

Title of Intervention and Website: Physical Activity Challenge

Intervention Strategies: Supportive Relationships, Individual Education, Group Education

Purpose of the Intervention: To influence individual and organizational behavior change within the Centers for Disease Control

Population: Employees at the Centers for Disease Control and Prevention

Setting: Atlanta, GA; worksite-based

Partners: None mentioned

Intervention Description:

- Supportive Relationships: management support and peer leadership; feedback given to participants; multi-level incentive program encouraged competition, participation, goal achievement and social support among employees
- Individual Education: goal setting contract enabled participants to set personal goals, earn points for completed activities and track progress
- Group Education: employees led walking groups; peers led regular activities

Theory: Social learning theory; Ecological Model; Stages of Change; Diffusion of innovation

Resources Required:

- Staff/Volunteers: not mentioned
- Training: not mentioned
- Technology: not mentioned
- Space: not mentioned
- Budget: not mentioned
- Intervention: individual and group incentives, personal logs for tracking goal progress, goal setting contract
- Evaluation: surveys, focus group leaders; surveys analyzed using SAS software

Evaluation:

- Design: one group pre-test/post-test design, did not include comparison group
- Methods and Measures:
 - Movement from one stage of change to another or physical activity level to the next
 - Employee participation in the Challenge
 - Achievement of a personal physical activity goal
 - Change in participants' attitudes, motivations and perceived benefits and barriers regarding Challenge participation
 - Extent to which the Challenge created a worksite environment conducive to health behavior change: Peer leader and CDC manager surveys regarding perceived success, strengths and weaknesses of the Challenge, ease or difficulty in serving as a peer leader and the level of burden associated with the Challenge's administrative responsibilities
 - Focus groups

Outcomes:

- Short term Impact:
 - 64% of employees enrolled in the Challenge, and 79% of those enrolled reached their point goal
 - Stage of change forward movement reported by 86% of contemplators, 64% of preparers and 34% of those who began in the action stage
 - Motivational factors included support from peer leaders (76%), desire to continue reaping health benefits (95%), exercising with others (43%), supporting one's team (39%)
 - 75% of managers surveyed said the intervention created a sense of social support for engaging in activity

- 95% of managers surveyed participated in the Challenge and 79% believed it was important to serve as role models
- 70% of managers reported encouraging staff to join, but only 57% reported encouragement of program completion
- Long Term Impact: not measured

Maintenance: Not mentioned

Lessons Learned: Challenge results reported suggest that short-term change in employee health behaviors can be achieved in the workplace. The Challenge provides a useful model for designing, implementing and evaluating a worksite physical activity intervention.

Citation(s):

Hammond, S. L., B. Leonard, et al. (2000). "The Centers for Disease Control and Prevention Director's Physical Activity Challenge: an evaluation of a worksite health promotion intervention." *Am J Health Promot* 15(1): 17-20, ii.