

# Connecting People with their Community

An environmentally focused individual intervention to increase physical activity among adults

Shannon Sahlqvist (nee Ferney)  
@ladyonabike

# but first...



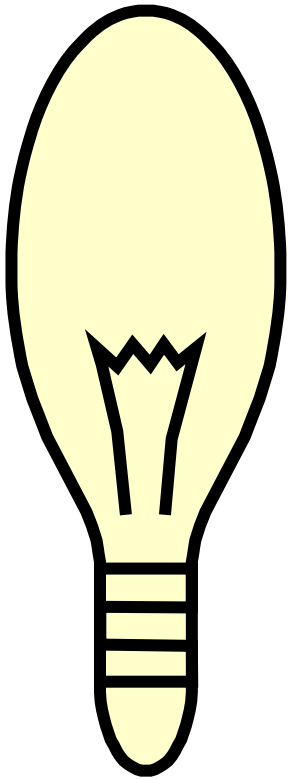
Ass Prof Alison Marshall



Prof Neville Owen



Prof Elizabeth Eakin



‘Let’s develop a website that connects people with local opportunities for physical activity’



THE UNIVERSITY  
OF QUEENSLAND  
AUSTRALIA

# overview

- Website-delivered physical activity interventions
- Development of 'Get Up & Go' Kedron Brook
- Evaluation of 'Get Up & Go' Kedron Brook
  - Process evaluation
- Reflections / where to from here?

# advantages of websites

- **Interactivity**

- Tailoring
- Instantaneous feedback

- **Engagement**

- Openness of communication
- Multimedia interfaces

- **Appeal**

- Flexibility
- Convenience

# website PA programs to date...

## Content:

- based on individual theories of behaviour change
- included interactive features (e.g., bulletting tools)
- most included an email component

## Findings:

- modest increase in PA
- poor participant engagement
- poor adherence with PA change

**How can we maximise participant use & engagement?**

# where to from here?

User-centered design approach???

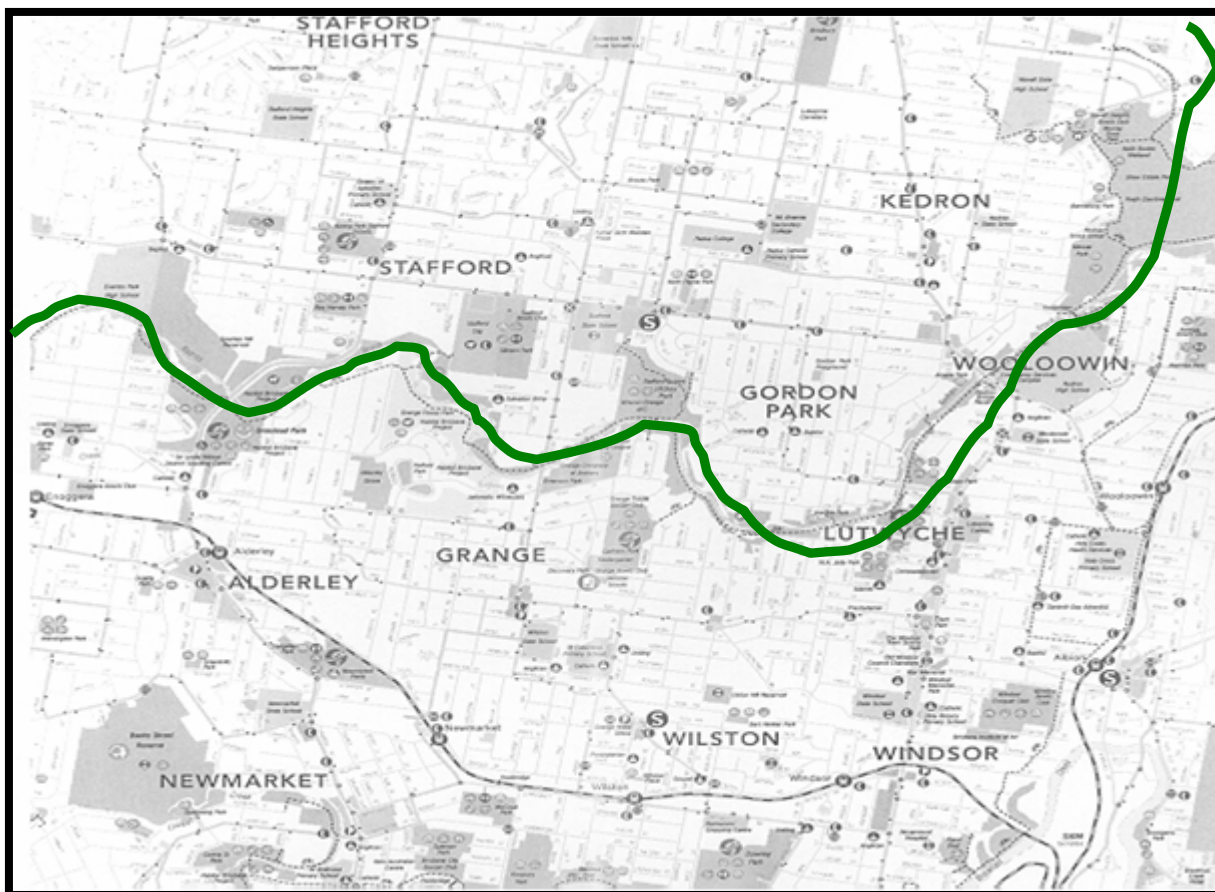
Potential of the connecting with the environment????

# Get Up & Go Kedron Brook

- Focused on individual determinants as well as creating knowledge and awareness of the opportunities for physical activity
- Reinforced positive perceptions of the environment & improved negative perceptions (access, convenience, aesthetics)



# kedron brook



# characteristics of residents (%)

	Age (45 – 54 yrs)	Household income (>1000/wk)	Education (bachelors degree)	Labour Force Status (full-time)	Internet at home
<b>Brisbane</b>	13.4	38.9	25.5	38.7	21.6
<b>Kedron Brook</b>					
Alderley	13.1	41.0	25.2	43.7	20.4
Grange	11.3	47.7	26.7	45.2	21.4
Lutwyche	27.4	29.4	19.2	42.1	17.2
Kedron	11.8	33.5	26.7	42.7	18.9
Stafford	12.1	26.4	26.1	34.0	15.8
Wavell Heights	12.4	35.4	14.8	38.6	18.4

# neighbourhood-focused approach

## Ecological Model

Aesthetics, Convenience, Opportunity

### Setting

Local community

### Behaviour

Walking

SCT (self-efficacy, social support,  
modelling, self-regulation)

# focus groups

- What would you like in a physical activity website?
- 8 focus groups (n=40)
- Audio-taped & transcribed
- Themes - community focus, interactivity, design & social support

# findings: community focus

‘It would be nice to know what other resources there were in the community to motivate you to do more things’

‘Maybe it could be linked to walking groups’

‘And areas that give you things that can be done, like walks or Tai Chi so that people can look up what is happening in their local area.’

‘.....have a bit of a map or something, you know, if you did want to do different walks’

# findings: interactivity

‘Feedback, like talking to a professional.....it’s easier online more anonymous.’

‘Some sort of diary, so that they could come in each day and make a note of how they are progressing’

‘You are looking for an expert; you are looking for someone to tell you, because you don’t know what you are doing and it is good to get feedback’

# findings: design

'I like to see sites that are simply laid out, I don't want to have to go looking for stuff.'

'Fast websites as well, because I don't like waiting ages for anything'

'It's the time they take to download, it drives me crazy.'

'Ease of use, for me, it has to be ease of use'

# findings: social support

'A hints page, where you could send in hints.'

'I am looking for a partner to walk on Tuesday to Thursday...'

'You could have something where people could submit their names and say, hey look I would like to join a club...'



# get up & go

KEDRON BROOK

[Home](#) | [Using Get Up & Go](#) | [FAQs](#) | [Links](#) | [Contact Us](#) | [About Us](#)



## Features

- [Fact Sheets](#)
- [Tools](#)
- [Activity Log](#)
- [Forum](#)
- [Email Shannon](#)
- [Map of Kedron Brook](#)
- [Activity Directory](#)
- [Suburb Profiles](#)
- [Events Calendar](#)
- [Newsletters](#)
- [Online Tasks](#)
- [Logout](#)
- [User Menu](#)

## Activity Log

### Active Living Tips

*Are you playing golf on the weekend?  
Skip the cart and walk around the  
course instead.*

### Coming events

- 18th Oct [Tai Chi in Huxtable Park](#)
- 18th Oct [Tai Chi in Kalinga Park](#)
- 20th Oct [Group Fitness](#)
- 21st Oct [Tennis Lessons](#)
- 21st Oct [Social Tennis Fixtures](#)

[Add an Event](#)      more 697 item(s)

### Welcome

Welcome to Get Up & Go Kedron Brook. Get Up & Go Kedron Brook is a website designed for adults aged 45 to 60 years of age and living in the Brisbane suburbs of Grange, Gordon Park, Kedron, Lutwyche, Stafford & Wavell Heights. Get Up & Go Kedron Brook aims to help you enjoy the benefits of an active lifestyle by providing you with information, advice and support.

Before you get started we recommend you find out more about [Using Get Up & Go](#) and its features.

### Feature Article

#### ■ Exercises at Work

Do you spend long hours sitting behind a desk? Would you like more energy to get through a long working day?





## Features

- ⇒ [Fact Sheets](#)
- ⇒ [Tools](#)
- ⇒ [Activity Log](#)
- ⇒ [Forum](#)
- ⇒ [Email Shannon](#)
- ⇒ [Map of Kedron Brook](#)
- ⇒ [Activity Directory](#)
- ⇒ [Suburb Profiles](#)
- ⇒ [Events Calendar](#)
- ⇒ [Newsletters](#)
- ⇒ [Online Tasks](#)
- ⇒ [Logout](#)
- ⇒ [User Menu](#)

## Activity Log

-  [Start new goal](#)

## Who's Online

Members: 1  
Guests: 1

[shannon](#), [more...](#)



## Fact Sheets

The Fact Sheets provide you with plenty of practical information and advice to help you Get Up & Go.

You can print each of the Fact Sheets and put them somewhere handy.

### ■ [Fact Sheet 1: Benefits of Physical Activity](#)

Physical activity has many health benefits

[Read More...](#)

### ■ [Fact Sheet 2: Overcoming the Barriers](#)

Overcome the hurdles that are holding you back

[Read More...](#)

### ■ [Fact Sheet 3: How much should I do?](#)

How much activity should you be doing for health benefits

[Read More...](#)

### ■ [Fact Sheet 4: What is Moderate-intensity?](#)

Information on moderate-intensity physical activity

[Read More...](#)

### ■ [Fact Sheet 5: Safety Tips](#)

Avoid harm or injury to yourself while being active

[Read More...](#)

### ■ [Fact Sheet 6: Setting Goals](#)

Effective tips for goal setting

[Read More...](#)

### ■ [Fact Sheet 7: Time Management](#)

Find time for physical activity



# get up & go

## KEDRON BROOK

  
Search

[Home](#) | [Using Get Up & Go](#) | [FAQs](#) | [Links](#) | [Contact Us](#) | [About Us](#)



### Activity Log

[About](#) | [Long-term Goal](#) | [Weekly Goals](#) | [Daily Entry](#) | [Progress](#) | [Activity Planner](#)

### Submit your activity for today

This week's goal: 5 x 30 min = 150 min by 26-03-2006

0 min

150 min

min

Minutes of activity:

Date:

Comments:

#### Features

[Fact Sheets](#)

[Tools](#)

[Activity Log](#)

[Forum](#)

[Email Shannon](#)

[Map of Kedron Brook](#)

[Activity Directory](#)

[Suburb Profiles](#)

[Events Calendar](#)

[Newsletters](#)

[Online Tasks](#)

[Logout](#)

[User Menu](#)

#### Activity Log

##### Summary:

150 min by 26-03-2006

150 min to go



## Features

- [Fact Sheets](#)
- [Tools](#)
- [Activity Log](#)
- [Forum](#)
- [Email Shannon](#)
- [Map of Kedron Brook](#)
- [Activity Directory](#)
- [Suburb Profiles](#)
- [Events Calendar](#)
- [Newsletters](#)
- [Online Tasks](#)
- [Logout](#)
- [User Menu](#)

## Activity Log

### Summary:

150 min by 26-03-2006  
150 min to go

## Who's Online

Members: 1  
Guests: 0

[shannon](#), [more...](#)

 THE UNIVERSITY

## Forum

### Welcome to Get Up and Go Forum.

How are you progressing with your physical activity? Do you have a story you would like to share? Maybe you have a great tip to help others Get Up & Go.

The Get Up & Go Forum is intended as a place for you to share your stories, experiences, and opinions with other people just like you.

[Need Help?](#)

### Get Up & Go Forum

#### [Active Stories & Tips](#)

0 Posts

Active Stories & Tips is intended as a place for you to share your physical activity experiences. You can share your success stories as well as any problems you may be facing. It might just give you the encouragement and support you need to Get Up & Go.

#### [Walk Reviews](#)

0 Posts

If you have walked one of the paths that featured in the Walk Reviews then tell us what you thought about it.

#### [Active in Kedron Brook](#)

1 Posts

This forum is intended as a place for you to share stories about your suburb. Tell us where you love to walk and where you think the best places to be active are.

-  New posts
-  No new posts
-  Private forum

Search

[Advanced Search](#)



## Events Calendar

Search the Events Calendar to find upcoming events in and around your suburb. If you would like further information about an event simply click on the event itself.

To view different months click on the single arrow in the calendar heading. You can also select the month you want at the bottom of this page and then click 'view'.

### Features

- [Fact Sheets](#)
- [Tools](#)
- [Activity Log](#)
- [Forum](#)
- [Email Shannon](#)
- [Map of Kedron Brook](#)
- [Activity Directory](#)
- [Suburb Profiles](#)
- [Events Calendar](#)
- [Newsletters](#)
- [Online Tasks](#)
- [Logout](#)
- [User Menu](#)

### Activity Log

#### Summary:

150 min by 26-03-2006  
150 min to go

### Who's Online

Members: 1  
Guests: 0

[shannon](#), [more...](#)

<div> <span>◀</span> <span>▶</span> <b>Mar 2006</b> <span>◀</span> <span>▶</span> <div>     </div> </div>						
Sun	Mon	Tue	Wed	Thu	Fri	Sat
			1	2 <a href="#">Pilates with Paul</a>	3	4
5	6	7 <a href="#">Group Fitness Gentle Exercises</a>	8	9 <a href="#">Pilates with Paul</a>	10	11
12	13	14 <a href="#">Group Fitness Gentle Exercises</a>	15	16 <a href="#">Pilates with Paul</a>	17	18
19	20	21 <a href="#">Group Fitness Gentle Exercises</a>	22	23 <a href="#">Pilates with Paul</a>	24	25
26	27	28 <a href="#">Group Fitness Gentle Exercises</a>	29	30 <a href="#">Pilates with Paul</a>	31	

# Kedron Brook Activity Directory

You can use the Get Up & Go Activity Directory to search for activities, organisations or facilities in your area.

## Search Tips:

- Search for an activity (e.g. walking) or facility (e.g. swimming pool) by typing in key words in the search box below.
- If you would like to search your Suburb select your suburb from the 'Search by Suburb' list.
- If you are looking for a specific activity then browse the Activity Categories at the bottom of this page.

Type in search word

## Search by Suburb

- [Grange \(4\)](#)
- [Kedron \(3\)](#)
- [Lutwyche \(5\)](#)
- [Stafford \(7\)](#)
- [Wavell Heights \(3\)](#)
- [Alderley \(6\)](#)

## Popular Searches

- [Walking Groups \(16\)](#)
- [Pilates \(3\)](#)
- [Dog Parks \(9\)](#)
- [Lawn Bowls \(5\)](#)
- [Latin \(3\)](#)
- [Yoga \(6\)](#)

## Activity Categories

- [Bike Riding \(1\)](#)
- [Dance \(3\)](#)
- [Gentle Activity and Relaxation \(10\)](#)
- [Gyms, Fitness Centers and Indoor Courts \(10\)](#)
- [Parks and Playgrounds \(25\)](#)
- [Water Activites \(9\)](#)
- [Walking \(16\)](#)
- [Lawn Bowls \(5\)](#)
- [Tennis \(9\)](#)
- [Golf \(6\)](#)

## Features

- [Fact Sheets](#)
- [Tools](#)
- [Activity Log](#)
- [Forum](#)
- [Email Shannon](#)
- [Map of Kedron Brook](#)
- [Activity Directory](#)
- [Suburb Profiles](#)
- [Events Calendar](#)
- [Newsletters](#)
- [Online Tasks](#)
- [Logout](#)
- [User Menu](#)

## Activity Log

### Summary:

150 min by 26-03-2006  
150 min to go

## Who's Online

Members: 1  
Guests: 0

[shannon](#), [more...](#)



## Features

- Fact Sheets
- Tools
- Activity Log
- Forum
- Email Shannon
- Map of Kedron Brook
- Activity Directory
- Suburb Profiles
- Events Calendar
- Newsletters
- Online Tasks
- Logout
- User Menu

## Activity Log

### Summary:

150 min by 26-03-2006  
150 min to go

## Who's Online

Members: 1  
Guests: 0

shannon, [more...](#)



The map below outlines the Kedron Brook shared bicycle/pedestrian path. The sealed path is approximately 13km long. It begins at Hedley St, Nundah (near Toombul Shopping Centre) and continues through to Teralba Park in Mitchelton.

For most of the way the path follows Kedron Brook through parks and bushland. At Shaw Park a separate path leads to the Keith Boden Wetlands and into Wavell Heights. Another path travels around Bennelong Park to meet back up with Kedron Brook.

At Albert Bishop Park in Nundah the bikeway has been extended and runs all the way to the Boondall Wetlands and then on to Sandgate

To find out more about the parks in the map just roll your mouse cursor over the park or dog-off-leash icon

- Parks
- Dog off leash area



## Access Points

Alderly:	Royal Pde, Park Avenue
----------	------------------------



## Features

- ⇒ Fact Sheets
- ⇒ Tools
- ⇒ Activity Log
- ⇒ Forum
- ⇒ Email Shannon
- ⇒ Map of Kedron Brook
- ⇒ Activity Directory
- ⇒ Suburb Profiles
- ⇒ Events Calendar
- ⇒ Newsletters
- ⇒ Online Tasks
- ⇒ Logout
- ⇒ User Menu

## Activity Log

### Summary:

150 min by 26-03-2006  
150 min to go

## Who's Online

Members: 1  
Guests: 0

[shannon](#), [more...](#)



# Suburb Profiles

[« Back to Suburb Profiles](#)

## Gordon Park

'I love Gordon Park. Every Saturday morning I meet some friends at Kokoda Park. We walk along the path for an hour and then everyone comes back to my house for a coffee. It's a great way to start the weekend.'

*Doreen*

### Active Walking

Although Gordon Park is the smallest suburb in Brisbane there are plenty of opportunities for physical activity. The quiet streets provide a great place to enjoy a walk. Wander the streets and watch as home owners restore their Queenslanders to there full splendor. The big trees provide wonderful shade making it pleasant and cool, even in summer.



Gordon Park borders Kedron Brook which is just a short stroll away. Take a morning walk along the creek to put you in a good mind set for the day. You can head west towards Stafford or north-east towards Wavell Heights. Which ever direction you choose you're guaranteed to enjoy the walk.

### Active Dogs

It is important to keep man's best friend active and living in Gordon Park it's never been easier. The Brisbane City Council has dedicated one side of Kedron Brook (from Montrose St to Mercer Ave) as an off-leash area. The 2.15 kilometre strip provides a great opportunity for both you and your animals to enjoy a walk.

There are plenty of other off-leash areas in and around Gordon Park. Check out Grange Forest Park, ARC Hill Park and Downfall Creek Reserve. For more information, search the Get Up & Go [Activity Directory](#).

[Back to the Top](#)

### Active in the Parks



# get up & go

## K E D R O N B R O O K

### Tip of the Week

Home owners have begun decorating their houses with beautiful Xmas lights. For the best view of the houses, take an evening walk through your local area.

Edition #8

Thursday 24th November

### In this issue

- [Christmas is Here](#)
- [Maintaining Motivation](#)
- [What's New?](#)
- [Helen's Journey](#)

### Christmas is Here

Congratulations! You have reached week 12 of the Kedron Brook Physical Activity Project. We hope you are continuing to use the Get Up & Go website to help you lead a more active lifestyle.

As we head into the holiday season, it is likely that physical activity will move lower down your list of priorities. To help you maintain your activity routine throughout the festive season read this week's Feature Article.

If you are looking for something different to do this weekend then take a walk along Enoggera Creek (featured in our Walk Review) or head into Southbank for some Active Culture (featured in our Activity Profile).

### Maintaining Motivation

Everyone knows that a healthy life is based on good choices. But making it difficult to maintain an active lifestyle. Talk about it is



### Login

Username:

Password:

User Login

[Lost Password?](#)

[Register now!](#)

### Who's Online

Members: 1

Guests: 5

[shannon](#), [more...](#)



THE UNIVERSITY  
OF QUEENSLAND  
AUSTRALIA

## News and Reviews

### ▣ **Activity Profile : Dancing in Brisbane**

With the success of 'Dancing with the Stars' and 'Strictly Dancing', Brisbane has seen a sudden resurgence in dancing. Not only is dancing a great social activity but it is also a great way to stay in shape.

There are a number of dance studios in Brisbane's north catering for the beginner to the more experienced dancer. If you are just starting out, short courses in Latin and Swing dancing are available. Intermediate and advanced classes and social dancing nights are also offered for those that are more experienced.

So what are you waiting for? Don your dancing shoes and get moving.

### **Latin Dancing**

If you are looking for a touch of the exotic try Latin dance. Classes are offered in a variety of locations in Brisbane's north.

#### **Dance Experience Newmarket**

Come and learn to dance Salsa, Cha Cha, Samba and other Latin Dances on a Wednesday night or Tango Argentine on a Thursday night from 7.30 to 9.30 pm. Only \$10 per class. For more information call 0418 382 218.

Venue: Italo Australian Centre, 23 Foster St Newmarket

#### **Latin Steps Dance Company**

Latin Steps Dance Company offers a 6-week Salsa course for beginners. The class is held on a Monday from 7:00 – 8:00pm. Cost is \$75 for the 6-week course. For more information visit [www.latinsteps.com](http://www.latinsteps.com)

Venue: Brisbane Dance Centre, 10 Volante Close, Kedron

#### **Dance Experience Nundah**

Learn a variety of both Latin and ballroom dances. Classes are held every Tuesday and Friday from 8:00 – 10:00pm. Cost is only \$10 per class. Contact 3823 4325 or 0418 382 218 for more information.

Venue: Cnr of Boyd & Bage St, Nundah

#### **Kenje Social Dance Studio**

Latin dance classes are held on Mondays and Thursdays at 7:00pm at



## Login

Username:

Password:

User Login

[Lost Password?](#)

[Register now!](#)

## Who's Online

Members: 1

Guests: 5

[shannon](#), [more...](#)



THE UNIVERSITY  
OF QUEENSLAND  
AUSTRALIA

## News and Reviews

### Feature Article : Walking with a Pedometer

I am sure everyone has seen or heard of a pedometer - that little device that you can now get in cereal boxes. For those of you who are not familiar, a pedometer is a battery-operated device, about the size of a match-box, that clips onto your waist and measures the number of steps you take.



If used correctly, a pedometer can be a great motivator. Pedometers monitor your physical activity and tell you how much walking you have or haven't done. With the help of a pedometer you can set yourself specific goals and work towards them.

For health benefits you should try and accumulate 10,000 steps a day, on most days of the week. For the average person, this equates to an extra 30 minutes of walking above what is normally done throughout the day.

When using a pedometer as a goal setting tool, the first thing to do is determine how many steps you take in a normal day. Do this by wearing the pedometer for about three days. Once you know what you do on a typical day, you can set specific goals to help you increase your step count.

We recommend increasing your step count by 10% each week. For example, if you normally walk 5000 steps a day, set a weekly goal of 5500 steps/day. Once you have reached your weekly goal, you can increase your step count by another 10% until you reach 10,000 steps a day.

10,000 steps may seem like a lot of walking to do in one day. The important thing to remember is that you don't have to do it all at once. Once you wear a pedometer you'll see how easy it is to accumulate steps just by taking the stairs or walking to your local shop.

It is handy to get in the habit of checking your step count throughout the day. For example, if you have only walked 7000 steps by the time you get home from work go for a brisk walk around your neighbourhood before getting dinner ready. If you have already reached 10,000 steps then treat yourself to a glass of wine.



### Login

Username:

Password:

User Login

[Lost Password?](#)

[Register now!](#)

### Who's Online

Members: 1

Guests: 5

[shannon](#), [more...](#)



## News and Reviews

### ■ Walk Review : New Farm Park

No matter what time of the year it is, New Farm Park is always picturesque. The 14 hectare park lies on the banks of the Brisbane River and boasts views of the Brisbane city skyline.

As well as the wonderful outlook over the Brisbane River, on this particular hot and humid Sunday morning I was particularly taken by the huge Moreton Bay Figs shading the park.

After a gentle walk around the park, marvelling at the beautifully kept gardens, I decided to head east along Lamington Street and Refinery Parade to the Cutter's Landing boardwalk. From here I followed the boardwalk past Amity House to Merthyr Road. At the end of Merthyr Road, I left the river edge to travel along Macquarie Street to access the next section of the boardwalk. I continued along the boardwalk to Commercial Road and the Tenerife Ferry Stop where the boardwalk ends. The round trip was approximately 4.4kms.

Teneriffe is an ever changing hive of activity. The view across the river to Bulimba is beautiful and the steady stream of City Cats up and down the river is enough to keep anyone entertained.

If you are after a walk that is less industrial, then you can also head south-west down Oxlander Drive and along Merthyr Park. At the end of Merthyr Park you can head up Sydney St taking a left at Griffiths St to join up to the Floating River Walk. If you are feeling particularly active you can walk all the way into the City.

Whether you choose to walk along the boardwalk at Teneriffe or through beautiful Merthyr Park, you are sure to enjoy yourself. Why not make a day of it and catch a City Cat up the river. Be sure to stop along the way for a coffee in some of Brisbane's best cafes.



so there has never been a better time to dust off your bike and get riding.

## Meet Helen

Hi there, my name is Helen. I've always thought that I should be doing some physical activity but have never seemed to be able to fit it into my hectic schedule. Although I have made countless New Years resolutions to get healthy and begin doing some physical activity, by February I'm always back to my old self again. So when I received a flyer in the letterbox I jumped at the opportunity to get involved in the program.

I suppose that I have always thought of physical activity as hard work. But it seems that it doesn't have to be. Even 10 minutes here and there can really make a difference. Get Up & Go suggested that I incorporate physical activity into my everyday activities so yesterday I decided to take the stairs instead of the lift and I went for a 10 minute walk in my lunch break. And this weekend I have organised to go for a walk with my husband. For the next week I am going to try and fit little bouts of activity into my day. I will let you know how I go.

- Pur



# get up & go

## KEDRON BROOK

[Home](#) | [Using Get Up & Go](#) | [FAQs](#) | [Links](#) | [Contact Us](#) | [About Us](#)



### Features

- [Fact Sheets](#)
- [Tools](#)
- [Activity Log](#)
- [Forum](#)
- [Email Shannon](#)
- [Map of Kedron Brook](#)
- [Activity Directory](#)
- [Suburb Profiles](#)
- [Events Calendar](#)
- [Newsletters](#)
- [Online Tasks](#)
- [Logout](#)
- [User Menu](#)

### Activity Log

- [Start new goal](#)

### Who's Online

Members: 1  
Guests: 2

shannon, more...



## Online Tasks

To help you on the road to an active lifestyle Get Up & Go has developed online activities for you to complete. Each week a new activity will be posted on the website.

The activities can be submitted to Shannon who will provide you with advice and encouragement to help you overcome some of the barriers you may be facing.

Although it may seem like a hassle, spending a few minutes each week completing the tasks will help you determine ways that you can be more active.

- [Task 1: The Benefits & Barriers of Physical Activity](#) [Read More...](#)
- [Task 2: Building Your Confidence](#) [Read More...](#)
- [Task 3: Opportunities for Physical Activity](#) [Read More...](#)
- [Task 4: Make a Commitment](#) [Read More...](#)
- [Task 5: Creating Active Time](#) [Read More...](#)
- [Task 6: Reminding Yourself](#) [Read More...](#)
- [Task 7: Dealing with Setbacks](#) [Read More...](#)

Powered by Xoops (c)



# get up & go

## KEDRON BROOK

  
Search[Home](#) | [Using Get Up & Go](#) | [FAQs](#) | [Links](#) | [Contact Us](#) | [About Us](#)

### Features

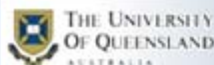
[Fact Sheets](#)[Tools](#)[Activity Log](#)[Forum](#)[Email Shannon](#)[Map of Kedron Brook](#)[Activity Directory](#)[Suburb Profiles](#)[Events Calendar](#)[Newsletters](#)[Online Tasks](#)[Logout](#)[User Menu](#)

### Activity Log

[Start new goal](#)

### Who's Online

Members: 1  
Guests: 2

[shannon, more...](#)

## Online Tasks

### Task 3: Finding Opportunities for Activity

It is no secret that you are more likely to do something if you enjoy it. The same is true for physical activity. By choosing activities that you enjoy and are able to do you are more likely to maintain regular activity.

There are plenty of ways to be physically active, particularly living around Kedron Brook. You may be surprised at what is available just outside your front door. Using the form below, make a list of all the activities you would like to try. If you are having trouble here are some examples:

Yoga	Walking	Water aerobics
Pilates	Swimming	Tennis
Riding a bike	Strength exercises	Dancing
Jogging	Bushwalking	Team sports

Activities I would like to try:

	Activity	Where	When	Cost
1.	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>
2.	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>
3.	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>
4.	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>
5.	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>
6.	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>
7.	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>

Search the Get Up & Go [Activity Directory](#) to find where these activities are near you. If applicable write down the day, time and cost of the activity as well as any other important information.

Make a commitment to yourself to attend one of the activities. Why not ask a friend or family member to join you.

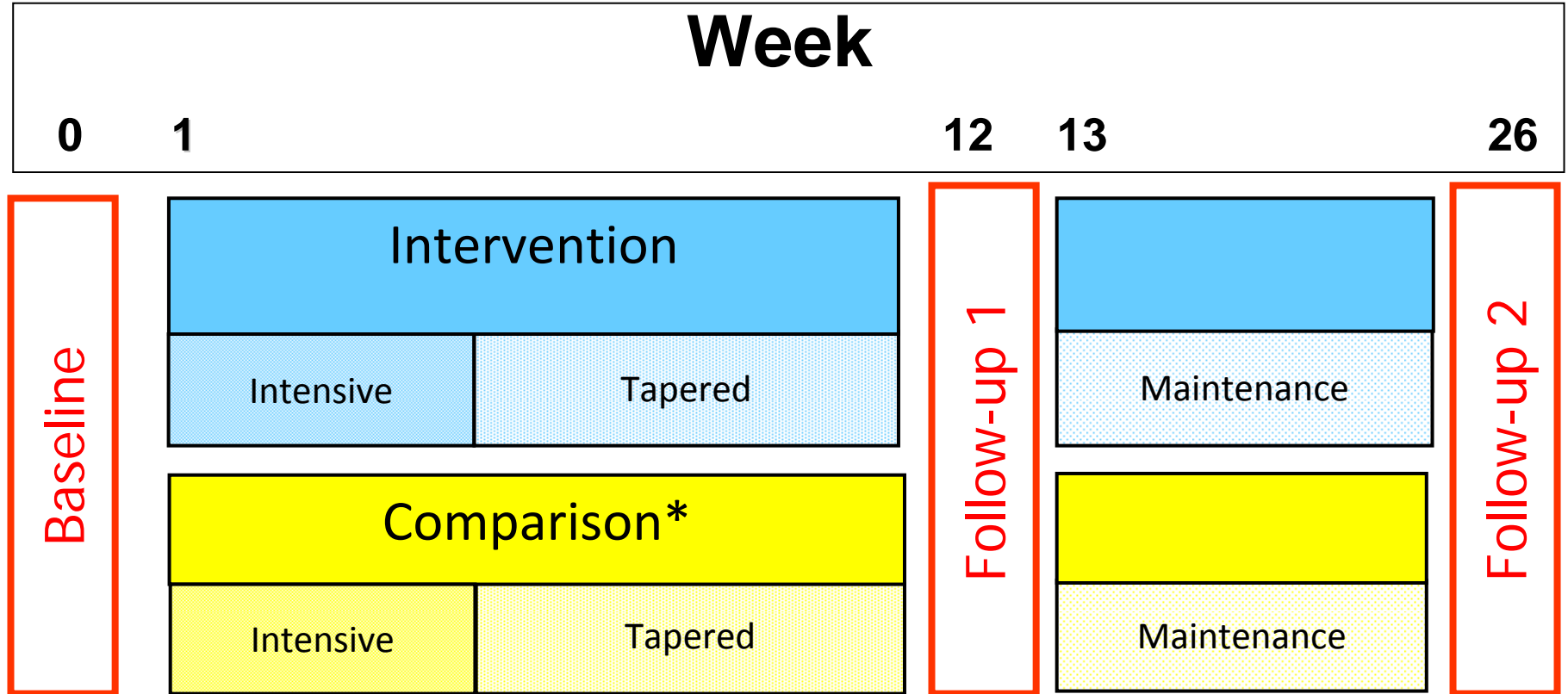
#### *Website development*

Social Cognitive Theory (Bandura, 2004) constructs were integrated into an ecological model (Owen et al., 2000; Sallis and Owen, 2002) to help focus the website on known individual (e.g., self-efficacy, social support) and environmental (e.g., perceived access, convenience and aesthetics) influences on walking and overall PA (Humpel et al., 2002; Owen et al., 2004). To assist with maximizing participant engagement, an iterative user-centered approach guided website development (Corry et al., 1997; Kinzie et al., 2002). This involved focus group discussions and two phases of user testing. Focus group discussions highlighted the need to include interactive features as well as relevant information on local opportunities for PA (Ferney and Marshall, 2006). Twenty-four participants (phase 1:  $n=8$ ; phase 2:  $n=16$ ) were involved in the user testing. These participants were not involved in the efficacy trial but had similar demographic profiles. Consistent with standard procedures (Dumas and Redish, 1992; Rubin, 1994) participants were monitored while conducting a series of tasks, and then interviewed on the website's usability. The website was revised following each phase of testing.

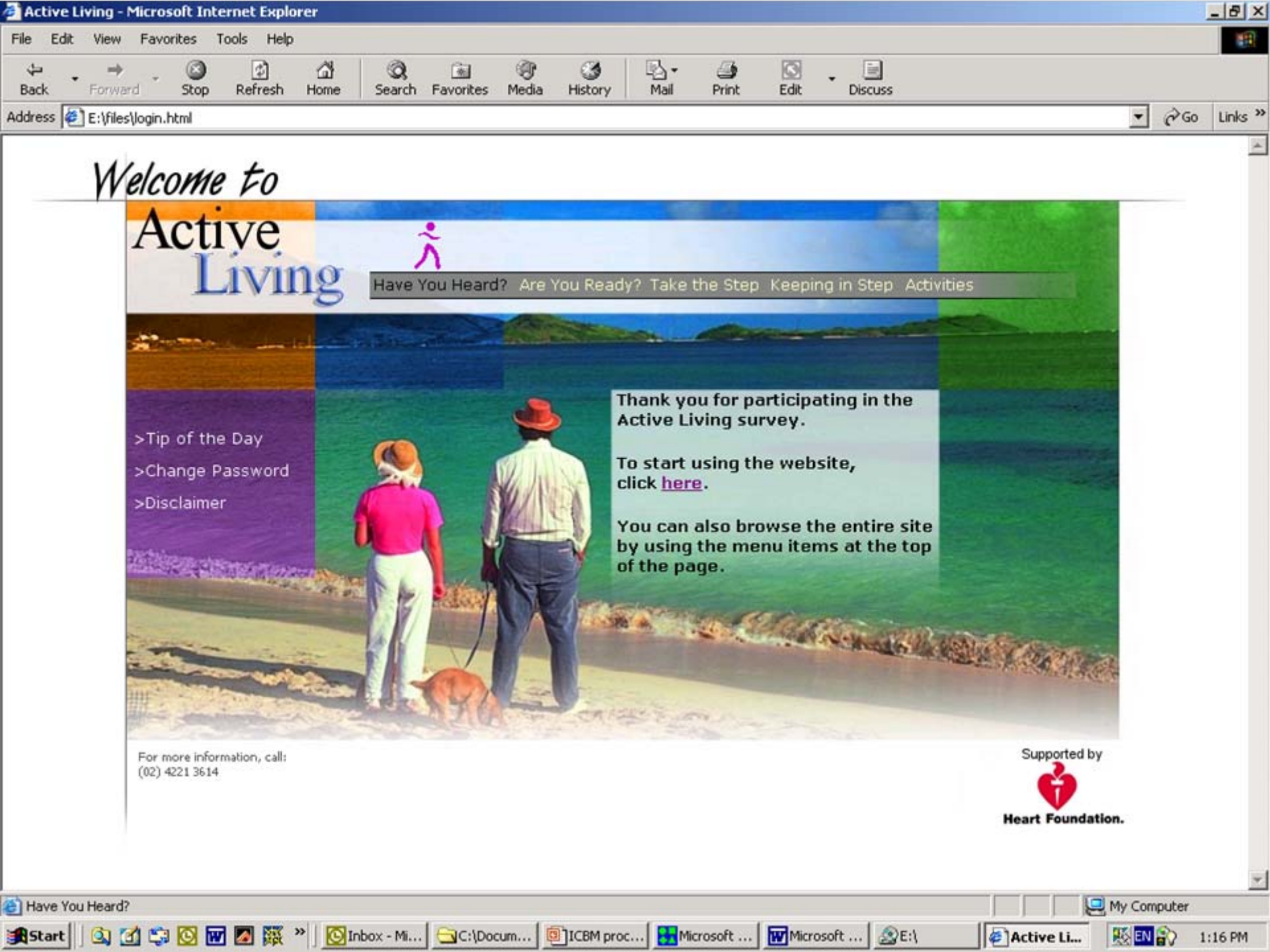
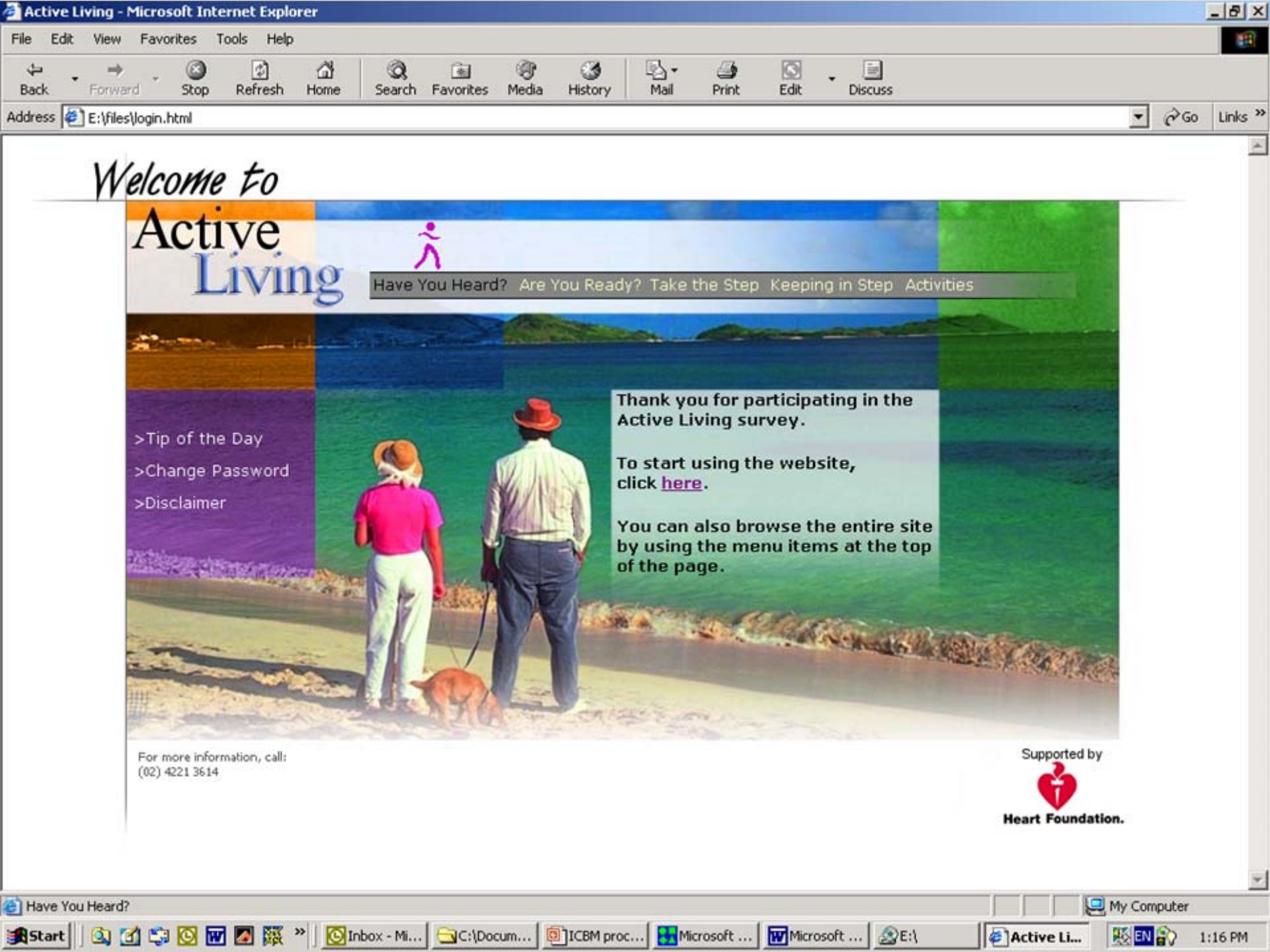
#### *Website content*

Eleven content areas were created: 1) 'fact sheets', provided information on cognitive and behavioral strategies (e.g., goal-setting, rewards, social support); 2) 'activities', included examples of stretching exercises, a target heart rate calculator and a progressive walking program; 3) links to relevant websites; 4) an interactive goal-setting and self-monitoring tool; 5) a searchable database of local opportunities for PA; 6) a calendar of events; 7) a map of the walking trail; 8) PA profiles of each suburb; 9) access to individualized email advice; 10) a bulletin-board, and 11) 'news' items updated bi-weekly (e.g., reviews of PA opportunities in the neighborhood). The inclusion of the news items was based on findings from previous trials and focus group research which highlighted the importance of continually updating a website to foster engagement (Ferney and Marshall, 2006). Although participants were encouraged to use all features of the website, they were not explicitly directed to do so.

# study design



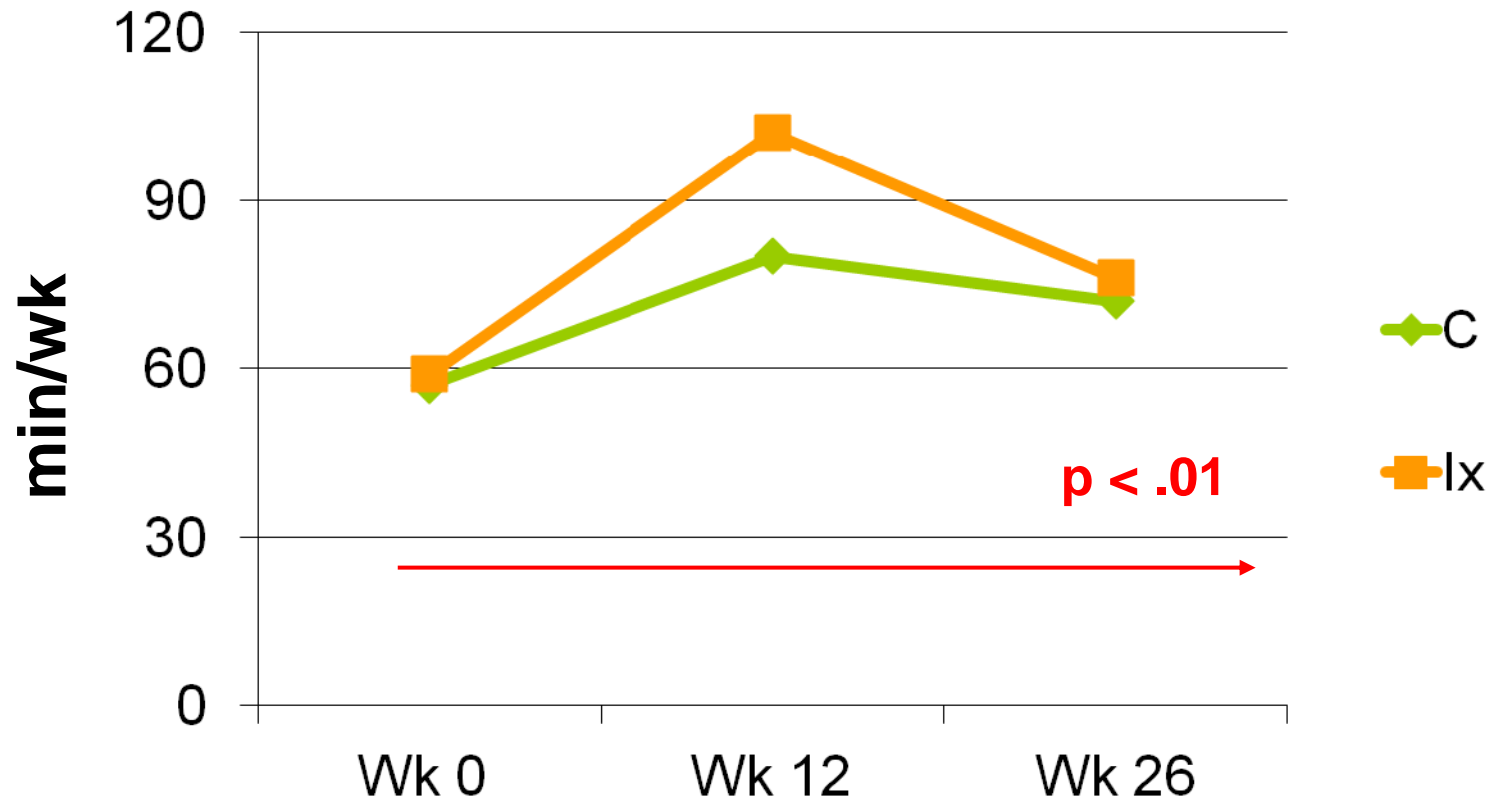
\*Marshall, Leslie, et al., 2003



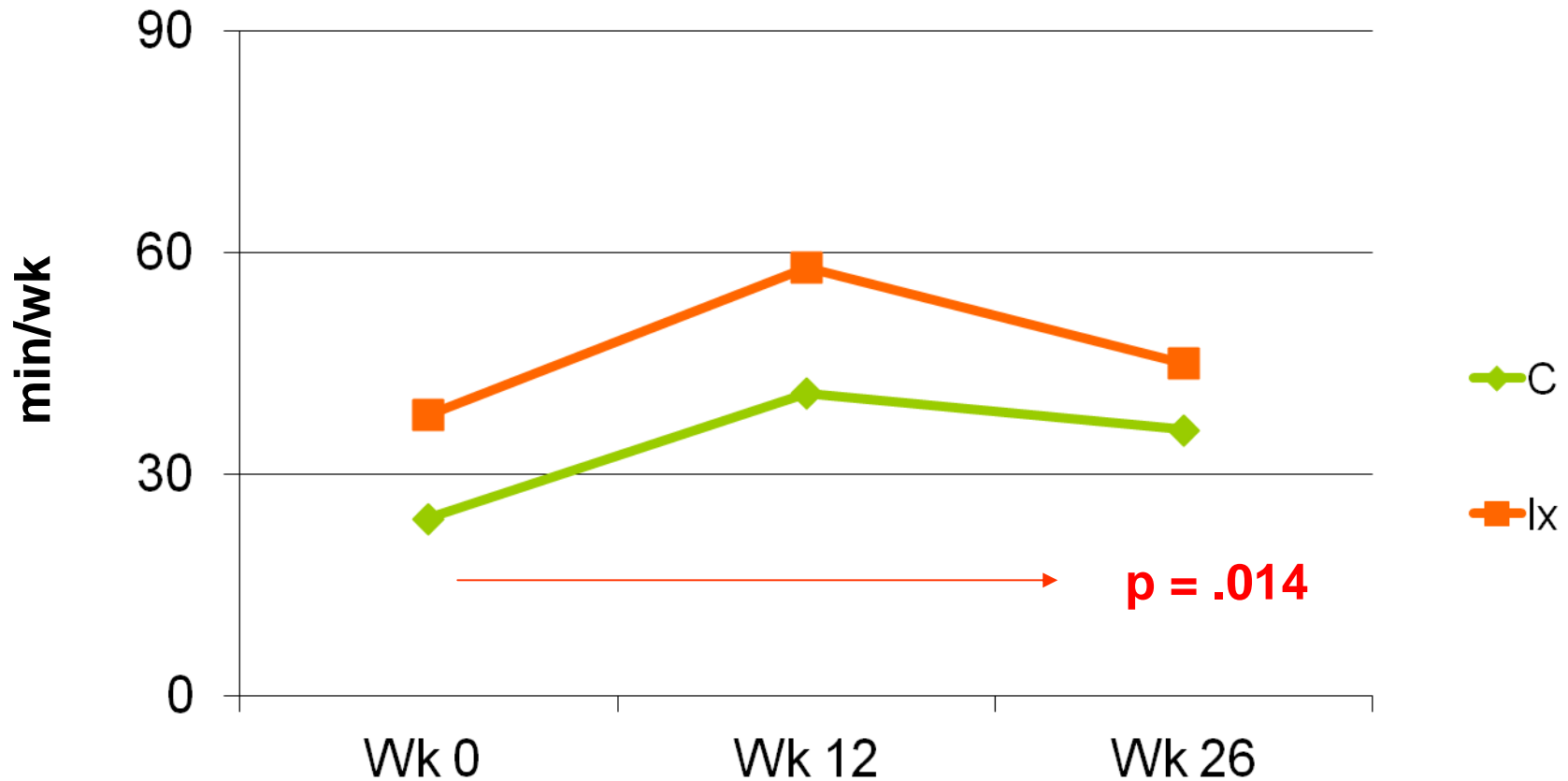
# demographic characteristics

	Comparison %	Intervention %
Women	66	77
Age (mean)	52.2	51.7
Employment (full-time)	54	52
Tertiary qualified	67	75
Married	72	69

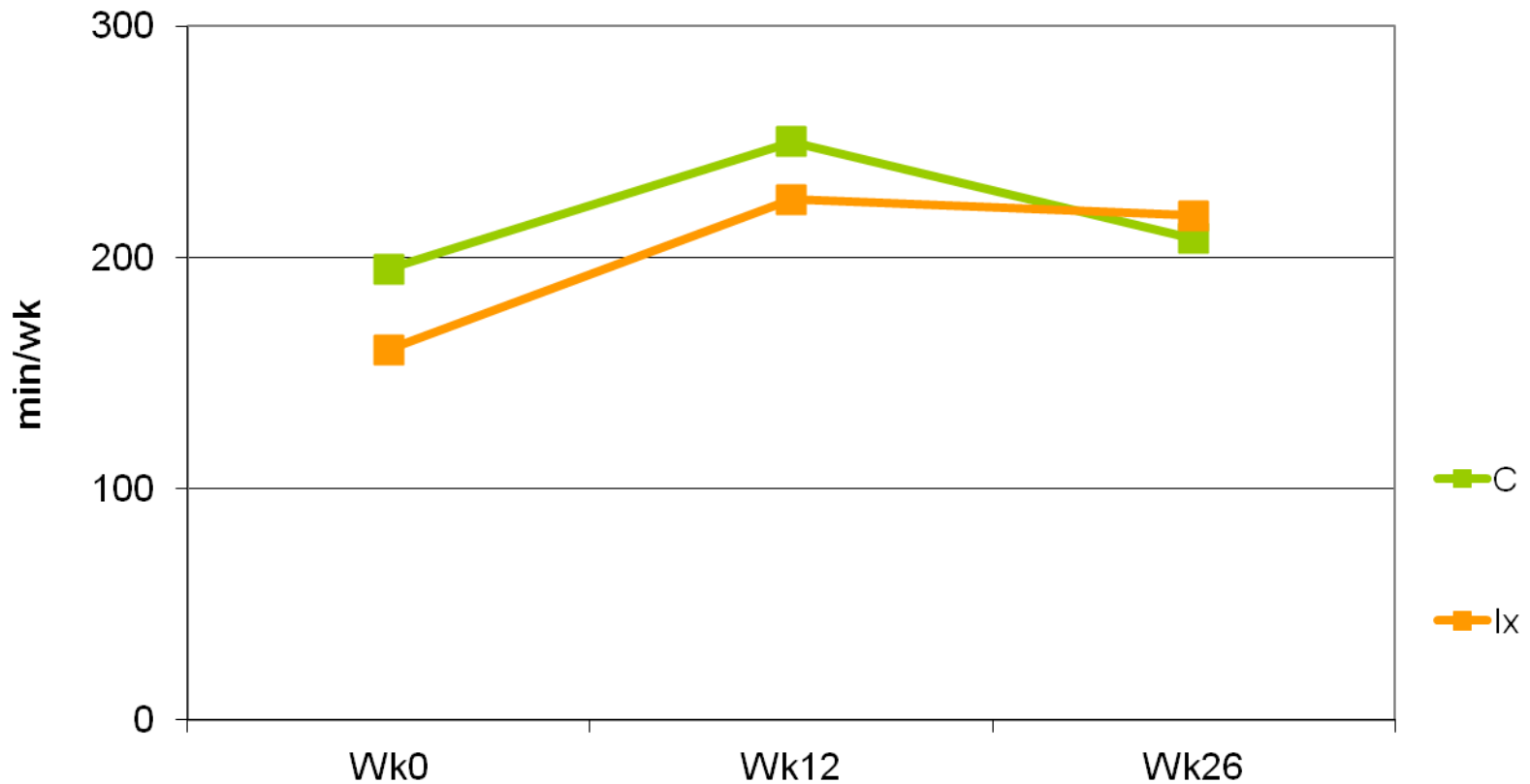
# neighbourhood walking



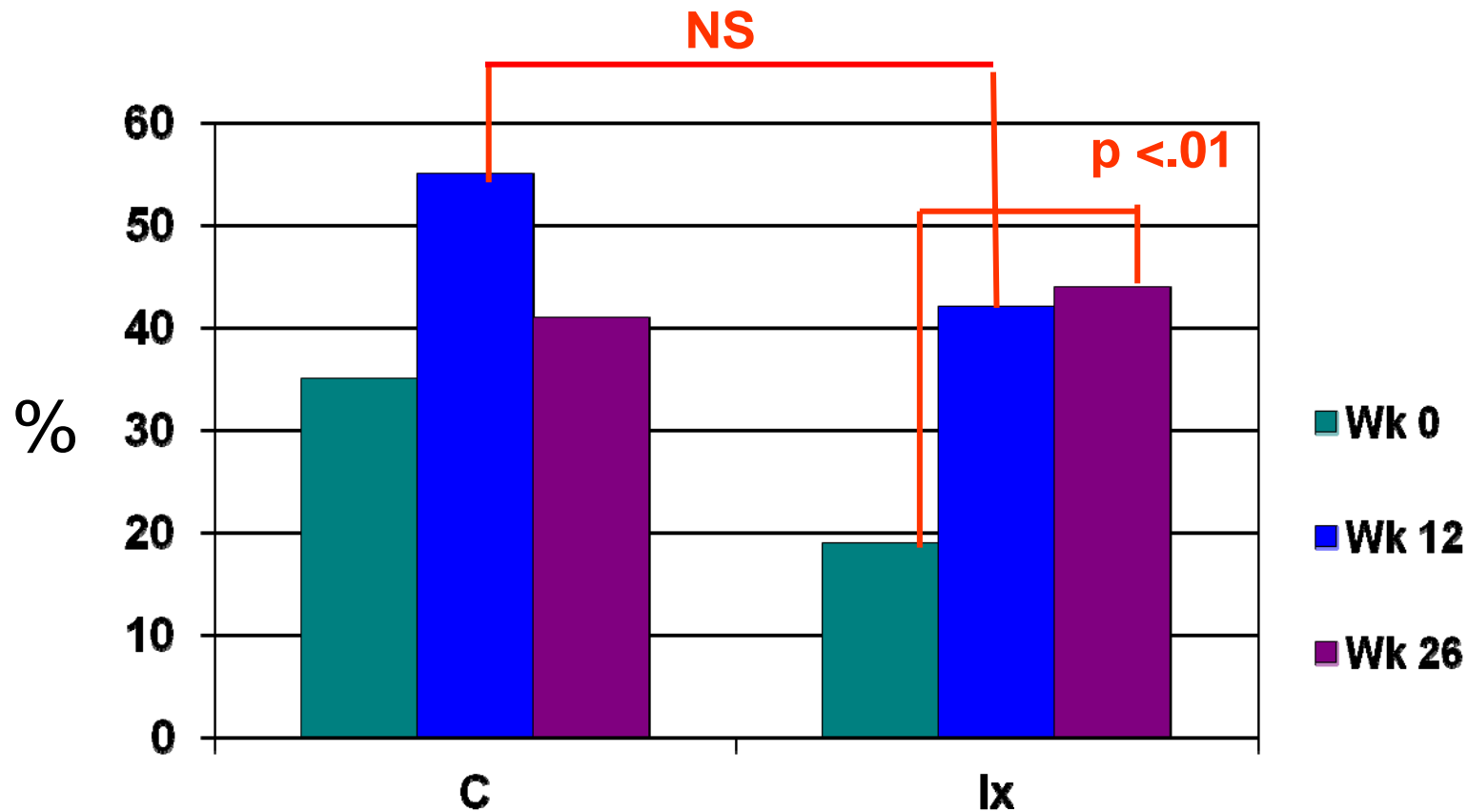
# community trail walking



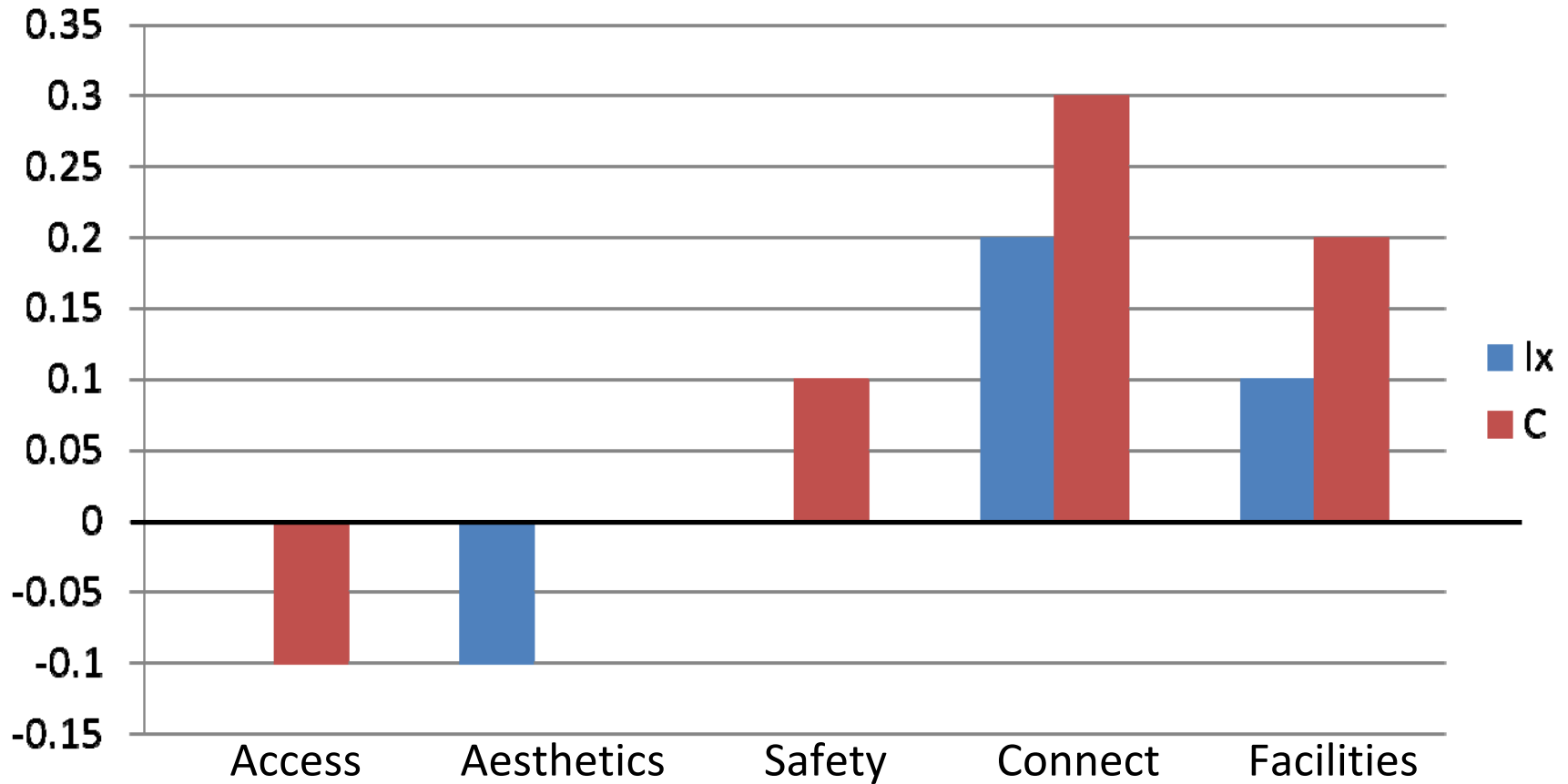
# total physical activity



# % reporting sufficient PA



# neighbourhood perceptions



# process measures

## perceived website use

- recall, usefulness
- e.g. 'Do you recall seeing any websites about physical activity'

## objective monitoring of website use

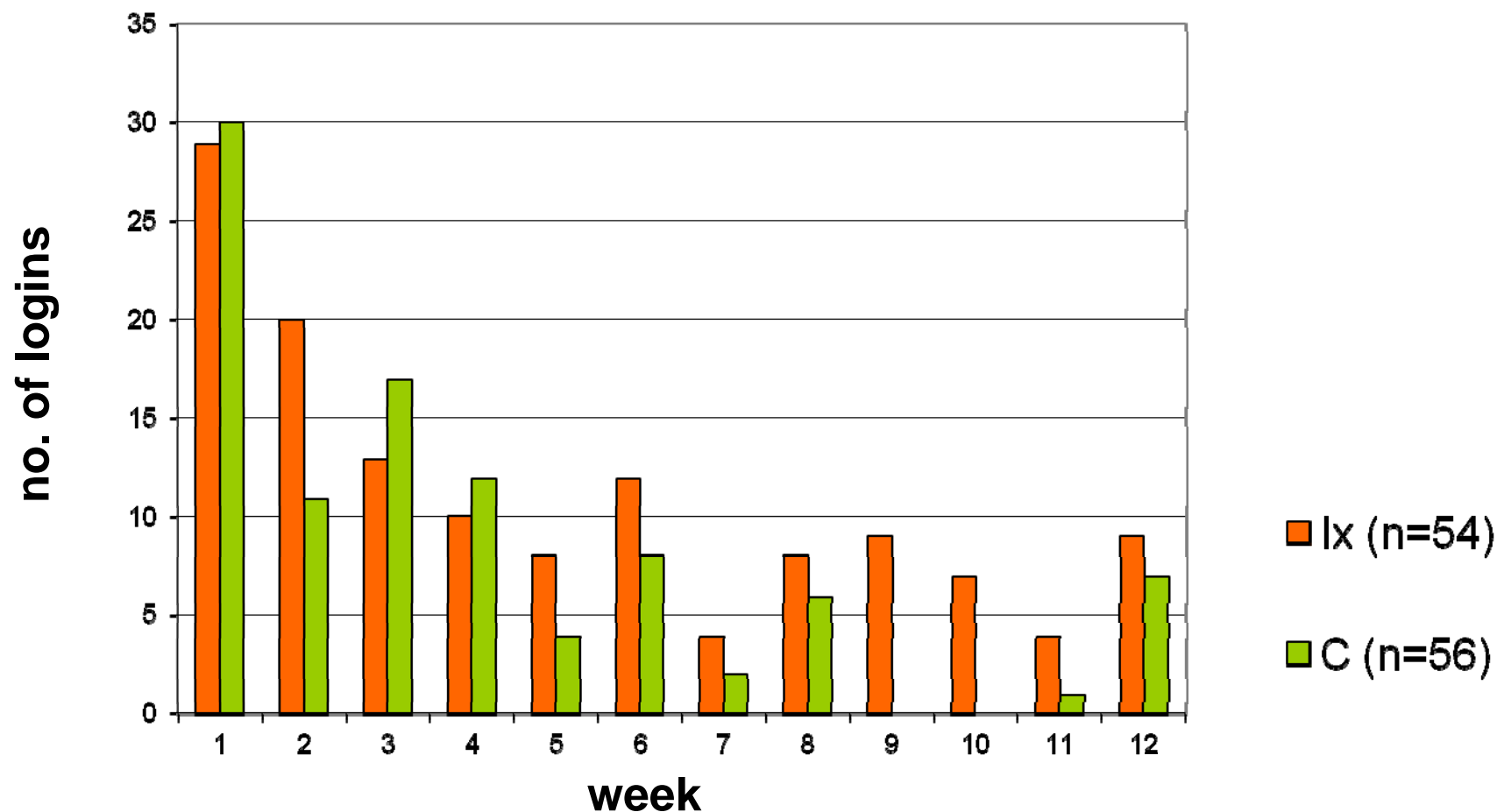
- frequency (logins/wk)
- duration (min)
- features accessed

## post trial focus group discussions

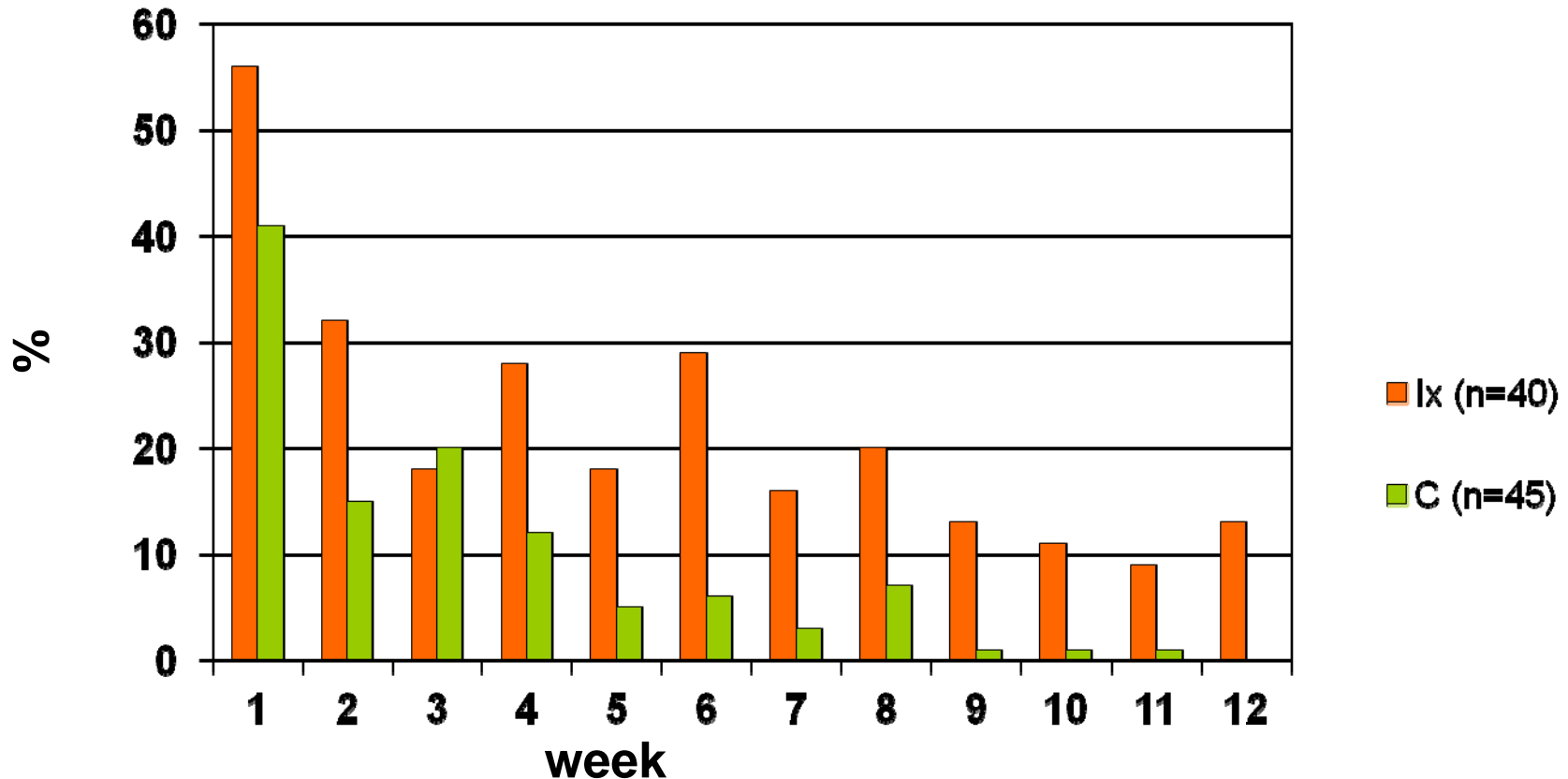
# receipt of study materials

	Ix % (n=49)	C % (n=48)	$\chi^2$	p
<b>Website</b>				
Unprompted Recall	63	39	4.55	.03
Prompted Recall	88	76	1.03	.31
.....				
<b>Email</b>				
Unprompted Recall	77	63	1.60	.21
Prompted Recall	92	90	0.00	1.0
.....				
Overall usefulness	45	26	2.33	.13

# website use – no. logging in



# website use – proportion logging in



# website use

- Overall use of Get Up & Go was low (particularly when compared with other PA websites)
  - Average log in 6.2 times/12-wks
  - 74 logins during wks 13 – 26.
- Greater use has been reported in other website-delivered programs (McKay et al., 2000; Tate et al., 2003; Marcus et al., 2007).
- Use declined over time suggesting that regular updates and emails are not sufficient to promote long-term use

# participant perceptions

- Overall, participants liked the website:
  - *'I had it as one of my favourites'*
- Some participants said it motivated them:
  - *'We did that on the bike with some friends – because of this website – and I am starting Yoga classes on Monday'*
  - *'Because of the website we are using it to go shopping because we walk down through Stafford City Shopping centre'*
- Others said that it didn't:
  - *'In that time I have been to the bike path once and it is not like it made me jump up and run all the way to the bike path'*

# email Shannon

- 26 emails (11 participants; 28%)
- Three categories:
  - ADVICE: *'I'd like to swap over to the pool while the weather is hot. Can you suggest any pool exercises that I can exchange for the exercise program'.*
  - GENERAL: *'Thanks Shannon, I was wondering how I would get to the Kedron Brook walk. Thanks for the encouragement'.*  
*'I went on the bike ride mentioned on the website. It was most enjoyable but it nearly killed me.'*
  - SOCIAL SUPPORT: *'I was wondering if anyone is interested in walking with me and my dog Jack on Tuesdays from 9:30-10:30?'*

# bulletin board

- 1 participant posted a message on the bulletin board
- *‘I was not game to because I have never done that before but I probably would of if other people had’*
- *‘I just wouldn’t bother – I am flat out having my own time to do exercise let alone telling someone else about it’*

# activity log

- 13% (n=5) of participants used the Activity Log regularly
- *'I liked that I could record my activity.'*
- *'I think that just putting that [PA] into the Activity Log made you think about it.'*

# news items

- Participants liked the updated News items
- *‘I loved them – and the fact that you had walked them and could say that there was shade and there were no toilets.’*
- *‘I did one of the forest walks – that is a really nice walk.’*
- *‘Yeah I have stored them up – there is a couple we haven’t done and we have thought that we will do that one day.’*

# email newsletters

- participants read the newsletters and enjoyed receiving them
  - *'you can get a lot of things in your inbox and it was something that you sort of went, 'oh yeah this is pleasant and familiar'*
- participants liked that the newsletters provided practical information on opportunities for PA
- some participants said that the newsletters provided motivation
  - *'there were a couple of times when I was getting slack and it made you think ok let's go'*

# conclusions

- new website focused on promoting local opportunities for walking & PA
- increased total PA in intervention compared with comparison
- why?
  - improved (more accurate) perceptions of the environment
  - increased engagement with content
  - increased specificity of an individual approach



Go for a walk on the weekend.....

.....along this path which you can get to by following this route and which is pleasant

Walk to your local shops.....

.....which are 'here' by taking this route which is xxkm and while you are there stop for a coffee 'here'



# Enjoyment

# Taxonomy of Behaviour Change

- Prompt barrier identification
- Provide instruction
- Model or demonstrate the behaviour
- Prompt specific goal setting

# Social Marketing

- Product
- Price
- Place
- Promotion

# where to next?

- linking with the environment may be an important component of individual focused interventions
- made possible with new information technology (apps & websites)
- environments that may not be as conducive to PA???

# What are your thoughts?

