



IHED 610  
FINAL PRESENTATION

# HERBS

Health Education Reduces  
Behavioral Setbacks

# Presentation Outline

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# HEALTH EDUCATION REDUCES BEHAVIORAL SETBACKS (HERBS)

- **Mission Statement**

The mission of **HERBS** is to reduce incidents of cold and flu in a community by strengthening their immunity and resilience using Herbal Medicine.

- **Vision Statement**

The objective of **HERBS** is to utilize Herbal Medicine to create a healthier and more productive community.





# Introduction

## WHAT IS "HERBS"?

**Health Education Reduces Behavioral Setbacks (HERBS)** is a program which will benefit adults who are open to the preventative aspects of Herbal Medicine. It will be launched in Fall 2020 as people start to get focused on trying to reduce their chances of getting the cold and/or flu.





## TARGET POPULATION

Members of LIFT Wellness in Jackson, TN, adults age 18 and older. Audience is already engaged in promoting their individual health. This program would appeal to those with an interest in building the immune systems of themselves and their family embers.



64%

of US adults ages 18-60 catch at least  
1 cold per year

(CDC, 2017)

\$2.9 billion

were spent on over the counter  
medications for symptom relief

(Davis, 2003)





20%

of US adults ages 18-60 catch at least 1  
flu per year

(CDC, 2017)

79,000

deaths in US caused by influenza virus  
2017-2018

(CDC 2017)





WHAT IS HERBAL MEDICINE?

Phytotherapy is a thriving medical modality that uses whole plants to treat whole people, facilitating the healing process within the framework of holistic medicine.

DAVID HOFFMAN



# Program Description

4 WEEKS



## 4 SEMINARS

Each seminar will be held in a 2-hour format in the test kitchen of LIFT Wellness. It will include a demonstration with a tasting.

## OUTSIDE AVTIVITY

The audience will engage in an activity outside the classroom related to each seminar which will support self-efficacy.

## FACEBOOK GROUP

Adherence will be enhanced by a virtual community which will be utilized by attendees after the seminars are completed.

# Goals

## HERBS



Introduce attendees  
to Herbal Medicine.



Educate attendees on  
maintaining strong  
immunity.



Inspire attendees to  
create herbal  
remedies at home.



# Herbal Medicine



GATHER



CREATE



CONSUME

# Program Format

## WEEK 1

Introduction to Herbal Medicine and the concept of the "Kitchen Pharmacy" with a demo of "Fire Cider".

## WEEK 2

The concept of adaptogens will be discussed followed by a demo of how to make "Reishi Brownies".

## WEEK 3

The concept of detoxification will be discussed followed by a demo of how to make "Golden Milk".

## WEEK 4

Remedies for cold or flu will be explored followed by a demo of how to make "Elderberry Syrup".







# Week 1

## INTRODUCTION TO HERBAL MEDICINE

Herbal Medicine is an accessible, inexpensive, and results-oriented tool in achieving optimal health.

## DEMONSTRATION

Ingredients for "Fire Cider" will be presented and benefits will be explored. Facilitator will demonstrate how to make the herbal remedy, label the jar, and set it aside to macerate for three weeks. Outside activity will ask the attendees to create an inventory of their own "kitchen pharmacy".



# Week 2

## ADAPTOGENS

Facilitator will delve into the concept of adaptogens in Herbal Medicine. These herbs play an important role in helping the body fight off stress, which can trigger cold and flu.

## HIGHLIGHT ON REISHI

The reishi mushroom will be highlighted as an example of an immune boosting herb. Regular use of this herb can lower incidents of cold and flu.

## DEMONSTRATION

Ingredients for "Reishi Brownies" will be presented and benefits will be explored. Facilitator will demonstrate how to make the herbal treat. Outside activity will ask attendees to create a grocery list for ingredients they need for their "kitchen pharmacy".







# Week 3

## DETOX HERBS

Facilitator will delve into the concept of detoxification in Herbal Medicine. These herbs play an important role in helping the body rid itself of toxins which can trigger cold and flu.

## DEMONSTRATION

Ingredients for "Golden Milk" will be presented and benefits will be explored. Facilitator will demonstrate how to make the herbal remedy and attendees will enjoy a tasting. Outside activity will ask the attendees to go shopping for the ingredients on their grocery list.



# Week 4

## ANTIVIRAL HERBS

Facilitator will explore herbal remedies for cold and/or flu. These herbs are helpful in treating common viruses.

## HIGHLIGHT ON ELDERBERRIES

The black elderberry will be highlighted as an example of an antiviral herb. When used at the onset of cold and/or flu symptoms it can reduce duration of illness.

## DEMONSTRATION

Ingredients for "Elderberry Syrup" will be presented and benefits will be explored. Facilitator will demonstrate how to make the herbal remedy and attendees will enjoy a tasting. Outside activity will ask the attendees to join a designated Facebook group and post their own herbal medicines along with questions and observations.



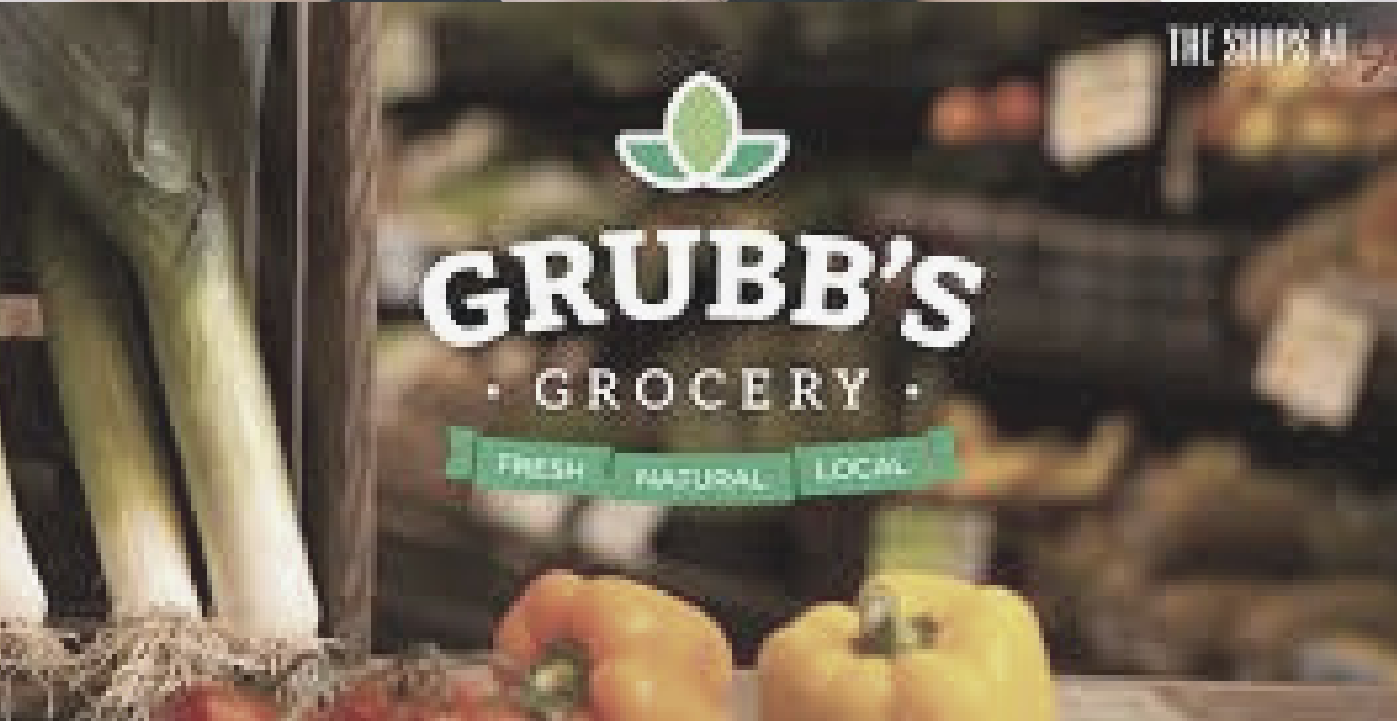


The final class will come full circle to include a demonstration of how to sift the macerated "Fire Cider" once it has matured.

Attendees will leave with a goody bag of herbal treats, coupons to Grubb's Grocery, and resources on where to purchase herbs and materials for medicine making.







# Adherence Strategies

## RECIPES AND SHOPPING LISTS

Facilitator will provide recipes for each of the herbal remedies demonstrated in the program. The outside activities will introduce new shopping and consuming behaviors.

## 20% OFF COUPON AT GRUBB'S GROCERY

Each attendee will receive coupons redeemable at Grubb's Grocery, the neighboring natural foods store. All the attendees will have to do is walk across the street!

## ONE FREE MONTH AT LIFT WELLNESS

Attendees who post their success stories on LIFT Wellness Facebook page will receive one free month of membership to the wellness center.

### PREVENTATIVE HEALTH BEHAVIOR

An individual who perceives themselves as healthy and wishes to maintain this status is likely to engage in preventative health behaviors.

(Kasl & Cobb, 1966)



### THEORY OF PLANNED BEHAVIOR

People are influenced by their social system. Thus, attendees will be supported by one another to make and sustain health behavior changes.

(Ajzen, 1985)





# Conclusion

## WHAT IS HERBS?

HERBS is a program which will educate an audience to the "Kitchen Pharmacy" and empower them to create their own herbal remedies in order to reduce their chances of getting the cold and flu.

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