

# 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

# Small group discussion

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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