Principles of Influence Promote Health Behavior Change in Older Adults

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• Introducing the Chef Charles Nutrition Education Program
Iowa Needs Assessment

- 5th in Nation for 65+ yrs
- 3rd in Nation for 85+ yrs
- 24% older Iowans consume 5 servings (BRFSS)
- Low income groups consume fewer servings
Why is Nutrition Ed Important for Older Adults?

• Research shows that it is never too late to learn new behaviors
• Improving health of older adults helps them maintain health and independence
• There are 621,245 Iowans 60 yrs.+ (20% of population)
• Nationally, 93% live in their own homes and they want to remain there
Chef Charles Club

• Created in 2003 for older adults
• Concepts from

Pick a better snack™

• Eat more fruits and vegetables
• Be more physically active each day
• Prepare and cook foods safely
Chef Charles Club

- Monthly newsletter
- Leaders guide
- Lay leaders
- Incorporated adult learning strategies
  - small groups
  - hands on activities
  - visual resources
- 74 Congregate meal sites
June
Be Active
Exercise Safely
Think before you begin.

Being physically active is good for your health and your mind. But if you have not been active in the recent past it is important to think safety before you begin. The first step is to see your healthcare provider. Do not begin without the permission of your doctor and will monitor your progress and will advise on the increase physical activity.

8 medium strawberries have more Vitamin C than one orange.
1 cup of raspberries have 8 grams of fiber or 32% of your daily need.
PUMPKIN
Wash. Cook. Eat. How easy is that?
- Make roasted pumpkin seeds by washing seeds and baking them for 20 minutes at 375°. Spray with low-fat butter spray and top with garlic powder.
- Boil chunks of pumpkin for 10 minutes. Spread with cinnamon and sugar.
- Take canned pumpkin and mix it with vanilla pudding.

SWEET POTATO
Wash. Cook. Eat. How easy is that?
- Cut up sweet potatoes like French fries and spray with a low-fat cooking spray. Bake at 375° for 20 minutes.

Pick a better snack™ & Act
November

CRANBERRY
Wash. Cook. Eat.
- Put cooked cranberry sauce in a refreshing taste.
- Stir cooked, chilled cranberries with blueberries and serve in vanilla yogurt.

Buying tips: Choose firm and slightly heavy berries with no wrinkles or bleeds.

Special tips: To wash berries, use a little chlorine.

Storing tips: Store them in a cool, dry, dark place.

Serving size: 3/4 cup
Early Evaluation

• Participants liked
  – newsletters, puzzles
  – exercise bands, incentive items
  – food samples

• Leaders liked
  – easy to use materials
  – colorful apron

• Participants did change behaviors
Evaluation- Pre/Post Test
2005

- 55% report increasing intake
- 46% tasted new F&V
- 49% tried new recipes containing F&V
- 78% agreed they may develop health problems if they do not eat F&V
- 62% report they feel they can eat 2.5 cups of F&V.
Low-Fat Calcium-rich Foods

Fruit & Veggies Dairy Foods

Physical Activity
What is the Chef Charles Club?

The Chef Charles Club is a nutrition education project for older adults created by the Iowa Nutrition Network and the Iowa Department of Public Health with funding from the Iowa Food Assistance Program. The Iowa Department of Aging and Area Agencies on Aging, partner to bring Chef Charles nutrition education lessons to congregate meal sites.

In October and November, AARP and the Iowa Department of Aging are promoting Chef Charles in 20 Iowa counties. Presentations will be provided by volunteers using the newsletter and this shortened Leader's Guide. The newsletter and leader's guide will highlight the Iowa Food Assistance Program including directions on how to enroll.

Presentation Pointers
Here are some ideas to help you lead Chef Charles nutrition presentations at a meal site.

1. Create opportunities to engage meal site participants in discussions about newsletter topics.
2. Adult learn from each other. Show them respect by allowing them share their experiences and knowledge.
3. If people ask questions you cannot answer, do not feel like you have to answer. Tell them you will find the answer and get back to them. Send questions to the Iowa Department of Health and they will reply with an answer. (Contact Marilyn Jones at mjones@idph.iowa.gov or call 800-332-1679 and ask to speak to Marilyn Jones or Donna Montgomery).

Encourage Seniors to use Food Assistance

A new study that looked at the hunger trends over a 10-year period found that more than one in seven older adults faces the threat of hunger. Unlike the population as a whole, food insecurity among those 60 and older actually increased between 2009 and 2010. The fact that seniors are going without enough food due to economic constraints is a serious problem that will have greater implications for senior health. Medical News Today. May. 2012.

Older adults are less likely to apply for Food Assistance than other sub-groups. During your presentation emphasize that eating enough nutritious food every day protects their health. If they do not have enough food there is help. Invite them to apply for Food Assistance. The application can be completed on the internet or at DRS offices.

Sample Chef Charles Article

Ever Feel TV Commercials are a Waste of Time?

Make good use of watching TV by exercising during the commercials. Standing up and stepping in place during commercials may burn as many calories as you would if you took a walk.

One hour of stepping in place during the ad will give you 21 minutes of activity, or roughly 2,100 steps. You will burn about 150 calories, nearly double the 80 calories you would burn during the hour of sitting on a couch. The average person burns 150 calories walking for a half hour at a moderate pace (3 mph). You would burn fewer calories at a slower pace.

A typical half-hour TV show has 8 to 12 minutes of commercials, and American adults spend three to five hours a day watching TV. Does this sound like you? If you stand up and stepped in place during the commercials, you could burn an extra 200 to 350 calories a day.

Leader's Guide Instructions

Props Needed:

1. Watch with a second hand

Snack Demonstration

Lettuce Wraps
Slice of low-fat cheese or a low-fat cheese stick
Slice of turkey
1 lettuce leaf
Favorite mustard

Wrap a slice of low-fat cheese or a cheese stick, turkey and mustard into a lettuce leaf.

Teaching Points
1. If possible have enough supplies for each member to make their own wrap.
2. If you cannot provide supplies for everyone, follow the pictures in the newsletter to demonstrate the wrap.
3. What are some other low-calorie condiments you could use instead of mustard? Salsa, relish
4. What are some other combinations you could make into a wrap that would provide protein or calcium?

Directions

The goal is to demonstrate how easy it is to walk 8 to 12 minutes during a TV program. Begin the presentation with the participants walking in place for one minute. Put your presentation stop and announce 'commercial time'. Ask the participants to walk in place for another minute. If some are unable to walk, suggest they sit and use leg muscles to strengthen leg muscles.

Presentation

1. Ask the group: What is your favorite TV show? How long is it? 30 or 60 minutes? Does that include commercials? Let's look at the newsletter and find out how many minutes in a 30 minute show are commercials. Answer: 8-12 minutes of commercials.
2. The Chef Charles article states that if you walk during commercials you will burn 150 calories compared to the 80 calories you burned just sitting. Which TV show will you choose to watch AND walk this next week?
Evaluation - Focus Groups

• Meal site managers and others
  • Person with right personality
  • Best to have session before lunch- 15 minutes
  • Share personal goals

• Chef Charles participants
  • Well received
  • Identify strongly with leader, attracted by friendliness
  • Wondered who is Chef Charles
  • Cooking for one is difficult
  • Groups looking for social interaction

• Creating a Recipe for Success
JaNeil Long

• Experience with the Chef Charles Program
Using the Psychology of Persuasion for Behavior Change

Doris Montgomery
Iowa Department of Public Health
Qualitative Research Questions

• How could Chef Charles better support behavior change?
• What are the essential skills that are needed to effectively teach or facilitate Chef Charles education sessions?
• How could the program be modified to include more “influence” strategies?
• Is Chef Charles an effective program name? A: No
Older adults were motivated by what they could do to maintain or improve their health.

- Remain in their current homes and live independently
- Maintain or increase mobility
- Continue to connect with family/friends
- Manage health challenges for better quality of life
- Lose weight - especially belly fat
- Assist spouse with health challenges
Educator Is Key To Success

- Likeable, approachable, and authentic while being credible and knowledgeable
- Emotionally engaged
-_listens well and can tell stories

Bottom line: People don’t act on the advice of people they don’t like. Hire likeable people and train them on content.
Strengthen Emotional Connection

- Build emotion-driven communication plan
- Provide simple, practical, relevant information – connect to health concerns
- View education as transformational, not just informational
- Incorporate universal pulse points and Principles of Influence into education materials and training video for facilitators
Chef Charles Says...

Pick a Better... Snack For Your Grandchild

As a grandparent do you think you influence what your grandchild eats? The answer is yes, and you can help your grandchild develop healthy eating habits for life. The bonus is that you will be eating healthier as well.

You are an important influence on your grandchild. You can do many things to help develop healthy eating habits for life.

◆ Offer a Variety of Foods Try something new with your grandchild. Here are just a few ideas: fresh pineapple, green peppers, a fresh spinach salad, lowfat cheese, canned salmon, or a whole wheat pita with hummus. Put rinsed and cut fruits and vegetables on a shelf in your refrigerator where your grandchild can choose them for a snack.

◆ Follow Meal and Snack Schedule Children need three meals and one or two snacks each day. Preschoolers need snacks since they do not eat enough at a meal to stay full until the next mealtime. Make sure that the foods offered at each meal and snack provide the most nutrition for the child.

◆ Cope with Picky Eater Let your grandchildren be a “produce pickers.” Let them help pick out fruits and veggies at the store. It’s a great idea for helping your picky eater try fruits and vegetables. Offer choices. Rather than ask “Do you want broccoli for dinner?” ask “Which would you like for dinner: broccoli or cauliflower?”

Be Active
Fight a Cold

In a study analyzing data about the physical activity of 1,002 men and women, researchers found that the more a person exercised during the fall and winter, the fewer sore throats, headaches, fevers, and other ailments they suffered. Those who engaged in aerobic activities like brisk walking at least five times a week spent 4.3% fewer days with upper respiratory infections than those who exercised less than once a week and when the exercisers did get sick, their illnesses were milder.
Believe in a Stronger and More Vital You!

“I have arthritis and I need to be careful about falling because my bones are not as strong as they used to be. One fall could be devastating. I am almost afraid to be active.”

Believe in your ability to improve your life. Life is hard and health challenges like arthritis can overwhelm even the strongest person. But don’t give up. Even small steps like choosing to eat one more fruit or vegetable each day can add up to big results. Instead of focusing on one nutrient or one food, eating a wide variety of foods.

Be more active to be more vital. Has your doctor recommended being more active to help you manage arthritis? Physical activity can actually prevent and reduce the stiffness, pain and swelling from arthritis. Find a friend who loves life and get walking and talking about your next adventure. You may learn more about your friend in 30 minutes of walking than 30 years of friendship.

Celebrate past successes. We all know it’s easy to focus on what we have failed to accomplish. But rather than dwell in the dumps, start by making a list of all you are doing right. And don’t skimp on the compliments. For example, what do you already do to maintain the “health” or strength of your bones? Do you need more ideas? Check out the article on bone-friendly foods.

Water Can Work Wonders

Water moisturizes and gives support to joints which helps ease some of the pain associated with arthritis. Water also helps prevent dehydration which can lead to dizziness, fatigue, and confusion. Try to include a beverage with each meal and snack to meet your goal of at least 48 ounces (8 cups) of fluid daily. The older we get, the less likely we are to feel thirst plus some of the medications we’re on also affect thirst.¹

¹Tufts University Health & Nutrition Letter, Special Supplement, June, 2013.
Testimonial

“I really enjoy fresh food and I enjoy trying the new things the nutrition meeting brings.”

Shirley Bain

“They keep us on our toes and it helps,” Shirley said. The ladies have really enjoyed the new foods they’ve tried as part of the Fresh Conversations program. So much so they’ve even gone out to buy some at the store.

When coming to the meetings they learn about more than just new foods. They’ve also learned about what they need to do to fight Alzheimer’s or arthritis, and exercises they can do at home to stay fit.

Dorthea, Shirley, Judy, and Janet all agree, the things they have learned really do help them stay healthy, happy, and independent. And it’s never too late to try something new.

You Don’t Drink Milk? Well, Nuts!

You are not alone if you find it hard to drink three cups of milk a day. Perhaps you have lactose intolerance or you just do not care for milk. While dairy products – milk, cheese, and yogurt – are excellent sources of calcium, there are other options, like almonds.

Many plant foods, including almonds and dark green leafy vegetables. Fish with soft bones that are eaten, such as canned salmon and sardines, and calcium fortified foods, including cereals, tofu, milk alternatives (e.g. almond milk), and orange juice, are good sources.

Almonds

A snack of one ounce or 23 almonds provide 75 mg of calcium. If you like to snack on nuts, making almonds a part of the mix will increase your calcium intake. They’re also a good source of protein!

Almond Milk Substitute

Almond milk, fortified with calcium and vitamin D, is a possible substitute for regular milk. Cup for cup, it has similar amounts of calories, carbohydrates, calcium and vitamin D.

Make Your Day Lighter With Stronger Muscles

Small improvements in muscle strength can help you maintain your balance and make it easier to do everyday things like get up from a chair, climb stairs, carry groceries, open jars, and hold your grandchild. To strengthen your muscles, you need to lift or push a bit of weight – just a few pounds.

Puzzle Solutions

Almond Milk
Yogurt
Cheese
Dark Leafy Greens
Orange Juice
Calcium
Canned Salmon

Take care of your bones!
# Bone Friendly Foods

If you are short on ideas on how to get enough calcium daily, use this list of bone friendly foods.

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<tr>
<th>Food</th>
<th>Ways to Enjoy</th>
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<tr>
<td>Milk</td>
<td>Blend into a smoothie&lt;br&gt;Cooked oatmeal with milk, not water&lt;br&gt;Add to hot cocoa on a cold night</td>
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<td>Yogurt (more tolerable for people who get an upset stomach with milk)</td>
<td>Substitute plain yogurt for sour cream&lt;br&gt;Add to fruit salad&lt;br&gt;Choose as a dessert&lt;br&gt;Use as a dip for vegetables or fruit</td>
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<tr>
<td>Cheese (pay close attention to the amount you eat)</td>
<td>1.5 ounces (size of 2 dice), provides the calcium of 1 cup milk&lt;br&gt;Cheese sticks paired with fresh fruit for dessert</td>
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<tr>
<td>Spinach*</td>
<td>Add to salads&lt;br&gt;Mix into pasta dishes or omelets&lt;br&gt;Add to a sandwich</td>
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<tr>
<td>Orange juice, fortified</td>
<td>Try Orange Julius as a snack (see this month’s recipe)&lt;br&gt;Substitute in a gelatin salad for cold water</td>
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*Every little bit of calcium from food adds up to meet daily needs. Many foods like spinach contain naturally occurring compounds which limits the absorption of calcium. While the calcium is less, some calcium is absorbed and benefits your health.

## Take Action Corner

Strong bones supported by a healthy diet rich in calcium and physical activity, limits falls and gives you the power to be all you can be.

**This month I will try...**

How confident are you that you can complete your action?

Score it 1-10 (1 = not confident, 10 = confident)

## Orange Julius

1/2 cup frozen orange juice concentrate<br>1/2 cup low-fat milk<br>1/2 cup water<br>2 tablespoons sugar<br>1/2 teaspoon vanilla<br>4 ice cubes

Combine all ingredients, except ice cubes, in a blender. Blend 1-2 minutes, adding ice cubes one at a time, until smooth. Makes 2 servings.

One cup of orange juice can be substituted for the concentrate and water.

1/2 cup of almond milk can be substituted for milk and vanilla.

Calories: 155; Protein: 3 g; Fat: 0 g; Carbohydrates: 23 g; Fiber: 0 g; Calcium: 91 mg; Potassium: 545 mg; Sodium: 36 mg; Total Saturated Fat: 0.5 mg; Vitamin D: 0 IU
Overhead Arm Raise

This exercise will strengthen your shoulders and arms, which make swimming and other activities such as lifting and carrying grandchildren easier. You can do this exercise while standing or sitting in a sturdy, armless chair. If you do not have weights try cans of food or bottles of water.

1. Keep your feet flat on the floor, shoulder-width apart.
2. Hold weights at your sides at shoulder height with palms facing forward.
3. Slowly breathe out as you raise both arms up over your head keeping your elbows slightly bent. Hold for 1 second.
4. Breathe in as you slowly lower your arms to shoulder height.
5. Repeat 10-15 times.
6. Rest; then repeat 10-15 times.

Seeing Red Protects Your Bones

Could spaghetti sauce help you avoid brittle bones? Scientists have found that a natural substance, called lycopene, slows the breakdown of bone cells, protecting against brittle bones. Lycopene gives fruits and vegetables their red color. Cooked tomatoes have more lycopene per serving, so consider dishes with tomato sauce as a base.

It All Adds Up!

Alternate sources of calcium contribute to the recommended daily requirement.

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Signs of Summer

Search for these summer fruits and vegetables.

B U T T E R L E T T U C E I I E G S S S
R F C B X R H U B A R B A O M K P N A E
C R F F A F A C S Q N A M L I A P S K
F T S E I R R E B W A R T S N E R A P O
V I D A L I A O N I O N S A B I E S A H
S N E E R G D R A L L O C N C P A E R C
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Z T A L N M U K F G B S I Y E X D D S A

Apricots  Green  Peas  Swiss Chard
Artichokes  Beans  Rhubarb  Vidalia Onions
Asparagus  Honey Dew  Snow Peas
Butter Lettuce  Limes  Spinach
Collard Greens  Mangos  Strawberries

*Tufts University Health & Nutrition Letter, v.50, no.1, 2011 March, p.10 (ISSN: 1526-0143)
Example: Heading

Factual

It Is Important to Maintain Strong Bones as You Age

With Emotion

Better:
Strong Bones Support Independence

Even Better:
Believe in a Stronger and More Vital You!

April 2014
Factual

• Strong Muscles Make Daily Tasks Easier

• Small changes in muscle strength can make a real difference in accomplishing daily activities.

• To combat arthritis pain and strengthen your muscles, you need to lift or push weight.

With Emotion

• Make Your Day Lighter with Stronger Muscles

• Small improvements in muscle strength can make it easier to do everyday things like getting up from a chair, opening jars, and holding your grandchild.

• Strengthen your arm muscles by lifting a can of soup… etc.
Factual
Managing arthritis pain can be difficult but keep trying. It is worth the effort.

With Emotion
• Believe in your ability to improve your life. Life is hard and health challenges like arthritis can overwhelm even the strongest person. But don’t give up. You are stronger than you think.
Factual

• Goal setting is essential for success.

• Set daily goals for being active and eating calcium-rich foods. And don’t forget about vitamin D – it will help your body incorporate calcium into your bones.

• Start small and build on your success. A list of calcium-rich foods is provided on page 3 to help you get started.

With Emotion

• Celebrate past successes. We all know it’s easy to focus on what we have failed to accomplish. But rather than dwell in the dumps, make a list of all you do right.

• What makes you proud about the actions you take to have stronger bones? What would you say to a friend who asks for ways to start protecting their bones?

• Need more ideas? Check out the article on bone-friendly foods.
Influence by Robert Cialdini

Six Fundamental, Psychological Principles

1. Consistency
2. Reciprocation
3. Social Proof
4. Authority
5. Liking
6. Scarcity
Influence by Robert Cialdini

Six Fundamental, Psychological Principles

1. Commitment and Consistency
2. Reciprocation
3. Social Proof
4. Authority
5. Liking
6. Scarcity
Reciprocation

**RULE**

*We should try to repay, in kind, what another person has provided us.*

- Give the gift of stories and they will give back the gift of remembering – and maybe sharing them
- Give the gift of recognition for what clients are doing right and they will give back gift of trying more
Commitment and Consistency

RULE
We desire to be (and to appear) consistent with a commitment we made or a stand we took.

• Consistency is highly valued in our culture; without it our lives would be erratic and disjointed
• Whenever one takes a stand that is visible to others, we are driven to maintain that stand
Liking

**RULE**

We most prefer to say yes to the requests of someone we know and like.

- Tupperware: the request to purchase the product does not come from a stranger; it comes from a friend to every woman in the room
Facilitators need to be likeable and credible

- Some people intuitively know how to be likeable but others don’t (identified need for training video)
- Mr. Rogers vs. Mr. Spock
- Work the room; be joyful, passionate
- People who appear to participants to have “walked in their shoes” are more likeable
Six Simple Secrets to Success

• Preparation build confidence
• BE likeable
• Involve the audience
• Keep it simple, practical and relevant
• Walk in their shoes
• Small steps. Big results.

Video is a ZLR IGNITION production.
How would you respond?

My success plan

• Here’s whose lives will be better because I am strong and powerful
• Here are the small steps I will take to remain powerful in the world
• Here’s how I will celebrate my accomplishments
• Here’s what I’ll say to myself when I am realize how amazing I am