

Title of Intervention	Get Up and Do Something Campaign	
Website	http://www.getupanddosomething.org/	
Intervention Strategies	Campaigns and Promotions	
Purpose	"Increase regular physical activity of Delawareans with the target audience being adolescents."	
Populations	Adolescents in Delaware	
Settings	Community-based	
Partners	Delaware Health and Social Services	
Intervention Description	A state wide campaign utilizing two television advertisements and one billboard design, in five highly visible locations, over a six week period. The Get Up and Do Something campaign targeting adolescents through associating physical activity with things they already value, and to convey a negative association with sedentary behaviors such as television watching.	
Theory	Not mentioned	
Resources required	Staff/Volunteers:	Not Mentioned
	Training:	Not Mentioned
	Technology:	Television ad and billboard creation
	Space:	5 billboards in highly visible areas. Television space on 1 network, shown several times a day for 6 weeks.
	Budget:	\$2.25 to \$42.55 per person either with intent to change or actual behavior change
	Intervention:	Billboard, Television advertisement
	Evaluation:	Survey
Evaluation	Design:	Cross-Sectional
	Methods and Measures:	A Cost Effectiveness Analysis was performed utilizing the 2004 Youth Tobacco Survey (YTS) in Delaware 6th-12th grade students. Questions were asked relating to advertisement exposure by type and impact on intent to increase physical activity and/or actual increase in physical activity. These results were analysed in combination with total program cost and 2006 U.S. Census Bureau figures.
Outcomes	Short term impact:	1) Billboards were found to be the most cost effective when comparing cost to results.
		2) Multiple modalities (i.e. television and billboards) have the most impact but may be cost prohibitive.
		3) Television advertising was the least cost-effective but reached more individuals than billboards.
	Long term impact:	Not measured
Maintenance	Decreased cost over time due to initial cost of developing media.	

Lessons Learned	1) With a limited budget billboards, in high traffic areas, are more cost effective than television
	2) Multiple modalities are most effective when funds are available. 3) Additional research is needed to evaluate additional modalities such as internet.
Citation(s)	Peterson, Michael, Chandlee, Margaret, and Abraham, Avron. (2008) Cost-Effectiveness Analysis of a Statewide Media Campaign to Promote Adolescent Physical Activity. Health Promotion Practice. 9:426 p426-433.
Current Program Status	On-going campaign with additional modes of advertising added including a website and Facebook. Available at http://www.getupanddosomething.org/ .