

**Title of Intervention and Website:** Yuma on the Move

**Intervention Strategies:** Campaigns and Promotions

**Purpose of the Intervention:** To develop, implement and evaluate a community-based effort addressing the problem of physical inactivity

**Population:** Sedentary adults

**Setting:** Worksites and various high traffic community buildings; Yuma County Arizona

**Partners:** University of Arizona, Yuma Regional Medical Center, task force, key community members

**Intervention Description:**

- Campaigns and Promotions: individual television messages; posters and comic strips distributed throughout worksites and other organizational settings; county fair, community organizations involved; PSAs debuted on early morning broadcasts of local television network, TNN, USA, MTV

**Theory:** Transtheoretical Model; Social Cognitive Theory; Ecological model; Relapse prevention

**Resources Required:**

- Staff/Volunteers: Public Service Announcement actors,
- Training: not mentioned
- Technology: television Public Service Announcements, comic strip development, poster development
- Space: not mentioned
- Budget: not mentioned
- Intervention: Public Service Announcements, comic strips (developed via local competition among high school art students), worksite posters (Centers for Disease Control's "Physical Activity Is Everywhere You Go" and a second poster which replaced the first after 10 months featuring a "couch potato" and the slogan "Eat A Potato, Don't Be One"), mascot: "The Y Guy,"
- Evaluation: focus groups, surveys, telephone interviewers, telephones

**Evaluation:**

- Design: quasi-experimental, no control group
- Methods and Measures: Impact of the media campaign was measured by pre and post data collected by:
  - Telephone interview: 111 questions (many questions were the same as those used in the Behavioral Risk Factor Surveillance Survey)
  - Written survey administered to local schools, businesses and county fair: 11 questions - basic demographic data, level of activity, knowledge of physical activity benefits and barriers, process data, self-efficacy, level of confidence to engage in physical activity

**Outcomes:**

- Short term Impact:
  - Results provide support for the effectiveness of television in delivering the message to the target audience.
  - Analyses suggest that the comic strips and posters were not as effective as television in conveying the media message.
  - There was no statistically significant increase in knowledge.
  - There were no significant changes in perceived benefits or barriers of physical activity.
  - There was no significant change in the level of activity in between-subject analysis, but there were significant changes in level of physical activity.
  - There was a significant increase in self-efficacy suggesting that the target population felt more able to overcome the barriers to physical activity.
  - There was a significant decrease in self-reported no leisure-time activity among target audience
- Long Term Impact: not mentioned

**Maintenance:** Not mentioned

**Lessons Learned:** The media-based campaign was successful in moving people along the continuum of physical activity. Seeing others in the community participating in physical activity may motivate people to comply with media messages.

**Citation(s):**

Renger, R., V. Steinfeld, et al. (2002). "Assessing the effectiveness of a community-based media campaign targeting physical inactivity." *Fam Community Health* 25(3): 18-30.