



Selecting and developing promising very brief interventions to promote physical activity in primary care

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BACKGROUND AND AIM:

- Only 6% of men and 4% of women meet current physical activity recommendations (according to objective accelerometer data)¹.
- NHS Health Checks offer an ideal opportunity to deliver very brief physical activity advice of approximately five minutes to a large proportion of the population.
- Very brief physical activity advice could be relatively easy and inexpensive to implement on a large scale, and a small effect could translate into a significant public health benefit.
- We aimed to select and develop very brief interventions (VBIs) for promoting physical activity that could be delivered by a health practitioner in an NHS Health Check or other primary care consultation.

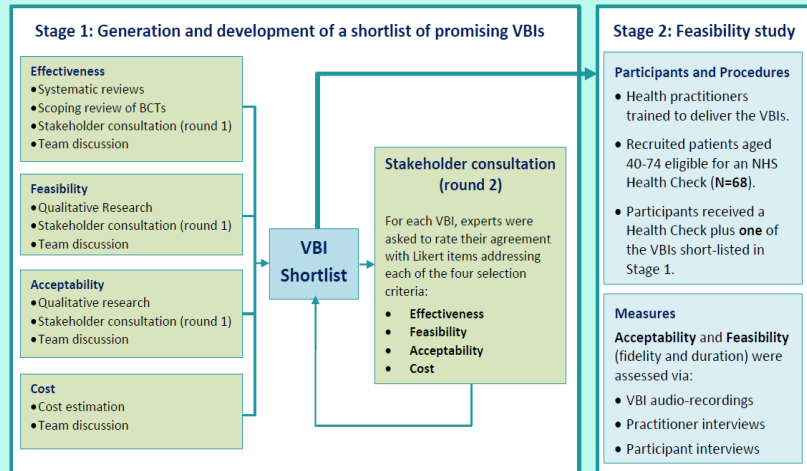
METHODS

Stage 1: Generation and development of a shortlist of promising VBIs

- We identified a short-list of promising VBIs using an iterative approach that combined evidence and expertise from multiple sources (see figure →).
- VBI selection was guided by four criteria: **effectiveness, feasibility, acceptability and cost.**

Stage 2: Feasibility study

- Short-listed VBIs were tested in a small sample of participants to determine their **feasibility** (fidelity and duration of delivery) and **acceptability** and to decide which VBIs to evaluate further in a pilot trial.



RESULTS

Stage 1: Four VBIs were short-listed and developed: **Motivational VBI** **Action Planning VBI** **Pedometer VBI** **Physical Activity Diary VBI**

Stage 2:

- **Feasibility:** All VBIs were deliverable in around 5 minutes and were delivered with moderate to good fidelity (see table →).
- **Acceptability:** All VBIs were acceptable to practitioners and participants.

	Motivational VBI	Action Planning VBI	Pedometer VBI	PA Diary VBI
N (participants)	11	16	17	14
VBI Fidelity (mean)	66%	68%	77%	66%
VBI Duration (mean)	5m 10s	4m 52s	5m 28s	4m 07s

- **VBIs selected for further evaluation:** We selected three VBIs for further evaluation:
 1. Motivational VBI (with the addition of action planning and a physical activity diary);
 2. Pedometer VBI (with the addition of tips and ideas for increasing daily steps, plus a step chart);
 3. Combined Motivational & Pedometer VBI.

CONCLUSIONS

- A two-stage method using multiple selection criteria and sources of evidence was found to be a pragmatic approach to selecting and developing very brief behaviour change interventions.
- All four VBIs were deliverable in 5 minutes, feasible and acceptable to patients and practitioners.
- Three VBIs were selected for further evaluation in a randomized controlled pilot trial.

¹Chaudhury M, Esliger D. Accelerometry in adults. In: Craig R, Mindell J, Hirani V (Eds), Health Survey for England 2008: Physical activity and fitness, 1. National Centre for Social Research, London, pp.61-88.

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