

# BLACK BUTTEFLYZ

MAKING BLACK  
WOMEN'S HEALTH A  
CAPITAL CONCERN.



PREPARED BY CHRIS OMNI

DATE: MARCH 27, 2019

**EVERYONE NEEDS A "WHY"**

**MAMA IS MINE!**

**Clara M. Simmons**





# HEALTH DISPARITIES

It is my charge to make  
Black women's health a capital concern  
because over 37 million of them are counting on me!

42%

More likely to die from cancer

40%

More likely to die from heart disease

30%

More likely to die from stroke



EST. 2018

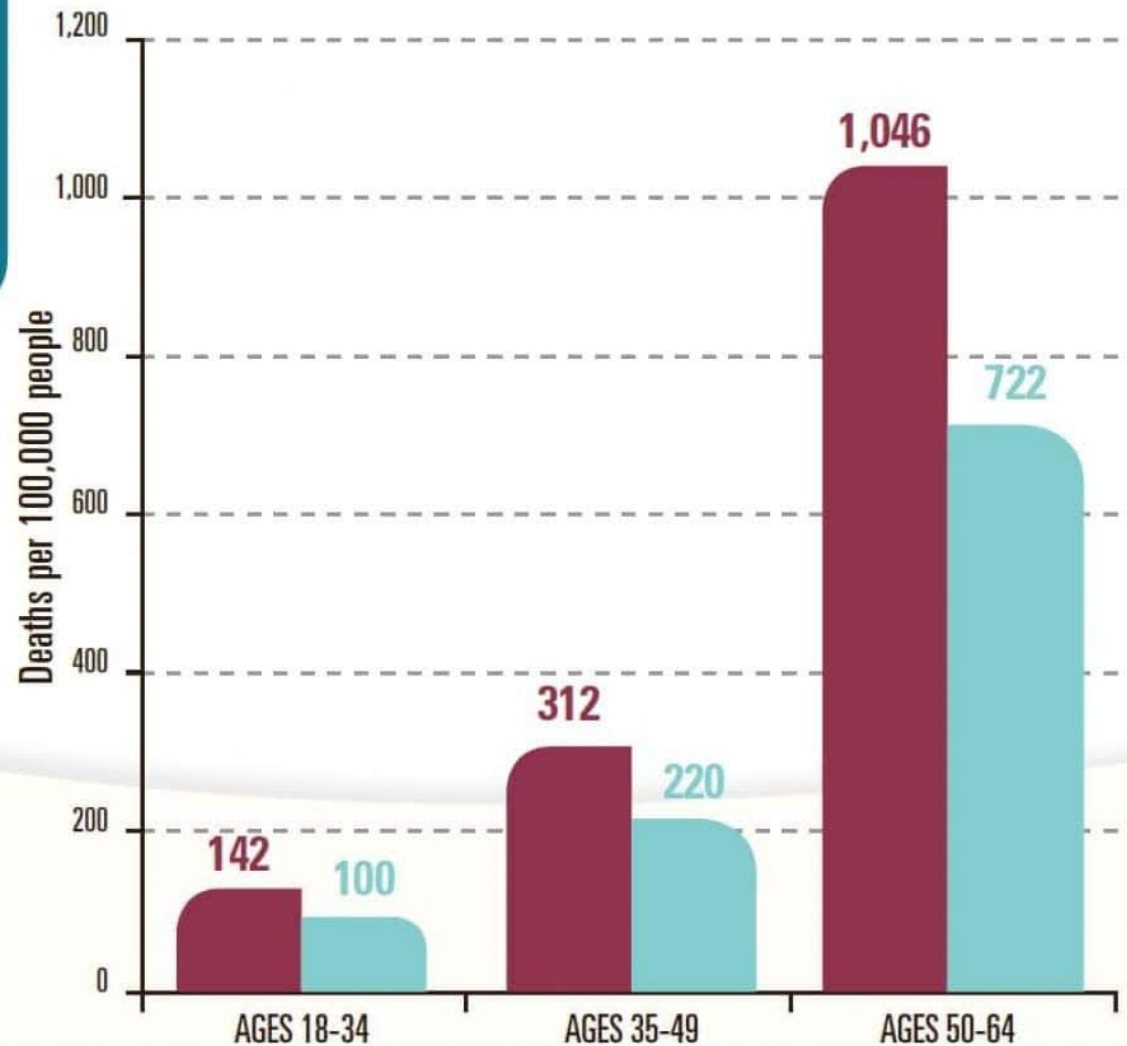
BLACK

BUTTERFLYZ

*"When One Flyz, We All Fly!"*

# THE SITUATION

African Americans are more likely to die at early ages from all causes.





THREE IDENTIFIED



# Barriers



**LACK OF ...**

**African American  
female role models  
engaged in  
physical activity.**



**LACK OF ...**

**Knowledge about  
physical activity.**



**LACK OF ...**

**Social support for  
physical activity.**



# BEHAVIOR CHANGE THEORIES



01

Bandura's Social Cognitive Theory

02

Deci's Self Determination Theory

03

Kujima Theory of Change

# KUJIMA THEORY OF CHANGE

Kwanzaa is a traditional African American Celebration that honors family, traditions, and culture. There are seven principles of Kwanzaa, but Kujima Theory of Change was informed by three of them.

**Kujichagulia**  
(koo-jee-cha-goo-LEE-ah)

"To define ourselves, name ourselves, create for ourselves and speak for ourselves."

**Ujima**  
(oo-JEE-mah)

"To build and maintain our community together and to make our Brother's and sister's problems, our problems and to solve them together."

**Umoja**  
(oo-MO-jah)

To strive for and maintain unity in the family, community, nation, and race.



# STUDY DESIGN AND METHODS

- Inclusion Criteria
- Questionnaires (IPAQ, Social Support for Exercise, TSRQ, SPS, and PANAS)
- Bonus: CLARAS
- Walking Phase I and Phase II
- Social media
- Program Enhancement Options



# IPAQ RESULTS

## International Physical Activity Questionnaire

<b>Physical Activity (IPAQ-Long)</b>	<b>Baseline (Median)</b>	<b>Post-intervention (median)</b>	<b>P-Value</b>
<b>Job-related physical activity</b>	480	1935	.550
<b>Transportation physical activity</b>	165	198	.922
<b>Housework, House maintenance, and Caring for Family</b>	720	780	.635
<b>Recreation, Sport and Leisure-time Physical Activity</b>	198	792	<b>.006</b>
<b>Moderate Intensity Leisure Time* Physical Activity</b>	0	0	<b>.020</b>
<b>Vigorous-intensity Leisure Time Physical Activity</b>	0	0	.066
<b>Leisure Time Walking</b>	99	264	<b>.007</b>
<b>Total Physical activity Minutes</b>	3,162	4987.5	.106

	<b>Baseline (Mean/SD)</b>	<b>Post-intervention (Mean/SD)</b>	<b>P-value</b>
<b>TSRQ (Autonomy)</b>			
<b>RAI (Relative Autonomy Index)</b>	3.00 (1.69)	3.15 (1.30)	.36
<b>PANAS (Mood)</b>			
<b>Positive Affect</b>	37.84 (8.39)	37.45 (9.13)	.681
<b>Negative Affect</b>	15.3 (4.23)	16.48 (7.06)	.277
<b>SPS (Social Support)</b>			
<b>Reassurance of Worth</b>	3.78 (.43)	3.69 (.44)	.298
<b>Opportunity to provide nurturance</b>	3.01 (.48)	3.25 (.52)	<b>.002</b>
<b>Social Support from Friends</b>	23.71 (11.03)	28.16 (9.3)	<b>.003</b>

# **KUJIMA THEORY OF CHANGE RESULTS**

**Autonomy and Social Support were the key constructs of this innovative, culturally-tailored behavior change theory.**

# MOST SIGNIFICANT RESULTS



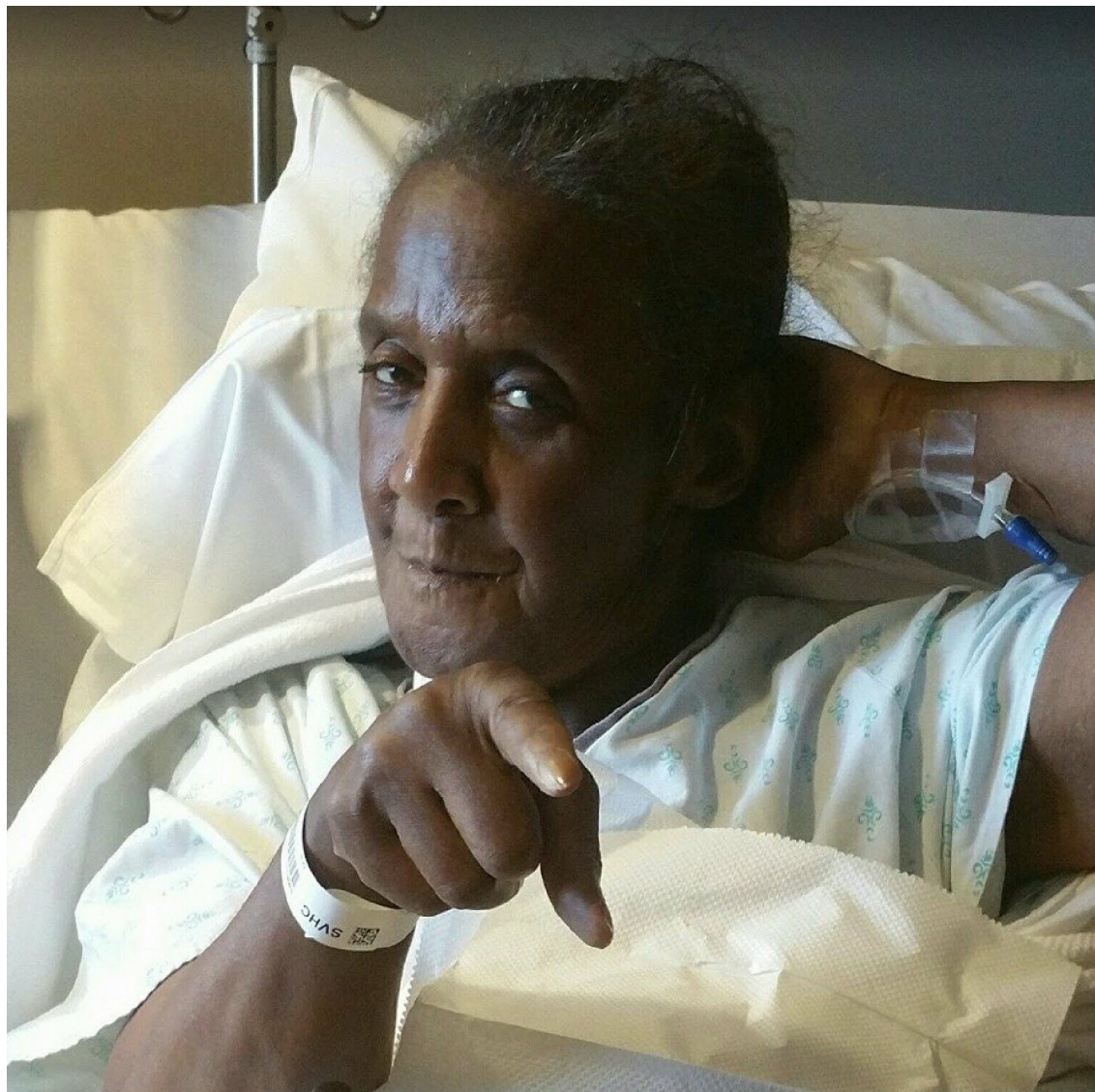
**Significant Increase in  
Leisure Time Physical  
Activity ( $p=.006$ )**



**Significant Increase in  
Exercise Specific  
Social Support ( $p=.003$ )**



**Significant Increase in  
Opportunity to Provide  
Nurturance ( $p=.002$ )**



Always remember CLARA!  
Together, we can **Change Lives And Raise Awareness**

*RIP: March 31, 2016*