

## ABSTRACT

### EVALUATION OF A HEALTH TOOL TO INCREASE THE CONSUMPTION OF FRUITS AND VEGETABLES WITHIN THE AFRICAN AMERICAN COMMUNITY OF WEST FRESNO, CALIFORNIA

African Americans are at high risk for diabetes, obesity, and cardiovascular disease. Often their diets influence the risk of these health problems. A diet rich in fruits and vegetables promotes good health and lowers the risk of chronic illnesses, yet African Americans consume fewer fruits and vegetables than any other ethnic group.

The purpose of this study was to evaluate an instrument designed to increase the consumption of fruits and vegetables among low-income African Americans in West Fresno, California. A cookbook calendar was created which included pictures of seasonal fruits and vegetables, information on exercise, healthy recipes, and various health tips. Community leaders submitted recipes for “Grandma’s Corner” in the 2006 Feeding the Soul Cookbook Calendar. Focus groups were used to determine the effects of this calendar through process, impact, and outcome evaluations.

Yolanda Suzette Randles  
August 2007