



# lifestyleAmbassadors

FOR CHRIST

## EVANGELISM TRAINING MANUAL

Become successful in reaching people for Christ with this proven triple-layered evangelism spiral:

- Make **CONTACT**
- Win **CONFIDENCE**
- Lead to **CONVICTION**

## **Table of Contents**

### **1. The Evangelism Spiral Concept**

- 1.1 The Mission
- 1.2 The Message
- 1.3 The Method

### **2. Bible Worker Training**

- 2.1 Bible Study Training
- 2.3 Public Evangelism Training

### **3. The Contact Layer of the Evangelism Spiral**

- 3.1 Community Surveys
- 3.2 LifeStyleEXPOs
- 3.3 LifeStyleTV Leads

### **4. The Confidence Layer of the Evangelism Spiral**

- 4.1 Bible Study Groups
- 4.2 Health Lectures and Cooking Classes
- 4.3 LifeStyleTV
- 4.4 Other Activities and Events

### **5. The Conviction Layer of the Evangelism Spiral**

- 5.1 Mini Series – Profetiskt Perspektiv

### **6. Appendix**

- Appendix A – Bible Study Forms and Handouts
- Appendix B – Community Survey Sample
- Appendix C – Miniseries Sample
- Appendix D – LifeStyleEXPO Manual

## Introduction

The Ambassadors for Christ evangelism training manual is a guide to establish an effective evangelism program in your church. The manual starts with explaining the outreach concept of the evangelism program, what we call the evangelism spiral, followed by a chapter about the training of the church members. After that, the manual continues with a more detailed description of all the included parts of the evangelism spiral. In brief, the program is designed to inspire and train the church members for personal witnessing, to make the church active in ministering to the real needs of the people in their community and winning their confidence, and to present the Adventist message in a direct and clear way as an invitation for our new friends to follow Jesus Christ. Soul winning and message focused evangelism is possible, and it works, in every place where God has His faithful ambassadors. Based on inspired counsels from the Bible and the Spirit of prophecy this manual seeks to help your church to fulfill the very purpose of its existence.

*“The church is God's appointed agency for the salvation of men. It was organized for service, and its mission is to carry the gospel to the world.” Acts of the Apostles p.9*

In a secularized society darkened with physical, mental and spiritual sickness, God calls his church to carry a message of healing, hope and righteousness to the whole world. By Gods grace, this can be done in following the evangelism program presented in this manual. With great blessings, this program has been developed and tested in the Adventist church in Malmö, Sweden, an area of the world often counted as among the most secular. The experience of seeing the Spirit of God touching and changing lives with the straight message of the Adventist movement can be yours as well. May God bless your reading. We hope you'll be inspired to take even greater steps in faith as an Ambassador for Christ!

## 1. The Evangelism Spiral Concept

Before we explain the method behind the evangelism spiral, we need to have a clear understanding of why we are doing this program and also what we want to communicate. Therefore we will start by explaining the mission and message on which this evangelism program is built. After that we will introduce the method.

### 1.1 The Mission

*“The spirit of Christ is a missionary spirit. The very first impulse of the renewed heart is to bring others also to the Saviour.”* The Great Controversy p. 70

Jesus commands His people to evangelize using words like; “Go ye therefore, and teach all nations” and “Go ye into all the world, and preach the gospel to every creature.” Jesus is not saying, “Sit and wait for people to drop in to your church” or “wait until your coworker asks you what you believe.” Evangelism requires activity among Gods people therefore it is suggested that you start the evangelism program by reminding the church members about our mission and encouraging them to take an active part in it. Souls won for eternity will not be seen if we don’t take seriously our call to evangelize. We have been called to be ambassadors for the heavenly kingdom on this earth and we are to work according to that high calling. Jesus gave all for us, and now He asks us to give all for Him.

*“You are ambassadors for Christ, proclaiming his message of salvation to a perishing world, and upon you there rests a fearful responsibility. You are not your own. To redeem you, the Saviour paid a price of agony and blood. He has a just claim to your service. He expects your willing co-operation in the work of saving souls. He asks for all your powers of mind and body... You dishonor him when you are not continually growing in grace and in a knowledge of the truth.”* Review and Herald, March 24, 1903 par. 8

Jesus is not only asking us to be active, He also says what we shall be active in. The mission of God’s church is to be active in teaching and preaching the Word of God. Therefore the mission behind this program is focused on our message, it’s not to entertain people or only to create a social environment in our church. This program is geared towards earnest seekers that really want to find a meaningful lifestyle. We want to help people to find a saving relationship with God, but one of the conditions for finding God is that one earnestly in their search for the truth.

*“And ye shall seek me, and find me, when ye shall search for me with all your heart.”* Jeremiah 29:13

Our experience is that God uses the preaching of His word to make people interested in the Bible and God's principles for a healthy lifestyle so they start to seek for a higher meaning in life. God will bless our efforts if we are faithful in doing what He has asked us to do. Our mission is to present a message, not to convert people, that can only be done through the Holy Spirit. We need to believe that the preaching of God's Word will create faith in the lives of the hearers.

*"So then faith cometh by hearing, and hearing by the word of God."* Romans 10:17

*"So shall my word be that goeth forth out of my mouth: it shall not return unto me void, but it shall accomplish that which I please, and it shall prosper in the thing whereto I sent it."* Isaiah 55:11

The mission behind this manual is to be active, and active in presenting a message that can save people from sin.

## **1.2 The Message**

In Revelation chapter 14, the everlasting gospel is described as going to every nation, and kindred, and tongue, and people in a threefold message just before Jesus' second coming. As students of the Bible, we believe that we are living in that time and as followers of Christ we believe that we are chosen to carry this message of salvation to the whole world. The focus of everything we do during this evangelism program is to seek opportunities to present the three angels messages to everyone we come in contact with.

*"In a special sense Seventh-day Adventists have been set in the world as watchmen and light bearers. To them has been entrusted the last warning for a perishing world. On them is shining wonderful light from the word of God. They have been given a work of the most solemn import--the proclamation of the first, second, and third angels' messages. There is no other work of so great importance. They are to allow nothing else to absorb their attention."*

Testimonies for the Church vol. 9, p. 19

In this program we are also focusing on the health message, which is included in the three angels messages. We believe, and have seen that God's principles for a healthy lifestyle are an important part in winning souls for eternity.

*"The principles of health reform are found in the Word of God. The gospel of health is to be firmly linked with the ministry of the Word. It is the Lord's design that the restoring influence of health reform shall be a part of the last great effort to proclaim the gospel message."* Medical Ministry p. 259

### 1.3 The Method

The outreach method we use in this program is called the evangelism spiral. It is a concept similar to the evangelism cycle, but with a little change in the structure to be more fitting in an increasingly secular society. It is organized and inspired by the work of Christ to help us understand and focus on the principles He used in making disciples. As Ambassadors for Christ, we need to seek His example in our efforts to make true followers of Him.

*“Christ's method alone will give true success in reaching the people. The Savior mingled with men as one who desired their good. He showed His sympathy for them, ministered to their needs, and won their confidence. Then He bade them, "Follow Me.””* Gospel Workers p. 363

This is the method we have chosen as a guideline for the evangelism spiral presented in this manual. The principles we follow from the example of Jesus are:

- a. Show people that we desire their good and minister to their needs.
- b. Win their confidence.
- c. Ask them to follow Jesus.

The evangelism spiral consists of three layers that represent chains of activities and events in an ongoing cycle of time (see figure 1). Each layer corresponds to one of the above principles. If we look at a one-year spiral, the green layer represents the activities and events that the church is doing to show people that we desire their good and minister to their needs. The blue layer represents the activities and events we do to win their confidence and the orange layer represents what we do to ask them to follow Jesus.

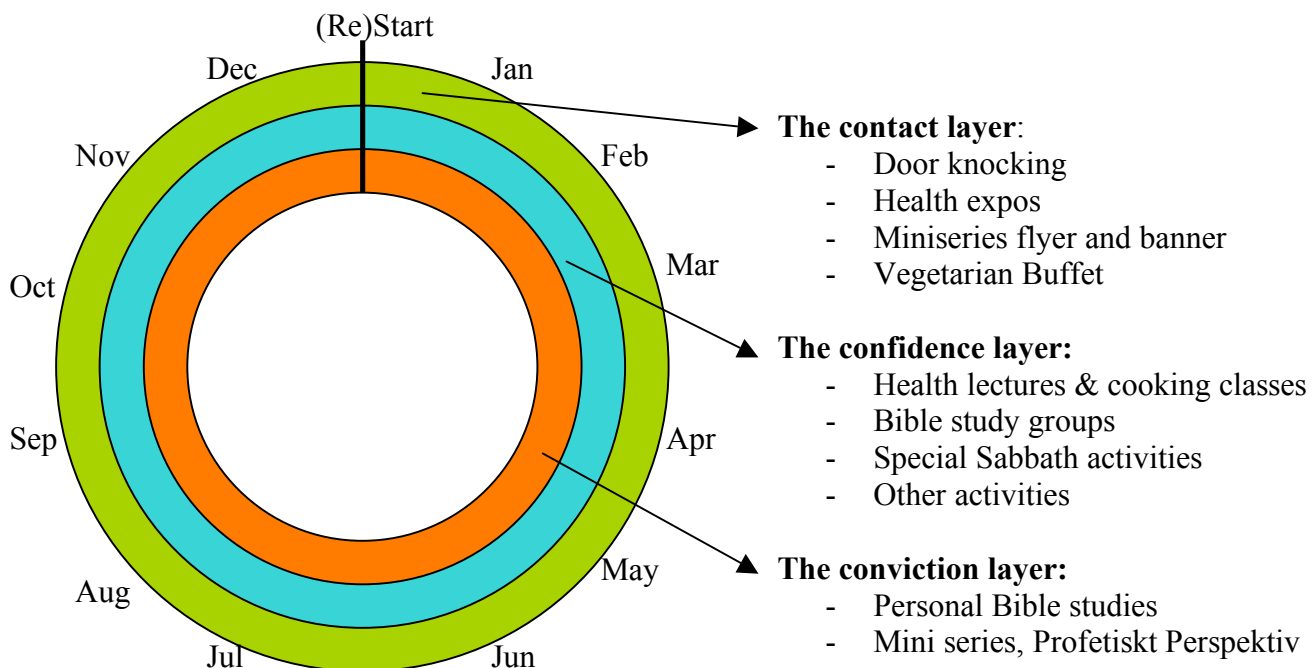


Figure 1: The Evangelism Spiral

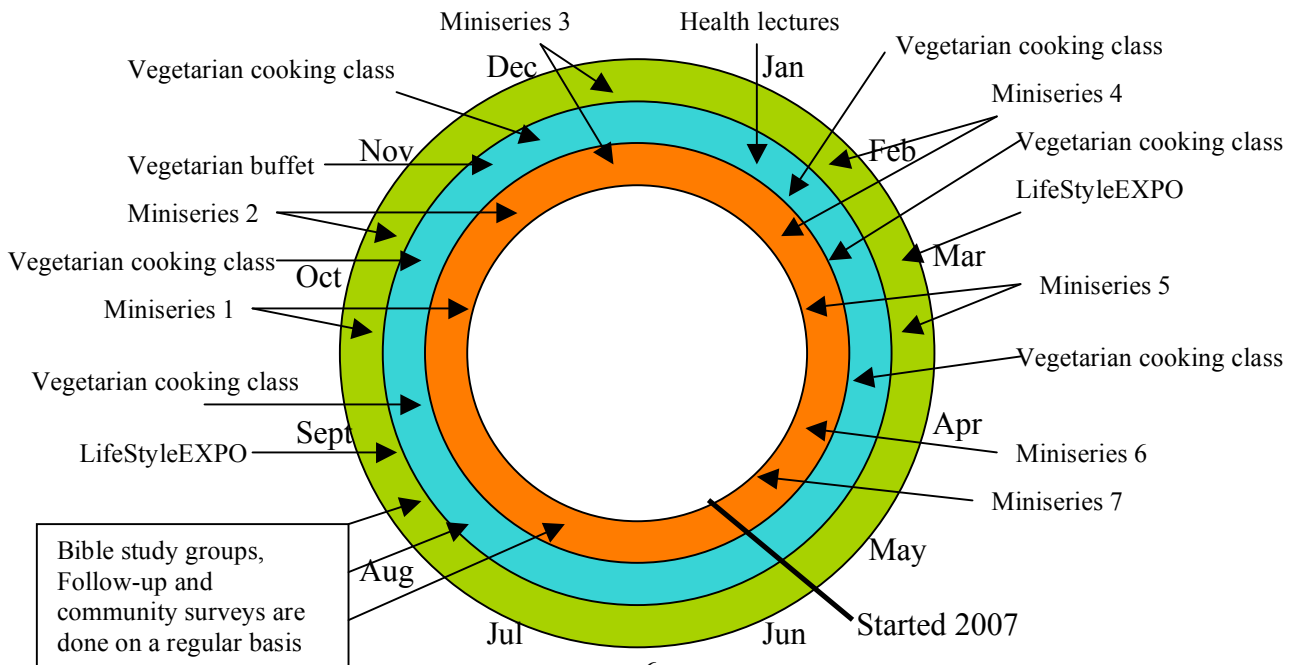
The strength with the evangelism spiral is that you always have something going on to reach seekers on different spiritual levels. In the green layer (contact layer) you have an intensive outreach activity with door knocking and LifestyleEXPOs in order to find those who are interested in knowing more about the Biblical lifestyle. This is where we can show people that we care about them and want them to have a meaningful life here and eternal life.

When people have confidence in what we do we can invite them to different church events like health lectures, cooking classes, Bible study groups or other activities the church has to offer. The important thing is to have a plan with all the activities to make them harmonize with the purpose of the evangelism program. People we have come in contact with are showing their confidence as they come to any of the activities in the blue layer (confidence layer) and the witnessing can continue on a more direct and personal level.

In the orange layer (conviction layer) we have activities that are meeting the spiritual need every person has. In this layer we present the eternal truths from the Bible to lead people into a saving relationship with Jesus. In an ongoing schedule we conduct miniseries, personal Bible studies and regular Bible study groups. Here we are presenting the message and inviting our friends to follow Jesus and trusting God to reach them through His Word.

With this organization, people can be lead into a decision to follow Christ in different ways and taking different amount of time. We have seen some people going from the blue to the orange layer very rapidly and some who have stayed in the green layer for a while slowly starting to enter into the blue layer. This shows the importance in understanding that the evangelism spiral offers a short-term purpose and a long-term purpose in reaching people. The ongoing cycles also provide a perfect opportunity for new members to stay active in evangelism.

**Example from Malmö church 2007-2008**



## **2. Bible Work Training**

Before starting the evangelism spiral every church member needs an understanding of the importance of personal witnessing. In every layer of the spiral we will come in contact with people, questioning what we do and what we believe and we need to be comfortable in giving an answer with meekness and fear. Everyone involved in the evangelisms program need to be trained in personal witnessing and in giving Bible studies.

*“Those who are ambassadors for Christ, who stand in His stead, beseeching souls to be reconciled to God, should be qualified to present our faith intelligently and be able to give the reasons of their hope with meekness and fear. Said Christ: “Search the Scriptures; for in them ye think ye have eternal life: and they are they which testify of Me.”* “ Testimonies for the Church vol. 2, p. 342

The training is briefly explained in this chapter and after that we will continue with the explanation of the activities of the different layers of the spiral.

### **2.1 Bible Study Training**

You cannot share what you don't have. If the church members don't know how to give Bible studies they need to be given the equipment and education required. The purpose with the training is to prepare the members for giving personal Bible studies, answering questions and be encouraged to active witnessing.

A training program should be presented yearly in the church so that new members quickly can learn how to share their faith, and thus continue the spiral. It gives inspiration, encouragement and education to the whole church, even if some have heard it a thousand times. After the training program, the attendees should be able to present 28 bible studies and in an effective way communicate our faith based on the Bible. A list of the topics, handouts and other resources are found in Appendix A.

The Bible study training includes:

- a. 28 message-focused Bible studies marked in your Bible
- b. Learning how to effectively present the Bible studies
- c. Learning to tell your own testimony and meet objections
- d. Learning to use resources

### **2.3 Public Evangelism Training**

The training required to conduct the public evangelism events included in the evangelism spiral are explained under the chapter corresponding to that event.



### **3. The Contact Layer of the Evangelism Spiral**

*- He desired their good and ministered to their needs*

In the contact layer, we have three main activities: the community surveys, the LifeStyleEXPO and the miniseries. The miniseries have been an important part of getting contact with people who are interested in knowing more about the Bible. Read more about the miniseries in chapter 5. The community surveys are done on a weekly basis and the EXPO are done as many times as the church can handle it, typically once or twice a year and preferably just before any of the other main events in the confidence layer or the conviction layer.

#### **3.1 Community surveys**

At the same time as the Bible study training starts you also start doing community surveys. The first purpose of doing the surveys is to find those who are ready to start studying the Bible.

*"All over the world men and women are looking wistfully to heaven. Prayers and tears and inquiries go up from souls longing for light, for grace, for the Holy Spirit. Many are on the verge of the kingdom, waiting only to be gathered in."*  
Acts of the Apostles p. 109

Going from house to house to search out seekers, who are wistfully looking to heaven, is a very rewarding and important work. An easy and non-offensive way to do this is through making community surveys. The survey could have about 5-10 questions where the last question is to the effect of: "Would you like to study the Bible more?" Survey examples can be found in Appendix B.

A second purpose of making the surveys is of equal importance; it is for training the members to meet people. Doing door-to-door work is one of the most blessed activities you can be involved in during this evangelism program. You meet and get opportunities to talk about the Biblical lifestyle and pray together with people from all ages, backgrounds, faiths, education, ethnicity and profession. If more of God's people could understand the importance and blessing in this work the spiritual life and activity in God's church would greatly increase.

*"Hundreds and thousands were seen visiting families and opening before them the word of God. Hearts were convicted by the power of the Holy Spirit, and a spirit of genuine conversion was manifest. On every side doors were thrown open to the proclamation of the truth."* Testimonies for the Church vol. 9, p. 26

Church members should be encouraged and equipped to do this very work. The best way of learning how to do surveys is to start doing it. This strengthens the faith of the church members, teaches them how to meet people and gives them confidence in sharing their faith.

Because of the cooperation with LifeStyleTV, we can gather information for LifeStyleTV's use, about people's understanding of faith and lifestyle questions while at the same time getting a perfect icebreaker to start conversation with the people we meet. We also have a great resource to refer to if people want to know more about the questions we discuss at the door. We often find people much more open and willing to participate when coming as a representative from LifeStyleTV instead of from a church.

### **3.2 LifeStyleEXPO**

*“Every gospel worker should feel that the giving of instruction in the principles of healthful living is a part of his appointed work. Of this work there is great need, and the world is open for it.” Ministry of Healing, p. 147.*

God calls his children to medical evangelism and health education. The health message, God's principles for a healthy lifestyle is a part of the message we are called to carry to the world and a great tool to use in reaching people and making contacts. Relieving people's physical and mental suffering give opportunity to minister to their spiritual needs. LifeStyleEXPO promotes a healthy lifestyle and enriches people lives.

LifeStyleEXPO is a newly packaged health expo from LifeStyleTV that is being used to reach people, make contacts and promote an active and healthy lifestyle. A LifeStyleEXPO is arranged (3-5 days) at a local shopping center, or similar venue and offers people free health screenings, tests, information and counseling by professionals for everything from diabetes to weight management. The EXPO features screenings for blood pressure, lung capacity, body-fat analysis, cholesterol, glucose, Harvard step test, health-age appraisals and free anti-stress massages. LifeStyleEXPO is focusing on eight stated main factors related to disease prevention and physical and mental health. These are; nutrition, exercise, water, sun, temperance, air, rest and trust in divine power. Each factor is addressed in detail at the health expo using a combination of color posters with up-to-date medical information, screening tests and health counseling.

One of the purposes of a LifeStyleEXPO is to establish relationships of trust and friendship with the community. Our work in a LifeStyleEXPO should be motivated by a desire to share the physical benefits of a healthy lifestyle as well as the emotional and spiritual ones. We should be sensitive to people's needs, respectful of their opinions and never force our ideas upon them.

*“Since His ascension Christ has carried forward His work on the earth by chosen ambassadors, through whom He speaks to the children of men and ministers to their needs.” Acts of the Apostles, p.360*

The LifeStyleEXPO is a good way to make contacts, and it's recommended to have seminars in connection with the EXPO that visitors could be invited to. The ultimate is to organize seminars the same week as the EXPO and to have follow-ups on different topics during the year. Many will receive immediate benefits from putting into practice what they have learned at the EXPO but for others the EXPO may be the beginning of a process that may lead them to attend other health/family related seminars which may improve their health later on.

EXPOs are organized as the first step of a series of programs that will address the various aspects of health. See chapter 4.2 and 4.4 for more information. With this in mind, before the LifeStyleEXPO begins, it is important to strategize and plan some follow up meetings to be advertised during the EXPO with flyers, brochures etc. It is also wise to have information about the miniseries available at the EXPO. See chapter 5 for more information.

There should not be a long time between the EXPO and the first seminar. Other seminars should optimally be conducted every 4-6 weeks, to keep the interest and address people's needs when they need help. The benefits of this method are many. It breaks down prejudice, allows for time to build relationships and the public become more open to healthy habits. This method requires some degree of perseverance and effort. The key factors for its success are the proper use and follow up of the interest cards at the LifeStyleEXPOs. These should be properly filled in and collected at the health age station of the EXPO. Bible workers and church members are then visiting all the people who indicated an interest in bible studies. You will find the information you need to plan a LifeStyleEXPO in appendix D

### **3.3 LifeStyleTV Leads**

In referring to LifeStyleTV when doing community surveys and in other outreach activities we are increasing the opportunities of getting and keeping contact with people. A perfect example of a person who enters quickly into the conviction layer is a person who visits a church as a result of watching LifeStyleTV. These contacts have gained a large degree of confidence in the church from TV. They have an understanding of our message and are often ready to attend personal Bible studies or miniseries.

*"I have only been watching lifestyletv for a short time. I found the channel while channel hopping. It was only after a few months of viewing that I realized it was [related to] the seventh day Adventist Church. Since then I have been investigating the teachings of the Adventist Church, and how it differs from the "Sunday worshiper's". I am trying to find a Seventh Day Adventist Church here in Norway where I live, with great difficulty I might say. Could you kindly inform me about a church or upcoming meetings in the south of Norway." – LifeStyleTV Viewer*

## **4. The Confidence Layer of the Evangelism Spiral**

*- And won their confidence*

In this layer we have all the activities we do as a church to gain a deeper relationship with the people we have come in contact with, such as Bible study groups, cooking classes or health lectures. Remember that all the activities should have a natural connection to the other layers so it is easy to help people move from the contact layer to the conviction layer. Everything we do in the confidence layer should harmonize with the overall plan of the evangelism spiral. Information of all these activities should be available at the EXPO and the public meetings.

### **4.1 Bible Study Groups**

From the beginning of the evangelism program the church need to establish groups that meet during the week in the church or in private homes. The purpose of the groups is to create a spiritual forum to invite interested people to.

*“And daily in the temple, and in every house, they ceased not to teach and preach Jesus Christ” Acts 5:42*

To meet in small groups for prayer and Bible study is a very important part of the follow-up of both the miniseries and the LifestyleEXPO. People who express an interest in Bible studies at the EXPO, public meetings, surveys or from TV contact should be invited to a Bible study group. In the groups you can discuss questions from the miniseries and compliment the messages from a recent series in a more conversational level.

In addition to functioning as a follow-up for the contacts, the groups are also an effective way in helping the spiritual life of the members who now get another spiritual meeting point during the week.

### **4.2 Health Lectures and Cooking Classes**

A perfect way to follow-up the interests from the LifestyleEXPO is to conduct health lectures and cooking classes. The health lectures could successfully be combined with a LifestyleEXPO during the same time. You could have a EXPO during the day and meetings in the evening. The cooking classes could be conducted one evening repeated every 4-6 week.

It is important to keep in mind that in all seminars we should gently work with the audience. For example, in your cooking schools you might include a short talk addressing up-to-date topics on nutrition and health. The health lectures and cooking classes are a perfect opportunities to witness to people who are interested in the health part of the Biblical lifestyle.

### 4.3 LifeStyleTV

Referring to LifeStyleTV and their products is an excellent resource that helps in getting the confidence of the people we meet. People understand the message of the Adventist church and when coming in contact with events and activities conducted by the church, they already have great respect for what we are doing.

*“I’m a Roman Catholic, but all the same, am very attracted to very many of your programs. I have been seriously ill this year so I have not been a very ACTIVE Catholic! LifestyleTV’s programs are a very intelligent use of the TV media! They helped me concentrate on something positive, thereby, enabling me to cut down on painkillers! This channel is so inspirational in every way! I have viewed your programs for many months. I have learned, hopefully, a lot about Our Lord, Jesus Christ, His disciples and the prophets from both the Old and New Testament. Please don’t stop the good work!” - LifeStyleTV viewer*

*“Hi! I want to thank you for the many great programs! I really appreciate the interesting Bible studies; both those with international teachers and those with the two young Swedish boys. I don’t remember their names right now. Very inspiring! After I found your channel I have almost stopped watching the other [Christian] channels on Canal Digital, they seem so shallow in comparison. Doug Bachelor, Asscherick and Jeffery are just bursting with enthusiasm. They have given me so much new courage. I am personally also a Christian and belong to a Pentecostal church. Of course I notice some differences in the message, but that is nothing that bothers me, to the contrary it enriches me. I must admit that when it comes to the Sabbath, I believe that you are right....” LifeStyleTV viewer.*

*“I’ve just gotten the Canal Digital package and with that also LifestyleTV. I want to say that it is an unbelievable good channel with a lot of great Bible teaching and preaching. I also enjoy the good documentaries you have. It is incredible to see the past, present and future with Biblical eyes. I’m so tired of the usual charismatic channels, which focus more in money, healing, miracles and spiritual gifts. Even if I’ve not had LifestyleTV for a long time it looks like a channel that puts Bible studies and Christian teaching as the priority. That’s something I’m very glad for. I think Christians need such a channel. I also believe that non-Christians need a channel like this so they can see that Christianity has little to do with money, “hallelujah-shouts,” spiritual manifestations and prosperity gospel. I hope you’ll continue along this line, and if you do I’ll become a monthly financial supporter of LifeStyleTV. Thanks so much for a good channel with many good programs. May God bless you in your good work.” – LifeStyleTV viewer*

### 4.4 Other Activities and Events

Could include; Vegetarian cooking classes, Stop Smoking- Coping With Stress- and Depression Recovery seminars are a few good choices. Remember that all we do should harmonize with our mission and message.

## 5. The Conviction Layer of the Evangelism Spiral

- Then He bade them, "Follow Me."

This is the most important part of the evangelism spiral. Here we are dealing with eternal realities and eternal life is at stake. Here we are presenting the straight Adventist message in a miniseries or in personal Bible studies in order to lead people to decisions for Christ. It might take time for a person to accept the present truth but this should not come as a surprise or discouragement for the Bible student.

*"Preach the word; be instant in season, out of season; reprove, rebuke, exhort with all longsuffering and doctrine. For the time will come when they will not endure sound doctrine; but after their own lusts shall they heap to themselves teachers, having itching ears; And they shall turn away their ears from the truth, and shall be turned unto fables." 2 Timothy 4:2-4*

What you win them with is what you win them to. We could easily fill our churches with people by entertaining them under the name of Christianity or by not telling some of the most testing truths for our time. But our mission is not just to fill the church with people but to present a message that can save people from sin and bring them to Christ. It might take time, but if we win people with the word of God they will stay in the word of God and be active ambassadors for heaven.

*"The work of the ambassadors for Christ is far greater and more responsible than many dream of. They should not be at all satisfied with their success until they can, by their earnest labors and the blessing of God, present to him serviceable Christians, who have a true sense of their responsibility, and will do their appointed work." Gospel Workers p. 18*

### 5.1 Mini series – Profetiskt Perspektiv

*"We have a great work before us, and we have not an hour to lose from the essential work to be done. Let us confine our public efforts to the presentation of the important lines of truth on which we are united, and on which we have clear light." Selected Messages vol. 9, p. 167)*

Public meetings are a powerful way to present the truth systematically. Long series of meetings might be held, but since many people today might not take the time to come to a full-scale prophecy seminar, shorter miniseries are a great alternative. This also fulfills the long term and short-term purpose of the evangelism spiral. There is always a nearby spiritual meeting to invite interested friends to during the whole cycle. This creates many entering points not just one.

Under the title Profetiskt Perspektiv (Prophetic Perspective) four or five mini series are presented instead of a full-scale campaign. Every series contains five sessions, which are given during a four-day period. A series is presented every 4-6 weeks, and when all topics are covered, you start all over again. New advertisement is made for every series. A banner is hung outside the meeting hall/church and flyers are passed out in the neighborhood. This makes the church appear more active and attractive for visitors to attend. This also catches people at different levels of spiritual understanding as they may start attending the series that specifically appeal to them.

Such an approach gives many benefits:

- New advertisement every month
- Church members get a rest in between
- New contacts are created
- People who have problems coming to a longer campaign can hear the message

During the miniseries the church members should be reminded about the importance of personal witnessing.

*"I have been shown that house-to-house labor is the work that will make the preaching of the Word a success."* Evangelism p. 433

*"Of equal importance with public effort is house-to-house work in the homes of the people. As the result of the presentation of truth in large congregations, a spirit of inquiry is awakened, and it is especially important that this interest be followed by personal labor."* Gospel Workers p. 364

*"Not only is the truth to be presented in public assemblies; house-to-house work is to be done. Let this work go forward in the name of the Lord."* (Ev 431)

During the miniseries all members should come to the meetings to witness at a personal level and give their support to the preacher. They should seek opportunities to invite visitors to further studies and once again remember:

*"The Savior mingled with men as one who desired their good. He showed His sympathy for them, ministered to their needs, and won their confidence."* Gospel Workers p. 363

We have seen twice as many visitors as church members at our miniseries and the number have increased every night during the series. Every miniseries has resulted in new attendees for our Bibles study groups or personal Bible studies. Many people continue from one series to the next, but also new visitors come at each meeting. See Appendix D for topic examples. The best way to start is just to copy the material and set at date to start and God will bless your efforts.

## **Appendix**

Appendix A – Bible Study Forms and Handouts

Appendix B – Community Survey Sample

Appendix C – Miniseries Sample

Appendix D – LifeStyleEXPO Manual



## Appendix A –Bible Study Forms and Handouts

### **Bible Training Topics**

#### **Biblical Overview**

1. The Word of God
2. The Great Controversy
3. Salvation
4. The Work of the Holy Spirit
5. The law of God

#### **Biblical Overview of Our Time**

6. Antichrist, part 1
7. Antichrist, part 2
8. The Sabbath
9. The Second coming
10. Death
11. The Millennium
12. Hell
13. The Sanctuary
14. The 70 week prophecy
15. The Judgment and 1844
16. The Mark of the beast
17. God's church
18. Prophetic Guidance

#### **Spiritual disciplines**

19. Baptism
20. Stewardship
21. Prayer
22. Christian Lifestyle
23. Health
24. Witnessing

# BIBLE STUDY FORM

**TITLE:** \_\_\_\_\_

**PURPOSE:** \_\_\_\_\_

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**FOCUS:** \_\_\_\_\_

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12. \_\_\_\_\_ : \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

13. \_\_\_\_\_ : \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

14. \_\_\_\_\_ : \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

15. \_\_\_\_\_ : \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

16. \_\_\_\_\_ : \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

**APPEAL:** \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

**DIFFICULT TEXTS:**

1. \_\_\_\_\_ : \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

2. \_\_\_\_\_ : \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

3. \_\_\_\_\_ : \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

4. \_\_\_\_\_ : \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

5. \_\_\_\_\_ : \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

6. \_\_\_\_\_ : \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

## Appendix B – Community Survey Sample

### Enkätundersökning om tro

1. Tycker du att tro är en del av en positiv livsstil?  Ja  Nej
2. Tror du att det finns en Gud?  Ja  Nej
3. Kan du föreställa dig att titta på religiösa TV-program?  Ja  Nej
4. Kan du föreställa dig att titta på hälsoprogram på TV?  Ja  Nej
5. Tror du att det finns ett liv efter döden?  Ja  Nej
6. När var du senast i en kyrka?  
 senaste veckan  förra månaden  förra året  aldrig
7. Har du en Bibel hemma?  Ja  Nej
8. Om ja, hur ofta läser du bibeln?  
 varje dag  varje vecka  någon gång per år  aldrig
9. Upplever du att bibeln är svår att förstå?  Ja  Nej
10. Skulle du vilja veta mer om vad bibeln säger och vilken betydelse den kan ha för oss i vår tid?  
 Ja  Nej
11. Om du skulle söka svar på religiösa frågor vart skulle du då vända dig?  
 Internet  TV  pastor  en vän

Datum: \_\_\_\_\_ intervjuare: \_\_\_\_\_ plats: \_\_\_\_\_



### Opinion survey on faith

1. Do you think faith is a part of a healthy lifestyle?  Yes  No
2. Do you believe there is a God?  Yes  No
3. Would you be interested in watching religious TV?  Yes  No
4. Would you be interested in watching health programming on TV?  Yes  No
5. Do you believe there is life after death?  Yes  No
6. When did you last attend church?  
 last week  last month  last year  never
7. Do you have a Bible at home?  Yes  No
8. If yes, when did you last read the Bible?  
 last week  last month  last year  never
9. Do you find the Bible hard to understand?  Yes  No
10. Would you be interested in knowing what the Bible has to say and what it can mean for us today?  
 Yes  No
11. If you were to search for religious answers, where would you look?  
 Internet  TV  a pastor  a friend

Date: \_\_\_\_\_ interviewer: \_\_\_\_\_ place: \_\_\_\_\_



Appendix C – Miniseries Sample



# Profetiskt Perspektiv

på Guds existens

TV-PUBLIK lifestyletv.se

**Onsdag: Finns det någon?**  
**Torsdag: Guds ord eller moder jord?**  
**Fredag: Profetisk försäkran om en god Gud**  
**Lördag: Att tyda tidens tecken**

**10 - 13 oktober**  
**kl. 19:00 - 20:00**



Som ingenjörstudent på Chalmers Universitet så fann Dan Millares att det finns mer i livet än bara vetenskap, han delar här med sig i fyra intressanta möten av vad han funnit.

Adventkyrkan, Malmö  
[www.adventkyrkan.se](http://www.adventkyrkan.se)



# Profetiskt Perspektiv

på ondskans existens

TV-PUBLIK lifestyletv.se

**Torsdag: Varför finns det lidande?**  
**Fredag: En lösning för den drabbade**  
**Lör: Bibelns illustration på ondskans dilemma**  
**Söndag: Stunden för rättvisa har kommit**

**8 - 11 november**  
**kl. 19:00 - 20:00**



Som student uppmärksammade Jonathan Karlsson Bibelns svar på livets stora frågor: Under dessa fyra möten antar han utmaningen att, med Bibeln i hand, möta den vanligaste invändningen mot Kristedomen.

Adventkyrkan, Malmö  
[www.adventkyrkan.se](http://www.adventkyrkan.se)



# Profetiskt Perspektiv

på dagens händelser

TV-PUBLIK lifestyletv.se

**Torsdag: Trollkarlar och häxor idag**  
**Fredag: Vår tids religiösa stormakt**  
**Lördag: Den bortglömda moralen**  
**Söndag: USA och yttrandefrihet**

**6 - 9 december**  
**kl. 19:00 - 20:00**



Som ingenjörstudent på Chalmers Universitet så fann Dan Millares vad Bibeln säger om dagens händelser, i dessa intressanta möten delar han med sig av vad han funnit.

Tel 040 - 97 44 31 Adventkyrkan, Malmö  
[www.adventkyrkan.se](http://www.adventkyrkan.se)



# Profetiskt Perspektiv

på dolda sanningar

TV-PUBLIK lifestyletv.se

**Torsdag: Herrens dag i Bibeln**  
**Fredag: Sanningen om helvetet**  
**Lördag: Tungotal i sista tiden**  
**Sön: Varför så många olika kyrkor?**

**14 - 17 februari**  
**kl. 19:00 - 20:00**



Jonathan Karlsson studerade naturvetenskap i Örebro när han upptäckte att Bibelns dolda sanningar gick att förstå. Han agnar sig nu åt att, på full tid, sprida det budskap som förändrade hans liv.

Adventkyrkan, Malmö  
[www.adventkyrkan.se](http://www.adventkyrkan.se)



# lifestyleEXPO

## HEALTH EXPO TRAINING MANUAL *EUROPEAN EDITION*

Become successful in reaching people  
for Christ with this proven evangelism method:

- Make **CONTACT**
- Win **CONFIDENCE**
- Lead to **CONVICTION**

lifestyleEXPO.se 





## Table of Contents

|  |           |
|--|-----------|
| <b>Introduction.....</b>                   | <b>3</b>  |
| <b>Promoting a healthy lifestyle .....</b> | <b>4</b>  |
| <b>The EXPO stations.....</b>              | <b>5</b>  |
| <b>Activities at the stations</b>          |           |
| ADVERTISMENT/ INVITING.....                | 6         |
| WELCOME/ ENTRANCE .....                    | 6         |
| SUNLIGHT.....                              | 7         |
| NUTRITION.....                             | 8         |
| AIR .....                                  | 9         |
| EXERCISE.....                              | 10        |
| WATER .....                                | 11        |
| REST.....                                  | 12        |
| TEMPERANCE .....                           | 13        |
| HEALTH AGE.....                            | 14        |
| TRUST.....                                 | 15        |
| RESOURCES.....                             | 16        |
| <b>Organizing an EXPO .....</b>            | <b>16</b> |

# Introduction

This manual will help you to organize and conduct a LifeStyleEXPO. If you want to know more about how it relates to the evangelism program, see the LifeStyle Ambassadors evangelism training manual, chapter 3.2.

The LifeStyleEXPO is a newly packaged health expo from LifeStyleTV that is being used to reach people, make contacts and promote an active and healthy lifestyle. LifeStyleEXPO is focusing on eight stated main factors related to disease prevention and physical and mental health. These are: nutrition, exercise, water, sunlight, temperance, air, rest and trust in divine power. Each factor is addressed in detail at the LifeStyleEXPO using a combination of colour posters with up-to-date medical information, screening tests and health counseling.

# Promoting a healthy lifestyle

Governments around the world are becoming increasingly active in fighting risk factors of the most common health related causes of death. Cardiovascular diseases, cancer and diabetes are the most common causes of death in industrialized nations. Other medical problems such as anxiety and depression, are becoming increasingly more common and even these may have an indirect relationship with mortality, reduce quality of life and affect interpersonal relationships.

There are eight main factors related to disease prevention and physical and emotional/spiritual health. These are: nutrition, exercise, water, sunlight, temperance, air, rest and trust in divine power. Each factor is addressed in detail at the LifeStyleEXPO using a combination of health posters, up-to-date medical information, medical tests and health counseling.

Most health systems face budget restrictions in the area of preventive medicine, due to the high priority of curative services, to meet the needs in immediate care. As a result, there are few health professionals working in the area of preventive medicine, leaving others with little time and expertise to educate patients on healthful living.

The LifeStyleEXPO involves health professionals and non-medical volunteers who are interested in healthful living. The latter undergo a short training program on the principles of a healthy lifestyle and the different activities offered at a LifeStyleEXPO. By doing so, effective health education can be given without the presence of so many health professionals. These, however, provide the background scientific and technical support needed at the each EXPO.

It is estimated that if communities adopted the health principles promoted at the LifeStyleEXPOs, their mortality rates for cancer and cardiovascular diseases, for example, could drop by 60-70% and 70-80% respectively. Longevity could be increased by 6-12 years, with better quality of life. Medical costs would be greatly reduced and people could live better, healthier lives.

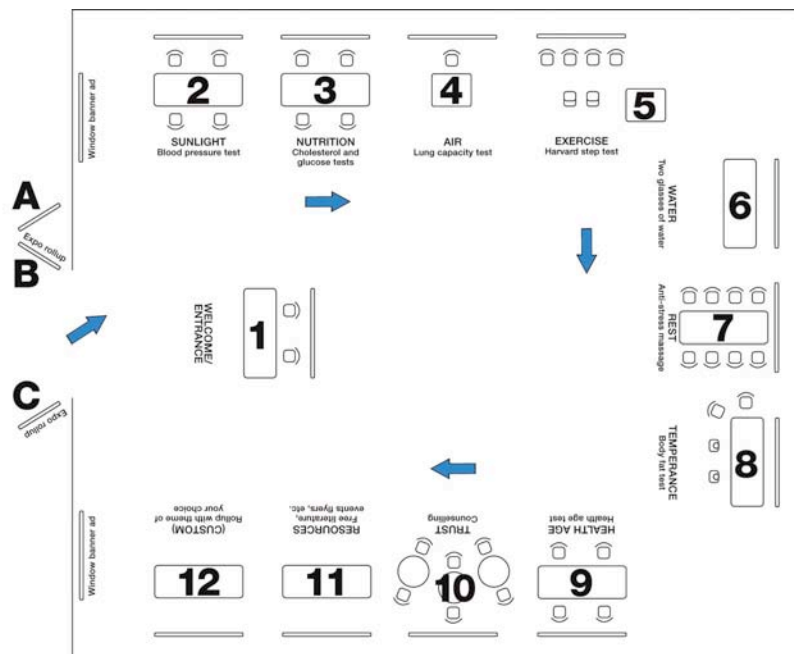


# The EXPO stations

The nine health screening stations should be arranged in a way that facilitates the flow of large numbers of people and must take into account the physical characteristics of the hall. Each station has a specific banner which creates the backstage for the different medical tests or other activities offered at each station. Here is the order we typically use which has proven to be successful:

| Order | Health Station | Activity  |
|-------|----------------|---|
| 1     | Welcome        | Entrance banner                                   |
| 2     | Sunlight       | Blood pressure test                               |
| 3     | Nutrition      | Blood glucose and cholesterol test                |
| 4     | Air            | Lung capacity test                                |
| 5     | Exercise       | Harvard step test                                 |
| 6     | Water          | Promote water drinking                            |
| 7     | Rest           | Anti-stress neck massage                          |
| 8     | Temperance     | Body Fat Percentage and BMI (Body Mass Index)     |
| 9     | Health age     | Computerized tests: Health Age                    |
| 10    | Trust          | Lifestyle counseling and spiritual aspect of life |
| 11    | Resources      | Free literature and other giveaways               |
| 12    | Custom         | Custom banner (e.g. ADRA, children's expo etc.)   |

## Arrangement of the stations



# Activities at the stations

## ADVERTISING/ INVITING

### Activity:

To hand out flyers and invite people to the LifeStyleEXPO.

**Number of volunteers: 4-20**

### Comments:

Make sure that you know about the EXPO and be friendly in your approach. It could be good to mention one of the most popular stations when you give the invitation like “free massage.” This group will be outside the expo and at the streets inviting people in.



## WELCOME/ ENTRANCE

### Activity:

To welcome visitors and answer questions about the LifeStyleEXPO.

**Number of volunteers: 1-3**

### Comments:

A greeter gives a Health test result form to the visitors and explains to them that the Health test result form will be used to write the results of the tests done at each station.

A form titled "lifestyleEXPO Health tests results". It has a green header and a white body. The form is divided into sections for different health tests, each with a list of questions and a corresponding input field. The sections are: 1. Sunlight, 2. Nutrition, 3. Air, 4. Exercise, 5. Water, 6. Rest, 7. Temperature, 8. Health age, and 9. Trust. Each section has a small icon and a list of questions. The form is designed to be filled out by visitors at the expo.

## SUNLIGHT

### Activity:

Blood Pressure test

### Number of volunteers: 1-2

Use two people taking blood pressures if possible as this station often proves to be very popular.

### Comments:

Talk to people and help them to relax, before you measure their blood pressure. Since many people are stressed when they come and have been out walking, you could offer them to do the blood pressure test again at the end of the tests at the counseling booth if their results are high, to get a more accurate result.



### TEST – Blood pressure level

- 1 Have the person sit on a chair with their feet flat on the floor. Tell them to place their arm on the table so that the arm cuff will be at the same level as their heart. (Its best if they can remove any tight-fitting clothing from their upper arm.)
- 2 Apply the arm cuff to the upper arm. The colored marker should be centered on the inside of the arm and point down the inside of the arm, so that the air tube runs down the inside of the forearm and is in line with your middle finger.
- 3 Secure the cuff around the arm using the fabric fastener strip.
- 4 Press the O/I start button.

When measurement is complete, the monitor displays their blood pressure and pulse rate, and automatically deflates the cuff.

### Notes:

The results can be affected if the person has been eating, smoking, or exercised 30 minutes before taking a measurement. Always wait at least 2-3 minutes before taking another blood pressure measurement.

| Category   | Systolic (mmHg)<br>(The heart working<br>phase) | Diastolic (mmHg)<br>(The hearts resting<br>phase) |
|------------|---|---|
| Optimal    | < 120   | < 80  |
| Normal     | < 130   | < 85  |
| Upper edge | 120-139   | 80-89   |
| High       | 140-159   | 90-99   |
| Very high  | >160  | >100  |

The older you are, the higher is the accepted pressure

## NUTRITION

### Activity:

Glucose and Cholesterol Screening

### Number of volunteers: 2 - 4 nurses

This station takes time, and creates a line since the cholesterol test takes a couple of minutes. To avoid this, make sure to have enough screening tools. A tip is to start with the cholesterol screening and do the blood sugar test while waiting for the cholesterol result. Write their results on their Health test result form.



### Comments

- The glucose and cholesterol strips are fairly expensive. Perhaps in some instances you may be able to find a sponsor willing to cover the costs for this testing.
- Ensure that those conducting these tests take the necessary sanitary precautions to protect themselves and those they are screening. Be sure you have only trained nurses, doctors or laboratory technicians working in this station. Find out what the local regulations are for conducting these tests including medical waste providers.

There is two types of cholesterol; LDL, the unhealthy cholesterol that easily sticks to the blood vessels and HDL that transports the cholesterol back from the vessels to the liver where it is expected, and thus help to protects against cardiovascular diseases. You therefore need the LDL/HDL ratio or the triglycerides/HDL ratio if you want to use the results as a predictor of heart attacks. If you only measure the total cholesterol, as we most often will do at the LifestyleExpo, the results will be a weak indication, an opening tool to start a conversation about the part of their lifestyle that have to do with the risk of cardiovascular diseases.

## AIR

### Activity:

This test is used to indicate lung function, measuring an individual's ability to push air out of their lungs.

### Number of volunteers: 1-2

Two people with each a peak flow meter can administer the test.

### Comments:

Write their results on their Health test result form.

### TEST: Lung Capacity - Peak Flow Meter

1. Place a new mouthpiece on the peak flow meter.
2. Make sure that the indicator/ arrow is at the bottom of the scale.
3. Have them hold the peak flow meter upright, being careful that their fingers do not block the opening in the back.
4. Have them stand up. Take a deep breath, place the Peak Flow Meter in the mouth and hold horizontally, closing the lips around the mouthpiece.
5. They are to blow as hard and as fast as they can. This will cause the indicator to move up the scale. The final position of the indicator is their peak flow rate.
6. Note the number on the scale indicated by the pointer.
7. Return the pointer to zero (L/min position) and repeat the procedure twice more to obtain three readings. Mark the highest of the three readings on the chart as shown below.
8. (After the EXPO clean the Peak Flow Meter in warm (but not hot) mild detergent solution for 2-3 min (maximum 5 min).



|             | Male |     |     |     |    | Female |     |     |     |
|-------------|------|-----|-----|-----|----|--------|-----|-----|-----|
| Length (cm) | 152  | 165 | 178 | 191 |    | 140    | 152 | 165 | 178 |
| Age         |      |     |     |     |    |        |     |     |     |
| 20          | 554  | 575 | 594 | 611 | 20 | 444    | 460 | 474 | 486 |
| 30          | 594  | 617 | 637 | 655 | 30 | 458    | 475 | 489 | 502 |
| 40          | 597  | 620 | 641 | 659 | 40 | 453    | 469 | 483 | 496 |
| 50          | 580  | 602 | 622 | 640 | 50 | 437    | 453 | 466 | 478 |
| 60          | 551  | 572 | 591 | 607 | 60 | 415    | 430 | 443 | 454 |
| 70          | 515  | 535 | 552 | 568 | 70 | 390    | 404 | 416 | 427 |

The Peak Flow measures expiratory flow – the fastest speed at which you can blow air out of your lungs after taking in as BIG a breath as possible. It measures how well you are breathing by measuring how well air is moving through the airways in your lungs.



## EXERCISE

### Activity:

The Harvard Step Test

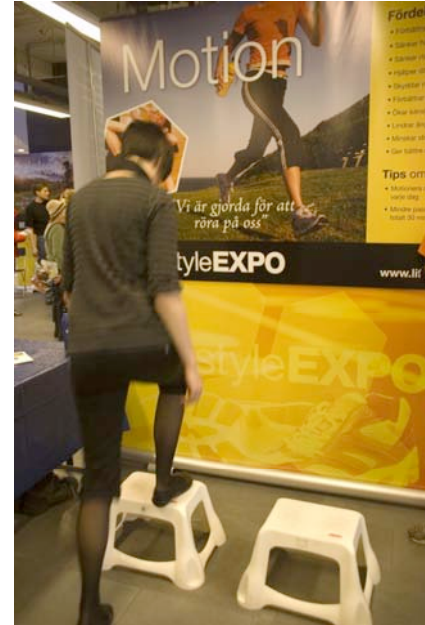
### Number of volunteers: 2-4

You need one volunteer for each step. If you run the tests simultaneous like described below, you may consider an additional person to lead out.

### Comments:

Use people to administer this test who enjoy exercising.

We have found that if you are using several steps (or one long step) that it actually works better to test people simultaneously. For each person you test, have one staff checking their resting pulse. When everyone is ready to begin the step test, have one person demonstrate the appropriate rhythm used when stepping up and down the step. At a command everybody starts. If one staff person standing in front of those being tested will also do the movements with them, it helps keep everyone coordinated throughout the test. At the end of the three minutes the staff should be ready to immediately take each participants pulse and record it. Then seat the participants and measure their recovery pulse after five minutes.



There are certain medical conditions where the administration of the Step Test is not recommended. They include the following:

- Angina pectoris (intermittent chest pain due to a lack of oxygen supply to the heart muscle)
- Heart attack
- Cardiac arrhythmia (abnormal rhythm of the heart)
- Stroke
- Heart failure
- Asthma
- Exercise induced epilepsy
- Pacemaker
- Using Heart or Blood Pressure medications

Have each participant read and sign a printed copy of the medical advisory before participating in this test. A printed copy is provided in the end of this manual. Write their results on the Health test result form.

## TEST – Harvard Step Test

1. Have the person read and sign the medical advisory.
2. Begin by taking the resting pulse and writing it down.
3. Use a step 23 cm high and have the person step up and down exactly 90 times in three minutes (one step every other second – be accurate), occasionally alternating the lead foot.

If the person cannot move this quickly, do not urge them beyond their abilities. Use common sense with this test. If the person taking the test shows signs of distress, pain, faintness, or anything other than being winded, do not push them to finish. But even if the stepping has to be discontinued, count the pulse.

4. At the end of the three-minute test, immediately do a 10 second reading of the pulse, as the pulse quickly returns to normal. After counting the pulse for ten seconds, multiply by 6 to be equivalent to a 60 second pulse rate. The box below shows the results.

|           |           |
|-----------|-----------|
| Excellent | Below 100 |
| Very Good | 110-119   |
| Good      | 120-129   |
| Fair      | 130-139   |
| Poor      | Above 140 |

5. After five minutes of sitting, re-check their pulse. The pulse rate should return to pretest levels by that time.

This test is based on the premise that for all sub maximal work the person with a higher level of cardiovascular fitness not only will have a smaller increase in heart rate, but also will have a heart rate that returns to normal faster after the task than it would in a person with a normal level. The pulse is affected by smoking, caffeine, anxiety, smog, alcohol, too much food, drugs of many kinds, hormones and many other things.

## WATER

### Activity:

Demonstrate the value of drinking plenty of water. Have each person drink 2 cups of water.

### Number of volunteers: 1-2

1 Person is in charge of giving out cups of water.

### Comments:

Offer the visitor 2 cups of water. Then ask them how much they drink per day. Talk with them about the importance of drinking water and give some practical recommendations.



## REST

### Activity:

Anti-Stress Massage

### Number of volunteers: 4-12

In a full size EXPO 8 women and 4 men may be needed each day. In a smaller EXPO, try using 2 women and 2 men. Each massage takes 5 minutes, and this is by far one of the most popular booths.



### Comments:

- Sign their Health test result form to indicate they have received a massage.
- This is the booth that needs more training for the volunteers. There is a minimum of 2-3 training sessions necessary to teach the routine. Additional practice is recommended. It would be good if each helper gives a massage to the trainer and receives some feedback from him/her on how to improve.
- A very important part when doing massage is the feedback from the visitor. Some people like a very gentle touch, while others enjoy strong and deep strokes. When doing the training, stress the importance of communicating with the person receiving the massage.
- Since massage involves very intimate body contact, we recommend men massaging men and women massaging women. An additional person should assign the visitors to the next available helper.

### Benefits of Chair Massage

This 5-minute anti-stress chair massage is excellent for reducing tension, increasing circulation and may even help relieve a headache.

### The Procedure

The massage subject should remove all extra clothing such as a jacket, sweater or tie. Seat them where they can be comfortable, preferably in a chair where the head and upper back are in easy access. Both feet should be flat on the floor. If possible, the head should be supported by some kind of face rest, like the arms crossed in on table.

There are a few other important points you'll want to remember.

- Once you touch the person, do not remove your hands until the massage is completed.
- In all massage strokes, maintain equal rhythm and pressure.
- Be friendly and sociable, but be careful not to over talk.
- Be attentive to the body language of the person.
- Ask the individual several times throughout the massage if the level of pressure is comfortable.

## TEMPERANCE

### Activity:

The body fat scale

The body fat scale assesses the percentage of body fat, using a small electric current (painless) and measuring the body's impedance as the current travels through it. For correct measurement it is important for people to be barefooted and hold the arms out straight from the body. The scale gives your weight and tells your percentage of body fat.

**Number of volunteers:** 1-3 (1/ scale)

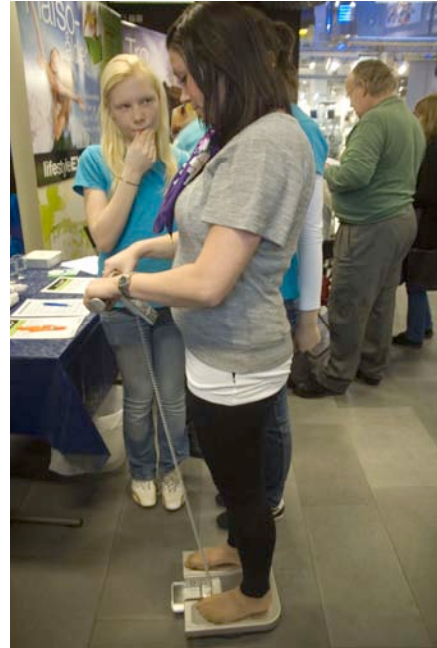
For every scale you need one volunteer.

### Comments:

- Write the body fat results and weight on the Health test result form.
- Clean the surface of the scale after every use with alcohol.

### TEST – Body fat test

It's important that the volunteers operating at this station have read the manual to the scale you are using.



|       | Healthy Body Fat Range |                   |
|-------|------------------------|-------------------|
|       | Under 30 years         | Over 30 years old |
| Men   | 14%-20%                | 17%-23%           |
| Women | 17%-24%                | 20%-27%           |

## HEALTH AGE

### Activity:

Computer Health-age appraisal. This simple test is based on data from the Alameda County, USA, Longevity Study, which related some lifestyle habits with longevity. It is a good icebreaker and creates opportunities for talking and inviting people to upcoming seminars.



**Number of volunteers:** 2-3 computer operators

### Comments:

This is also one of the more popular tests at the EXPO. If the EXPO is quite busy, this is one we like to staff so that people do not have to wait for long time periods. Two individuals familiar with computers and typing use two computers and printers. Very quickly they enter into the computer program the data from the Questionnaire forms and then print out the results on the Discover your health age form that the computer operators have. While you enter the results you give an interest form for the visitor to fill out.

### Important

Be sure to get the interest forms after processing them on the computer. This is what contains their contact information and what seminars they would be interested in attending in the future. If the person expresses an interest in learning more about the Bible, this is a good time to ask if the person is interested in personal Bible studies. You can also use this data to find out in which topics people are showing an interest and plan your seminars accordingly.

**lifestyleEXPO**  
Discover your health age  
How old are you...really?  
Name: \_\_\_\_\_

Age: \_\_\_\_\_ Sex:  Male  Female  
Weight: \_\_\_\_\_ lbs.  
Height: \_\_\_\_\_ in.  
Body fat: \_\_\_\_\_ %  
Sleep: How many hours do you usually sleep per night?  
 5 hours or less  
 6 hours  
 7-8 hours  
 9 hours or more  
Smoking history:  
 I never smoked  
 I have quit smoking  
 I smoke less than 1 pack a day  
 I smoke more than 1 pack a day  
Alcohol use: How many servings of alcohol do you drink in a week?  
 None  
 1-2 servings  
 3-10 servings  
 Over 10 servings  
Breakfast: How often do you eat a good breakfast? (Including fruits, cereals, bread or more.)  
 Almost every day  
 Sometimes  
 Rarely or never  
Exercise: How often do you get vigorous exercise for at least 20-30 minutes? (Examples: Bike-riding, gardening, jogging, sports, swimming, or cycling.)  
 Most every day  
 Less than 3 times per week  
 Rarely  
Snacking: How often do you eat between meals?  
 Almost every day  
 Once in a while  
 Rarely or never

**lifestyleEXPO**  
Interest form

Check the subjects you are interested in:

|   |  |
|---|--|
| <input type="checkbox"/> Stop smoking             | <input type="checkbox"/> Bible and prophecy:                 |
| <input type="checkbox"/> Cooking schools          | <input type="checkbox"/> Correspondence course               |
| <input type="checkbox"/> Weight management        | <input type="checkbox"/> Personal or group study             |
| <input type="checkbox"/> Diabetes                 | <input type="checkbox"/> Health programs on TV               |
| <input type="checkbox"/> Reducing stress          | <input type="checkbox"/> Other questions:                    |
| <input type="checkbox"/> Fitness                  | <input type="checkbox"/> I have high-speed internet          |
| <input type="checkbox"/> Heart disease prevention | <input type="checkbox"/> I'm interested in Spanish resources |

If you would like free information on upcoming seminars, TV programs, DVDs or other resources, please fill in the following:

Name: \_\_\_\_\_  
Address: \_\_\_\_\_  
City: \_\_\_\_\_ State: \_\_\_\_\_ Zip code: \_\_\_\_\_  
Phone: \_\_\_\_\_  
E-mail: \_\_\_\_\_

Please hand in this interest form to a counselor. The information provided will be saved electronically and will be not be shared with third parties. You will only receive information from us regarding our own or our partners events and materials, according to your interest.

## TRUST

### Activity:

Lifestyle Counseling

### Number of volunteers: 2-6

The number of health counselors will depend upon the size of the LifeStyleEXPO. Since good counseling takes time and this is an excellent opportunity to get in close contact with people, have sufficient counselors available to serve every visitor of the EXPO.

### Comments:

Individuals attending the LifeStyleEXPO should finish at the lifestyle-counseling station. In addition to interpreting each person's health age report, the counselors should review the Health test result form, summarize their results, and speak about any areas where the individual may be at risk (high blood pressure, weight, etc.).

In many cases people are quite interested to know what they can do to lower their risk of disease and experience better health. This is especially true after the screenings have helped them to see their need. Often individuals will confess their struggles with particular habits (weight, smoking, etc.). Health counselors should watch for appropriate opportunities to remind people that God cares for them.

The counselors should be health professional (doctors, nurses, nutritionists or lifestyle educators) or lay people with a good knowledge of health. They should be instructed about the general counsels to give, to ensure that they agree with the principles of the EXPO. They should be friendly people and sensitive to discern people's needs. It would be good if a doctor, knowledgeable of lifestyle principles, was present in the counseling booth, so that other counselors could refer to him all cases of high coronary risk or other difficult conditions. Sign their Health test result form.



## RESOURCES

### Activity:

Have some free magazines, CDs, books, brochures or other health materials available.

**Number of volunteers:** 1-2

### Comments:

All material is free.



# Organizing an EXPO

## Schedule

| Activity  | Comments  |
|---|---|
| Education at least a day before the EXPO        | Training and education of volunteers should be provided by health professionals or previous expo participants.  |
| Daily preparation 30 min before opening         | Depending on your location you may need a long time for set-up.   |
| Organizational Meeting 15-30 min before opening | All volunteers should be present at this time (with T-shirt / designated attire / name tag – whatever is used). After the meeting the volunteers should go immediately to their respective stations. Five minutes before opening the EXPO coordinator checks that every booth is ready. |
| Opening of the EXPO                             | Once the EXPO coordinator has checked the booths he gives the approval to the greeter to open the door.   |
| Closing of doors 30 min before closing          | At this time no more visitors are admitted to the screening station, but those present may continue.  |
| Closing of the Stations                         | An announcement is made ten minutes before closing the stations.  |
| After closing time                              | In this time volunteers may take down and clean up the stations. Valuable testing equipment should be stored away and trash collected.  |

| <b>Activity</b>   | <b>Personnel</b>                                     | <b>Equipment &amp; Forms</b>   | <b>Furniture</b>                               |
|---|--|--|--|
| <i>Advertising</i>  | 4-20 people handing out flyers in town               | Flyers with information about the LifeStyleEXPO  |  |
| <i>Welcome/ Entrance</i>  | 1-3 greeters at the shop                             | Health test result forms<br>Waste basket, expo handouts  | 1 table  |
| <i>Sunshine</i><br><b>Blood Pressure</b>                        | 1-2 persons  | 1-2 blood pressure cuffs<br>Waste basket.  | 1 table<br>4chairs                             |
| <i>Nutrition</i><br><b>Glucose and/or Cholesterol screening</b> | 2-4 well trained nurses, doctors or lab technicians  | Glucose and Cholesterol testers<br>Glucose & cholesterol strips<br>Disposable lancets<br>Cotton & Alcohol swabs<br>Biohazard waste boxes<br>Disposable gloves<br>Waste basket. | 1-2 tables<br>4-8 chairs                       |
| <i>Air</i><br><b>Peak Flow Meter</b>                            | 1-2 persons  | 1-2 peak flow meter<br>Disposable mouthpieces<br>Waste basket.   | 1 table  |
| <i>Exercise</i><br><b>Step Test</b>                             | 2-4 persons  | 2-3 steps (23cm high x 40cm wide x 55cm long)<br>Stop watches<br>Waste basket.   | 1 table<br>4 chairs                            |
| <i>Water</i><br><b>Two glasses of water</b>                     | 1-2 persons  | Bottled water and disposable cups<br>Waste basket.   | 1 table  |
| <i>Rest</i><br><b>Chair Massage</b>                             | 4-12 persons trained in chair massage, men and women | Alcohol disinfectant, paper towels and waste basket  | 2 tables<br>4-10 chairs without arms           |
| <i>Temperance</i><br><b>Measurement of body fat percentage</b>  | 3 persons  | 2 body fat scales<br>Alcohol wipes to clean the scales<br>Replacement batteries<br>Waste basket.   | 1 table<br>2 chairs                            |
| <i>Health Age</i><br><b>Computer Health Age test</b>            | 2-3 persons  | 2-3computers<br>2-3 printers or one connected to a hub<br>Extension cords<br>Discover your Health Age form and Questionnaire sheet<br>Spare printer ink<br>Waste basket.       | 1-2 tables<br>4-6 chairs for filling out forms |
| <i>Trust</i><br><b>Counseling</b>                               | 2-6 educated health counselors                       | Variety of literature<br>Waste basket.   | 2-6 tables,<br>2-12 chairs                     |
| <i>Resources</i><br><b>Book table</b>                           | 1-2 persons  | Variety of literature, DVD's information about seminars to come.<br>Waste basket.  | 1 table  |



## Volunteers

It normally takes 35-60 volunteers each day to conduct a full size LifeStyleEXPO. A small EXPO can run with 25-30 people, half screening and half doing massage.

Since each LifeStyleEXPO is dependant predominantly on local volunteers, it is important to have a Volunteer's Coordinator. This person will be responsible to see that all the trained volunteers come on time each day so that the EXPO runs smoothly.

| What size of LifeStyleEXPO is right for you? |                          |     |     |                          |     |     |                     |     |     |
|--|--------------------------|-----|-----|--------------------------|-----|-----|---------------------|-----|-----|
|  | SMALL                    |     |     | MEDIUM                   |     |     | LARGE               |     |     |
| Number of volunteers                         | 25 – 30                  |     |     | 35 - 50                  |     |     | 60 +                |     |     |
| Size of venue                                | 100 – 140 m <sup>2</sup> |     |     | 140 – 200 m <sup>2</sup> |     |     | 200+ m <sup>2</sup> |     |     |
| Numbers of days                              | 3                        | 4   | 5   | 3                        | 4   | 5   | 3                   | 4   | 5   |
| Hours per day                                | 3                        |     |     | 3                        |     |     | 3                   |     |     |
| Visitors per day                             | 40                       |     |     | 80                       |     |     | 160                 |     |     |
| Total Visitors                               | 120                      | 160 | 200 | 240                      | 320 | 400 | 480                 | 640 | 800 |

## The Venue

The number of people expected to visit the EXPO influences the size of the hall and the opposite is also true. For a medium size LifeStyleEXPO, with 300-400 people visiting in 4 days, the minimum floor space needed is 150-200m<sup>2</sup> (10x20m). Larger EXPOs will need larger halls. In general the EXPO is sponsored by a local shopping center that provides a hall for the event. Otherwise most cities and towns have a municipal town hall, centrally located and at affordable price. It is important to present the project as a community service and this may greatly reduce costs or remove them altogether.

## Advertising

Advertising is usually expensive. But having an EXPO at a local shopping center will draw people naturally and it's effective to hand out flyers at the entrance of the shopping center and the area around.

Advertising is usually done with 10,000 – 20,000 four-color handbills. A3 size posters are also effective for display in store windows/public places.

You can also contact newspapers, radio and TV stations and ask them to promote the program. Present it always as a service to the community, by volunteers, and emphasize the non-profit characteristics of the event.

## **Costs**

The cost of a LifeStyleEXPO will depend largely on the number of people expected to visit the EXPO, as the supplies are expensive. For more information on the cost and possibility of renting full EXPO set from LifeStyleTV please contact us.

An EXPO set includes; panels, equipment, supplies, handouts etc.

## **LifestyleExpo Manual Acknowledgement**

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