations throughout the United States and other select populations. OPREVENT is one of 3 Healthy Stores projects currently underway, including B'more Healthy: Retail Rewards (BHRR), and B'more Healthy: Communities for Kids (BHCK). To date, the Healthy Stores programs include four rounds of intervention in Baltimore City (completed in 2012), a completed pilot trial in the Republic of the Marshall Islands, the one-year intervention with the Apache (completed in July 2004) and a planned intervention with consumers, food retailers, producers and distributers in Hawaii (Healthy Foods Hawaii). A project with First Nations Communities in Canada (Zhiiwaapenewin Akino' maagewin: Teaching to Prevent Diabetes (ZATPD) Round 1 was completed in 2006 and Round 2 in the comparison communities was completed in 2010. The Apache Healthy stores Project (AHS) is being re-initiated as Apache Healthy Foods (AHF) in collaboration with Tribal Diabetes Prevention Program in the 2 reservations. The Navajo Healthy Stores (NHS) Project is an extension of the AHS program on the Navajo Nation. Check our website at www.healthystores.org for up-to-date information.

INTERVENTION PLAN

INTERVENTIONIST RESPONSIBILITIES

This section of the Manual of Procedures lists the primary responsibilities of the Interventionist to be conducted in cooperation with the Field Supervisor and Study Coordinator. More information on specific interventionist responsibilities is included in the rest of this manual. NOTE: The interventionist should make a timeline of events outlining what needs to happen and where. Doing this before the intervention begins will help you organize and be prepared to fulfill all your responsibilities.

The Interventionist is responsible for all of the different components of the ZA program in his or her community. The interventionist will:

- 1. Support the teachers in completing the curriculum, supplying materials, incentives and other items they might need (Interventionist role: minor)
- 2. Work with worksite managers/supervisors to implement the Pedometer Challenge
- 3. Discuss the benefits of implementing health-related policies in the workplace, and examples of beneficial worksite policies.
- 4. Make sure each store has stocked the promoted foods during the appropriate phase of the OPREVENT project. *See OPREVENT Food Promotion List
- 5. Make sure each store has the appropriate shelf labels up for each of the promoted foods at the appropriate times. *See Shelf Labels
- 6. Put up and maintain posters for each of the project phases.
- 7. Hand out flyers to customers and provide other written information to customers/workers during the cooking demonstrations.
- 8. Set up, conduct and clean up after cooking demonstrations and taste tests at each of the assigned intervention stores.
- 9. Hand out giveaways and other promotional items at the stores and worksites. This will usually be tied to specific cooking demonstrations and taste tests. *See Giveaways.
- 10. Disseminate community mass media (i.e., newsletters, radio announcements) to the community using appropriate
- 11. Be prepared to answer questions about nutrition and the function of the OPREVENT project.
- 12. Represent the project in a professional manner:
 - a. Maintain good relationships with all intervention store staff and managers.
 - b. Meet briefly with each store manager to update them weekly.
 - c. Respond appropriately to feedback about the OPREVENT project.
- 13. Complete Interventionist Logs and other process data collection forms to document program activities.
- 14. Attend weekly teleconference calls and report on progress of intervention, report any challenges/issues, and ask questions as they arise.

TRAINING

Interventionists will be given an extensive training of all Phase-specific activities, materials, messages, etc. approximately two weeks before the phase begins. Phase trainings will be done via teleconference using PowerPoint slides that will be sent to you before the training begins. Please refer to these slides when you have questions about activities of the phase, or email the Study Coordinator with your questions or concerns.

The OPREVENT program aims to get the highest exposure possible in each community. Exposure refers to the amount that each person receives of the OPREVENT program. We have set interventionist standards (based on a 40-hour work week) that give us the highest possibility of achieving changes in behavior and obesity.

Below are the minimum standards for delivery:

Standard for contacts	Food Stores (~5 per community)	Work Sites (~5 per community)	Schools (1-2 per community)	Other Community Locations and Media
# Times/week	1-2x/store (more freq in larger stores)	1x/work site	2x/week	3-7x/week
Duration/visit	1-2 hours	1 hour	30 minutes	5-90 minutes
Main task(s)	Interactive sessions, Put up visual materials, make sure promoted foods stocked	Interactive sessions, setting up stations, running pedometer challenges	Distributing supplies; taking supply orders; picking up completed Teacher Checklist; meeting with admins as needed	Putting up posters; Make sure radio announcements being made; Reporting about OPREVENT status and activities; Interactive sessions as appropriate

POLICY & PUBLIC RELATIONS ISSUES

As the person associated with the OPREVENT project with the greatest contact with the public, the Interventionist will frequently have to deal with the public's multiple requests for information. This section is intended to give you guidance for the most common issues you are likely to face:

Press Requests: Contact Dr. Joel Gittelsohn (Principal Investigator), Professor, Center for Human Nutrition, Johns Hopkins Bloomberg School of Public Health, Phone: 410.955.3927, Email: jgittels@jhsph.edu

OVERVIEW OF THE INTERVENTION PLAN

The OPREVENT program utilizes an environmental interventional approach to promote the consumption of healthy foods and increasing physical activity among American Indian communities. The program has four integrated and complementary components: a store-based promotion program, a family and school or community center based program centered on a curriculum for 2nd through 4th graders, a worksite-based promotion program and a community-based media program centered on community media and communication outlets. Activities in each program are linked so that similar messages are being promoted across multiple institutions at the same time. The table below outlines the lessons or phases in each component.

TABLE OF PHASES FOR THE OPREVENT PROGRAM:

Phases	Theme / Name of the Phase	Dates (approximate)	Duration
0	Teaser	2/1/12-3/31/12	1 month
1	Choose wisely	4/1/12-6/31/12?	3 months
2	Make a plan, set a goal	7/1/12-9/31/12?	3 months
3	One step at a time	10/1/12-1/30/13?	4 months
4	Make it count, make it last	2/1/13-3/30/13	2 months
5/6	Live life in a good way! / Celebrate the new you!	4/1/12-5/31/13	2 months

THE LIFE OF AN INTERVENTIONIST

In the week BEFORE a phase begins

- Make sure store has stocked/ordered foods to be promoted for that phase.
- Make sure you have at least 50 copies of each flyer.
- Have the educational display ready to go for the upcoming phase.
- Arrange with store manager for a space to conduct the taste tests.
- Make sure you have all food (non-perishable) and materials needed for each cooking demonstration/taste test.
- Arrange for radio announcements

In the FIRST WEEK a phase

- Put up the appropriate shelf labels for the foods being promoted in that phase.
- Put up all posters for that phase (large posters will go in larger stores and some community locations, 13x19 will go in small stores).
- Put up the educational display for that phase. (These will likely be only for the larger stores)

DURING the phase

- Check every week to make sure the promoted food is in stock (if running low, and at early stage of promotion, ask manager to order more)
- Make sure the shelf labels are under the appropriate foods (sometimes food stocks are shifted around).
- Regularly check to make sure the posters are still up. Re-attach if they are falling down.
- Hand out flyers at each cooking demonstration.
- Regularly visit the educational display to maintain it and restock it as needed.
- Make sure radio announcements are taking place

AFTER the phase

- Take down all posters and the educational display.
- Encourage store manager to continue to stock previously promoted foods
- Make sure shelf labels up for all foods promoted so far

PHASE 0: TEASER

ROUND 1 DATES February – March 2012

THEMES Kickoff

MESSAGES Introducing the new OPREVENT program, coming soon to the community

FOODS None

BEHAVIORS Increasing awareness of and building anticipation for the OPREVENT program

in local food stores, worksites and communities

STORE ACTIVITIES

SHELF LABELS None

COOKING DEMO/

None

TASTE TESTS

EDUCATIONAL

DISPLAYS

None

WORKSITE ACTIVITIES

WATER STATION None

MAKEOVER

COFFEE STATION None

MAKEOVER

PEDOMETER None

CHALLENGE

SCHOOL ACTIVITIES

GRADE 2-4 None

CURRICULUM

GRADE 5/6 None

NUTRIBEE

CURRICULUM

COMMUNITY MEDIA ACTIVITIES

RADIO Radio announcements 1 and 2

ANNOUNCEMENTS

NEWSLETTERS None

BANNER 1. OPREVENT Banner (used throughout intervention)

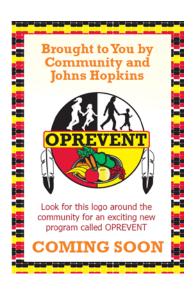
PHASE 0: TEASER



POSTERS

- 1. OPREVENT Coming soon (curtains)
- 2. OPREVENT Coming soon (beadwork)





FLYERS None

None

BOOKLETS/

BROCHURES

RECIPE CARDS None

GIVEAWAYS None

ROUND 1 DATES THEMES April – June 2012 Choose wisely Healthy beverages

MESSAGES

Think before you drink

Visit Worksite Water Station Makeovers

FOODS

Water, non-sugar drink mixes, diet soda, 100% juice, Indian tea (without sugar)

BEHAVIORS

- Choosing healthier drinks
- Choosing water over soda and more sugary beverages
- Choosing diet soda over soda
- Choosing 100% juice over sugar-sweetened fruit drinks
- Trying non-sugar drink mixes to encourage drinking water over sugar-sweetened beverages

STORE ACTIVITIES

SHELF LABELS

Lower in Sugar



COOKING DEMO/ TASTE TESTS

- 1. Non-sugar drink mixes
- 2. Diet sodas
- 3. Flavored waters (non-sugar sweetened)
- 4. Have OPREVENT banner out for display

EDUCATIONAL DISPLAYS

Quench your thirst with water



WORKSITE ACTIVITIES

WATER STATION

Stocking in water station

MAKEOVER

- Brita water filter (if needed)
- Sugar free drink mixes
- 1-2 OPREVENT posters from phase
- Provide water bottles

COFFEE STATION

None

MAKEOVER

PEDOMETER

None

CHALLENGE

SCHOOL ACTIVITIES

GRADE 2-4

None

CURRICULUM

GRADE 5/6

None

NUTRIBEE CURRICULUM

COMMUNITY MEDIA ACTIVITIES

RADIO

1. Radio announcements 3 and 4 (See Radio Announcements for full list)

ANNOUNCEMENTS

NEWSLETTERS

Welcome to the OPREVENT Program (front page and sample page shown for Ohkay

Owingeh)



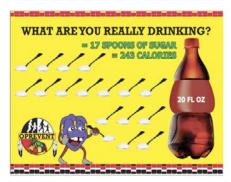


POSTERS

- 1. Think before you drink
- 2. Make a wiser choice
- 3. What are you really drinking?
- 4. Choose wisely, follow the 10% rule









FLYERS

- 1. OPREVENT FAQ
- 2. Use the OPREVENT shelf labels
- 3. Choose wisely, follow the 10% rule

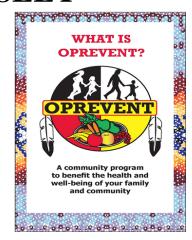






BOOKLETS/ BROCHURES

- 1. OPREVENT Brochure
- 2. Fiber Booklet





RECIPE CARDS None

GIVEAWAYS 1. 2012 Calendar (Tier 1)

- 2. Arm wrestle button (Tier 1 child)
- 3. Magnetic shopping pads (Tier 1)
- 4. Shopping bags (Tier 2) Water bottles (Tier 3)









SUNDAY	MONDAY	THESDAY	WEDNESDAY	THURSDAY	PRIDAY	SATURDAY
1	2	3	4	5	6	7
8 Kar Hari Day	9	10	11	12	13	14
15	16	17	18	19	20	21
	Martin Luther King Ju Day					
22	23	24	25	26	27	28
29	30	31	PECENSIA	PERMITARY		



PHASE 2: MAKE A PLAN, SET A GOAL

ROUND 1 DATES THEMES

July – September 2012 Make a Plan, Set a Goal Lower-in-fat cooking

MESSAGES

- Bring lunch to work
- Plan ahead for shopping and meal preparation
- Lower in fat food preparation

FOODS

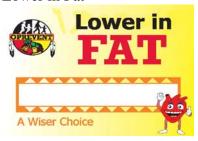
Cooking spray, low fat bologna or turkey deli meats, 100% whole wheat bread, light or low fat mayonnaise, fresh fruit

BEHAVIORS

- Packing low fat lunches
- Meal planning
- Trying cooking spray
- Trying low fat sandwich alternatives
- Use Nutrition Labels while shopping

STORE ACTIVITIES SHELF LABELS

Lower in Fat



COOKING DEMO/ TASTE TESTS

- 1. Pancakes cooked with cooking spray
- 2. ¼ sandwiches made using 100% whole wheat bread, low fat bologna/turkey deli meat, low fat mayo or mustard

EDUCATIONAL DISPLAYS

• Shop Healthy



WORKSITE ACTIVITIES

WATER STATION MAKEOVER

Continued stocking Brita water filters (if needed), sugar free drink mixes, 1-2 OPREVENT posters from phase

COFFEE STATION MAKEOVER

Stocking splenda or other artificial sweeteners, low fat creamers or nonfat powdered milk, lower in fat shelf labels, source of clean water

PEDOMETER CHALLENGE

- Interventionists begin discussing making policy changes with worksite administrators
- Getting people to think about taking physical activity breaks during their work days
- Preparation for Pedometer Challenge

SCHOOL ACTIVITIES

GRADE 2-4 CURRICULUM Piloted June 2012

GRADE 5/6 NUTRIBEE CURRICULUM Piloted June 202

COMMUNITY MEDIA ACTIVITIES

RADIO ANNOUNCEMENTS • Radio announcements 5-9

NEWSLETTERS Welcome to the OPREVENT Program (front page and sample page shown for

Ohkay Owingeh)





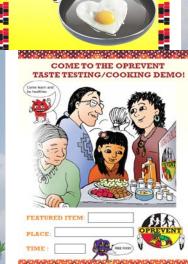
POSTERS

- 1. Cut costs with cooking spray!
- 2. Why use cooking spray?
- 3. Cooking with spray is easy!
- 4. Make a plan, set a goal
- 5. Make a plan
- 6. Set a goal
- 7. Come to the taste test

8. The problem with energy drinks





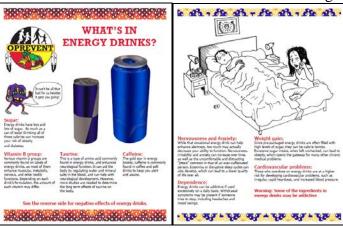






FLYERS

- 1. What's in energy drinks? (2 pages)
- 2. Pedometer Challenge FAQ (2 pages)





BOOKLETS/ BROCHURES

- 1. What is a nutrition label?
- 2. What's fat? Get the facts!





RECIPE CARDS

- 1. Fruit parfaits
- 2. Southwestern chickens



GIVEAWAYS

- 1. Buttons (Tier 1)
- 2. Pot holders (Tier 2)
- 3. Lunch bags (Tier 2)







OTHER MATERIALS: Booklet, calendar, certificates of appreciation



ROUND 1 DATES

October 2012 – January 2013 One Step At A Time

THEMES

Let's Get Active Self-Respect

MESSAGES

• Signup for the Pedometer Challenge

• Exercise with a buddy

FOODS

BEHAVIORS

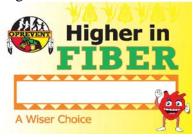
Fresh fruits, canned fruits in light syrup or 100% juice, water

- Gradually increase your daily steps
- Drink water
- Add more fiber to your meals

STORE ACTIVITIES

Shelf labels

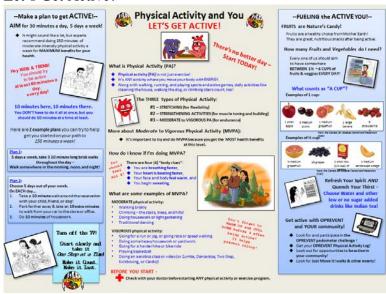
Higher in Fiber



COOKING DEMO/ TASTE TESTS 1. Fresh fruit or fruit canned in 100% fruit juice or light syrup

EDUCATIONAL DISPLAYS

Let's Get Active!



WORKSITE ACTIVITIES

WATER STATION MAKEOVER

Continued stocking Brita water filters (if needed), sugar free drink mixes, 1-2 OPREVENT posters from phase

COFFEE STATION MAKEOVER

PEDOMETER CHALLENGE

- Continued stocking of splenda or other artificial sweeteners, low fat creamers or nonfat powdered milk, lower in fat shelf labels, source of clean water.
- Conduct Phase 2 interactive sessions during worksite lunches.
- Giveaway pedometers to employees at participating worksites
- Orientation on using pedometers
- Explain benefits of PA to employers/administrators
- Weekly follow-up visits to record daily and total weekly steps for participants in PC (using Pedometer Tracking Sheet)

• Monthly team awards for highest steppers (Team of the Month Certificates)





SCHOOL ACTIVITIES

GRADE 2-4 CURRICULUM Teacher Training Sessions (Nov-Dec 2012)

GRADE 5/6 NUTRIBEE CURRICULUM

Teacher Training Sessions (Nov-Dec 2012)

COMMUNITY MEDIA ACTIVITIES

RADIO ANNOUNCEMENTS

• Radio announcements 10 and 11

NEWSLETTERS

Greetings from the OPREVENT program! (shown for Ohkay Owingeh)





POSTERS

1. Self-Respect

- 2. Bring a buddy
- 3. Pedometer Challenge (adobe and pueblo versions not shown)
- 4. How far will you get? (adobe and pueblo versions not shown)

5. Coffee station post up









FLYERS

How far will you get? (adobe and pueblo versions not shown)





BOOKLETS/ BROCHURES 1. What is fiber?



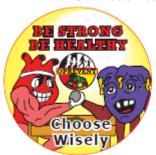
RECIPE CARDS

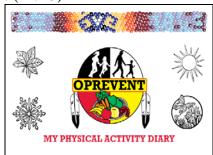
- 1. Slightly Sweet Raspberry Glazed Chicken
- 2. Roast Beef, Roasted Peppers and Garlic on French Bread



GIVEAWAYS

- 2. Buttons (Tier 1)
- 3. Physical activity diaries (Tier 1)
- 4. Frisbees (Tier 2)
- 5. Pedometers (Tier 3)









PHASE 4: MAKE IT COUNT, MAKE IT LAST

ROUND 1 DATES THEMES

February – March 2013 Make it count, make it last

MESSAGES

- Track your food and physical activity
- Check your foods for sodium content
- Be aware of portion sizes

FOODS

Low sodium pretzels, low sodium saltines, low sodium nuts, low sodium canned

vegetables

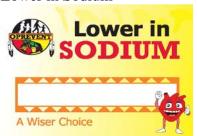
BEHAVIORS

- Rinsing Canned vegetables
- Track your food and physical activity
- Reading food labels for sodium content

STORE ACTIVITIES

SHELF LABELS

Lower in Sodium



COOKING DEMO/ TASTE TESTS

- 1. Low sodium pretzels
- 2. Low sodium saltine crackers
- 3. Draining and rinsing canned veggies

EDUCATIONAL DISPLAYS

Make It Count, Make It Last



WORKSITE ACTIVITIES

WATER STATION MAKEOVER

Continued stocking Brita water filters (if needed), sugar free drink mixes, 1-2 OPREVENT posters from phase

COFFEE STATION MAKEOVER

• Continued stocking of splenda or other artificial sweeteners, low fat creamers or nonfat powdered milk, lower in fat shelf labels, source of clean water.

PEDOMETER CHALLENGE

- Conduct Phase 4 interactive sessions during worksite lunches.
- Explain benefits of PA to employers/administrators
- Weekly follow-up visits to record daily and total weekly steps for

participants in PC (using Pedometer Tracking Sheet)

- Monthly team awards for highest steppers (Team of the Month Certificates)
- Handing out Ten reasons to encourage employee physical activity flyer

SCHOOL ACTIVITIES

GRADE 2-4 CURRICULUM Curriculum used for instruction

GRADE 5/6 NUTRIBEE CURRICULUM

Curriculum used for instruction

COMMUNITY MEDIA ACTIVITIES

RADIO ANNOUNCEMENTS

• Radio announcements 12 and 13

NEWSLETTERS

One Step at a Time (shown for Ohkay Owingeh)



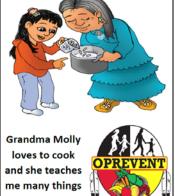


POSTERS

- 1. Make it count, make it last
- 2. Silversmith family school poster
- 3. Grandma Molly school poster
- 4. Healthy snack school poster
- 5. Walking school poster
- 6. Phytochemicals school poster







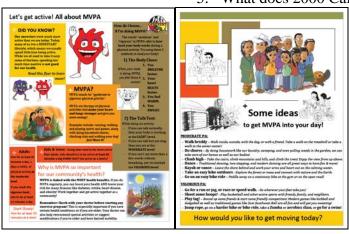


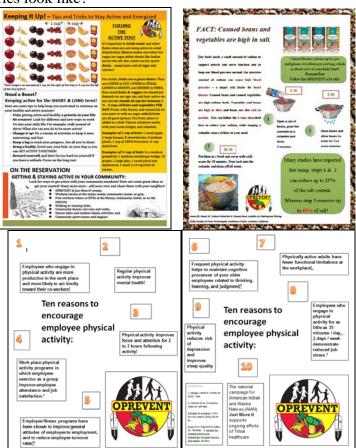




FLYERS

- 1. Let's get active! (2 pages)
- 2. Keeping it up!
- 3. How to reduce sodium? Rinsing canned vegetables
- 4. Ten reasons to encourage employee physical activity (2 pages)
- 5. What does 2000 Calories look like?





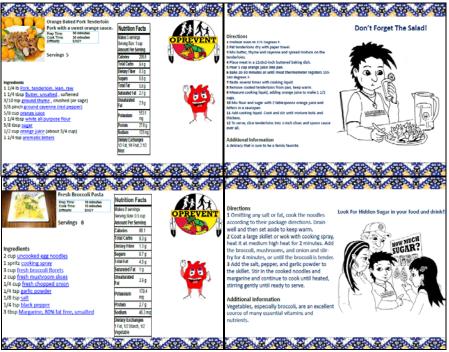


BOOKLETS/ BROCHURES 1. What is salt?



RECIPE CARDS

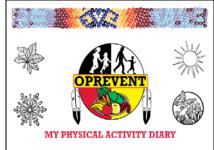
- 1. Orange baked pork tenderloin
- 2. Fresh Broccoli Pasta



GIVEAWAYS

- 1. OPREVENT 2013 Calendar (Tier 1)
- 2. Physical Activity Diary (Tier 1)





PHASE 5/6: LIVE LIFE IN A GOOD WAY

ROUND 1 DATES Themes April – May 2013 Live life in a good way Celebrating the new you

Messages

- Share your success stories
- Take care of your body, mind and spirit
- Sustaining behavior change

Foods

Granola bars, baked chips, sugar-free and low fat Jell-O, rice cakes, graham crackers

Behaviors • Choose healthier snacks

Track your food

STORE ACTIVITIES

Shelf labels Healthier Choice

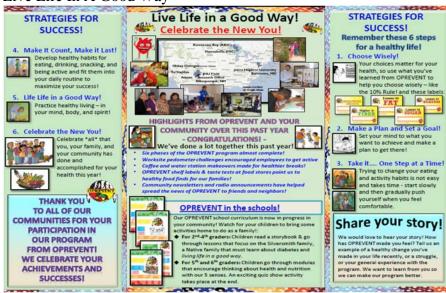


Cooking demo/taste tests

Granola bars, baked chips, sugar-free and low fat Jell-O, rice cakes, graham crackers

Educational displays

Live Life In A Good Way



WORKSITE ACTIVITIES

WATER STATION MAKEOVER

• Working with managers to sustain stock of coffee station supplies

COFFEE STATION MAKEOVER

Working with managers to sustain stock of water station supplies

PEDOMETER CHALLENGE

- Talking to worksite managers to sustain Pedometer Challenge
- Certification of Participation awards for Pedometer Challenge participants (shown for MI)



SCHOOL ACTIVITIES

GRADE 2-4 CURRICULUM Continued instruction using the OPREVENT Curricula

GRADE 5/6 NUTRIBEE CURRICULUM

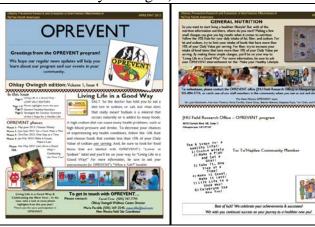
Continued instruction using the OPREVENT Curricula

COMMUNITY MEDIA ACTIVITIES

RADIO ANNOUNCEMENTS • Radio announcements 14 and 15

NEWSLETTERS

Living life in a good way (shown for Ohkay Owingeh)



POSTERS

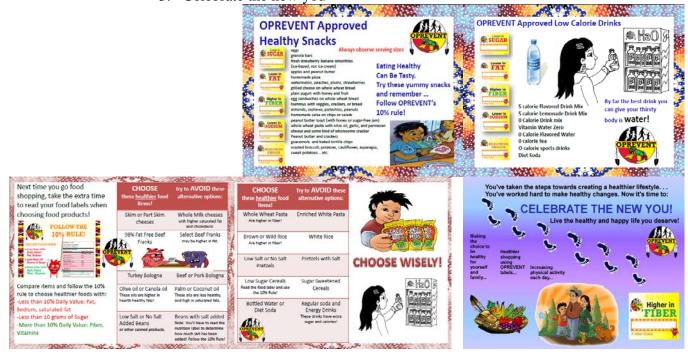
- 1. Putting portions into perspective
- 2. Look to the wisdom of our Ancestors





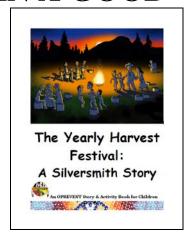
FLYERS

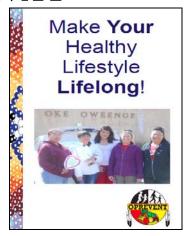
- 1. Healthy snacks
- 2. Choose this, not that
- 3. Celebrate the new you



BOOKLETS/ BROCHURES

- 1. Silversmith Story Booklet
- 2. Healthier choice booklet





RECIPE CARDS

- 1. Chinese steamed fish
- 2. Beef burritos
- 3. Mexicali Pork Chops
- 4. Whole wheat vegetable lasagna





GIVEAWAYS

1. Food diaries (Tier 1)



PROMOTED FOODS

WORKING WITH STORE PARTNERS TO STOCK FOODS

Store partners of the OPREVENT project I have agreed to stock specific minimum quantities of foods for promotion for specific phases of the intervention.

The intervention needs to work with store managers and vendors to ensure that:

- the appropriate foods are ordered*
- the foods to be stocked are on the shelves
- promoted foods are visible when customers walk through the aisles
- promoted foods are labeled with OPREVENT shelf labels

The interventionist should make sure the promoted foods are stocked at the beginning of each phase and at least every other week during the phase. This should be done by direct observation.

The interventionist should provide the store owner with a list of the promoted foods for each phase during the prior phase. For instance, the list of healthy snacks should be given to the store owner during Phase 4.

If the promoted foods are not available, the interventionist should immediately meet with the store manager/owner and/or vendor, discuss barriers to stocking the food, problem solve, and encourage them to stock the food. The interventionist should talk to the store owner/manager about sales of the food, what could be done to enhance sales, such as positioning the food better.

The interventionist should encourage the store owners/managers to continue to stock the promoted foods AFTER the phase has been completed.

*The interventionist needs to make sure that stores do not substitute alternatives for the promoted foods.

NOTE: This is probably the single most important part of the store component. If we cannot get the stores to consistently stock promoted foods, we will not succeed.

Phase: Shelf Label (10% Rule)	Food	# units (Supermarkets)	# units (Small stores)
Phase 1: Lower in Sugar (Rule: <10g sugar/serving)	Water	30+	15+
	Diet soda	30+	15+
	Low-sugar drink mixes	30+	15+
Phase 2: Lower in Fat	Cooking spray	20+	5+
(Rule: <10% DV of fat/serving)	Low-fat bologna or turkey luncheon meat	20+	10+
	100% whole wheat bread	40+	10+
	Fresh fruit	10+	3+
	Low-fat or non-fat mayonnaise (can include Miracle Whip)	20+	5+
	Continued stocking of previous foods		
Phase 3: Higher in Fiber	Fresh fruit (where possible)	10+	3+
(Rule: >10% DV of fiber/serving)	Canned fruit (in light syrup or 100% fruit juice)	20+	10+
	Bottled water	40+	10+
	Continued stocking of previous foods		
Phase 4: Lower in Sodium	Low sodium pretzels	30+	15+
(Rule: <10% DV of sodium / serving)	Low sodium crackers	30+	15+
	Low sodium canned vegetables	100+	25+
	Dried beans	50+	25+
	Continued stocking of previous foods		
Phase 5/6: Healthier Choice (Rule: Selected promoted	Granola bars	30+	15+
	Sugar free / Low fat Jell-O pudding	100+	15+
Healthy snacks)	Baked chips	50+	15+
	Rice cakes	50+	15+
	Graham crackers	50+	15+
	Continued stocking of previous foods		

FOOD STORES

Roughly 5 stores per participating community were chosen based on the frequency with which community members buy from the stores. Store owners were approached with information about OPREVENT with the OPREVENT Brochure. Stores were included if they sold food, including convenience stores, corner stores, supermarkets. If the owners of stores identified that they were not interested, other stores in the community that are frequently used by community members were approached for participation.

PARTICIPATING STORE INTERVENTIONIST ASSIGNMENTS

Community (Primary	Store name & ID	Store address	Store owner/manager name
Interventionist			
Keweenaw Bay Indian	1003 – KBIC Commodity Warehouse	16613 Skanee Rd. L'Anse, MI 49946	Darren Web, Manager
Community (J. Swartz)	1006 – Larry's Market	204 US S. 41 Baraga, MI 49908	Cindy Gidddings, Assistant Manager
	1008 – Ojibwa	201 S. US 41 Baraga, MI 49908	Roberta Jondreau, Manager
	1010 – Pat's Foods	139 N. Main St. L'Anse, MI 49946	Bob Lane, Assistant Manager
	1012 – Pine Convenience Center	15852 US N. 41 Baraga, MI 49908	Suzanne Kahkenen, Assistant Manager
Hannahville Indian	2001 – Adam's Northland Store	1302 US 2 & 41 Bark River, MI 49807	Dan Adams, Owner
Community (K. Arnold)	2003 – C & C Market	1270 Old Hwy 2 & 41 Bark River, MI 49807	Carol Feathers, Store Manager
	2004 – Elmer's County	412 N. Lincoln Rd.	Rod Stande, General Manager
	Market	Escanaba, MI 49829	Jennifer Neumann, Cashier
	2006 – Hannahville Food Pantry	N14911 Hannahville B-1 Rd. Wilson, MI 29896	Sheila Nantelle, Social Services Manager
	2011 – Island Oasis	W 365 US 2 & 41 Wilson, MI 29896	Arlene Gucky, Manager
	2013 – Super One	501 N. Lincoln Rd. Escaraba, MI 29829	Dan Cappeart, Manager
	2014 – Walmart	601 N. Lincolhn Rd. Escaraba, MI 29829	Mary Szymanski, Clerk (for 14 years)
Alamo Navajo Community (H.	3006 – John Brooks	312 California St. Socorro, NM 87801	
Platero)	3007 – End of Trail Market	1003 W. 1 st St Magedalena, NM	
	3008 – Smith's	901 California St. Socorro, NM 87801	
	3009 – Tiis Tshoh Mini Mart	P.O. Box 5001 Alamo, NM 87825	Carmen Guerro, Manager
To'Hajiilee Navajo	4001 – Albertson's Grocery Store	6600 Central Ave. SW Albaq. NM	
Community (H. Platero)	4006 – John Brooks	3301 Coors Blvd. NM Albaq, NM 87825	
	4007 – Desert Oasis	Rt 54 – N, I-40	Francisco Valesquez, Manager
	4009 – Smith's Grocery Store	111 Coors Blvd. NW Albuq. NM	
Ohkay Owingeh Pueblo	5002 – Lowe's Super Save	930 N. Riverside Drive Espanola, NM 87532	Defino Lucero, Manager Cindy Silver, Nutritionist
Community (M. Pardilla)	5004 – OO Travel Store	Highway 68 Ohkay Owingeh, NM 87566	Marty Monroe, Manager Juan Dias, Clerk Rey Lujan, Clerk
	5008 – Value Center Market	745 N. Riverside Drive Espanola, NM 87532	Efrain Rafael, Manager John Stewart, Stocker Pauline Hubbert, Stocker
	5009 – Walmart	1610 Riverside Dr. Espanola, NM 87532	John Stoe, Manager Victoria Martinez, Manager Hale Anderson, Manager
	5011 – El Paisano	520 S. Riverside Dr.	Lureen Portilla, Manager
	Supermarket	Espanola, NM 87532	Mary Lightner, Assistant manager

DESCRIPTIONS OF STORES

Each of the participating stores is unique, and therefore each interventionist will need to tailor the intervention activities to fit with the organizational layout and space of their assigned stores, as well as the foods available. There are generally two types of stores: large stores that sell a wide variety of products, including sections for dairy, fresh fruit and vegetables or a bakery/deli; and smaller stores that sell convenience items, and predominantly packaged foods (versus fresh foods).

GUIDELINES FOR WORKING IN STORES

Insights about working in stores

- Varying the time that cooking demonstrations/taste tests are held is useful to contact a variety of customers: conduct some on weekday, some on weekends, at different times.
- Offer for store owners to put up the posters for each phase. This allows them to feel comfortable about posting materials, especially if space is limited in the store. If this option is used, check back on a later date to make sure owners have put up the posters.
- Post shelf labels under shelves so they do not take up space.
- Make sure not to hide any WIC labels

Small stores

- Space is limited, so be flexible about where you conduct taste tests. You may choose to work at the back of the store, in an ante-room, or even outside if the weather is nice.
- Be considerate of the needs of the store owners. Many owners may feel uncomfortable about having other activities in the store due to theft, disruption, spilling of food, etc. Talking with the store owner about how to ease their worries will aid in planning for these activities.
- Customers in smaller stores may have little space to talk; handing out flyers and engaging in small discussions about the demonstrations can be helpful to engage them.
- Ask the store owner where to set up the table to be most convenient and will not block customer traffic.

Community	ID - Worksite name	Worksite address	Worksite owner/manager name
(Primary			
Interventionist)			

Roughly 5 worksites per participating community were chosen. Worksites were chosen if a large proportion of employees were from the participating tribal communities. Worksite owners/managers/supervisors were approached with information about OPREVENT with the OPREVENT Brochure. If the worksite owners or administration identified that they were not interested, other worksites in the community were approached for participation.

PARTICIPATING WORKSITE INTERVENTIONIST ASSIGNMENTS

Keweenaw Bay Indian	1002 – Donald La Pointe Health Center	102 Superior Ave. Baraga, MI 49908	Kathy Mayo, Community Health Director
Community (J. Swartz)	1004 – Ojibwa Senior Citizen Center	208 N. Main St. Baraga, MI 49908	David Firestone, Elderly Nutrition Director
	1005 – KBIC Tribal Center	16429 Beartown Rd. Baraga, MI 49908	Larry Denomie, CEO
	1007 – Niiwin Akea Recreational Facility	111 Beartown Rd. Baraga, MI 49908	Cheryne Clement, Facility Director
	1009 – Ojibwa Casino	16449 Michigan Ave. Baraga, MI 49908	Dale Shalifoe, Assistant General Manager
Hannahville Indian	2005 – Hannahville Administration	N14911 Hannahville B-1 Rd. Wilson, MI 49896	Lisa Little, Tribal Council Treasurer
Community (K. Arnold)	2007 – Hannahville Health Center	N15019 Hannahville B-1 Rd. Wilson, MI 49896	Shiela Ness, Administrative Secretary
	2008 – Hannahville Housing Department	N14911 Hannahville B-1 Rd. Wilson, MI 49896	Mary Johnson, Secretary
	2009 – Hannahville School	N15100 Eagle Rd. Wilson, MI 49896	Bill Buda, Middle & High School Principal
	2010 - Hannahville Youth Center	N14911 Hannahville B-1 Rd. Wilson, MI 49896	Cory Sagataw, Youth Center Staff
	2011 – Island Oasis	W 365 US 2&41 Wilson, MI 49896	Arlene Gucky, Manager
	2012 – Island Resort & Casino	W 365 US 2&41 Harris, MI 49845	Mary Feuerbach, Human Resources Director
Alamo Navajo Community	3001 – Alamo Navajo Chapter	P.O. Box 827 Alamo, NM 87825	Yvette Betone, Volunteer
(H. Platero)	3003 – FACE Program	P.O. Box 5907 Alamo, NM 87825	Teresa Holgum, FACE Program
	3004 – Alamo Senior Center	P.O Box 5150 Alamo, NM 87825	Gene Monte, Supervisor
	3005 – Alamo Wellness Center	P.O. Box 5907 Alamo, NM 87825	Jacqui Lee
To'Hajiilee Navajo	4003 – TOH Chapter, Desiderio Center	P. O. Box 3398 ToHajiilee, NM 87026	Carol Pliso, Chapter Adminstation
Community (H. Platero)	4004 – TOH EMS	P.O. Box 3994 Canoncito, NM 87026	Chris Kescoli, Manager
	4005 – TOH FACE	P.O. Box ToHajiilee, NM 87026	Natasha Uzmina, Educator
	4008 – TOH Senior Center		Donovan Secetero, Manager
Ohkay Owingeh Pueblo	5001 – CHR Program	P.O Box 1531 Ohkay Owingeh, NM 87866	Frances Abeyta, CHR Program Director
Community (M. Pardilla)	5003 – Community School	Ohkay Owingeh Community School	Trina Allandar, Teacher Irene Jones, Teacher
	5005 – Senior Center	217 North Cross Pl. San Juan Peublo, NM 87566	Marty T. Calvert, Homemaker Vanessa Cruz, Head Cook
			Erica Herrera, Custodiam & Meal Driver Eddie Martinez, Director
	5006 – Tribal Planning Dept.	P.O. Box 1099 Ohkay Owingeh, NM 87566	Jesse Pacheo, Transit driver Eric Phillips, IT manager Peter Povinjua, Maintenance supervisor John Cruz, 2 nd Lt. Gov. Administrator Joseph Aguino, Lt. Gov., local farmer Deborah Fories, Secretary Lisa Trujillo, Tribal data resource specialist Nancy Ortiz, Tribal administration

		Cecilia Aquino, Transit driver Lee Moquino, Coordinator Alisha Cata, Administration Secretary
5010 – Wellness Cer	nter 831 RoadRunner Dr. Ohkay Owingeh San Juan Pueblo, NM 87566	Jerry Taylor, Fitness Instructor Carol Cruz, Director Sharon Gerena, RN Diabetes Educator &
		Personal Trainer

PEDOMETER CHALLENGE

The Pedometer challenge can be a competition between groups of individuals. Use the total steps walked per person if comparing teams or communities. The overall goal is to get people to exercise more.

Before starting

- Talk to worksite managers/supervisors about helping to get people signed up for the challenge. Promote the challenge using flyers and posters.
- Prepare pedometers to be given out. This includes, removing the packaging, inserting batteries and setting the date and time.

Week 1

- Enroll participants judiciously, since the pedometer is a Tier 3 item (give to participants with highest level of expected participation), and give participants their set-up pedometers.
- Give orientation on how to use pedometers including: where/when to wear pedometers, and instructions on uses.
- Handout Pedometer FAQ Flyer
- Roll-out the Pedometer Challenge slowly, Start with a few worksites at first then add on as you become comfortable with the challenge.
- Encourage participants to form groups, and come up with group names.
- Write the names of people participating in the Pedometer Challenge Tracking Sheet

Week 2

- Continue enrolling participants, and handing our pedometers (expanding to all participating worksites)
- Check in with all participants. Make sure they all understand how their pedometers and the program work.
- Let them know that the pedometer challenge will begin next week.
- Ask participants how their walking is going and encourage them to keep increasing their activity.
- Set up a regular day of the week to track team and individual steps.

Weeks 3+

- Finish enrolling participants and handing out remaining pedometers.
- Check in with all participants. Record individual and team steps and post in the workplace. Offer encouragement and tips to increase steps.
- Announce progress and rank of teams

DURING THE CHALLENGE AT LEAST ONCE A WEEK:

- Remind participants to wear pedometer everyday and record steps or distances
- Suggest ways to increase activity (walk to store or work, clean house, etc.)
- Remind participants to check-in each week
- Congratulate participants who have achieved 50,000 steps or 35 kilometers in a week.
- Remind participants how it is helping them to reduce risk of heart disease, diabetes, etc.
- Encourage others to support participants

INSTRUCTIONS FOR COMPLETING THE WALKING CHALLENGE LOG

The Walking Pedometer Challenge Tracking Sheet will be used by the interventionist to record the age and gender of participants in the Walking Challenges or Clubs. One form will be used for each community. Note that this data will not be entered or analyzed as part of the OPREVENT project. A step tracking is for Pedometer Challenge prizes and incentives only.

To fill out the form the interventionist will follow these steps:

- 1. Enter the name of the participant
- 2. Enter the name of the work site

- 3. Fill in the Team name
- 4. Fill in dates (dd/mm/yy) for meetings.
- 5. Record steps or distances walked since last check-in

WATER AND COFFEE STATION MAKEOVERS

Water and coffee stations of each participating worksite in round 1 communities will be given a "makeover". Worksites and coffee stations refer to any areas where drinks may be prepared. This can consist of worksite kitchens, sinks, coffee counters, etc. that employees use regularly. The makeover will consist of stocking the described locations with the supplies to make healthier alternatives of what they already have available, along with OPREVENT visual materials (i.e., flyers, posters, shelf labels) Often times, people have high sugar and high fat drinks, instead of lower calorie options. By replacing high fat and/or high sugar drinks with healthier and tasty alternatives is often the easiest way to begin making small improvements to daily diet.

Week 1 of scheduled phase:

• Visit water and coffee stations and assess what resources are available

Week 2 of scheduled phase:

- Water station Makeovers: Provide tailored supplies (enough for 1-2 weeks), based on the worksite's needs, including Brita water filters (if no source of clean water is available / hard water only), sugar-free drink mixes, sugar-free Indian teas.
- Coffee station Makeovers: Provided tailored supplies (enough for 1-2 weeks), based on the worksite's needs, including Brita water filters (if no source of clean water is available / hard water only), sugar-free or reduced calorie sweeteners, low fat creamers and milks.
- Visual materials: post low fat shelf labels, OPREVENT posters and provide flyers for water/coffee stations.

Week 3 of scheduled phase:

• Check that water/coffee stations have 1-2 weeks of supplies and visual materials, and restock as necessary.

SCHOOLS

PARTICIPATING SCHOOL INTERVENTIONIST ASSIGNMENTS

One to two schools per participating community were chosen to collaboration. Schools were chosen if a large proportion of students were from the participating tribal communities. Schools were approached with

information about OPREVENT with the OPREVENT Brochure. Schools participated, based on the decisions of school boards and the tribal community.

Baraga school

- Grade 2
 - o Class 1: 21 students
 - o Class 2: 21 students
 - **32?**
- Grade 3
 - o Class 1: 19 students
 - o Class 2: 19 students
 - **42**?
- Grade 4
 - o Class 1: 16 students
 - o Class 2: 17 students
 - **38**?
- Grade 5
 - o Class 1: 17 students
 - o Class 2: 16 students
 - **33**?
- Grade 6
 - o Class 1: 15 students
 - o Class 2: 17 students
 - **33**?

L'Anse

- Grade 2 44 students
- Grade 3 44 students
- Grade 4 49 students
- Grade 5 47 students
- Grade 6 54 students

PARTICIPATING SCHOOL INTERVENTIONIST ASSIGNMENTS

GRADE 2-4 CURRICULUM DESCRIPTION

Community (Primary Interventionist)	ID - School name	School address	School owner/manager name
Keweenaw Bay Indian	1001 - C.J. Sullivan	201 N. 4 th Street	Kimberly R. Payne, 2 nd grade teacher
Community	Elementary	L'Anse, MI 49946	Anne P. Schumer, 3 rd grade teacher
(J. Swartz)	•	·	Janel L. Summers, 4 th grade teacher
			Helen A. Stenvig, 5 th grade teacher
			Randy G. Cadeau, 6 th grade teacher
			Dannin J. Voskuhl, Phys. ed. Teacher
			Thomas G. Spaque, Principal
	1011 - Phillip La	210 Lyons Street	Debra J. De Shambo, 3 rd grade teacher
	Tendres Elementary	Baraga, MI 49908	Kristina E. Van Hola, 4 th grade teacher
	Tendres Elementary	Burugu, Mir 19900	Tammy B. Hayrynen, 5 th grade teacher
			Timothy P. Marczak, 6 th grade teacher
			Elisha N. Laninga, 6 th grade teacher
			Jonathan W. Young, Principal
Hannahville Indian	2002 - Bark River –	US 2	
Community	Harris School	Harris, MI 49845	Melissa Robinette, Kindergarten teacher & Wellness Treasurer
(K. Arnold)	Trairis School	1141113, 1411 47043	
(11.11.11010)			Kristy Ericson, 1 st grade teacher & Title VII Coordinator
			Kristi Latsch, 4 th grade teacher
			Alln Stenberg, 5 th grade teacher & President
			of Wellness Committee
			Lisa Hall, 6 th grade teacher
			Scott Johnson, Phys. ed teacher
	2009- Hannahville School	N 14911 Hannahville B1 – Rd, Wilson, MI 49896D	Daniel Kleikamp, 2 nd grade teacher
			Susan Aird, 2 nd grade teacher
		Wilson, Wil 49090D	Heather Albanes, 3 rd grade teacher
			Jeff Paupore, Health & PE teacher
			Rachel Fix, 21st Century Learning Centers
			Coordinator
Alamo Navajo Community	3002 – Alamo	W. Main St	Pamela Betone, K – 12 grade
(H. Platero)	Navajo School	Magdalena, NM	Angel Abeyta-Guerio, 1st grade teaching
		87825	assistant
			Nora Baca, 3 rd grade teacher
			Marie S. Pino, 3 rd grade teacher
			Laura Guerro, 1 st and 5 th grade teacher
			Angela Guerro, teaching assistant
			Kathleen Betone, 9-12 th Sp. Ed. Assistant
To'Hajiilee Navajo	4010 - To'Hajiile	To'Hajiilee, NM	Loria Platero, Parent educator
Community	Community School	87026	Helen Johnson, FACE co-teacher
(H. Platero)			JoAnn Watuema, Kindergarten teacher
			Natash Kuyiuina, Adult program
			Karen Hemstreet, 3 rd grade teacher
			Doreen Vicony, Custodian & Teacher aid
			Felicia R Wauema, 4 th & 5 th grade assistant
Ohkay Owingeh Pueblo	5003 – Ohkay	180 Day School Rd,	Mary Frances Harney, Tewa language
Community	Owingeh	Ohkay Owingeh, NM	instructor
(M. Pardilla)	Community School	87566	Kyle J. Chee, Teacher assistant
			Kenneth Chavez, Teachers assistant
			Sandra Calvert, Administrative assistant
	1	1	

Grades 2, 3 and 4 of the OPREVENT Curricula are being used to teach school-aged children in grades 2-4 about preventing obesity and other chronic diseases and living healthfully.

The Grades 2-4 and Grade 5/6 Curricula were ready for use in September of 2012. Various preparation stages were done in order to implement the curricula in schools:

- OPREVENT Curriculum Piloting (July 2012)
- Getting School board approval to teach curriculum in schools
- OPREVENT Curriculum Training (November-December 2012)

The Grades 2-4 Curriculum is broken into 20 lessons, to be taught in roughly one hour sessions once per week for 20 weeks. The curricula were designed to be broken down in to 5-15 minute pieces so that teachers can work lesson activities in with students' regular class work. Each lesson plan is composed of roughly 3-5 activities that can be done with students, these activities include:

- Introduction to the lesson and review of previous lesson (where applicable)
- Silversmith Storybook reading
- Activity Sheets (consisting of coloring, puzzles, coloring, etc.)
- Physical activity breaks
- Family (take home) Activities

As was previously described, interventionist involvement in this intervention component is minimal. The main goals of the interventionist are to:

- Give updates to teachers and school administrators on progress of the OPREVENT curricula development
- Communicate with teachers and school administrators about the benefits of involving the curricula in their schools (free curricula, piloted in their communities, developed with their students and communities in mind, and helps to tackle an important health issue in their community)
- Communicate with teachers regarding the teaching supplies that they will require (if any), including the
 materials needed that are outlined in the lesson plans and ordering copies of activity sheets and/or family
 activities
- Provide teachers with curriculum for the grade-level that they will be teaching
- Organize training sessions with teachers
- Provide copies of Teacher Checklists, and show teachers how to fill this out to the best of their knowledge
- Collect Teacher Checklists, which evaluates what lesson activities were done and how many students were present.

COMMUNICATIONS MATERIALS

RADIO ANNOUNCEMENTS

Radio announcements will be used to announce key events and convey project messages. Each phase will have specific messages that reinforce the themes introduced by the OPREVENT program. The announcements will be pre-recorded on a CD by a community member. In sites without local radio, these announcements may be distributed using newsletters, or announced at community meetings (chapter and board meetings).

DOCUMENTATION AND MAINTENANCE

The interventionist should fill out the Mass Media log and take note of when the radio announcements are scheduled.

RADIO ANNOUNCEMENTS

PHASE 0

- Radio announcement 1:
 - O Have you heard about the OPREVENT Program? I heard about it at the KBIC Health Center. It's an exciting new program in partnership with Johns Hopkins University and the KBIC Tribal Council which focuses on healthy eating and being physically active. Experts tell us that obesity can lead to diabetes and other health problems. So we will offer OPREVENT through schools, stores and workplaces bringing people changes to become more physically active and tips on how to eat better providing all interested the opportunity to live life in a good way.
- Radio announcement 2:

PHASE 1

- Radio announcement 3:
 - o (Elder narrates) Our ancestors tell us that "Water is Healing". Water helps to cleanse our bodies by bringing good vitamins and nutrients to us. For our ancestors, water was the only drink they needed. Now that sodas and other sugary drinks are available, it is harder to remember to choose water. Just keep in mind, water is what makes our bodies healthy and happy. And if you're craving more taste, you can add a squeeze of lemon juice or a packet of sugar-free flavoring to your water, to help you get the recommended 8 cups of water a day. You can also choose diet sodas to replace regular sodas if you like fizzy drinks. To try some of these soda alternatives, keep an eye out for the fun taste tests that the OPREVENT program will be holding in your local food store! Let's all live in balance and in a good way!
- Radio announcement 4:
 - o (Door slams, child runs in to house)
 - o Girl: Mom, Dad, guess what I learned today?
 - o Mom: Tell me about it.

- o Girl: I learned about the 10% rule. Guess what that is?
- o Mom: I have no idea, tell me.
- o Girl: It's a simple rule and can help you choose foods that are good for you wherever you go! I was taught today that we can read the food labels on the side of all packaged foods to help us choose foods that are good for us. If the fat, sugar, or salt content that is listed in the food label is 10% or less of daily value, then the food is better for you and you can eat it freely.
- o Mom: I want to start reading food labels, so I can choose foods that are good for our whole family. That <u>does</u> sound like an exciting way to learn about living a life in balance -- in a good way!
- o Girl: I'll be learning so much more about eating better and being physically active through the OPREVENT program that's going on in the school.

PHASE 2 • Radio announcement 5:

o (Local Mother). Hello, my name is ______. My daughter, ______ has been learning about the 10% rule in school. The 10% rule is a way to read food labels to make good food choices. Now she likes to come shopping with me to help pick up healthy snacks like graham crackers, light popcorn, and baked chips for our family. We even play a game where she tries to find foods with less than 10% fat in them (like she learned at school). After we shop, we go home and clean and dice fruits and veggies together right away, so we can grab lunch food for the next day on the go. Let's all live in balance – in a good way!

• Radio announcement 6:

- o Mom: "How was school today, Missy?"
- o Child: "School was fun, ma!" "We learned something really neat that I want to tell vou!"
- o Mom: "Oh great. What did you learn today?"
- o Child: Mom, I learned at school today that if you make a goal and write it down, you will remember to do it. So, I know, mom that you want to go for a walk after work but you come home feeling tired and there's so much to do at home. Right?
- o Mom: That's right.
- Child: Walking is good for you, gets your blood flowing, makes you feel energetic, and happy. If you do walk for 30 minutes every day, we can lower the chance of getting diabetes.
- o Mom: That's very good, Missy.
- Child: And Grandma Sarah always says that we need to "Walk the Red Road" for our happiness, to be good to Mother Earth, be a family person, be good to others, and be good to ourselves.
- o Mom: Yes, that's right.
- O Child: I want to help you write down a goal of going for a walk once this week just around the block. I will come with you and we can walk the dog together.
- o Mom: That's a great idea, Missy.
- o Child: Let's write down your goal for walking today after dinner! I'm learning so much more at school with the OPREVENT project about how to eat foods that are good for us and be physically active together in a good way!

• Radio announcement 7:

- o (Voice, American Indian woman)
- o Like many of you, I work all day long, then come home and have to get supper ready for my family. I know I should eat better, I know I should get some exercise. But there just isn't time for myself. I have been feeling kind of sluggish after work.

- o A few weeks ago my youngest child Buddy said something that made me think. He told me he was worried about my health.
- o Then I realized I need to make some wise choices for myself and for my family.
- So I set a goal. I would bring a lunch to work at least 3 days a week. In the lunch I put a bottle of water, fresh fruit, and a turkey sandwich on whole wheat bread. I started cooking with something I didn't use before -- cooking spray. I got a new recipe from the OPREVENT program for making pancakes that cuts out the grease, and tastes great!
- o I know now that I'm on the path to living my life in a good and balanced way!

Radio announcement 8:

o (Adult man or woman) Many times in life we are forced to make choices. Choosing wisely can become an overwhelming task and sticking to these choices can be hard at times. Making a plan helps to reduce problems. Planning our meals before we prepare them can help save time and money. By doing this we can eat better foods, and feel good about what we are eating. I find that it's helpful to plan out my meals using my OPREVENT calendar. This helps me to keep track of my time. Knowing what we are eating in advance allows us to budget our money better and perhaps set some money aside. Look for the OPREVENT logo in your grocery stores to purchase items that are good for your body and spirit. It is important to set goals for ourselves as well, such as walking for 30 minutes every day. In this way, we can get the exercise we need to live in balance and live our lives in a good way.

• Radio announcement 9:

O Hello, this is _________; I am a member of the KBIC health board. I am here to talk about OPREVENT, which is a program that teaches about foods that are good for our bodies, and ways to stay active in our daily lives. Everyone is welcome to participate in events which will take place at our local schools, grocery stores, community centers, and at some work places. Health information will be shared through educational materials and fun activities. As a health board and tribal council member I am concerned about your health. I encourage everyone to participate and learn the benefits of good nutrition and staying active to avoid diabetes and other chronic diseases. Miigwetch!

PHASE 3 • Radio announcement 10:

o Not only physical activity and eating right but, making a plan and setting a goal are very important factors to wellness. The most important of these is to make it count. In our very busy lives we find it hard to get the time to focus on our diets and physical activity plans toward wellness. Because we have to opt for the fatty ready to eat foods at convenience stores and skip that gym appointment, we tend to let ourselves go. Making a plan to set a goal and following through with those convictions, will improve our health and welfare. Starting out slow and increasing these healthy activities goes a long way in fighting preventable diseases such as Heart Disease, Diabetes, and Hyper Tension as well as some cancers. So remember Make it Count. This message brought to you by OPREVENT.

• Radio announcement 11:

Life is about learning. Our ancestors learned to recognize the signs in their environment. They knew where to find food and whether it was good for them or not. Even today, sometimes you need to look for signs. Food labels are like these signs. By looking at the labels on your food, you can learn about the fat, fiber, protein, vitamins, and calories in the food you eat. Look for the OPREVENT: shelf labels and posters at local stores to help you eat right, stay strong, and live long.

PHASE 4 • Radio announcement 12:

- o Narrator: Brandon Dakota
- o High Fiber Cooking
- O What is fiber? You may have seen OPREVENT's "Higher in Fiber" labels in your local grocery stores, but many people don't realize the huge health benefits that accompany a diet that is high in fiber. Insoluble fiber absorbs water in the stomach and takes up more space in your stomach. As a result, you will feel full with fewer calories, which means that fiber can play a major role in helping you achieve your weight loss goals. To increase your intake of fiber, aim to get more servings of fruits, vegetables, leafy greens, beans and whole grains. Be sure to look for food items that are labeled with OPREVENT's "Higher in Fiber" label, and you'll be on your way to "Living Life in a Good Way!"
- o This ad brought to you by OPREVENT
- Radio announcement 13:
 - Low Fat Cooking
 - O Did you know that too much fat in the diet can increase your risk of obesity, heart disease, cancer, and diabetes? To decrease your risk of developing these health problems, aim for a diet that is lower in fat. Buy leaner cuts of meat or grilled chicken instead of fried chicken. You can also try to use healthier cooking methods, such as lightly using cooking spray or olive oil instead of butter or margarine. Be sure to look for food items that are labeled with OPREVENT's "Lower in Fat" label, and you'll be on your way to "Living Life in a Good Way!"

PHASE 5/6 • Radio announcement 14:

- Low Salt Cooking
- o So the doctor has told you to eat a diet low in sodium, or salt, but what does that really mean? Sodium is a mineral that occurs naturally or is added to many foods. A high sodium diet can cause many health problems, such as high blood pressure and stroke. To decrease your chances of experiencing any health conditions, follow the 10% Rule and choose foods that contain less than 10% of your Daily Value of sodium per serving. And be sure to look for food items that are labeled with OPREVENT's "Lower in Sodium" label, and you'll be on your way to "Living Life in a Good Way!" This message is brought to you by OPREVENT.
- Radio announcement 15:
 - o General Nutrition Ad (combined version of above ads)
 - O So you want to start living a healthier lifestyle, but with all the nutrition information out there, where do you start? Making a few small changes can give you big results when it comes to nutrition. Follow the 10% Rule for your daily intake of fat, fiber, and sodium. For fat and sodium, try to limit your intake of foods that have more than 10% of your Daily Value per serving. For fiber, try to increase your intake of food items that have more than 10% of your Daily Value per serving. By making these simple changes, you'll be on your way to "Living Life in a Good Way!"

NEWSLETTERS

GUIDELINES FOR USING NEWSLETTERS

Newsletters will be used to announce key events and convey project messages. They are especially be used when a particular community does not have a radio station, but can be used in all communities. Each phase will have specific messages that reinforce the themes introduced by the OPREVENT program.

DOCUMENTATION AND MAINTENANCE

The interventionist should fill out the Mass Media log and take note of when the newsletters were sent out, along with the audience to which the newsletters were sent (community-wide, schools, worksites, etc).

NEWSLETTERS BY PHASE

PHASE 1: CHOOSE WISELY



PHASE 2: MAKE A PLAN, SET A GOAL



PHASE 3: ONE STEP AT A TIME





PHASE 4: MAKE IT COUNT, MAKE IT LAST





PHASE 5/6: LIVING LIFE IN A GOOD WAY / CELEBRATING THE NEW YOU





SHELF LABELS

DESCRIPTION OF SHELF LABELS AND INSTRUCTIONS FOR USE

The interventionist is responsible for making sure the appropriate OPREVENT shelf labels are up for every promoted food. The shelf labels are intended to serve as an easy reference for shoppers – to help them choose healthier alternatives over less healthy offerings in the food section.

The following shelf labels have been developed:

Lower in Sugar: intended to refer to a food choice which has substantially less sugar than foods in a similar category that are more commonly consumed (e.g. Canned fruit in light syrup or 100% juice). Usually <10g sugar per serving.

Lower in Fat: intended to refer to a food choice which has substantially less fat than foods in a similar category that are more commonly consumed (e.g. low fat or light mayonnaise). Usually <10% DV fat per serving.

Higher in Fiber: intended to refer to a food choice which has substantially more fiber than foods in a similar category that are more commonly consumed (e.g. fresh fruit). Usually >10% DV fiber per serving.

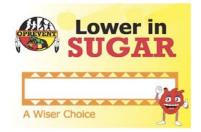
Lower in Sodium: intended to refer to a food choice which has substantially less sodium than foods in a similar category that are more commonly consumed (e.g. Low sodium pretzels). Usually <10% DV sodium per serving.

Healthier Choice: intended to refer to an overall healthy food choice, particularly items that are healthy snacks (e.g. granola bars).

Shelf labels from previous phases should stay up for the remainder of the intervention. They should be checked up on with each new phase and replaced if damaged.

It is likely that items on the shelves may shift when foods are restocked and that the shelf label may no longer sit under the appropriate food (or is knocked down during restocking). Therefore the interventionist should **write the name of the promoted food in permanent black ink** in block letters in the space at

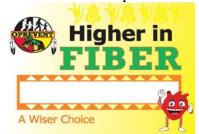
PHASE 1: Choose wisely



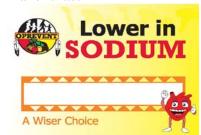
PHASE 2: Make a plan, set a goal



PHASE 3: One step at a time



PHASE 4: Make it count, make it last



the bottom of the label. The interventionist will need to check the label placement weekly and make sure labels are properly located, and shift them if necessary. In smaller stores it may help to give the manager and store staff a list of the promoted food shelf labels.

NOTE: The interventionist should make sure she/he has the permission of the manager before making these adjustments.

DOCUMENTATION AND MAINTENANCE

The interventionist will need to record where and when shelf labels are p using the Interventionist Site Visit Log (See Process Evaluation). The interventionist will need to ensure that he/she has enough flyers available at each site and that they are appropriately used during each phase of the program

PHASE 5/6: Live life in a good way / Celebrating the new you



POSTERS

GUIDELINES FOR USING POSTERS

About the posters:

Posters are one of the main mass media communication methods that are being used in the OPREVENT program. Each phase of the OPREVENT intervention has one or more posters that have been developed for that phase. Post the tabloid size posters (11"x17") or larger sizes of posters based on the size of the store, the availability of wall space, and the preferences of the store owner/manager, worksite managers, and school teachers/administrators.

When to hang:

The appropriate posters must be put up in the first 3 days of the intervention phase. At the end of each promotional phase, the interventionist will take down the old posters if necessary to make room for the new posters.

Locations:

They should be evenly divided between stores, worksites, and schools. The interventionist will need to get permission to put up the posters and select a suitable location at each site. If wall space is limited, tripod easels may be used to hang posters.

DOCUMENTATION AND MAINTENANCE

The interventionist will need to monitor store/worksite/school posters to ensure that they are securely posted and re-hang posters that may have fallen or been torn down. Damaged posters should be replaced. Old posters (in good condition) should be stored in the project field offices.

POSTERS BY PHASE

Posters will be printed in various sized depending on location

PHASE 0: TEASER



PHASE 1: CHOOSE WISELY











PHASE 3: ONE STEP AT A TIME











PHASE 4: MAKE IT COUNT, MAKE IT LAST













PHASE 5/6: LIVE LIFE IN A GOOD WAY / CELEBRATING THE NEW YOU





FLYERS

GUIDELINES FOR FLYER USE

Flyers are a form of educational material on which more information about a topic may be conveyed. They are used in multiple ways in the OPREVENT project:

Flyers may be handed out by the interventionist during cooking demos and taste tests, or handing out materials may be an activity in itself.

DOCUMENTATION AND MAINTENANCE

The interventionist will need to record where and when flyers are distributed using the Interventionist Site Visit Log (See Process Evaluation). The interventionist will need to ensure that he/she has enough flyers available at each site and that they are appropriately used during each phase of the program

FLYERS BY PHASE

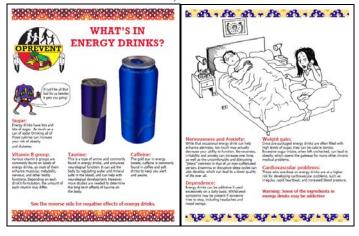
PHASE 1: CHOOSE WISELY







PHASE 2: MAKE A PLAN, SET A GOAL



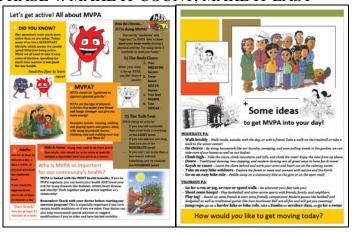


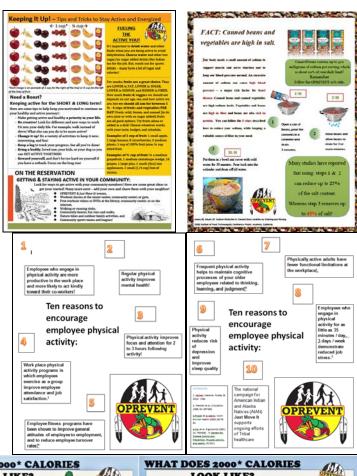
PHASE 3: ONE STEP AT A TIME



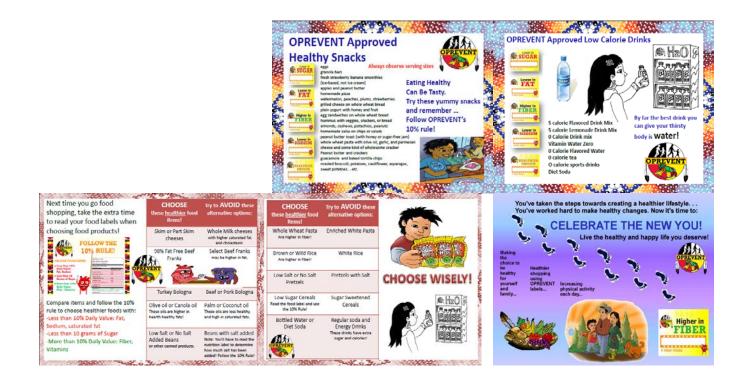


PHASE 4: MAKE IT COUNT, MAKE IT LAST









COOKING DEMONSTRATIONS & TASTE TESTS

GENERAL INFORMATION ABOUT COOKING DEMOS AND TASTE TESTS

Conducting cooking demonstrations and taste tests

Cooking demonstrations/taste tests are one of the activities of the OPREVENT Interventionist that takes up the greatest amount of his/her time. The cooking demonstrations will highlight the promoted foods and cooking methods for each phase of the OPREVENT intervention, and will seek to engage community members. Because several of the participating stores lack room for cooking demonstrations and taste tests, the interventionist will have to conduct them at other community locations as well. These may include the band office or health centre, worksites, community centres, at the schools, and other events. The interventionist is responsible for making sure she has all needed materials (see tables that follow) ready before beginning a demonstration.

Timing

- Cooking demonstrations will be conducted at least 3 times/phase at large stores and at least 2 times/phase at smaller stores, space and weather permitting.
- Cooking demonstrations should also be held at least 3 times/phase at various community locations.
- Conduct demos especially at days of maximum attendance (ie. During paydays or other days when checks are issued)
- When many customers are present, focus on Anishinabe from the participating communities.

Duration

Demonstrations should last approximately 1-2 hours, and should be conducted at times where there is likely to be a higher attendance (late afternoon, evening).

FOOD SAFETY

It is important to practice good food safety to prevent bacteria from getting into food or growing in food. Bacteria can make you sick- like a stomachache, diarrhea, fever, throwing up, etc. Steps to remember in keeping food safe:

- 1. Wash your hands thoroughly with soap and water, scrubbing all parts of your hands. Use a paper towel to turn off the faucet.
- 2. If you handle raw meat, wash your hands or use hand sanitizer before touching anything else. Make sure all surfaces that have come in contact with raw meat are washed as well.
- 3. Keep raw meat separate from other foods when preparing for a demo.
- 4. Wash all fruits and vegetables before using.
- 5. Remember to keep foods cool or hot. Raw or prepared foods should not be left out for more than two hours at room temperature.
- 6. Thaw foods in the refrigerator or a microwave
- 7. Tie back long hair when serving food.

DOCUMENTATION

The interventionist will need to document when and where cooking demos or taste tests were conducted using the Interventionist Site Visit Log. The Interventionist should also use this form to record when and where demos or taste tests were conducted and make a note of questions asked by customers and participants.

PHASE 1: CHOOSE WISELY

LEARNING OBJECTIVES

- 1. Customers will taste test diet sodas.
- 2. Customers will compare the sugar content of a variety of beverages.
- 3. Customers will guess the amount of soda in one serving.

MATERIALS NEEDED

Dixie cups

2 liter bottles of sample diet pop, fruit flavored water, sugar free drinks

Sugar jars displaying amount of sugar in different drinks

FLYERS

Comparison of sugar in juice, fruit cocktail, pop, water

GIVEAWAYS

Free can of diet pop of their choice Water bottle with logo

FREQUENTLY ASKED QUESTIONS

Q. Isn't the stuff in diet pop bad for you?

A. No studies have shown that Nutrasweet (aspartame) increases risks of getting cancer or any other illness.

Note: Nutrasweet contains phenylalanine, which is dangerous for phenylketonurics (a genetic disease)

Q. I thought diet pop is only for people with diabetes, sick people like that.

A. Diet pop is for anyone who wants to consume less sugar or calories. This includes diabetics, but can include any health-conscious person. (I'd also avoid the word "sick" here, especially in reference to diabetics.)

Q. Diet pop tastes funny to me... like it has chemicals in it.

A. All parts of foods are chemicals. Sugar is a chemical. Salt is a chemical. Different chemicals, even when they are all natural, have different tastes. The taste is a little different because it comes from something different. But it's safe to drink. Many people actually prefer the taste of diet pop once they are used to them. If you don't like the taste, water is another great alternative to pop.

PHASE 2: MAKE A PLAN, SET A GOAL

- 1. Consumers will see and taste cooking spray.
- 2. Consumers will learn about the benefits of cooking spray (in terms of reducing fat in foods).
- 3. Consumers will see how to use cooking spray by observing and tasting a commonly used recipe prepared with spray instead of grease or oil.

MATERIALS NEEDED: Pancake mix (prepared at home)

Large mixing bowl

Electric griddle/frying pan

Cooking spray

Extension cord

Small paper plates

Plastic forks

Napkins

Gloves (for handling food samples)

VISUAL: Shop Healthy Educational Display

GIVEAWAYS: Buttons, Pot holders, lunch bags

FREQUENTLY ASKED QUESTIONS

Q. How long does a can of cooking spray last?

A. A can of cooking spray, depending on size, can be used 500-2000 times (that is for a quick squirt). If you use it a lot, it will still last for over a month.

Q. How does cooking spray taste?

A. Cooking sprays are just vegetable oil, so plain types don't taste like anything much. Go ahead and taste some of the flavored varieties we have here for you.

Q. Isn't cooking spray more expensive?

A. Well, a can of canola oil cooking spray has about 340 servings and costs about \$3.89, so that is about 1cent per serving. One serving of canola oil is 2 tsp. (10ml) so a \$6.29 (Safeway 3000ml) bottle would hold about 300 servings which is about 2 cents a serving. Margarine (Safeway) cost \$3.09 for 907g, and a serving is about 2 tsp (10g), or about 3.4 cents. There is a flyer which illustrates this as well.

Q. What are the different foods you can cook with cooking spray?

A. Many of the foods you commonly prepare with grease or oil can be prepared with cooking spray. These include stir-fry vegetables, meats, grilled sandwiches, fried eggs, pancakes, bannock, anything that you might cook in a skillet. In terms of baked goods, the spray is for coating pans, and not a substitute for oil or shortening in the recipe.

Q. Is cooking spray safe to use?

A. Lecithin is a natural part of many foods, and all products in stores must be proven safe.

Q. What are the health benefits of using cooking spray?

A. Cooking spray is calorie free, fat free and cholesterol free.

GIVEAWAYS

Giveaways are tangible incentives that serve an important reinforcing purpose. For OPREVENT, we have a tiered giveaway system:

- Tier 1 giveaways refer to items that are widely available for community members. These are items that you can give to anyone who is around during your intervention activities. During interactive sessions (cooking demonstrations/taste tests), anyone who is present can receive a Tier 1 giveaway.
- Tier 2 giveaways refer to items that are available for people who interact with interventionists. Tier 1 items are less available threan Tier 1 items. During interactive sessions, interventionists can give Tier 2 items to anyone who talks to you for a short amount of time.
- Tier 3 giveaways refer to items that are less widely available. They require more "effort" on the part of the participant to receive. These can be given to participants who actively engage with interventionists or listen for a longer period of time.

Giveaways with the project logo include:

- Phase 1
 - o 2012 Calendar (Tier 1)
 - o Arm wrestle button (Tier 1 child)
 - o Magnetic shopping pads (Tier 1)
 - o Shopping bags (Tier 2)
 - o Water bottles (Tier 3)
- Phase 2
 - o Buttons (Tier 1)
 - o Pot holders (Tier 2)
 - o Lunch bags (Tier 2)
- Phase 3
 - o Buttons (Tier 1)
 - o Physical activity diaries (Tier 1)
 - o Frisbees (Tier 2)
 - o Pedometers (Tier 3)
- Phase 4
 - o OPREVENT 2013 Calendar (Tier 1)
 - o Physical Activity Diary (Tier 1)
- Phase 5/6
 - o Food diaries (Tier 1)