



Giving Voice
to Faith Community Health Initiatives

Virginia Elliott
United Methodist Health Ministry Fund





Role of Communications

- Create enthusiasm
- Share information
- Motivate change



Church Communications: Advantages

- Established communications channels
- Regular contact with core audience
- Established image in community
- Volunteer support
- Expertise in congregation



Church Communications: Disadvantages

- Lack of communications planning
- Limited experience spending money on communications
- Lack of expertise/understanding of effective communications strategies
 - Identity
 - Consistent image
 - Targeted audience
 - Simplicity
 - Frequency



***How can church volunteers**
be equipped to use effective
communications strategies?*



Campaign Requirements

- Relevant messages
- Attention grabbing
- Christian-based
- Versatile
- Church and campaign identity
- Event/program information
- Adaptable

Hallelujah HEALTH

Hard to picture Jesus as a
chip-munching, caffeine-chugging, channel zapper
...isn't it?



Let's follow in His path and choose a life of health and involvement. To help us, we've made a commitment to *Healthy Congregations in Action*. There are a variety of ways to become involved...and to become healthier. *It's a path you'll enjoy.*



FUNDED BY UNITED METHODIST HEALTH MINISTRY FUND

© 2005 UMHMF

Did God really ordain only fried chicken, cheesy potatoes, and apple pie as the official church dinner?

A fresh perspective on the meals and snacks served at the church is just one of the benefits of *Healthy Congregations in Action*. There are lots of other easier-to-swallow ways to improve our health -- individually and as a congregation. But don't worry, we're not suggesting we give up *all that good stuff!* Just include *plenty of the good healthy foods, too.*



FUNDED BY UNITED METHODIST HEALTH MINISTRY FUND

© 2005 UMHM

God probably loves cheerful exercisers, too.

After all, it's a lot easier to give of yourself when you're feeling good. Being healthier -- *physically, mentally, and socially* as well as *spiritually* -- is what this innovative initiative is all about.

It's about *all* of you. It's about *all of us* becoming healthier people. We have lots of interesting ways for you to participate...*and not all of them require sweating through exercise classes!* **Please join us.**



© 2005 UMHMF



FUNDED BY UNITED METHODIST HEALTH MINISTRY FUND

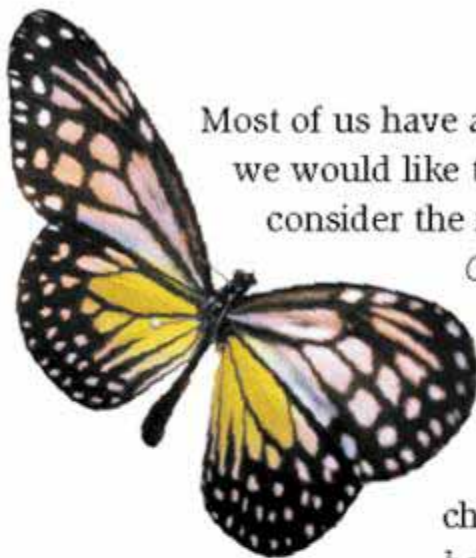


Change

It has the power
to uplift, to heal,
to stimulate, surprise,
open new doors,
bring fresh experience,
and create
excitement
in life.

Certainly it is
worth the risk.

Leo Buscaglia



Most of us have an aspect or two of our lives that we would like to improve. We invite you to consider the many refreshing ways *Healthy*

Congregations in Action can help you with the changes you want to make for an all-around healthier life. Please join us as we explore the opportunities for change, *the opportunities to become healthier.* As individuals. And as a congregation. Because He did promise: "I am come that they might have life, and that they might have it more abundantly."



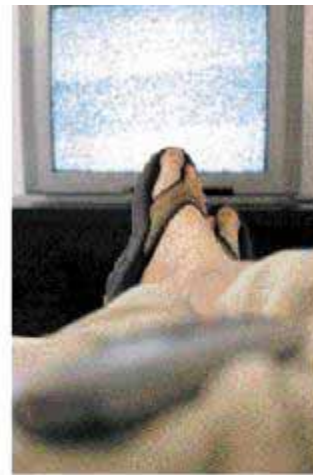
FUNDED BY UNITED METHODIST HEALTH MINISTRY FUND

© 2005 UMHMF

Halleuyah HEALTH

Posters

**Hard to
picture
Jesus as
a chip-munching,
caffeine-chugging, channel zapper
...isn't it?**



FUNDED BY UNITED METHODIST HEALTH MINISTRY FUND

*Let's follow in His path and
choose a life of health and
involvement. Exercise more.
Eat better. Invigorate our
attitude. Be more caring and
supportive of our neighbors.
Revitalize our faith.*

*All-in-all, take better care of
ourselves. And others.*

*We have made a commitment
to **Healthy Congregations in
Action** to help us do just that.*

*Please review the opportunities
outlined on the reverse side and
decide how you would like to
participate.*

**Did God really ordain only
fried chicken, cheesy potatoes, and
apple pie as the
official church
dinner?**



Just because we've made a commitment to *Healthy Congregations in Action*, we're not suggesting we give up all that good stuff!

However, we do need to take a fresh perspective on the meals and snacks we serve – making sure we include plenty of the good healthy foods, too.

But *Healthy Congregations in Action* is about a lot more than eating. It is about improving physical health. And mental health. And social stewardship. And, of course, spiritual health. It's about *all* of you. *All of us* being healthier in every way.

We sincerely hope you'll become an active participant.



See the reverse side for details on the classes, activities, and events we're offering as a Healthy Congregation in Action.



God probably loves cheerful exercisers, too!



After all, it's a lot easier to give of yourself when you're feeling good. So we've made a commitment to becoming a healthier congregation – *physically, mentally, and socially* as well as *spiritually*. And there are lots of ways we are working on that!

If you'd like to join us, we heartily welcome you... *and you don't have to be a member to participate.* Find out more – call or stop by the church office.



Name of Church

Address

Phone No.

Open hearts. Open minds. Open doors.

FUNDED BY UNITED METHODIST HEALTH MINISTRY FUND
© 2008 UMCW

Welcome to a healthier life!

Please feel free to come join us for any of these. Call if you would like more information.

- ACTIVITY
Time | Place
- ACTIVITY
Time | Place
- ACTIVITY
Time | Place
- ACTIVITY
Time | Place
- ACTIVITY
Time | Place
- ACTIVITY
Time | Place



Change



It has the power
to uplift, to heal,
to stimulate, surprise,
open new doors,
bring fresh experience,
and create excitement in life.
Certainly it is worth the risk.

Leo Baegele

Most of us have an aspect or two of our lives that we would like to improve. And we have also discovered the truth of Andy Warhol's observation: "They say that time changes things, but you actually have to change them yourself."

Fortunately, from a much higher source of truth, we have been promised: "For with God nothing shall be impossible."

Buoyed by that great news, we invite you to join us as we strive to have all-around healthier lives -- physically, mentally, and socially as well as spiritually -- through refreshing new classes and activities.

If you'd like more information, just give us a call or stop by.



Welcome to a healthier life!

Please come join us. Here are some of the opportunities we have for you:

- ACTIVITY
Time | Place
- ACTIVITY
Time | Place
- ACTIVITY
Time | Place
- ACTIVITY
Time | Place
- ACTIVITY
Time | Place



Name of Church

Address

Phone No.

Open hearts. Open minds. Open doors.



There comes a time

when remaining
tight in the bud
is riskier than making the effort to blossom.

With our commitment to *Healthy Congregations in Action*, we now offer a wide array of ways to help you "blossom" – to work toward becoming even healthier mentally, physically, and socially as well as spiritually.

We invite you to participate as we discover the fuller meaning of His assurance to us: "I am come that they might have life, and that they might have it more abundantly." Please call or stop by the church office for more information about our events, activities, and classes.



Welcome to a healthier life!

We hope you'll come join us as we "Blossom" as individuals and as a congregation

- ACTIVITY
Time | Place
- ACTIVITY
Time | Place
- ACTIVITY
Time | Place
- ACTIVITY
Time | Place
- ACTIVITY
Time | Place



Name of Church

Address

Phone No.

Open hearts. Open minds. Open doors.

FUNDED BY
UNITED METHODIST HEALTH MINISTRY FUND
© 2008 UMHF

**Good health
and good sense
are two of life's
greatest
blessings.**

Adelle Lynn

Let's face it. When it comes to good health, some of us have a little trouble using good sense.

Maybe it's falling a tad short on self discipline. Sometimes it might be a lack of knowledge. Or it could just be that we need some encouragement.

That's why we've made a commitment to the innovative *Healthy Congregations in Action*. It provides us the structure, the support, the tools. So we can provide you the opportunities to have a healthier life. *All-around* - physically, mentally, socially and, of course, spiritually.

Please consider joining us.

We'd love to have you as a church member, but that's certainly not mandatory. If you agree improving your health makes good sense, and would like to learn more about what we're offering, just give us a call or stop by

Being healthier makes good sense!

Here are some of the ways we're applying good sense to good health. We hope you'll come join us!

- **ACTIVITY**
Time | Place
- **ACTIVITY**
Time | Place
- **ACTIVITY**
Time | Place
- **ACTIVITY**
Time | Place
- **ACTIVITY**
Time | Place
- **ACTIVITY**
Time | Place



Name of Church

Address

Phone No.

Open hearts. Open minds. Open doors.



**What we are
is God's gift
to us.
What we become
is our gift
to God.**

Louis Nizer

Becoming. Becoming better people of God -- physically, mentally, socially and, of course, spiritually -- is what *Healthy Congregations in Action* is all about.

If you've been wanting to get out of the rut and into a healthier way of life, we think you will appreciate this innovative approach.

And you don't even have to be a member of our church to participate. Just consider it our gift to you...and our community.

Please call or stop by our church office for more information.

Let's become healthier together!

Here are some of the ways we're working on our "gift to God". We hope you'll come join us!

- ACTIVITY
Time | Place
- ACTIVITY
Time | Place
- ACTIVITY
Time | Place
- ACTIVITY
Time | Place
- ACTIVITY
Time | Place



Name of Church

Address

Phone No.

Open hearts. Open minds. Open doors.



Bulletin Inserts

Hard to picture Jesus as a chip-munching, caffeine-chugging, channel zapper ...Jan't it?



Let's follow in the path and share a bit of health and goodness. Share with, let love, inspire our attitude. Be seen caring and supportive of our neighbors. Revitalize our faith.

All in all, take some care of ourselves, and others.

We have made a commitment to Healthy Congregations in action to help us do just that.

Please join the appropriate method on the internet site and provide how you would like to participate.



Did God really ordain only fried chicken, cheesy potatoes, and apple pie as the official church dinner?



Just because we've made a commitment to Healthy Congregations in Action, we're not suggesting we give up all that good stuff!

However, we do need to take a fresh perspective on the meals and snacks we serve - making sure we include plenty of the good healthy foods, too.

But Healthy Congregations in Action is about a lot more than eating. It is about supporting physical health. And mental health. And social responsibility. And, of course, spiritual health. It's about all of you. All of us being healthier in every way.

We sincerely hope you'll become an active participant.



Change.

It has the power to uplift, to heal, to stimulate, surprise, open new doors, bring fresh experience, and create excitement in life. Certainly it is worth the risk.



Most of us have an aspect or two of our lives that we would like to improve.

And we have also discovered the truth of study Wisdom's observation: "They say that there changes things, but you already have to change them yourself!"

Personally, from a much higher source of truth, we have been promised: "The word God working shall be impossible."

Stuffed by that great truth, we invite you to consider the many rewarding ways Healthy Congregations in Action can help you with the changes you want to make for an all-around healthier life.

Check the internet site for more information as you can see how you would like to participate as we explore the opportunities for change.



There comes a time when remaining tight in the bud is riskier than making the effort to blossom.



With our commitment to Healthy Congregations in Action, we now offer a wide array of ways to help you "blossom" - to reach beyond!

Encouraging one's health, mentally, physically, and socially is well as spiritually.

We invite you to encourage your participation as we discover the better meaning of the promise to us: "I am sure that there might have life, and that there might have it soon abundantly!"

Please visit the website on the internet site for more information as you explore the opportunities for change.





Door Hangers



Let's become healthier together! 

Here are some of the ways we're working toward becoming even healthier—mentally, physically, and socially, as well as spiritually. We hope you'll come join us!

- ACTIVITY
Time | Place
- ACTIVITY
Time | Place
- ACTIVITY
Time | Place
- ACTIVITY
Time | Place
- ACTIVITY
Time | Place

© 2014 Hallelujah Health. All rights reserved.

 **Name of Church**
Address
Phone No.
Open hearts. Open minds. Open doors.



If you're not taking care of your health NOW ...when do you plan to start?

We'd like to encourage you to start now...and do it with us as we work together on becoming healthier—spiritually, of course...but also physically, mentally, and socially. We hope you'll come join us for at least some of our events!

- ACTIVITY
Time | Place
- ACTIVITY
Time | Place
- ACTIVITY
Time | Place
- ACTIVITY
Time | Place
- ACTIVITY
Time | Place

© 2014 Hallelujah Health. All rights reserved.

 **Name of Church**
Address
Phone No.
Open hearts. Open minds. Open doors.





Buttons, Name Tags, Stickers



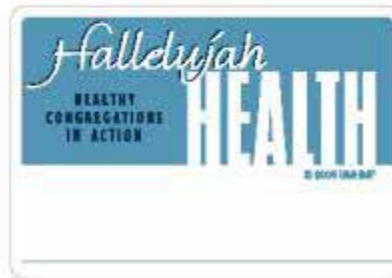
2" Sticker



3" Button



1 1/2" Sticker




Self-adhesive Name Badge



Newsletter Drop-ins

SPRITUAL
MENTAL • PHYSICAL • SOCIAL

Hard to picture Jesus as a chip-munching, caffeine-chugging, channel zapper ...Isn't it?




Healthy Congregations
In action

FUNDED BY UNITED METHODIST HEALTH MINISTRY FUND
© 2008 UMHAF

SPRITUAL
MENTAL • PHYSICAL • SOCIAL

Did God ordain only fried chicken, cheesy potatoes, and apple pie as the official church dinner?




Healthy Congregations
In action

FUNDED BY UNITED METHODIST HEALTH MINISTRY FUND
© 2008 UMHAF

SPRITUAL
MENTAL • PHYSICAL • SOCIAL

If you're not taking care of your health **NOW ...when do you plan to start?**



Healthy Congregations in Action
FUNDED BY UNITED METHODIST HEALTH MINISTRY FUND
© 2008 UMHAF

SPRITUAL
MENTAL • PHYSICAL • SOCIAL

You wouldn't purposefully choose to be unhealthy... would you?




Healthy Congregations in Action
FUNDED BY UNITED METHODIST HEALTH MINISTRY FUND
© 2008 UMHAF

SPRITUAL
MENTAL • PHYSICAL • SOCIAL

“What we are is God's gift to us. What we become is our gift to God.”

Louis Nizer



Healthy Congregations
In action

FUNDED BY UNITED METHODIST HEALTH MINISTRY FUND
© 2008 UMHAF

SPRITUAL
MENTAL • PHYSICAL • SOCIAL

Be healthy with all your heart and soul (and body!)



Healthy Congregations in Action
FUNDED BY UNITED METHODIST HEALTH MINISTRY FUND
© 2008 UMHAF





Drop-ins

“If you think you can, you can. And if you think you can't, you're right.”
Henry Ford

Many of us think we can live healthier lives...but we would sure like some support, guidance, and maybe even a little kick in the pants.

That's why we have embraced *Healthy Congregations in Action*. It provides all that help (except for the kick in the pants).

Physically, mentally, socially, and spiritually...we can live healthier lives. Let's prove it!





FINDED BY UNITED METHODIST HEALTH SERVICES FUND
© 2006 LAMIF

“Good health and good sense are two of life's greatest blessings.”
Publius Syrus

When it comes to good health, some of us have a little trouble using good sense. Maybe it's falling a tad short on self discipline. It might be a lack of knowledge. Or it could just be we need a little encouragement.

Healthy Congregations in Action is here to help. It provides the structure, support, and tools for opportunities to have a healthier life. All-around – physically, mentally, socially, and spiritually.

Together, and individually, let's become a healthier congregation!





FINDED BY UNITED METHODIST HEALTH SERVICES FUND
© 2006 LAMIF

“They say that time changes things, but you actually have to change them yourself.”
Andy Warhol

Most of us have an aspect or two of our lives that we would like to change. And we have been confronted by the truth of Mr. Warhol's observation.

Fortunately, from a much higher source of truth, we have been promised: *“For with God nothing shall be impossible.”*

So please join us as we strive to have all-around healthier lives – physically, mentally, socially, and spiritually.





FINDED BY UNITED METHODIST HEALTH SERVICES FUND
© 2006 LAMIF

“Begin to weave and God will give you the thread.”
Ancient Proverb

Actually, we believe the thread is here. And many of us have begun “weaving”. Weaving a healthier life through *Healthy Congregations in Action*. There are lots of threads from which to choose: classes, activities, special events – all designed to help us have healthier lives.

*Becoming healthier physically.
Staying healthy mentally.
Practicing social stewardship.
Continuing our spiritual growth.*

We invite you to begin to weave.




FINDED BY UNITED METHODIST HEALTH SERVICES FUND
© 2006 LAMIF



Drop-ins

SPiritUAL
MENTAL • PHYSICAL • SOCIAL

“For with God nothing shall be impossible.”
Luke 1:37



Healthy Congregations
in action

FINANCIAL BY UNITED METHODIST HEALTH EQUITY FUND
© 2009 UNITED-UM

SPiritUAL
MENTAL • PHYSICAL • SOCIAL

God surely loves a cheerful exerciser, too!




Healthy Congregations in Action

FINANCIAL BY UNITED METHODIST HEALTH EQUITY FUND
© 2009 UNITED-UM

SPiritUAL
MENTAL • PHYSICAL • SOCIAL

“...faith by itself, if it is not accompanied by action, is dead.”
James 2:17
(New International Version)




Healthy Congregations
in action

FINANCIAL BY UNITED METHODIST HEALTH EQUITY FUND
© 2009 UNITED-UM

SPiritUAL
MENTAL • PHYSICAL • SOCIAL

“Let us not lose heart in doing good, for in due time we will reap if we do not grow weary.”
Galatians 6:9




Healthy Congregations in Action

FINANCIAL BY UNITED METHODIST HEALTH EQUITY FUND
© 2009 UNITED-UM

SPiritUAL
MENTAL • PHYSICAL • SOCIAL

“I am come that they might have life, and that they might have it more abundantly.”
John 10:10



Healthy Congregations in Action

FINANCIAL BY UNITED METHODIST HEALTH EQUITY FUND
© 2009 UNITED-UM

SPiritUAL
MENTAL • PHYSICAL • SOCIAL

“All things work together for good to them that love God.”
Romans 8:28



Healthy Congregations
in action

FINANCIAL BY UNITED METHODIST HEALTH EQUITY FUND
© 2009 UNITED-UM



Campaign Materials

- CD of Theme Anthem
- Sheet music for Theme Anthem
- Postcards (4)
- Bulletin inserts (4)
- Newsletter “drop-ins”
- Door hangers (2)
- CD of radio spots (4)
- Newspaper ads (6)
- Buttons
- Stickers
- Name tags
- Posters (6)



Campaign Characteristics

- Consistent
 - Identity
 - Image
 - Message
- Thought-provoking (Christian perspective)
- Versatile and flexible



Implementation

- Introductory Meeting
- Guidelines and copies of materials
- Order form – January and August
- Teleconference call
- Regional workshop
- \$1,000 grant

Halleuyah HEALTH

Findings



Demand for Materials

- All churches ordered materials
- 99,814 items ordered
- 140,800 items printed
- 7 churches reordered 14,880 items
- Some material returned
 - Not tracked
 - Reissued



Theme Popularity

1) Change

2) Cheerful Exerciser

3) Channel Zapper

4) Dinner





Communications Expenses

- A total of \$23,930.19 of the \$27,000 allocated (89%) had been spent at the end of the 24-month grant period
- Twenty-three of 27 congregations (85%) had not spent all communications money at the end of the 18-month time frame
 - 6 returned remaining communications funds
 - 17 were assisted in submitting plans to use remaining funds
 - all 17 expended communication funds in 24 months
- Twenty-six of 27 churches (96%) reported spending at least some of the communications budget, with a range from \$60 to \$1,000
- On average, each church that spent money specifically on communications used \$920.39
- 76 different programs of 163 (47%) reported money used specifically for communications



External Communications Uses

- Most frequent communications expenses
 - radio and newspaper advertisements
 - direct mail
 - other related expenses such as printing and materials
- Programs promoted (examples)
 - Notes to parents about healthy snacks
 - Community Health Fair
 - Healthy cooking for diabetics
 - Self-care
 - Self-esteem classes
 - Choosing prescription drug plan



Internal Communications Expenses

- Cost savings
 - Bulletin inserts
 - Posters
 - Name tags
- Other communications expenses
 - T-shirts with health messages
 - Parade float
 - Healthy messages calendar
 - Public access TV



Questions for Future Study

- What materials were used (versus ordered)?
- How much money did churches contribute toward communications in addition to the grant?
- What were differences in attendance between churches that used communications materials and those that didn't?



Observations of Barriers

- Lack of integration in planning due to timing
- Churches uncomfortable spending money on communications
- Traditional channels of communication perceived as adequate; yet relatively poor attendance
- Provocative, attention-grabbing messages may be perceived as too controversial
- Tendency to overload templates with too much information, despite training



Positive Observations

- Built awareness of need for communications as part of planning health ministry
- Provided professionally developed, full color, cost-saving materials
- Gave confidence, tools to talk about programs
- Framed issues from a Christian perspective
- Offered methodology to engage wider community outside of congregations
- Small grant appeared adequate
- Generated enthusiasm about the initiative among leadership at many levels of the church



Suggestions for Future Consideration

- Integrate into planning earlier
- Provide more training on communications and marketing
- Include examples of use, best practices
- Consider communications funding based on proposed budget to accommodate market size differences
- Provide cooperative advertising for participating congregations
- Gather more evaluation information specific to communications

Hallelujah HEALTH

Questions?

