

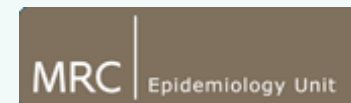


# Development and evaluation of very brief interventions (VBIs) to increase physical activity in primary care

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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

# Expert consultation

# Pilot trial

# Substantive trial

## WS1 Evidence synthesis

Estimate cost and effectiveness of promising VBIs

## WS2 Qualitative study

Integration in NHS health checks

## WS5 Health economics

Resource use of promising VBIs

Economic model of cost-effectiveness of VBIs

Shortlist VBIs

## WS3 Pilot trial

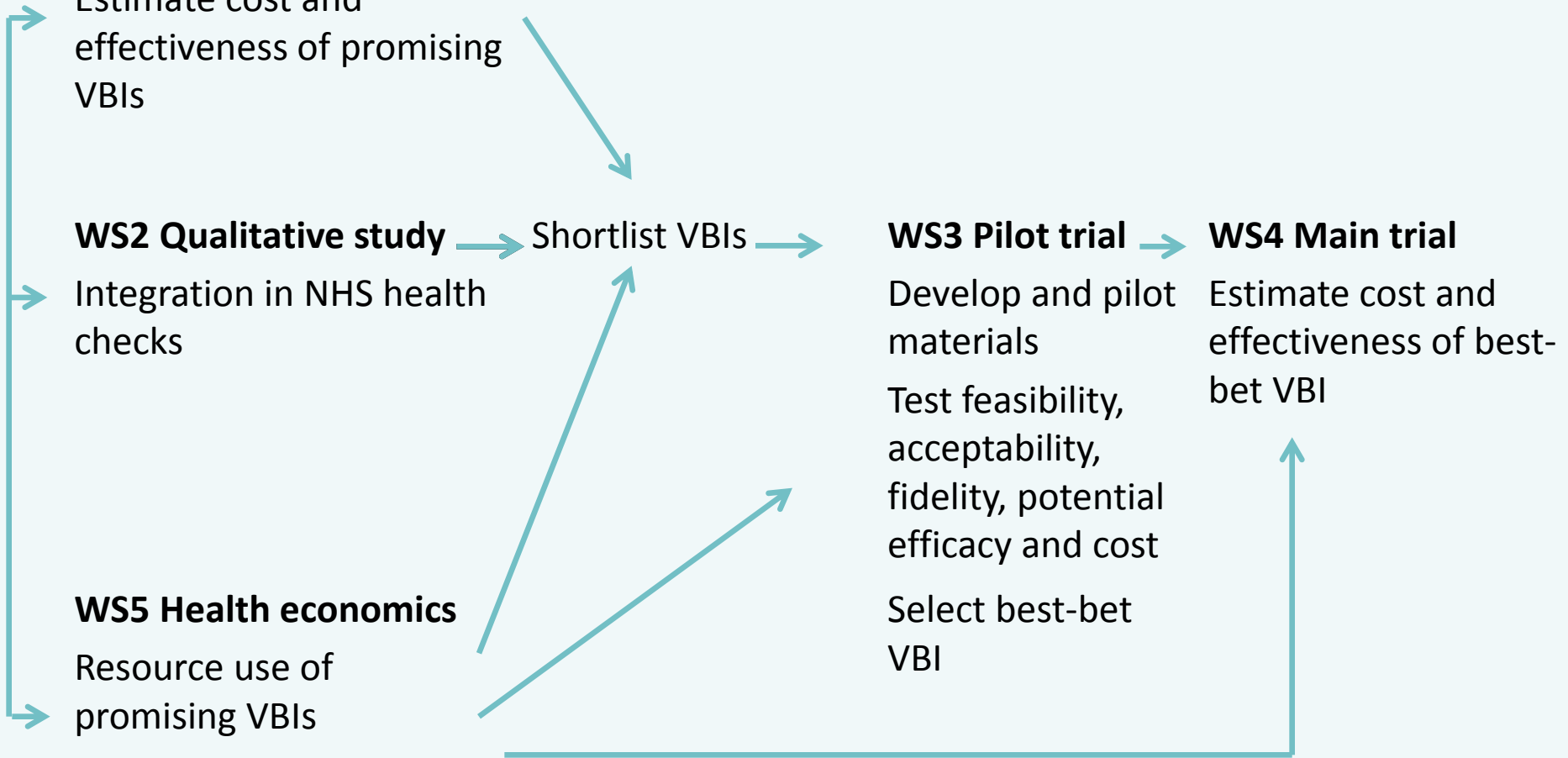
Develop and pilot materials

Test feasibility, acceptability, fidelity, potential efficacy and cost

Select best-bet VBI

## WS4 Main trial

Estimate cost and effectiveness of best-bet VBI



# **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)

# VBI Programme Team



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