

Engaging Older Adults through Faith Based Organizations: Potential Implications for Brain Health

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Today I Will Discuss

- Why faith-based organizations are a promising setting for reaching midlife and older adults
- Highlights of the USC Prevention Research Center's project with faith-based organizations



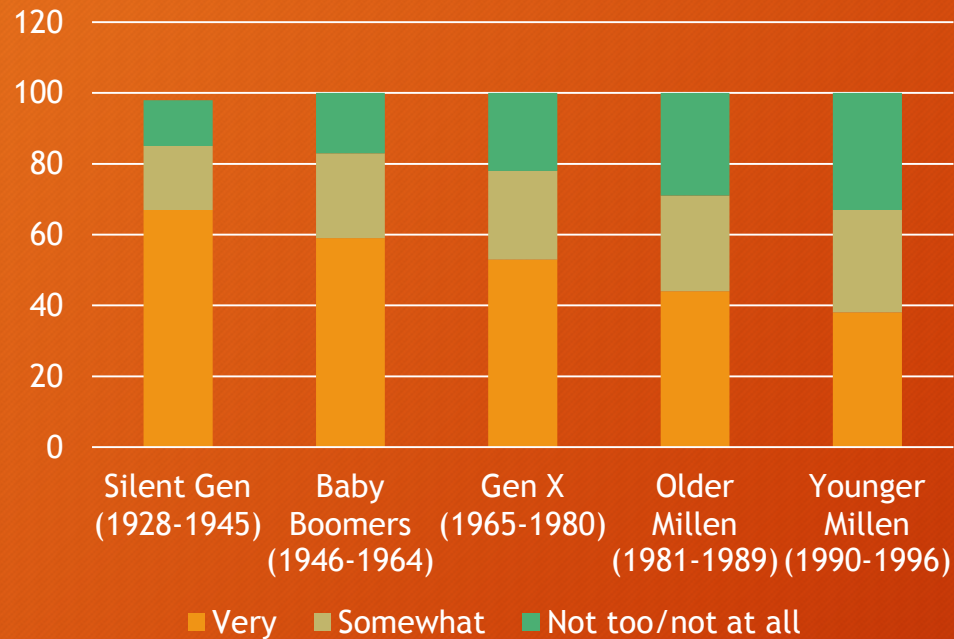
Why Work With Faith-Based Organizations?

- Reach!
 - Diversity: geography, race, ethnicity, SES
- Important & trusted
- Service, outreach, volunteer, and health mission
- Holistic approach to health: mind, body, spirit
- Physical resources & communication channels for health promotion
- Ability to deliver messages in a manner consistent with values & culture
 - Potential for greater resonance with message

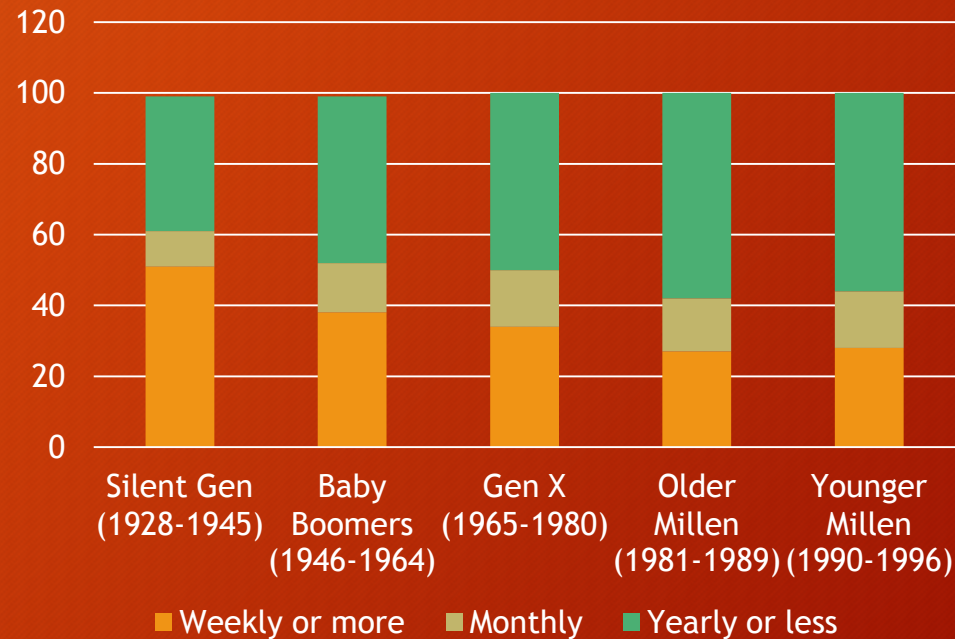


Why Work With Faith-Based Organizations for Topics Such as Brain Health?

Importance of Religion



Attendance at Religious Services



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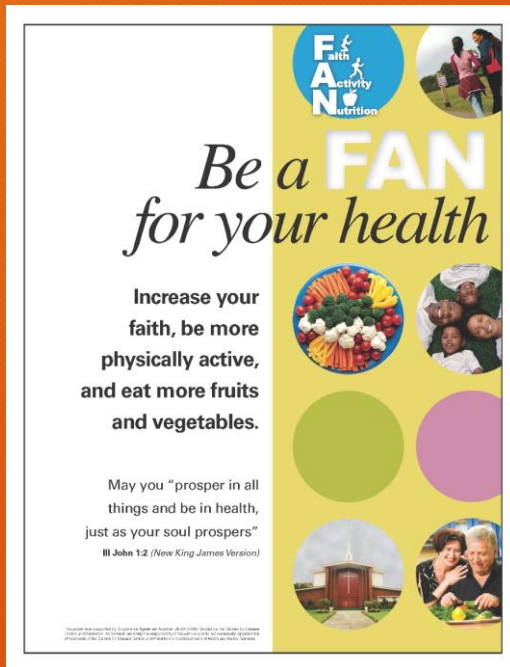
- In addition to having higher levels of attendance at religious services....many midlife and older adults play the role of key volunteers in church ministries
 - Church Coordinators in our current project:
 - Mean age: 60 (9) years; Range: 35-77
 - 85% are 50+ years
- Many faith-based organizations have senior groups / senior lunches / senior events
 - Often looking for speakers and programming
- Keeping members active and engaged in religious life viewed as important
 - Can link to health promotion and brain health



Source: Google Images

USC Prevention Research Center's Applied Public Health Research Project

- Dissemination & Implementation (D&I) of the Faith, Activity, & Nutrition (FAN) Program



10/24/15 Training: Churches Take an Active Break

- Phase 1: Study the D&I of FAN in a rural, medically underserved county in SC
 - Fairfield Behavioral Health Services & Fairfield Community Coordinating Council
 - 36 churches trained; 20 more next year
- Phase 2: Study the D&I of FAN in a state roll-out
 - SC Conference of the United Methodist Church (UMC), ~1,008 churches in SC



Source: Google Images

Thank you!

<http://prevention.sph.sc.edu/>