

**Title of Intervention and Website:** Imagine Action

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

**Purpose of the Intervention:** To increase physical activity throughout the community

**Population:** Community members aged 18 to 82 years old

**Setting:** A community in Rhode Island; community-based

**Partners:** None mentioned

**Intervention Description:**

- Individual Education: Written materials encouraged participants to initiate or increase physical activity, a resource manual described activity options in the community. Based on the stage of exercise adoption at baseline, participants received materials that were targeted towards their stage.
- Campaigns and Promotions: Weekly fun walks and activity nights were planned.

**Theory:** Stages of change

**Resources Required:**

- Staff/Volunteers: staff time to prepare written materials and plan fun walks/activity nights
- Training: not mentioned
- Technology: computers and printers
- Space: parks and walking trails for fun walks/activity nights
- Budget: not mentioned
- Intervention: mailed materials
- Evaluation: telephones, access to telephone numbers, interviewers, questionnaire, statistical software

**Evaluation:**

- Design: not mentioned
- Methods and Measures: One question designed to assess the current stage of exercise adoption was included on the registration form. Demographic and contact information was also collected at this time. Based on this information participants were categorized into stages of exercise adoption. Three weeks after the intervention, trained telephone interviewers administered a brief telephone survey on a sample of participants. Questions relating to exercise status, activities engaged in over the past six weeks and demographic-related questions were included in the survey. Data collected was used to perform statistical tests.

**Outcomes:**

- Short Term Impact: not mentioned
- Long Term Impact: Following the six-week intervention, most subjects increased their stage of exercise adoption. The percentage of people taking action was strongly related to their stage of adoption at baseline.

**Maintenance:** Not mentioned

**Lessons Learned:** Practitioners may be able to achieve greater compliance by encouraging step-wise movement along the continuum of change as opposed to encouraging individuals to move directly into action.

**Citation(s):**

Marcus, B. H., S. W. Banspach, et al. (1992). "Using the stages of change model to increase the adoption of physical activity among community participants." *Am J Health Promot* 6(6): 424-9.