



National Health Promotion
Conference 2008



Choosing Physical Activity

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Background

- Followed the Chief Medical Officer's recommendations from:
 - Choosing Activity: a physical activity action plan, 2005
- Active People's Survey, 2005 / 2006



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Aims

- To motivate people to take part in more physical activity
- To educate on issues relating to physical activity
- To encourage people to share knowledge of physical activity
- To reach as many people as possible locally through DVD distribution



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Target Audience

- Wide coverage, with a focus on:
 - Health Trainers and communities they access
 - Community groups
 - Practice and District Nurses
 - Voluntary sector
 - Pharmacists



Why a DVD?

- Wanted to cover:
 - A storytelling approach
 - The use of real local people in real situations
 - All ages, abilities and health conditions
- A DVD format was cost effective and easy to use



Primary Pages

- Primary Pages was developed to accompany the DVD
- Contains
 - awareness briefings
 - information on local services
 - key strategy documents
 - national guidelines and examples of good practices



Feedback from Focus Groups

- Started with 3 hours of footage
- Needed to be a **maximum** of 20 minutes
- Content needed to cover everything and everyone
- Health professionals wanted to be able to select the appropriate section quickly
- The pitch and the language had to be right



Content Development

- Placed into chapters
 - Benefits and messages
 - Different places
 - Different conditions
 - Cycle of change
 - Myths



Evaluation and Feedback

- Currently being evaluated
- Analysis will include:
 - Usability
 - Efficacy
 - Process evaluation
 - Cost benefit analysis

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Myths – A Preview

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It would be great to get your feedback to add to
the evaluation.