

Title of Intervention: Choose to Move

Website: <http://choosetomove.com/>

Intervention Strategies: Campaigns and Promotions, Individual Education

Purpose of the Intervention: To increase the proportion of women who meet national recommendations for physical activity and consumption of high-fat and cholesterol-laden foods

Population: Women aged 25 years or older

Setting: Home-based

Partners: Cooper Institute for Aerobics Research, Centers for Disease Control and Prevention, American Heart Association

Intervention Description:

- Campaigns and Promotions: The campaign informed participants about proper physical activity and nutrition behaviors. It also encouraged women to develop a strong support system. Special messages targeted women at high risk for heart disease and stroke. The messages invited women to log on to the American Heart Association's Website to access other intervention components.
- Individual Education: After registering, participants received a welcome kit that included program materials and a bookmark. The program consisted of a 12-week behavior modification tailored to the women. Special messages were also included to help women at high risk for heart disease and stroke.

Theory: Transtheoretical Stages of Change Model

Resources Required:

- Staff/Volunteers: Not mentioned
- Training: Not mentioned
- Technology: Website design and maintenance
- Space: Not mentioned
- Budget: Not mentioned
- Intervention: Campaign messages, welcome kits, bookmarks, program handbooks, mailing supplies, postcards, newsletter, e-mail account, T-shirts and certificates
- Evaluation: Surveys, mailing supplies

Evaluation:

- Design: Prospective, non-randomized cohort
- Methods and Measures:
 - Registration form collected information on current physical activity level and nutritional behaviors (stages of change), knowledge of heart disease and stroke and the presence of risk factors for cardiovascular disease
 - American Heart Association's Health Risk Appraisal assessed cardiovascular disease and stroke
 - Summary cards measured bi-weekly progress
 - Participant feedback was used to better tailor messages and improve program content

Outcomes:

- Short term Impact: The intervention group was more knowledgeable that heart disease is the leading cause of death for women. In addition, they reported an increase in physical activity. They were also more confident about increasing their physical activity level. They reported using more strategies to improve their physical activity and nutrition. Participants reported positive trends in nutrition and physical behaviors.
- Long Term Impact: Not measured

Maintenance: Postcards, e-mails, and a newsletter were sent to participants encouraging them to continue the program. A post-program newsletter was designed to reinforce program tactics for healthy living and to assist participants in maintaining the behavioral stage of change they had achieved.

Lessons Learned: This program provides an important model for public health, voluntary and other health organizations of population-based, targeted low-cost self-help programs. Promoting a targeted, self-help lifestyle intervention program designed to satisfy women's needs and reduce risk of heart disease and stroke can reach a large number of women and help them to positively change their behavior within 12 weeks. The program was provided at low cost, enrolled large numbers of women, and had a high rate of success for those who completed it.

Citation(s):

Koffman, D. M., T. Bazzarre, et al. (2001). "An evaluation of Choose to Move 1999: an American Heart Association physical activity program for women." *Arch Intern Med* 161(18): 2193-9.