How can we talk about physical activity in consultations?

Research on very brief interventions

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Outline

Introduction

• Why promote physical activity
• Very brief interventions in primary care
• Integration in routine care

Small group discussion
Plenary discussion
Why promote physical activity?

• Physical activity can prevent vascular disease, some cancers and increase mental well-being
• Majority of adults do not meet CMO physical activity guidelines
• Physical activity advice by primary care practitioners is effective and cost-effective
• Perceived barriers: lack of skills, time, no financial incentives
Very brief interventions to promote physical activity in primary care

- NIHR Programme Grant 2011-2015
- PI: Prof Sutton, GP Unit, University of Cambridge
- Aim: to develop and evaluate very brief interventions to increase physical activity that could be delivered by a practice nurse or another practitioner in a health check or routine consultation
- Current activities: literature reviews, qualitative study, health economic modelling
Research: Qualitative Intervention

- Why do we need a qualitative intervention?
- Utilising ‘ethnography’
- Structure of the research
  - Contact/sampling
  - Studying setting
  - Interviewing staff and patients
- Evaluating data
A 59 year old man comes in for a health check:

• Would you offer any physical activity advice?

• If so, how would you frame such advice?

• If not, what are the barriers to such advice being offered?

• What could help you to integrate physical activity advice in routine practice/health checks and make it more effective?
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