

Title of Intervention: Active Australia

Intervention Strategies: Campaigns and Promotions, Supportive Relationships, Provider Education

Purpose of the Intervention: To promote regular moderate intensity activity

Population: adults aged 25 to 60 who are "motivated but insufficiently active"

Setting: New South Wales, Australia; community-based

Partners: State Health Department; state and national health and sport and recreation departments forming "Active Australia" initiative

Intervention Description:

- Campaigns and Promotions: A two-month mass media campaign targeting physical activity. The campaign included paid and unpaid television and print-media advertising (e.g., two 15-second TV commercials, ads in metropolitan and rural print media), physician mail-outs and community-level support programs and strategies. The campaign included a multi-lingual component for minority communities. Community-based walking and physical activity events and promotions were organized on regional and local levels.
- Supportive Relationships: Health Service and Sport and Recreational Regional staff provided community-level support including a toll-free hotline.
- Provider Education: A mail-out was used to inform primary care physicians about the new moderate-intensity physical activity message. Information packs were sent to all public health professionals; and physical activity counseling kits were sent to family physicians.

Theory: Not mentioned

Resources Required:

- Staff/Volunteers: staff for in person and phone support
- Training: not mentioned
- Technology: television and print media development and distribution
- Space: community promotions
- Budget: Intervention cost \$700,000
- Intervention: physician mail-out, campaign information kits, physical activity counseling kits, television and print media, staff time for support
- Evaluation: telephone-based survey

Evaluation:

- Design: quasi-experimental, cohort
- Methods and Measures: Randomized telephone survey on physical activity levels, media message awareness, physical activity knowledge, self-efficacy, and intentions

Outcomes:

- Short term Impact: Data showed high message recall and increased understanding of the moderate-intensity physical activity message. Self-efficacy also increased.
- Long Term Impact: Data showed an increase in physical activity among the target population.

Maintenance: No information provided

Lessons Learned: Integrated efforts involving health, recreation and parks, education and other sectors will be necessary to maintain and build on the initial changes observed in this initiative.

Citation(s):

Bauman, A. E., B. Bellew, et al. (2001). "Impact of an Australian mass media campaign targeting physical activity in 1998." *Am J Prev Med* 21(1): 41-7.