

# Recruitment challenges and limitations of worksite physical activity promotion: MoveM8

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## BACKGROUND & CONTEXT

**MoveM8 is a 12-week e-mail and text-messaging (SMS) physical activity programme targeting employees of 19 organizations in the United Kingdom.**

Workplaces are a promising setting for health promotion (Pronk et al., 2009). Promoting physical activity in the workplace is advocated by key government policies.

Engagement in workplace health programmes varies from 10% to 64%, with a median of 33% (Robroek et al., 2009).

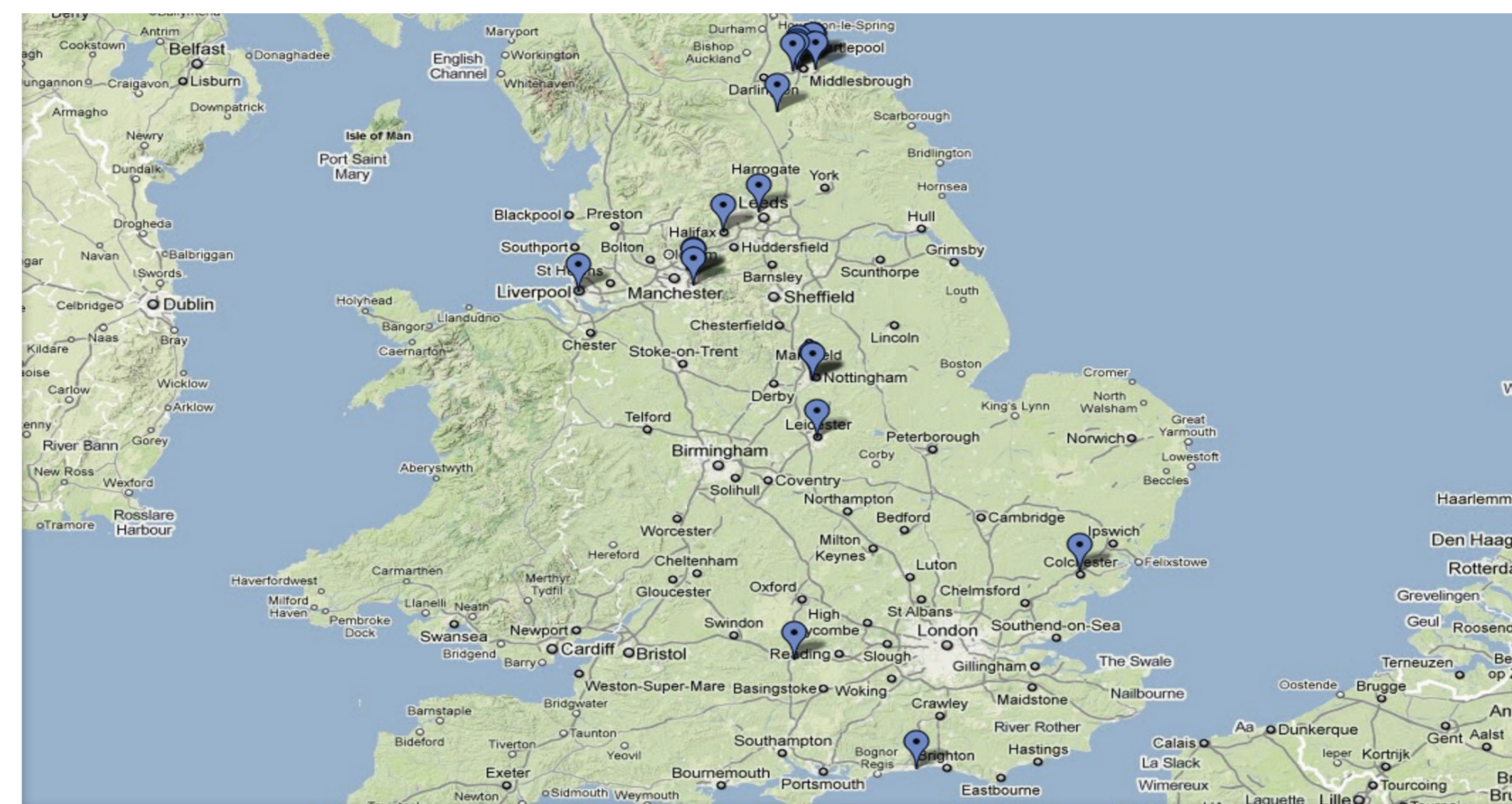
### Programme goals

Encouraging leisure time and job-related physical activity.

### Study objectives

Examine the effects of additional Short Messaging Service (SMS) to the weekly e-mail communication on physical activity behaviour and Theory of Planned Behaviour (Ajzen, 1991) main constructs.

## PARTICIPATING ORGANIZATIONS



Darlington	Cummins
Redcar & Cleveland	Redcar & Cleveland Borough Council
Stockton-on-Tees	Avecia Biologics Ltd. (now MSD), Dow Chemicals Ltd., HMP Holme House, Stockton Riverside College, Vopak Terminal Teeside Ltd. 3M
Peterlee	Leeds Metropolitan University
Leeds	Age Concern Calderdale & Kirklees
Halifax	Astbury Digital, Tameside MBC
Asthorpe-under-Lyne	Two Trees Tameside Sport College
Tameside	Liverpool Chamber of Commerce
Liverpool	University of Nottingham
Nottingham	De Montfort University
Leicester	Equity Direct Broking Ltd.
Colchester	Vodafone Group Services Ltd.
Donnington	Zest People Ltd.
Worthing	

## METHODS

### Formative evaluation

To develop and design the intervention (messages and assessments).

### Intervention

Randomized Controlled Trial (RCT) with 2 study groups:

- G1: 1 weekly personalised e-mail;
- G2: 1 weekly personalised e-mail + 2 standard SMS/week.

### Assessments

Study objectives are measured at baseline (pre-test), 2 mid-intervention and 2 post-tests through web-based surveys.

### Recruitment strategy

- 1) On-site campaign** (two-steps: organizational and individual enrolment).
- 2) Online Ad Campaign** (Google AdWords, Facebook, total budget: \$200).
- 3) Online social networking** (Twitter and Facebook).

## PROMOTION

**Free fully branded promotional material**

**Incentive System** for organizations and employees

**Flexible enrolment period** (6 waves total)



The MoveM8 identity: brand, posters, post-it notes, banners, website and e-mail content for participants

## RESULTS: PROMOTION

### Outputs

600+ posters (A4 and A3 format) and 2000+ post-it notes mailed; 400+ e-mails sent to: worksite health coordinators, HR managers Heads, Chair or Directors; 500+ e-mail invitations to baseline survey.

### Outcomes

57 total support letters received; 12,593 website pageviews; 80.2 % direct traffic; 2,514 absolute unique visits; 607 clicks on sign-up pages; online ad campaign (1 month x \$200): 106,230 impressions, 157 clicks, 182 visits.

**Enrolment: 19 organizations; 393 employees**

### Baseline sample description (N=393)

Average age	39.3 years (SD=11.7, min=18, max=63)
Gender	Female (78.9%)
Education level	Higher level degree (68.7%)
Work typology	Full-time (84.5%)
Family status	Lives with partner (67.7%), has kids (31.8%), single (29.5%), single parent (4.8%)
Health status	good (47.8%), very good-excellent (38.7%)
BMI	avg. 26.3 (SD=5.4; min=17.1; max=53.6) normal (45.3%), overweight (31.6%), obese (20.9%)
Self-efficacy	mode=7 (IR=3; mean=6.4, SD=2.2)
Motivation to increase PA	mode=8 (IR=2; mean 7.3, SD=1.9)

## RESULTS: PARTICIPATION

### Programme participation

	Participants	Dropouts	Dropout rate (%)
Wave 1	168	13	7.7
Wave 2	110	9	8.2
Wave 3	30	4	13.3
Wave 4	29	1	3.4
Wave 5	28	1	3.6
Wave 6	28	0	0.0
<b>Total</b>	<b>393</b>	<b>28</b>	<b>6.0</b>

### Survey response rates

	Participants	Resp. rate (%)
Baseline (week 0)	393	100.0
Intermediate check 1 (week 4)	256	65.1
Intermediate check 2 (week 8)	176	44.8
Follow up 1 (week 12)	151	38.4
Follow up 2 (week 20)	122	31.0

### Expectations towards the programme

90.5% of the sample think that a programme based on participants' own characteristics is highly effective, and would require specific and personalized information to help them get more physically active.

### Programme usage (intermediate check 1)

	Mean	SD
I read the information thoroughly	5.0	1.6
I found the information personally relevant	3.9	1.6
I discussed the information I received with others	3.0	2.1

## CONCLUSIONS

### Challenges

Increase participation rate and programme reach.

### Possible moderating factors

- ENVIRONMENTAL** H1N1 outbreak; Seasonality.
- ORGANIZATIONAL** "Fear of research"; Skepticism by employers and Workplace Health Improvement Specialists; Getting support/permission from multinational companies.
- INDIVIDUAL** Respondent burden: recent worksite Health Needs Assessment.
- TECHNICAL** Limited or absent computer and electronic access from some workplaces.

### What could be improved

- Higher budget for promotion and more tangible or intangible benefits (incentives) to increase participation and survey responses.
- More time is needed to establish good relationships, involve and engage organizations in the development of programmes like MoveM8.
- More evidence that this approach works, in accordance with the organizations.

### References

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