



Heart Matters

HEART MATTERS

A Project GRACE intervention trial with leaders from Project Momentum, Inc., James McFarlin Community Development, and UNC Center for Health Equity Research (2014-2018)

PROJECT GOALS

To locally adapt and test Heart Matters intervention.

INTERVENTION COMPONENTS

One year of group and individual sessions

First 6 months

Discuss benefits and barriers to healthy eating and exercise.

Participate in exercise and food-tastings.

Second 6 months

Listen and discuss with guest speakers.

Visit restaurants and make healthy choices.

HOW IT WORKS



Self-efficacy



Behavior



Social Support

A year-long intervention to practice healthy behaviors, social support, and self-efficacy.

Heart Matters is a locally adapted intervention to reduce heart disease risk for African Americans.

Participated in the Intervention

143



African American Participants

8



Community/ Faith-Based Organizations

✓ BENEFITS



More frequent high intensity exercise



Improved blood pressure



Increased self-efficacy to reduce salt



Encouragement of exercise & healthy eating

PARTICIPANT VOICES

"With Heart Matters, you are able to improve your health ... The best things were: suggestions on different foods to eat, actually bring in food for us to taste, and bringing a physician."

"There was a lot of things that I learned: pay attention to what you eat and what you buy, and learn to look at the labels - especially the sodium and the sugar."

