Development and evaluation of very brief interventions (VBIs) to increase physical activity in primary care

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on behalf of the VBI team

http://bitly.com/vbi-programme
Aim of the VBI Programme

• To develop and evaluate very brief interventions (VBIs) to increase physical activity that could be delivered by a practice nurse or health care assistant in a Health Check or other primary care consultation
Development work

**WS1 Evidence synthesis**
Estimate cost and effectiveness of promising VBIs

**WS2 Qualitative study**
Integration in NHS health checks

**WS3 Pilot trial**
Develop and pilot materials
Test feasibility, acceptability, fidelity, potential efficacy and cost

**WS4 Main trial**
Estimate cost and effectiveness of best-bet VBI

**WS5 Health economics**
Resource use of promising VBIs
Economic model of cost-effectiveness of VBIs

**Pilot trial**

**Substantive trial**

**Expert consultation**

**Shortlist VBIs**
WS1: Evidence synthesis

- Promising VBIs identified through reviews and expert consultation
- Potential VBIs: action planning, self-monitoring, pedometers
- Systematic review of reviews underway to identify additional VBIs
WS2: Qualitative study

Preliminary findings from observations and interviews in four practices:

• Health checks rarely include tailored physical activity advice
• Potential to integrate a VBI in health checks
Next steps

• Pilot trial of up to seven promising VBIs (WS3)
• Substantive trial evaluating cost and effectiveness of best-bet VBI (WS4)
• Health economic modelling of cost-effectiveness of VBIs (UEA team, WS5)
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