

Health Promotion



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In Brief

iv Editor's Notes: Social Entrepreneurs

THE SCIENCE OF HEALTH PROMOTION

Interventions

- Mei-Wei Chang 269
Linda C. Baumann
Susan Nitzke
Roger L. Brown
- Weight Control**
Predictors of Fat Intake Behavior Differ Between Normal-weight and Obese WIC Mothers
Predisposing, enabling, and reinforcing factors related to weight and nutrition were measured among a stratified convenience sample of 581 women. With fat intake as the dependent variable, structural equation modeling was conducted to determine if fat intake behaviors were the same for the two groups. For normal-weight women, only reinforcing factors were positively associated with fat intake behavior. For obese women, reinforcing and enabling, but not predisposing factors, were positively associated with fat intake behavior.

Strategies

- Emely de Vet 278
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Johannes Brug
- Behavior Change**
Determinants of Forward Stage Transition From Precontemplation and Contemplation for Fruit Consumption
A cohort of 735 adults was drawn from a random sample of an existing Dutch Internet panel for this study of whether self-efficacy, decisional balance (pros and cons of making a behavior change), and fruit intake predicted the forward stage transition out of precontemplation and contemplation. Measures included electronic food frequency and other questionnaires. Self-efficacy, pros and fruit intake predicted forward stage transition from precontemplation; only self-efficacy predicted forward stage transition from contemplation. The study provided partial support for the Transtheoretical Model of behavior change.
- Allen Cheadle 286
Sandra Senter
Alicia Procello
David Pearson
Gary D. Nelson
Howard P. Greenwald
William L. Beery
- Culture Change**
The California Wellness Foundation's Health Improvement Initiative: Evaluation Findings and Lessons Learned
Nine California communities received funding for 5 years to create broad-based Health Partnerships. The goal was to implement community-level systems changes to improve "population health," broadly defined to include social, economic, and cultural determinants of health, in addition to traditional health status indicators. Data were collected using key informant interviews, closed-ended surveys, and participant observation. At the end of the 5 years, six of the nine Partnerships had played a critical role in implementing sustainable systems changes that would likely have a significant impact in their target communities. Four "lessons learned" for working with coalitions are described.
- Elizabeth M. Barbeau 297
Roberta Goldman
Cora Roelofs
Joshua Gagne
Elizabeth Harden
Kathleen Conlan
Anne Stoddard
Glorian Sorensen
- A New Channel for Health Promotion: Building Trade Unions**
Cross-sectional survey data obtained from a nationally-representative sample of 1109 unionized construction workers indicate that most members view their union as a source of information, material benefits, job opportunities, workplace protection (safety), and community (solidarity). The findings of focus group interviews among 88 union workers were used to develop intervention methods and materials. This paper describes the formative research phase of a large randomized, controlled trial designed to reduce smoking and increase fruit and vegetable consumption among union workers.