

**Title of Intervention and Website:** Agita Sao Paulo Program

**Intervention Strategies Used:** Campaigns and Promotions, Provider Education

**Purpose of the Intervention:** To promote physical activity in a developing country.

**Population(s):** general population, target groups include older adults, students (children and adolescents) and workers (blue and white collar)

**Setting(s):** Sao Paulo State, Brazil school, work, home, leisure activities

**Partners:** Pan American Health Organization, CDC, United Kingdom's Health Education Authority, the Institute for Aerobics Research, partnerships including different society sectors such as education, sports, health, industry, commerce and service

**Intervention Description:** The four-year campaign included the following strategies.

- Campaigns and Promotions: Mascots (e.g., half-hour man/woman/cowboy/seashoreman) were used to promote the physical activity message. Messages emphasized home, transport and leisure time activity. An physical activity pyramid (similar to the food pyramid) was send to all students in the area. Three mega-events were held each year. The Agita Galera Day event included the education of students about physical activity and a mass walk through the streets. The Active Worker Day event included educational lectures regarding physical activity recommendations. The Active Elderly Day event included the distribution of educational materials and a community-wide walking event. Special promotional events were planned for Carnival.
- Provider Education: Health care providers were educated about prescribing "Agitol" (e.g. formula for active living or exercise) to individuals.

**Theories Used:** Social Cognitive Theory, Community Planning for Health Promotion, Social Marketing, Transtheoretical Model/Stages of Change

**Resources Required:**

- Staff/Volunteers:
- Training:
- Technology: media creation
- Space: space for walking events, Television, radio, billboards time
- Budget: \$152,000 per year
- Intervention: Agita Galera Day manual, Active Worker Day materials (manual, folders, banners, booklets, stickers), promotional materials, health care provider education materials, Active Elderly Day materials (brochures, posters, sun hats, bags, hand fans)
- Evaluation:

**Evaluation:**

- Design: quasi-experiemental
- Methods and Measures:
  - Focus groups were conducted with members of targeted groups to aid in development and activities and materials.
  - Survey Data: Home-based questionnaire measured physical activity levels, physical activity knowledge, barriers, attitudes, behavior stage and knowledge about the program.

**Outcomes:**

- Short Term Impact: Phsyical activity knowledge increased among students over the 4 year intervention. The message reached over half of the population.
- Long Term Impact: Overall, the chances of reaching adequate levels of physical activity were higher among those who knew the campaign purpose and objectives than among those who did not. For older

adults, significant increases were found in exercise frequency as a consequence of the Agita message, involvement in moderate physical activity and walking duration. Students also saw a significant increase in time spent in vigorous physical activity.

**Maintenance:** No information provided

**Lessons Learned:** In conclusion, based upon the Agita Sao Paulo experience, it appears that a multi-level, community-wide intervention to promote physical activity may obtain good impact if it considers the following factors in the model: (1) inclusion principles; (2) intellectual and institutional partnerships; (3) inter- and intrasectoral partnership balance; (4) empowerment of the partner institution agenda; (5) similarity in cause and diversity in action; (6) scientific soundness; (7) non-paid media approach; (8) clear, simple and feasible messages; (9) cultural adaptation; (10) one step-ahead model; (11) surveillance; and (12) links with other risk-factor advocacy groups.

**Citation(s):**

Matsudo, V., S. Matsudo, et al. (2002). "Promotion of physical activity in a developing country: the Agita Sao Paulo experience." *Public Health Nutr* 5(1A): 253-61.