

Title of Intervention and Website: Push Play <http://pushplay.sparc.org.nz/about-push-play/overview>

Intervention Strategies: Campaign and Promotions, Group Education

Purpose of the Intervention: To increase physical activity on a national level

Population: Adult population of New Zealand

Setting: New Zealand; community-based

Partners: University of NSW, Sport and Recreation NZ (SPARC), Hillary Commission, Ministry of Health, National Research Bureau, Saatchi & Saatchi

Intervention Description:

- Campaigns and Promotions: The 4-year “Push Play” campaign recommended 30 minutes of daily, moderate-intensity physical activity as fun, part of community life and easy to achieve. The campaign used ordinary New Zealanders to model behaviors. Media included two 15-second silent commercials, longer commercials, billboards, radio elements, magazine promotions, national “Push Play” day and a campaign logo.
- Group Education: The Maori-specific program, “He Oranga Poutama”, is delivered by kaiwhakahaere (coordinators) usually based within RSTs, and comprise of sport and physical activities, including many traditional and culturally relevant Maori activities.

Theory: Social marketing

Resources Required:

- Staff/Volunteers: health care providers,
- Training: education for health care providers
- Technology: media
- Space: not mentioned
- Budget: \$3 million over four years
- Intervention: Mass media campaign requires access to TV and radio stations, magazines, and other ad agencies
- Evaluation: questionnaire

Evaluation:

- Design: Serial, cross-sectional
- Methods and Measures: Population surveys were administered via phone to assess the impact of Push Play. Questions included message recall, preparedness to get more active, contact with physical activity related organizations or websites and number of days in the previous week of physical activity lasting at least 30 minutes. .

Outcomes:

- Short Term Impact: There were substantial increases in awareness of the Push Play message and of the Push Play logo. There were significant increases in the numbers of adults who intended to be more active.
- Long Term Impact: No sustained changes in physical activity levels were seen in the Push Play serial evaluation surveys. The only significant difference in physical activity levels occurred from 1999 to 2000.

Maintenance: Not mentioned

Lessons Learned: A more in-depth look at physical activity increases needs to be included in following studies to further investigate how activity levels are affected by the campaign. Rural areas may not be reached through mass media campaigns.

Citation(s):

Bauman, A., G. McLean, et al. (2003). "Evaluation of the national 'Push Play' campaign in New Zealand--creating population awareness of physical activity." *N Z Med J* 116(1179): U535.