Church Recruitment Project Plan & Supporting Material

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**Project Plan**

**Project Name:** Church Recruitment  
**Project Manager:** Brian Jones  
**Participants:** Heather Englestad, Emily Melnick, Faith Muller  
**Start Date:** 2/15/10  
**End Date:** 12/31/10  
**Objective:** To obtain the consent of at least one church to participate in phase I of the Faith, Fellowship, and Fitness research study

<table>
<thead>
<tr>
<th>Task#</th>
<th>Task</th>
<th>Owner</th>
<th>Est Hours</th>
<th>Start Date</th>
<th>Estimated Completion Date</th>
<th>Actual Completion Date</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Make a list of appropriate churches with contact info to solicit</td>
<td>BJ</td>
<td>2</td>
<td>3/1/10</td>
<td>3/3/10</td>
<td>3/3/10</td>
</tr>
<tr>
<td>2</td>
<td>Send letters out to selected churches</td>
<td>BJ</td>
<td>1</td>
<td>3/3/10</td>
<td>3/5/10</td>
<td>3/5/10</td>
</tr>
<tr>
<td>3</td>
<td>Contact Parish Nurses Association</td>
<td>BJ</td>
<td>1</td>
<td>3/3/10</td>
<td>3/5/10</td>
<td>3/5/10</td>
</tr>
<tr>
<td>4</td>
<td>Send letters out to Parish Nursing Association</td>
<td>BJ</td>
<td>1</td>
<td>3/5/10</td>
<td>3/5/10</td>
<td>3/5/10</td>
</tr>
<tr>
<td>5</td>
<td>Contact Minority Health Coalition and Obtain Consent to Solicit</td>
<td>HE</td>
<td>1</td>
<td>3/1/10</td>
<td>3/5/10</td>
<td>3/5/10</td>
</tr>
<tr>
<td>6</td>
<td>Write and send letters to Minority Health Coalition</td>
<td>HE</td>
<td>2</td>
<td>3/5/10</td>
<td>3/5/10</td>
<td>3/5/10</td>
</tr>
<tr>
<td>7</td>
<td>Create Informational Packet for churches</td>
<td>BJ</td>
<td>4</td>
<td>3/15/10</td>
<td>3/24/10</td>
<td>3/22/10</td>
</tr>
<tr>
<td>8</td>
<td>Arrange initial meetings with interested churches</td>
<td>BJ</td>
<td>1</td>
<td>4/13/10</td>
<td>4/16/10</td>
<td>4/22/10</td>
</tr>
<tr>
<td>9</td>
<td>Meet with interested churches to review study</td>
<td>BJ</td>
<td>4</td>
<td>5/3/10</td>
<td>5/3/10</td>
<td>6/2/10</td>
</tr>
<tr>
<td>10</td>
<td>Provide surveys to participating churches</td>
<td>BJ</td>
<td>2</td>
<td>6/14/10</td>
<td>6/20/10</td>
<td>6/14/10</td>
</tr>
</tbody>
</table>
**Meeting Minutes**

Meeting minutes were weekly at first then bi-weekly with updates. Meeting minutes went out on 3/1, 3/8, 3/22, 4/12, and 4/24 to keep everyone informed about project progress. Below is the last meeting minutes which has cumulative information.

<table>
<thead>
<tr>
<th>Subject</th>
<th>Project – Recruiting Church Participation</th>
<th>Date</th>
</tr>
</thead>
<tbody>
<tr>
<td>Facilitator</td>
<td>Brian Jones</td>
<td>Time</td>
</tr>
<tr>
<td>Location</td>
<td>Email</td>
<td>Scribe</td>
</tr>
<tr>
<td>Attendees</td>
<td>Heather Englestad, Emily Melnick, Faith Muller</td>
<td></td>
</tr>
</tbody>
</table>

### Key Points Discussed and Action Items

<table>
<thead>
<tr>
<th>No.</th>
<th>Topic</th>
<th>Action Item(s)</th>
<th>Owner</th>
<th>Target Date</th>
</tr>
</thead>
</table>
| 1   | List of Churches to Recruit | Compile Draft List of Churches with Contact Info  
  Team to send Brian any church contact info they want added to list by 3/3/10  
  **Update:** Received input from Faith, Heather, and Emily. List Completed 3/3/10. | BJ | Draft 3/1/10, Final 3/3/10, Completed 3/3/10 |
| 2   | Send out letters | Send out letters to contact list  
  **Update:** Letters sent out to 4 AME Churches directly. Letters also sent to Nursing Parish Association and Minority Health Coalition who will then distribute to their internal church memberships. | BJ | 3/5/10, Completed 3/5/10 |
<p>| 3   | Identify more churches | Continue to identify possible churches and send out standardized letter as | BJ et al. | On-going |</p>
<table>
<thead>
<tr>
<th>No.</th>
<th>Topic</th>
<th>Action Item(s)</th>
<th>Owner</th>
<th>Target Date</th>
</tr>
</thead>
<tbody>
<tr>
<td>4</td>
<td>Create Information Packet for Churches</td>
<td>Create promotional packets that we can take to area churches when discussing the research project. This will have a copy of the blueprint, survey, and brochures and other examples of exercise activities they can implement.</td>
<td>BJ</td>
<td>3/24/10 Completed 3/22/10</td>
</tr>
<tr>
<td>5</td>
<td>Get Information Packet to Bon Secours</td>
<td>Get information packet to Bon Secours program manager. Review our study with program manager and explore ways we can collaborate.</td>
<td>BJ</td>
<td>3/26/10 Completed 3/25/10</td>
</tr>
<tr>
<td>6</td>
<td>Report responses to team</td>
<td>Compile list of interested churches and arrange initial meetings</td>
<td>BJ</td>
<td>On-going</td>
</tr>
<tr>
<td>Update: Church Campostella has committed and we are meeting 5/3/10.</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>7</td>
<td>Schedule Initial Meeting with Church</td>
<td>Coordinate schedule of researchers and church leadership</td>
<td>BJ</td>
<td>4/22/10 Completed</td>
</tr>
<tr>
<td>8</td>
<td>Meet with Church Leadership</td>
<td>Give overview of study to church leaders and address any issues, concerns, or questions. Discuss logistics of handing out survey and develop a time line.</td>
<td>BJ et al.</td>
<td>5/3/10</td>
</tr>
<tr>
<td>No.</td>
<td>Topic</td>
<td>Action Item(s)</td>
<td>Owner</td>
<td>Target Date</td>
</tr>
<tr>
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<tr>
<td>10</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
# 1. Church Recruitment List

<table>
<thead>
<tr>
<th>Church</th>
<th>Address</th>
<th>Phone#</th>
<th>Contact Name</th>
</tr>
</thead>
<tbody>
<tr>
<td>St. John's AMEC</td>
<td>545 E. Bute Street, Norfolk, VA 23510</td>
<td>(757) 625-2713</td>
<td>Rev. John D. Burton</td>
</tr>
<tr>
<td>New Union Chapel AMEC</td>
<td>1200 St. Julian Avenue, Norfolk, VA 23504</td>
<td>(757) 625-6484 Fax: (757) 625-4033</td>
<td>Rev. Ronald J. Knight</td>
</tr>
<tr>
<td>New Mt. Zion AMEC</td>
<td>113 Seekel Street, Norfolk, VA 23505</td>
<td>(757) 423-3283 <a href="http://www.new-mt-zion.com">www.new-mt-zion.com</a></td>
<td>Rev. Joel Tomlin</td>
</tr>
<tr>
<td>St. James AMEC</td>
<td>501 Dinwiddie Street, Norfolk, VA 23523</td>
<td>(757) 545-2070</td>
<td>Rev. Norman D. Vick</td>
</tr>
<tr>
<td>Lisa Wright Martin,</td>
<td>150 Kingsley Lane, Norfolk, VA 23505</td>
<td>757-889-5405 <a href="mailto:Lisa_Wright-Martin@bshsi.org">Lisa_Wright-Martin@bshsi.org</a> <a href="http://www.bonsecourshamptonroads.com">http://www.bonsecourshamptonroads.com</a></td>
<td>Nursing Parish Association, Bon Secours</td>
</tr>
<tr>
<td>SSSEVA's Affiliates - Minority Health Coalition</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Cathy S: [cathys@ssseva.org](mailto:cathys@ssseva.org)
Gloria: [minorityhealthcoalition@yahoo.com](mailto:minorityhealthcoalition@yahoo.com)
2. Send letters out to churches

Faith, Fellowship, and Fitness

Dear Church Leader / Member:

Would your church like to help its members improve their health? Since routine physical activity can prevent heart attacks, strokes, high blood pressure, high blood sugar and can even enhance emotional well being, it is a good place to start. A group of nursing students at Old Dominion University, School of Nursing have developed a set of resources and a blueprint for action that you may find useful in assisting your congregation to increase their activity levels.

We are writing to ask your help with a research study we are doing to see if our blueprint for action and resource information really works. The purpose of the study is to test our process and resources to determine if they will help African American churches increase the activity level of congregation members by increasing the number of and participation in church sponsored events. Your participation of course is voluntary.

If you wish to help us, you and/or any interested Church leaders will need to:

- Contact Brian Jones at bione059@odu.edu or (757) 477-7051 by April 15, 2010 to let us know you are interested in participating or for any questions you may have before deciding if you can help.
- You may also call or email Heather Englestad at (434) 825-1158 or hengl001@odu.edu with any questions you may have before deciding if you can help.

If you decide to be part of our study you will need to:
- Meet with the nursing students who will explain the process and resources.

**Phase I Steps:**
- Complete a survey and have a meeting to discuss the results of the survey.
- Have a questionnaire completed by church members. We will provide the questionnaire.
- Meet to evaluate the questionnaires and decide if you would like to continue to Phase II.
- Meet with ODU nursing students and tell them if the information gathered from the questionnaire is helpful in designing a physical activity program.

**Phase II Steps:**
- Choose physical activity programs based on the results of those questionnaires.
- Plan and assist in carrying out the physical activity programs.
- Use the process for 4 months then have a second questionnaire completed by church members. We will also provide this questionnaire.
- Make a list of physical activity events held by the Church before using the process and during the first 4 months of using the process. Share this list with the ODU nursing students.
- Meet again with the ODU nursing students after 4 months to tell them whether or not the process and resources were helpful and to share any ideas you have about making the process better.

The Church should benefit by obtaining some information on how to help increase the physical activity levels of their congregation. If our blueprint for action does work, the Church will also successfully start one or more physical activity programs that church members will enjoy. The project will also aid in the education of the nursing students carrying out the study, and assist in finding methods to increase physical activity among African-American churches in the future.

There are no physical risks to participating in this study; however, it will require time from both church members and church leaders. Church members will be asked to fill-out a questionnaire with about 20 questions. Church leaders will need to meet before and after the questionnaire is handed out, which may take up to an hour or more each meeting. Church leaders will also plan and assist in carrying out the chosen exercise programs. Church leaders and members may voluntarily withdraw from the study at anytime without question.

The amount of money required for participation in this study is minimal. Copies of the questionnaires will be supplied by the research team. Any equipment needed for the chosen exercise programs (sporting equipment, exercise mats, jump ropes, workout videos, etc) will be at the expense of the church and are not required, as many physical activity programs do not require any equipment.

All identifiable information will be kept confidential and will be disclosed only with your permission. The questionnaires completed by church members will not have their name on them so no one will know how they answered the questions. The questionnaire will also explain that filling out and returning the questionnaire is considered giving consent for participation in our study. The directions on the questionnaire will also explain that they do not need to answer any question they do not want to answer. When sharing the results of this study through discussion or publication, no information will be included that will reveal the church’s identity or the identity of its members or leaders. The identity of church leaders communicating with the ODU nursing students will be kept confidential and be known only by the four bachelor-level nursing students conducting the
study and their instructor who are:

Heather Englestad, Brian Jones, Emily Melnick, Faith Muller, and Mary Ann Notarianni, RN, PhD (Instructor).

Any questions you might have or if you think your church might be interested in participating in this research project, the next step is to contact Brian Jones at (757) 477-7051 or bjone059@odu.edu or Heather Englestad at (434) 825-1158 or hengl001@odu.edu. We look forward to working with your church on this project!!

Sincerely,

Brian Jones, Heather Englestad, Emily Melnick, Faith Muller, and Mary Ann Notarianni, RN, PhD

3 & 4. Contact Parish Nursing Association

Ms Wright,

My name is Brian Jones and I am a senior in Old Dominion University, School of Nursing. Myself, three other students, and our faculty advisor, Dr. Notarianni, are conducting a research study to increase exercise among African American church members in Hampton Roads. We developed a set of resources and a blueprint for action to assist churches in increasing the number and participation rates of physical activity related events. We are currently looking for interested churches to participate in our study to determine if our resources and blueprint are effective.

We are wondering if you would be willing to disseminate information about this opportunity to your Nursing Parish Association members? I have included a possible email below and an attachment that contains a little more information about our study.

Please let us know if you have any questions and if you are able to assist us in sending out this information. Please feel free to call me with any questions or concerns.

Thank you for your consideration.

Brian Jones, ODU School of Nursing
cell: 757.477.7051
e-mail: bjone059@odu.edu

Email to be sent to Nursing Parish Association (along with the attached letter)

Would your church like to help its members improve their health? Since routine physical activity can prevent heart attacks, strokes, high blood pressure, high blood sugar and can even enhance emotional well being, it is a good place to
A group of nursing students at Old Dominion University has developed a set of resources and a blueprint for action that you may find useful in assisting your congregation to increase their activity levels.

We are writing to ask your help with a research study we are doing to see if our blueprint for action and resource information really works. The purpose of the study is to test our process to determine if they will help African American churches increase the activity level of congregation members.

If you are interested in participating or would like additional information, please email Brian Jones at bjone059@odu.edu or call him at (757) 477-7051. You may also contact Heather Englestad at (434) 825-1158 or hengl001@odu.edu.

The attached file contains a letter with additional information about this opportunity. Please contact us by April 15, 2010 if you are interested in participating. We look forward to hearing from you soon!!

Sincerely,

Brian Jones, Heather Englestad, Faith Muller, Emily Melnick, & Mary Ann Notarianni, RN, PhD
Old Dominion University, School of Nursing

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**5 & 6. Write letter for and contact Minority Health Coalition (Heather wrote this)**

Dear Gloria,

My name is Heather Englestad and I am a nursing student at Old Dominion University. This past summer, I volunteered with Marti Wachtel at Senior Services of Southeastern Virginia and had the opportunity to attend a Minority Health Coalition meeting with her.

Myself, three other students, and our faculty advisor our conducting a research study to increase exercise among African American church members in Hampton Roads. We developed a set of resources and a blueprint for action to assist churches in increasing the number and participation in physical activity related events. We are currently looking for interested churches to participate in our study to determine if our resources and blueprint are effective.

We would appreciate your help in disseminating information about this opportunity by emailing the proposed email below and attached letter to your members. Additionally, our faculty advisor, Mary Ann Notarianni, RN, PhD is available to present this information during your March meeting.

Please let us know if you have any questions and if you are able to assist us in sending out this information. Also let us know if you are interested in having our faculty advisor speak at your next meeting. Thank you! We look forward to hearing from you!

Heather Englestad

---

**Email to be sent to Minority Health Coalition (along with the attached letter)**

Would your church like to help its members improve their health? Since routine physical activity can prevent heart attacks, strokes, high blood pressure, high blood sugar and can even enhance emotional well being, it is a good place to start. A group of nursing students at Old Dominion University has developed a set of resources and a blueprint for action that you may find useful in assisting your congregation to increase their activity levels.
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If you are interested in participating or would like additional information, please email Brian Jones at bjone059@odu.edu or call him at (757) 477-7051. You may also contact Heather Englestad at (434) 825-1158 or hengl001@odu.edu.

The attached file contains a letter with additional information about this opportunity. Please contact us by April 15, 2010 if you are interested in participating. We look forward to hearing from you soon!!

Sincerely,

Brian Jones, Heather Englestad, Faith Muller, Emily Melnick, & Mary Ann Notarianni, RN, PhD

7. Create Informational Packet (See attached Informational Packet)

8, 9, 10. Arrange initial meetings with interested church, meet and give church leaders an overview, and develop timeline to handout surveys.

Hi Mr. Jones:

I have reviewed the information regarding the research project and yes we (Campostella SDA Church in Norfolk, VA) are interested in participating. Please let me know the next step. I would like to be able to have Phase I completed by the middle of June.

Joyfully yours,

Dr. Lynnette Moore, MD
757.641.2129
www.rainbowhopehealth.com

Good Morning Mr. Jones:
Yes, this date and time is good for Pastor Edwards and I. You have the correct address. Look forward to meeting with you soon. Please call me if you have any questions.

Joyfully Yours,
Dr. Lynnette Moore, MD
757.641.2129
www.rainbowhopehealth.com

-----Original Message-----
Dr Moore,

Monday, May 3rd at 2:00pm seems to work for everyone on this side. Does that work for you?

Is this the correct address of your church?
Campostella Heights SDA Church
1006 Oakwood St
Norfolk, VA 23523-2330

Thank you,
Brian Jones

On 4/19/10 3:36 PM, "Lonette Moore" <drlamoore@aol.com> wrote:

What available times do you have for May 3,4th after 1:30 pm and 5th before 2pm or after 6pm, and on the 11th?

Dr. Lynnette Moore, MD