



HealthTalk *Express*

2016 Texas Program Brief

Helping Texans *Better Their Lives*

HealthTalk *Express* is a 30 minute or less health presentation using a persuasive public speaking approach empowering the audience to take action.

HealthTalk *Express* is designed to raise awareness about chronic disease prevention. Each talk focuses on a chronic condition and a relevant risk-reducing health behavior.

HealthTalk *Express* offers presentations covering five health topics: cancer, high blood pressure, high cholesterol, stress management, and stroke.

Relevance

In the U.S., chronic diseases are the main cause of poor health, disability, and death, and account for most health-care expenditures. The burden of these illnesses rests on several preventable risk factors: tobacco use, poor diet and physical inactivity (both strongly associated with obesity), excessive alcohol consumption, uncontrolled high blood pressure, and high cholesterol. Promoting a healthy lifestyle is critical to addressing this public health problem — this is a particular need in Texas. Recent evidence suggests that many Texans have increased risks for chronic diseases due to several poor health habits:

- Rates of adults reporting no leisure time physical activity is higher in Texas (26.7%) than national averages (24.4%).
- Hispanics (32.3%) and African Americans (32.6%) are significantly less active than Whites (23%).
- In Texas, adults who are obese, a body mass index (BMI) > 30, is higher (31.8%) than national rates (28.9%). Source: Texas Department of State Health Services.

Program Impact

In 2016, a total of **409 participants** attended **HealthTalk *Express*** presentations in the following Texas counties: Baylor, Bell, Crockett, Dallas, Grayson, Grimes, Harris, Midland, and Montgomery Counties. For these sites, a total of 22 talks were conducted covering the following topics:

- A.C.T. Fast to Prevent a Stroke
- A Matter of Cholesterol
- Get Screened, No Excuses
- Go-4-Thirty!
- Power to Prevent Diabetes
- Pressure Down: Controlling your Blood Pressure
- Stress: Friend or Foe

In addition to these findings, there were 79 FCS county Extension agents accessing **HealthTalk *Express*** presentation packages online, with a total of 239 downloads.

The findings in Table 1 (on page 2) summarize the impact of presentations delivered in these counties. Outcome indicators include knowledge about the subject before and after the presentation, intent to practice the health behavior, and views about the teaching and value of the handouts.

HealthTalk *Express* served diverse groups. The demographic characteristics of attendees are as follows: 73% females (N = 234), 27% (N = 89) were 65 to 74 years of age, 26% (N = 87) were over 75 years of age, 58% White (N = 199), 23% Hispanics (N = 78), and 30% (N = 100) had a college education.



Easy preparation



Simple delivery



Increase reach

HealthTalk **EXPRESS**

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Table 1. HealthTalk Express 2016 Outcomes (N = 367)

Item	A.C.T. Fast (N = 38)	A Matter of Cholesterol (N = 45)	Get Screened, No Excuses (N = 9)	Go-4-Thirty! (N = 135)	Power to Prevent Diabetes (N = 61)	Pressure Down (N = 59)	Stress: Friend or Foe (N = 20)
	Mean	Mean	Mean	Mean	Mean	Mean	Mean
Knowledge BEFORE §	2.7	2.8	2.0	3.3	3.1	3.0	3.7
Knowledge AFTER §	3.5	3.8	3.5	4.1	4.2	3.4	4.7
Intent to <i>practice</i> health behavior in the next 3 months¶	3.7	3.5	4.5	4.0	3.7	3.9	4.7
Overall teaching±	4.3	4.0	5.0	4.4	4.8	4.1	4.8
Value of handouts◇	4.4	4.0	5.0	4.3	4.6	4.3	4.8

Scale:

§ 1 = very little to 5 = very much

¶ 1 = strongly disagree to 5 = strongly agree

± 1 = poor to 5 = excellent

◇ 1 = not valuable to 5 = very valuable



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