Title of Intervention and Website: Yuma on the Move

Intervention Strategies: Campaigns and Promotions

Purpose of the Intervention: To develop, implement and evaluate a community-based effort addressing the problem of physical inactivity

Population: Sedentary adults

Setting: Worksites and various high traffic community buildings; Yuma County Arizona

Partners: University of Arizona, Yuma Regional Medical Center, task force, key community members

Intervention Description:
- Campaigns and Promotions: individual television messages; posters and comic strips distributed throughout worksites and other organizational settings; county fair, community organizations involved; PSAs debuted on early morning broadcasts of local television network, TNN, USA, MTV

Theory: Transtheoretical Model; Social Cognitive Theory; Ecological model; Relapse prevention

Resources Required:
- Staff/Volunteers: Public Service Announcement actors,
- Training: not mentioned
- Technology: television Public Service Announcements, comic strip development, poster development
- Space: not mentioned
- Budget: not mentioned
- Intervention: Public Service Announcements, comic strips (developed via local competition among high school art students), worksite posters (Centers for Disease Control’s “Physical Activity Is Everywhere You Go” and a second poster which replaced the first after 10 months featuring a “couch potato” and the slogan “Eat A Potato, Don’t Be One”), mascot: “The Y Guy,”
- Evaluation: focus groups, surveys, telephone interviewers, telephones

Evaluation:
- Design: quasi-experimental, no control group
- Methods and Measures: Impact of the media campaign was measured by pre and post data collected by:
  - Telephone interview: 111 questions (many questions were the same as those used in the Behavioral Risk Factor Surveillance Survey)
  - Written survey administered to local schools, businesses and county fair: 11 questions - basic demographic data, level of activity, knowledge of physical activity benefits and barriers, process data, self-efficacy, level of confidence to engage in physical activity

Outcomes:
- Short term Impact:
  - Results provide support for the effectiveness of television in delivering the message to the target audience.
  - Analyses suggest that the comic strips and posters were not as effective as television in conveying the media message.
  - There was no statistically significant increase in knowledge.
  - There were no significant changes in perceived benefits or barriers of physical activity.
  - There was no significant change in the level of activity in between-subject analysis, but there were significant changes in level of physical activity.
  - There was a significant increase in self-efficacy suggesting that the target population felt more able to overcome the barriers to physical activity.
  - There was a significant decrease in self-reported no leisure-time activity among target audience
- Long Term Impact: not mentioned
Lessons Learned: The media-based campaign was successful in moving people along the continuum of physical activity. Seeing others in the community participating in physical activity may motivate people to comply with media messages.

Citation(s):