

Health Priority Issue #5: Heart Disease & Stroke Committee

<p>Suggested Actions</p> <p><i>What needs to be done?</i></p>	<p>G. Initiative #3b: Changing Behavior – Mall Walking Program</p> <ul style="list-style-type: none"> • Behavior change is a process, not an event. In order for people to change behavior, they have to move through stages, sometimes regressing and progressing as many as three to four times (e.g. smoking cessation). • Changing perceptions will help to move people through the beginning stages – precontemplation and contemplation. • There is a Mall Walkers Organization. Start a local chapter. Engage the Mall Owners of Memphis, open malls, arrange publication of when, what, how far, etc.
<p>By Whom?</p> <p><i>Who will take the action?</i></p>	<ul style="list-style-type: none"> • Mall Owners • Mall Walkers Organization • Hospital Cardiac Rehabilitation Programs • American Heart Association • Methodist, Baptist, St. Francis Hospitals
<p>By When?</p> <p><i>By what date will the action be completed?</i></p>	<p>Begin – September 1, 1998</p>
<p>Resources & Support Needed/Available</p> <p><i>What financial, human, political, & other resources are needed and available?</i></p>	<ul style="list-style-type: none"> • Need to publish a mall walking brochure – mileage, stretching, basics of exercise. • Financial support for publishing booklet – mall operators? • Target health education programs in malls.
<p>Potential Barriers or Resistance</p> <p><i>What individuals and organizations might resist? How?</i></p>	<ul style="list-style-type: none"> • Security issues. • Safety and liability issues.
<p>How Success Measured?</p> <p><i>What events or data can be used to determine if the problem is being corrected?</i></p>	<ul style="list-style-type: none"> • Size of the organization. • Number of booklets picked up. • Number of health education programs in the mall.