

Title of Intervention and Website: An individualized, motivationally-tailored physical activity intervention

Intervention Strategies: Individual Education

Purpose of the Intervention: To compare the effectiveness of two low-cost interventions for physical activity adoption

Population: Sedentary white, middle-class adults

Setting: Community-based

Partners: None mentioned

Intervention Description:

- Individual Education: Over the span of six months, participants received materials through the mail. Participants in the intervention group received individually-tailored reports that were computer generated based on their motivational readiness. They also received self-help manuals that were matched with their readiness. Reports contained messages that were targeted to detect deficiencies or reinforce successful efforts. The control group received four self-help booklets promoting physical activity which were developed by the American Heart Association.

Theory: Stages of change

Resources Required:

- Staff/Volunteers: staff time to prepare materials and use computer expert systems
- Training: training on how to use computer expert systems
- Technology: computer, software, printer
- Space: not mentioned
- Budget: not mentioned
- Intervention: informational manuals, postage and access to participant addresses
- Evaluation: questionnaires, statistical software

Evaluation:

- Design: Randomized control trial
- Methods and Measures: Self-report questionnaires of physical activity and psychological constructs associated with physical activity adoption including decisional balance, motivational readiness for physical activity, self efficacy, and use of ten cognitive and behavioral strategies for behavioral change were administered at baseline, one-month, three-month and six months. Data collected was used to perform statistical analysis.

Outcomes:

- Short term Impact: not mentioned
- Long Term Impact: Participants given the motivationally-tailored individualized feedback plus manuals showed greater increases in self-reported time spent in physical activity, were more likely to achieve recommended physical activity levels, and more likely to reach the Action stage of the stages of change

Maintenance: Not mentioned

Lessons Learned: Utilizing computer expert systems and self-help manuals to provide individually-tailored, motivationally-matched interventions appears to be an effective, low-cost approach for enhancing physical activity participation in the community.

Citation(s):

Marcus, B. H., B. C. Bock, et al. (1998). "Efficacy of an individualized, motivationally-tailored physical activity intervention." *Ann Behav Med* 20(3): 174-80.