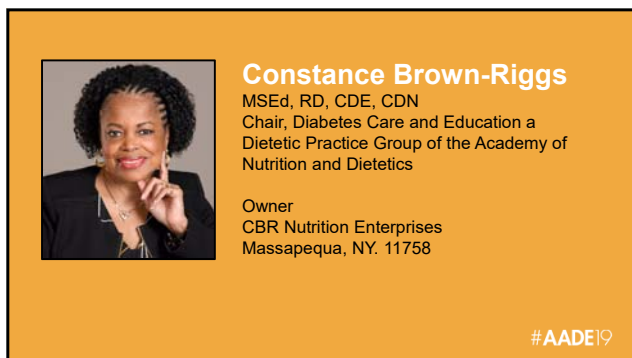


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Danessa Bolling
Danessa M. Bolling, LMSW, LCDC

Social Worker/Counselor
Therapeutic Alliance LLC
Houston, Texas

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Disclosure to Participants

- Notice of Requirements For Successful Completion
 - Please refer to learning goals and objectives
 - Learners must attend the full activity and complete the evaluation in order to claim continuing education credit/hours
- Conflict of Interest (COI) and Financial Relationship Disclosures:
 - Presenter: Constance Brown-Riggs, MSEd, RD, CDE, CDN - Nutrition Consultant, OldwaysPT: Honoraria, OldwaysPT
 - Presenter: Danessa Bolling, Clinical Liaison - No COI/Financial Relationship to disclose
- Non-Endorsement of Products:
 - Accredited status does not imply endorsement by AADE, ANCC, ACPE or CDR of any commercial products displayed in conjunction with this educational activity
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 - Participants will be notified by speakers to any product used for a purpose other than for which it was approved by the Food and Drug Administration.

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Objectives

- Understand the scientific evidence suggesting the benefits of traditional diets like the African Heritage Diet
- Identify how the African Heritage Diet Pyramid can be used to inspire positive health outcomes.

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Objectives

- Reframe nutrition education programming in a way that is culturally relevant to participants.

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The Need for a New Approach to Diet

- African Americans Living Longer
 - Death rate declined 25% in 1999 and 2015
 - 65 years and older
- AA 20s, 30s and 40s
 - Living/dying from diabetes, high blood pressure and stroke

Center for Disease Control

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The Need for a New Approach to Diet

- AA 18 – 49 years
 - Die from heart disease 2x more than whites
- AA 35 – 64 years
 - 50% more have high blood pressure compared to whites

Center for Disease Control

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The Need for a New Approach to Diet

- Diabetes
 - 3 million African Americans diagnosed
 - ¼ of African American women >55
 - 12% of African American women > 20
 - Kidney failure 4x more than whites
 - Blindness 2x more than whites

National Diabetes Statistics Report, 2017



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African Americans



- Black racial groups of Africa
- In US for generations
- Recent immigrants
 - Africa, Caribbean, West Indies
- Southeast and mid-Atlantic
 - Louisiana, Mississippi, Alabama, Georgia, South Carolina and Maryland



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Barriers to Achieving Better Health

- Mistrust
 - Tuskegee
 - 1997 eight survivors
- Low priority
 - AIDS, crime, education



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Barriers to Achieving Better Health

- Susceptibility
 - Low income
- Spirituality
 - Fatalistic view
- Provider Bias
 - Explicit and implicit

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Proverbial Soul Food Diet



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Foods of African Heritage



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Shifts From Traditional Eating to Industrialized Meal Patterns

Health Outcomes:

- Metabolic syndrome and obesity increases in Botswana
- New rates of hypertension in West Africa
- Urbanization linked to poor dietary quality and greater risk for chronic disease

South African Medical Journal, May 2009, Vol. 99, No. 5

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Fat, Fibre and Cancer Risk in African Americans and Rural Africans

Nature Communications 6, Article number: 6342 (2015)

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Colon Cancer

African American Men and Women

- Highest rates of death from colorectal cancer
- A greater proportion of US African Americans die from colorectal cancer compared with rural Africans

Nature Communications 6, Article number: 6342 (2015)

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TWO WEEK FOOD EXCHANGES

AA fed African-style diet

- 55g high-fiber
- 16% fat

Rural Africans fed Western-style diet

- 12g low-fiber
- 52% fat

Nature Communications 6, Article number: 6342 (2015)



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Two Week Food Exchange Results

“African Americans experienced a reduction in inflammation of their colons, improved markers for cancer and an increase in the diversity of their healthy gut bacteria. On the other hand, rural Africans who ate a Western-style diet produced more bile acid—a risk factor for colon cancer—and experienced a decrease in the diversity of healthy gut bacteria.”

Nature Communications 6, Article number: 6342 (2015)




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Southern Diet

In a 2018 study in the October issue of JAMA researchers found that among all mediating factors for the high prevalence of hypertension among the US African American population the largest mediator was eating a typical “Southern diet” of fried food, processed meats, added fats, and sugar-sweetened beverages, accounting for more than 50% of the excess risk of high blood pressure in African American men and 29% of the excess risk among African American women.

Nature Communications 6, Article number: 6342 (2015)



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Nutrition must go beyond a one-size-fits-all approach.

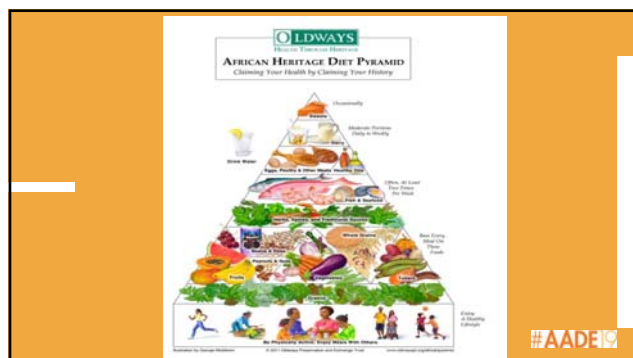
According to the DHHS, "practicing cultural competence to honor diversity means understanding the core needs of your target audience and designing services and materials to meet those needs strategically."



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Helping AA Reclaim Their Cultural Heritage

Tips for Diabetes Educators



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Healthy Messages That Resonate

- Free from abstraction or elitism
 - “White People Food” Huffingtonpost 2018
- Focus on affordability, availability and ownership
- Emphasize community fellowship, celebration, identity, and meaningful memories connected to food.

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Introduction to A Taste of African Heritage (ATOAH)

- A six-week nutrition and cooking curriculum.
- To help people eat and live more healthfully through a traditional diet and to prepare more home-cooked healthy meals per week.

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Culinary History, Traditional Foods and Nutrition



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**Danessa's Journey
Through ATOAH**


Teacher to Ambassador

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ATOAH Cooking Curriculum

- **Class components**
 - Introduction
 - Historical and nutritional discussion
 - Cooking lesson
 - A time to eat together and reflect.
- **Tracking success**
 - Confidential lifestyle and physical health evaluations




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ATOAH Cooking Curriculum

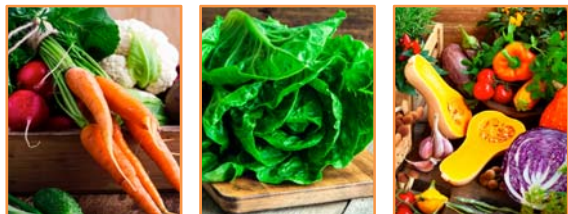
- Lesson 1: Traditional Herbs and Spices
- Lesson 2: Greens
- Lesson 3: Whole Grains
- Lesson 4: Beans and Rice
- Lesson 5: Tubers and Stews
- Lesson 6: Fruits and Vegetables



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Effectiveness of A Cultural Approach



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Effectiveness of A Cultural Approach

- Lifestyle Changes 2017
 - 25% Increased home cooking
 - 34% Increased consumption of leafy greens and vegetables
 - 33% increased consumption of whole grains
 - 29% increased fruit consumption

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Effectiveness of A Cultural Approach

- Lifestyle Changes 2017
 - 29% increased exercise
 - 33% increased vegetarian based meals
- Measurable Health Changes 2017
 - 60% lost weight
 - 33% reduced blood pressure by one stage
 - 52% lost inches from their waists

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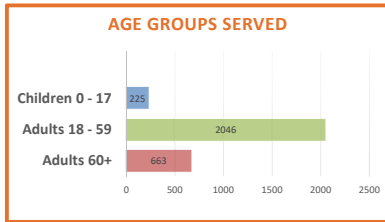
ATOAH Outreach Metrics

- 6,493 community members reached since inception in 2012
- 1,998 reach by ATOAH classes 2017
- 326 classes taught since inception
- 132% growth of members in FB group since 2016

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Demographics & Reach



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Bring ATOAH to Your Program

- License the curriculum on an annual basis
 - Single license \$300
 - Multi site license
- Purchasing the Curriculum
 - Photocopying the printed curriculum is a violation of the copyright
- Student handbook, teachers manual, trifold brochure, entrance/exit surveys
- African Heritage Grocery Store Tour Kit
 - FREE Download
 - teaches shoppers how to navigate supermarket aisles and select foods from the African Heritage Diet Pyramid.

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- Be inquisitive and identify cultural and environmental barriers
- Take the African Heritage Diet CPE course

- Use educational materials representative of the client's ethnicity
- Teach an African Heritage cooking class



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In Summary



Adopting a westernized diet increases susceptibility to health problems.

ATOAH cooking curriculum inspires positive health outcomes.

Reframing nutrition education programing can play a key role in bridging the health-equity gap in African Americans

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