

Title of Intervention and Website: Heart Week 1990: “Exercise: Make It Part Of Your Day”

Intervention Strategies: Campaigns and Promotions

Purpose of the Intervention: To provide public education on the role of physical activity, particularly walking, in the prevention of cardiovascular disease; to integrate walking into daily routines

Population: The Australian population

Setting: Community-based; Australia (nation-wide)

Partners: National Heart Foundation of Australia’s national office, state divisions, and regional offices; Media outlets; local politicians, sporting stars and other well-known personalities; physical activity experts

Intervention Description:

- Campaigns and Promotions: A nation-wide mass media campaign comprised of paid television advertising, pre-recorded radio public service announcements, the distribution of a professional paper on the relationship between exercise and heart disease, publicity tours by experts in physical activity, promotional materials (posters, leaflets, stickers, T-shirts, sweat shirts), special scripting of two episodes of nationally-broadcast television soap operas and community events. Each state organized major media launches. Local politicians, sporting stars and other well-known personalities were involved. Community walking events were held in many communities.

Theory: Not mentioned

Resources Required:

- Staff/Volunteers: Staff to coordinate campaign efforts; local politicians, sporting stars and other well-known personalities; physical activity experts
- Training: None mentioned
- Technology: access to media outlets, graphic designers, audiovisual equipment and supplies
- Space: media time
- Budget: Cost of development and production of media and campaign materials, cost of advertising space, printing costs
- Intervention: television advertisements, radio PSAs, pamphlets, t-shirts, sweatshirts, posters, stickers,
- Evaluation: surveys

Evaluation:

- Design: National Pre/Post survey
- Methods and Measures: Survey measured message recall, beliefs about physical activity, self-reported physical activity and inactivity (frequency of walking, amount of vigorous and moderate activity)

Outcomes:

- Short term Impact: There was a significant increase in the proportion of the sample who could recall the campaign message. There was a small, but non-significant increase in the proportion of respondents who believed that exercise “helped a lot” in the prevention of heart disease.
- Long Term Impact: There was a significant increase in the proportion who reported walking for exercise and a light decrease in the proportion who were completely sedentary.

Maintenance: A follow-up campaign to reinforce the physical activity message was implemented the following year.

Lessons Learned: The campaign appeared to reach all population segments, and data suggest that the older age groups and least educated tried walking after the campaign. Part of the success of this campaign may have resulted from the base of supportive community activities undertaken by the regional and local branches of the National Heart Foundation. This supportive role is essential to maintain the climate of change initiated by a mass media campaign. These results suggest that mass media, combined with community-based activities,

may have a substantial role in reducing health inequalities by successfully promoting physical activity to the least advantaged segments of the community.

Citation(s):

Booth, M., A. Bauman, et al. (1992). "Effects of a national mass-media campaign on physical activity participation." *Health Promotion International* 7(4): 241-247.

Owen, N., A. Bauman, et al. (1995). "Serial mass-media campaigns to promote physical activity: reinforcing or redundant?" *Am J Public Health* 85(2): 244-8.