

*Corres - Mullis*

X  
University  
of  
Minnesota  
memo

date April 27, 19 82

to Rebecca Mullis

from Henry Blackburn

I'd be grateful for your calling me today on any gross deficiencies in this, and responding at your leisure with your rewrite of it.

Thanks.

Enclosure

/jml

APRIL 27, 1982

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## MHHP EATING PATTERN PROGRAM (EPP)

THE CONCEPT OF THE MHHP EATING PATTERN PROGRAM IS A MODIFICATION OF THE ADOPTION MODEL OF ENHANCING COMMUNITY AWARENESS, TO INDIVIDUAL INTEREST TO DEVELOPMENT OF SKILLS AND EXPERIMENTAL BEHAVIOR, AND TO PRACTICE AND REPETITION AMONG INDIVIDUALS WITHIN A LARGE COMMUNITY SYSTEM INVOLVING ATTITUDES AND ENVIRONMENTAL CHANGE.

THE GOALS OF THE EPP ARE, IN ADDITION TO LOWERING THE NUTRITION-RELATED PHYSIOLOGICAL RISK MEASURES, BEHAVIORAL GOALS IN ADOPTION OF AN EATING PATTERN, DIETARY CHANGE IN SPECIFIC TARGETED SUB-GROUPS, MODIFICATION OF FOOD SELECTION, PURCHASE AND PREPARATION BEHAVIORS AND THE PERCENTAGES OF TARGET SUBGROUPS PARTICIPATION IN MHHP EATING PATTERN ACTIVITIES.

THE STRATEGIES OF THE MHHP EPP OPERATE THROUGH THE SEVERAL DELIVERY SYSTEMS, THE HEALTH EDUCATION CENTER, YOUTH AND ADULT DIRECT EDUCATION, COMMUNITY-BASED PROGRAM AND MEDIA, PROVISION OF CENTRAL AND LOCAL CONSULTATION ON EATING PATTERN CHANGES TO INDIVIDUALS AND COMMUNITY ORGANIZATIONS, PROMOTION OF MHHP EATING PATTERNS BY AN ACTIVE COMMUNITY TASK FORCE, DEVELOPMENT OF MEDIA MATERIALS FOR PROFESSIONAL EDUCATION, FAMILY CLASSES AND YOUTH CLASSES IN SCHOOLS, REGULAR MENUS AND HEALTH COLUMNS, RADIO AND TV HEALTHY EATING PATTERN SHOWS, LOCAL TALK SHOWS, LUNCH BOX INSERTS, AND SCHOOL CAFETERIA AND RESTAURANTEUR INVOLVEMENT IN PROVIDING ALTERNATIVE EATING PATTERNS.

MAJOR ACCOMPLISHMENTS OF THE MHHP EATING PATTERN PROGRAM ARE THE RAPID SURVEYS WHICH HAVE INDICATED APPROPRIATE DELIVERY SYSTEMS FOR TARGETING INFORMATION, THE FORMATION OF AN ACTIVE TASK FORCE IN MANKATO AND THE SYSTEMATIC THEORY BASED DEVELOPMENT OF THE EATING PATTERN CAMPAIGN FOR THE FALL OF 1982, THE TESTING OF ELEMENTARY SCHOOL CURRICULA, AND SKILLS TRAINING IN HIGH SCHOOL STUDENTS, AND ENTHUSIASTIC WORKING COLLABORATION WITH A GROCERY CHAIN IN MANKATO.

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THE MAJOR PROBLEMS AND GAPS IN THE EATING PATTERN PROGRAM ARE THE NEED FOR A CENTRAL WORKING GROUP FOR DEVELOPMENT, WHICH IS UNDERWAY, THE ABSENCE OF AN ON-SITE LOCAL NUTRITION CONSULTANT NEED FOR A BROADER COMMUNITY-WIDE MODEL FOR EATING BEHAVIOR CHANGE, AND THE ABSENCE OF A PACKAGED WORK-SITE PROGRAM.

SHORT-TERM PLANS FOR THE EATING PATTERN PROGRAM ALL ARE BASED AROUND THE PREPARATION FOR THE FALL 1982 CAMPAIGN IN MANKATO. LONG-TERM PLANS ARE THE ASSESSMENT OF BEHAVIOR CHANGE IN THE COMMUNITY AND THE INVOLVEMENT OF LOCAL SERVICE ORGANIZATIONS IN EATING PATTERN ACTIVITIES APPROPRIATE TO THEIR TARGET PROJECTS AND POPULATIONS.

EVALUATION SUGGESTS SO FAR THAT THE MODEL IS WORKABLE, SPECIFIC ACTIVITIES AFFECT BEHAVIOR. A FOCUS ON THE KNOWLEDGE, PERCEPTIONS AND BEHAVIORS OF YOUTH IS PLANNED ON WHAT ARE HEALTHY DIETS, ALONG WITH REVIEW OF THE ANNUAL SURVEY DATA. THE RESEARCH AND ACADEMIC INTERESTS HAVE TO DO WITH EVALUATION OF SUCCESSFUL STRATEGIES IN CHANGING BEHAVIOR, AND THE PREPARATION OF EFFECTIVE PACKAGES FOR ADULT CLASSES.

THE UNIQUENESS OF THE MHP EPP IS ITS COMMUNITY-WIDE FOCUS ON ONE MAJOR HEALTH RELATED ISSUE AND THE FACT THAT IT IS THEORY-BASED.

THE LIMITATIONS HAVE TO DO IN THE BROAD, PERHAPS "SHOTGUN" NATURE OF THE INTERVENTION, IN WHICH THERE MAY BE INADEQUATE MEASUREMENTS AND INADEQUATE CONTROL OVER PROGRAM ELEMENTS AND THEIR DISSEMINATION.