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The role of campaigns to promote physical activity

A review of international experience

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Outline

- Community-based campaigns
- Print media
- Mass Media Campaigns
- 'Hints and tips'

Role of the Media

- role of the media to promote behaviour change:
 - educator for new ideas
 - supporter to reinforce old messages
 - supplement to community initiatives
 - promoter of existing programmes

From Flora J A et al, Annu Rev Pub Health, 1989; 10: 181 - 201

The Community Guide

- US Task Force on Community Preventive Services
- systematic reviews of community interventions to increase pa
- Strongly recommends:
 - community-wide campaigns
- insufficient evidence:
 - mass media campaigns

Centers for Disease Control and Prevention. Increasing physical activity: a report on recommendations of the Task Force on Community Preventive Services. MMWR 2001;50(No. RR-18)

2. Community-wide Campaigns

- Large-scale, high-intensity, community wide campaigns with sustained high visibility.
- Messages regarding physical activity behaviour promoted through television, radio, newspaper columns and inserts, and trailers in movie theatres.
- Multi-component interventions included support and self-help groups, counselling, screening and education, community events, walking trails.
- Minnesota, Stanford, North Karelia etc

Review results

- Effective in increasing measures of physical activity including
 - % of persons active (6 studies),
 - estimated energy expenditure (3 studies),
 - time spent in physical activity (3 studies),
 - scaled activity scores (2 studies).
- Median net increase: 14%
- Median net increase in percentage of persons active: 4.2%

Targeted media interventions

- print, graphical, audio-visual, and mass media to influence behaviour change
- print and/or telephone effective in changing short-term behaviour
- greater change
 - more contact
 - tailored to the target audience

Australia - 1990 campaign

- 1990 NHF Heartweek - "Exercise, Make it part of your day"
- walking was main activity
- used TV; radio PSAs; promo materials; professional support; tv soaps
- pre and post interviews, n=c2500, measured recall; intention; behaviour

Booth M et al. Effects of a national mass media campaign on physical activity participation. Health Promotion Int. 1992; 7: 241-247

Australia - 1990 campaign

- increased message awareness - 46% - 77%
- increases in claimed walking
- Men 68% - 73%, women 72% - 77% (OR 1.57-1.92)
- higher increases for older people
- increased intention to exercise

Booth M et al. Effects of a national mass media campaign on physical activity participation. Health Promotion Int. 1992; 7: 241-247

Australia - 1991 campaign

- NHF "Exercise - take another step"
- same approach as 1990
- similar level of TV exposure
- built on previous campaign
- stressed maintenance of activity

Owen N et al. Serial mass media campaigns to promote physical activity. Reinforcing or redundant? Am J Public Health. 1995; 85:244-248.

Australia - 1991 campaign

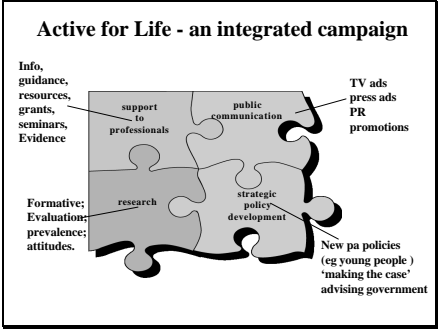
- Awareness increased: 63% - 74% - (higher recall for women)
- no significant increase in walking
- no change in intention
- due to survey bias? campaign delivery and content? reinforcement? not reaching the hard-to-reach? Redundant?

Owen N et al. Serial mass media campaigns to promote physical activity. Reinforcing or redundant? Am J Public Health. 1995; 85:244-248.

Scotland walking campaign

- 40" TV ad + helpline
- target: 30-55 yrs
- 'interesting facts'
- awareness = 70% (falling to 54%)
- increase in knowledge
- no impact on walking
- some increase among helpline callers (1%)

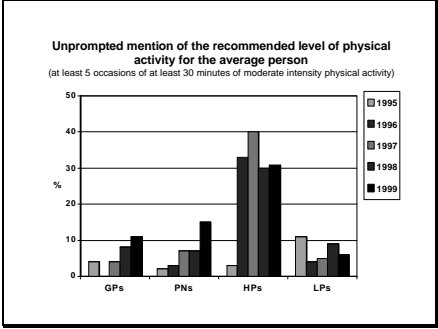
Wimbush et al. Health Promotion International 1998; 13: 45-51.



ACTIVE for LIFE

- 60% recall of ads (38% after 6 months)
- Knowledge increased 3.7% year 1 to 3 (95% CI: 2.1, 4.5)
- No change in PA behaviour
- Increase in knowledge not dependent on seeing TV advert.

Hillsdon M, Cavill N, Nansohang K, Diamond A, White L R. J Epidemiol Community Health 2001;55:755-761



New South Wales

- Campaign in NSW Australia, 1998
- Paid & unpaid TV & print
- Physican mailouts, community-level support programmes/strategies
- Target: 25-60 year-old adults 'motivated but insufficiently active'
- pre and post cohort and independent surveys, cf rest of Australia

NSW Campaign - results

- Prompted recall 12.9% to 50.7% (compared to 14.1%-16% in Aus)
- Knowledge increased significantly in NSW
- Those in target group who recalled message were 2.08 times more likely to increase their activity by at least one hour/week

Bauman et al Am J Prev Med 2001 Jul; 21(1):41-7

Wheeling Walks

- Community campaign in West Virginia City
- Sedentary 50-65 year olds
- Paid media, PR, public health activity
- Quasi-experimental
- 23% increase in walkers cf no change in control
- Reductions in sedentary population
- Positive stage changes

Roger et al Prev Med 2002 Sep; 33:285

Fighting Fat, Fighting Fit

- BBC (British Broadcasting Corporation)
- largest ever: 7 weeks of peak and daytime programming
- targeted at obese groups
- promoted sensible eating and activity
- TV shows advertised booklet - this encouraged registration for 6 months

Miles et al. Using the media to target obesity. Health Education Research. 16, 3; 2001, 357-372.

Fighting Fat Fighting Fit

- 57% public awareness of campaign
 - “approximately double that normally generated by TV-based education campaigns”
- 237, 865 packs sent out; 33, 474 cards returned
- (<1% of adult population)
- majority women 25-64 overweight/obese
- 61% response, 58% of those for second Q

Change in characteristics all evaluation participants (n=3661)

	baseline	post	mean change
weight kg	85.7	83.3	2.3*
BMI	32.2	31.3	0.88*
normal	8.7	12.9	4.2*
o/w	33.5	35.3	1.8*
obese	57.8	51.8	6.0*
active	29.9	46.8	16.9*

* p<0.001. NB this analysis assumed non-responders did not change

FFFF

- targeting successful:
 - most participants o/w, poor diet, inactive
- Among those who participated, positive changes in weight, activity, diet
 - more likely among older, male, obese
- BUT sample only <1% of adult population
- self-report, no control

Mass Media Campaigns

- Are good at:
 - Raising profile
 - Increasing awareness
 - Giving context for community action
 - Changing behaviour in sub groups
 - Influencing professional agendas
- Are less good at:
 - Changing population behaviour
 - Being cost-effective

What OUTCOMES result from a Media Campaign?

- change in awareness attention
- change in knowledge attitude belief
- health behaviour change initiated or maintained
- health outcomes / health gain

Elements of success...?

- Integrate media with community activity; environmental; policy development;
- Appropriate scale of intervention
- Media used to advertise real opportunities - NOT used in isolation
- Use of intermediaries
- Clear target audience
- Long term

Messages:

- To Government
 - Think long term
 - Integrate media with community approaches
- To Industry
 - Think long-term
 - Be honest
 - The **Balance** of good health