Faithfully Active Uses MU Extension Implementation Team Technical Assistance to Jumpstart Their Project

Missouri Baptist Hospital-Sullivan, with leadership provided by Emily Eschbacher, Community Health Educator, is partnering with local churches in a project called Faithfully Active. The goal of this project is to improve health and reduce the risk of chronic disease one congregation at a time. Although the project started slowly because of the holidays, the arrival of the New Year heightened people’s interest and the project has already surpassed the mid-year goal for the number of churches participating. For this project, each participating congregation conducts a baseline survey of its members’ interest in and participation in physical activity. Emily also meets with each pastor to discuss potential assets and barriers to physical activity on their church campus. Congregation members volunteer to be part of a wellness team whose responsibility is to implement physical activity education and programming in their congregation.

Since the idea for the project did not initially come from the congregation members, Emily was having trouble getting people interested in being part of the wellness teams. She asked the MU Extension Implementation Team for resources and strategies for getting people to buy-in to and become involved in the project.

We suggested that she do a publicity campaign to inform people at the community level, not just through the individual churches. Since Sullivan is a small town (population 6,679), we suggested that she use both print media such as bulletins, posters, newspaper announcements, announcements on church and/or municipal websites and broadcast media such as PSAs, the local radio show and/or radio announcements.

Understanding how information flows and finding out what matters in a community is key to getting people (continued on page 2)
Since there are elements of community development involved in the work that Emily is doing, we also provided her with the discipline’s lists of values and beliefs, assumptions, and principles of good practice. We provided hard copies of the following documents (which can be made available upon request):

- Building Blocks to a Successful Community
- Underlying Principles and Values Processes that Engage Whole Systems
- Brainstorming
- Working with Groups and Organizations
- Ten Principles for Effective Group Communication
- Creating Successful Interaction and a Learning Environment

In addition, we put Emily in touch with Ted Maltbia, a member of the MFH funded Healthy and Active Bootheel Communities project in New Madrid County, who is helping implement a similar initiative.

Emily recently informed us that she has done newspaper ads, six PSAs, a local television interview, and is in the process of adding a webpage about Faithfully Active. The PSAs proved to be very effective. The messages, read by a couple of church pastors and Emily, introduced Faithfully Active and provided contact information for getting involved. When she is shopping, she even has people coming up to her to ask about the project or tell her that they have seen or heard the ads. “The word is finally getting out,” she said. “I am just thrilled to have you as a resource!”


Photo credit: Casi Lock
Meet the Implementation Team Members

Dale Brigham is an MU Extension State Specialist in Nutrition and Exercise Physiology and co-directs the Healthy Lifestyle Initiative for MU Extension. He has experience in the field of nutrition and exercise physiology as a professor, laboratory researcher, clinical practitioner, and a public health worker and has worked in healthcare, university, and government settings.

Ann Cohen is an Associate State Nutrition Specialist with University of Missouri Extension and co-directs the Healthy Lifestyle Initiative. Ann’s experience in the field of nutrition focuses on developing, implementing, and evaluating nutrition education programs in school and community settings. Ann is active statewide in nutrition and wellness professional organizations, including serving as team leader for Missouri Action for Healthy Kids and past chair of the Missouri Coordinated School Health Coalition. She is the vice-chair of Columbia’s PedNet Coalition and on the project team for Columbia’s Robert Wood Johnson Foundation funded Healthy Kids Healthy Communities initiative.

Casi Lock is an Extension Associate in Community Development with the MU Extension Healthy Lifestyle Initiative. Her past experience includes working with minority farmers in Missouri to increase their awareness of sustainable agriculture practices and increase their use of federal funding programs, coordinating events for the MU Extension Community Food Systems and Sustainable Agriculture program, volunteering on farms in France, and volunteering at a biological reserve in Costa Rica. Casi is fluent in Spanish and French.

Bill McKelvey is an Extension Associate in Agriculture and Natural Resources with the MU Extension Healthy Lifestyle Initiative. Prior to joining the Healthy Lifestyle Initiative, he worked with the MU Extension Community Food Systems and Sustainable Agriculture program. For three years, he worked with the Family Nutrition Education Program in Jackson County where he was responsible for program and curriculum development for the Eating from the Garden program, a nutrition and gardening education program for youth. Bill is knowledgeable in the areas of starting and sustaining community and school gardens, farmer’s markets, and farm to school programs.

Community Development Values and Beliefs


- People have the right to participate in decisions which will affect them.
- People have the right to strive to create an environment that they desire.
- People have the right to strive to reject or modify an externally imposed environment.
- Participatory democracy is the superior method of conducting community business.
- Maximizing human interaction in a community will increase the potential for community development.
- Motivation is created in people by their interaction and participation.
- Community development in concerned with developing the capacity of people to deal effectively with their community.
Meet the Implementation Team Members

**Margie Meyer** is the project coordinator for the MU Extension Healthy Lifestyle Initiative. She also manages Jump Into Action, a team-taught, school-based program to help fifth grade students make healthy food choices and be more physically active. More than 38,000 students have participated in the program in Missouri.

**Max Warner** is an Extension Associate in Youth Development with the MU Extension Healthy Lifestyle Initiative. He holds a Master's degree in Public Administration and has ten years of experience working with public and non-profit agencies. He is knowledgeable in the areas of strategic planning, operations, and development. Previous work experiences were with Big Brothers Big Sisters of Central Missouri, Americorps, and as director of a community center in the Chicago area.

**Stan Woronick** is an Extension Associate in Business Development with the MU Extension Healthy Lifestyle Initiative. He provides direction and educational resources in promoting healthy work environments. He is the primary contact for the WorkWell Missouri Worksite Wellness Toolkit and associated workshops. Prior to joining MU Extension in March of 2008, he served for nearly 23 years as an aviation maintenance and personnel manager in the United States Air Force.

---

**MFH Healthy & Active Communities—Implementation Team**

**Purpose:**
The MU Extension Implementation Team provides grantees with assistance in implementing project activities. They are available by phone and email and for meetings in your community to provide program implementation support. Types of assistance might include: program specific assistance on topics such as worksite wellness, farm to school, and starting and sustaining community gardens; recruiting participants for community initiatives; fostering organizational buy-in and support; effectively engaging policy makers; and strategies to build community partnerships to ensure program sustainability.

**Primary Contact:**
Ann Cohen, MS, RD, LD  
Phone: 573-882-2435  
E-mail: CohenA@missouri.edu

**Secondary Contact:**
Casi Lock, MS  
Phone: 573-882-9986  
E-mail: LockC@missouri.edu

http://extension.missouri.edu/healthylife/