

**Title of Intervention and Website:** *ACTIVE* for LIFE

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

**Purpose of the Intervention:** To increase knowledge of physical activity recommendations and self-reported physical activity

**Population:** Adults aged 16-74 years; priority groups include women aged 16-24, men aged 45-55 and adults over the age of 50

**Setting:** National program in England, community-based

**Partners:** Health Education Authority; Department of Health; minority organizations; disability organizations; National Opinion Polls

**Intervention Description:**

- **Campaigns and Promotions:** A 6-week national mass media-based public education campaign to raise awareness of new physical activity recommendations and of the importance of physical activity. The initial campaign used a 40-second TV advertisement emphasizing the 30-minute element of the recommendation (e.g., walking, cycling, swimming, dancing, gardening, housework). Priority groups received targeted messages in 3 additional campaigns. In each phase advertising was reinforced with an extensive program of public relations and promotions including media advocacy, national press launches, national road shows, competitions, workplace promotions and co-promotions with major retailers and manufacturers. Two sub-campaigns communicated messages to racial and ethnic minorities and disabled individuals.
- **Provider Education:** Before the campaign a number of professional education seminars were run to disseminate the new physical activity message to health and other professionals. A network of 8500 professionals was encouraged to promote physical activity to the public. The network was supported with information, fact sheets, newsletters, research results, guidance, seminars and grant aid

**Theory:** Social marketing theory, “cascade” model

**Resources Required:**

- **Staff/Volunteers:** health care providers
- **Training:** non mentioned
- **Technology:** media creation
- **Space:** space for seminars, advertising space
- **Budget:** £2 million
- **Intervention:** posters, leaflets, postcards, two websites, 40-second TV advertisements; information, fact sheets, newsletters, research results, guidance, seminars and grant aid for health care providers;
- **Evaluation:** surveys

**Evaluation:**

- **Design:** cohort
- **Methods and Measures:** Thirty-minute interview conducted in the home assessed recall of campaign messages, any changes in knowledge of the health benefits of physical activity, changes in attitudes and readiness to increase physical activity, changes in readiness to increase physical activity and changes in self-efficacy. A questionnaire (Health Survey for England) measured physical activity, physical health, knowledge of current physical activity guidelines; perceived benefits of physical activity, perceived barriers to physical activity, readiness to increase physical activity and socioeconomic details.

**Outcomes:**

- **Short term Impact:** slight increase in knowledge
- **Long Term Impact:** not reported

**Maintenance:** not reported.

**Lessons Learned:** An integrated campaign on physical activity can lead to small increases in knowledge about new recommendations. The study indicates that TV advertisements may not be a critical component of such a campaign. Future studies need to be realistic about the time required to affect ingrained social trends, and the limitations of using health promotions campaigns at a national level to directly stimulate short-term population level behavior changes.

**Citation(s):**

Hillsdon, M., N. Cavill, et al. (2001). "National level promotion of physical activity: results from England's ACTIVE for LIFE campaign." *J Epidemiol Community Health* 55(10): 755-61.