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PURPOSE

This project is designed to educate African American men and women ages 18 and up that reside in Jackson, Tennessee, and surrounding areas on how regular physical activity, obesity reduction, and adopting healthy habits can help prevent and control high blood pressure.



DEMOGRAPHIC

The research population for this project is African Americans ages 18 and up in Jackson TN, and surrounding areas. A special focus is on those who have limited resources for exercising due to COVID-19. People will be not excluded from this project if they are not in the target population.

METHODS

This project hosted Two HBCU Zoom Line Dance Parties on Saturday, February 27, 2021, and Thursday, March 25, 2021, both at 7 pm.

Student Investigator posted flyers on social media and around campus to recruit for this event. The flyers on Facebook had a total of 1574 likes and 127 shares. On Instagram 186 like and 36 shares. The student also made a promotional video and shared it on Facebook it was viewed 1629 times. The student also made an event page on Facebook and invited over 1000 people. This project used a Zoom meeting for the line dance parties. A total of 269 people attended the parties. Two DJs, a host, and a line dance instructor provided 2 hours of physical activity, information about obesity, hypertension, and the recommended amount of exercise for adults.

This project will also provide awareness about HBCU Wellness COVID-19 Prevention Campaign. Wash your hands, Wear your mask, Social Distance, and Self Check (WWSS).

The Student Investigators created QR codes for pre and post touch-less surveys to reduce contact with attendees The surveys were administered to measure if any of the participants are ready to make behavioral changes related to risk factors associated with physical activity.

OUTCOMES

The outcomes of this project are as follows:

- 50 responded: My physical activity level is okay but needs improvement.
- 97 responded: Access hinds me from exercising regularly.
- 127 responded: My doctor has told me to exercise more.
- 60 responded: Have minor health problems.
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STUDENT LESSONS LEARNED

Lessons learned from this project are:

1. Many people confined in their homes were uneasy about being on camera.
2. People respond better to short videos rather than flyers and posters.
3. I learned about how to manage my weight and how to make healthy choices.
4. People do not like taking surveys.



COMMUNITY PARTNER ACKNOWLEDGEMENTS

Lane College
CWIZZ Entertainment
TN-MMC HBCU Wellness Project
DJ Darryl Jaye
3D Line Dancing