Contents

Contributors ix
Foreword xii
Dedication xiv
Acknowledgements xv

Part I  Concepts for the development of physical activity practice 1

1  Physical activity, health and health promotion 3
Rebecca Murphy, Lindsey Dugdill and Diane Crone

Introduction 3
Learning outcomes 4
Defining exercise and physical activity 4
Understanding the political climate 4
Physical activity prevalence and trends 5
Health and health promotion 6
Determinants of health 7
Health and health promotion – a historical perspective 8
The role of physical activity in promoting health 9
Recommendations for physical activity 10
Health promotion approaches to improving health and physical activity 12
Summary 16
References 16

2  Influencing health behaviour: applying theory to practice 21
Lynne Halley Johnston, Jeff David Breckon and Andrew John Hutchison

Introduction 21
Learning outcomes 21
Models of behaviour change 21
Social cognition models 22
Self-determination theory 22
Stage models 23
The Transtheoretical Model: the dominant theoretical framework for physical activity behaviour change 23
   Applying the TTM 24
   Criticisms of the TTM 24
A systematic review of TTM-based physical activity interventions 27
   TTM or the stages of change 28
   The relationship between the processes and stages of physical activity behaviour change 29
   Does a poorly applied theoretical framework influence the efficacy of interventions? 29
   Implications for practitioners: TTM 30
Treatment fidelity and the Behaviour Change Consortium (BCC) framework 31
Physical activity counselling interventions and treatment fidelity 32
   A review of physical activity counselling interventions 32
   Applying treatment fidelity measures to physical activity interventions 34
   Applying treatment fidelity measures to training and delivery 35
   Applying treatment fidelity measures to ensure receipt and enactment 36
   Implications for practitioners: treatment fidelity 36
Conclusion 37
References 38

3 Promoting physical activity through policy change: art, science or politics? 43
   Nick Cavill
Introduction 43
Learning outcomes 43
UK health policy on physical activity 45
Physical activity policy: everything or nothing? 46
Key issues for physical activity policy 48
   The conflation of environment and policy in physical activity literature 48
   The paucity of policy evaluations in the literature 50
   Evidence-based policy or policy-based evidence? 56
Conclusions 57
References 58

4 Developing the evidence base for physical activity interventions 60
   Lindsey Dugdill, Gareth Stratton and Paula Watson
Introduction 60
Learning outcomes 61
Models of evaluation: methodological considerations 61
Evaluating interventions 62
An example of an evaluation framework: RE-AIM 62
Stages of evaluation 63
  Stage one – planning 63
  Stage two – measurement 64
  Stage three – data analysis 74
  Stage four – dissemination 75
Case study: Getting Our Active Lifestyles Started! (GOALS) – Phase 1 75
Conclusion: implications for practice 78
Acknowledgements 81
References 81

Part II  Interventions in physical activity practice 85

5  Physical activity promotion in primary health care 87
  Chris Gidlow and Rebecca Murphy

  Introduction 87
  Learning outcomes 87
    Why use the primary care setting? 88
    Exercise referral programmes (ERPs) 89
    Determining the effectiveness of ERPs as a public health intervention 90
  Experimental evaluations 91
  Non-experimental quantitative evaluations 93
    Limitations of RCT/quantitative data – challenging the quality of delivery 94
  Qualitative evaluations 95
  Health professional perspectives and partnership working 96
  Case study: The ProActive exercise referral programme 97
  Summary and implications for practice 100
  References 102

6  Physical activity interventions in the community 110
  Diane Crone and Colin Baker

  Introduction 110
  Learning outcomes 110
    Physical activity interventions in the community: an historical perspective in the UK 110
    County Sports Partnerships: organisation and purpose 117
    The Single Delivery System 118
  Case study: Active Gloucestershire – an effective partnership to increase community participation? 123
  Conclusion 126
  Summary and conclusion 126
  References 127
7 Developing physically active workplaces 130
Lindsey Dugdill and Margaret Coffey

Introduction 130
Learning outcomes 131
The nature of contemporary workplaces in the UK 131
Health and ill health at work 134
A ‘settings-based’ approach to health at work 136
Evidence of effectiveness of workplace physical activity interventions 138
Case study: An evaluation of the Liverpool Corporate Cup (Evans, 2002) 141
Conclusion: implications for practice 143
References 144

8 Young people and physical activity 150
Gareth Stratton and Paula Watson

Introduction 150
Learning outcomes 150
Benefits of physical activity for young people 151
Recommended levels of physical activity for young people 152
Sedentary behaviour 153
How active are children and adolescents in the UK? 154
Fitness and fatness 156
Promoting physical activity to young people 156
Evaluating interventions 163
Case studies 164
Case study 1: Changing the environment to promote physical activity – the sporting playgrounds project 164
Case study 2: A social-cognitive approach to promote physical activity (through the family) – The Getting Our Active Lifestyles Started! (GOALS) Project 166
Conclusion and implications for practice 168
Acknowledgements 169
References 169

9 Populations: older people and physical activity 174
Afroditi Stathi

Introduction 174
Learning outcomes 175
Physical activity and health: the evidence in older people 175
Prevalence of physical activity in older adults 178
Effectiveness of interventions targeting older adults 179
Theoretical frameworks 180
Contents

Translating evidence to guidelines and practice 182
  Implications for public health policy 184
  New directions in physical activity and ageing research 185
Case study: The Better Ageing Project 187
Conclusion and implications for practice 189
References 189

10 Physical activity and mental health 198
Diane Crone, Linda Heaney and Christopher Stephen Owens

Introduction 198
Learning outcomes 198
  Types of mental health problems 199
  Overview of mental health services in England 200
  The place of physical activity in mental health policy and services 201
  Physical activity and mental health – the evidence 205
  Holistic benefits of physical activity 208
Practical guidelines to date 208
Case study: Research in mental health services 209
Summary and implications for practice 211
References 212

11 International developments in physical activity promotion 218
Jim McKenna

Introduction 218
Learning outcomes 218
  Physical activity levels 219
  New recommendations: fitness and/or physical activity? 220
  Physical activity, weight control and diabetes 222
  Non-medical outcomes resulting from physical activity 223
  Physical activity promotion for children and adolescents 226
  Physical activity promotion in health care systems 229
  Workplace physical activity promotion 232
  Cost-effectiveness of physical activity 234
Conclusion: implications for practice 236
References 236

12 The way forward for physical activity and health promotion: designing interventions for the future 245
Andy Smith with a case study from Sara Moore

Introduction 245
Reaching consensus? 246
Reaching creditability 246
Reaching further 247
Case study: HMPS Exercise Referral Programme .................................. 247
(By Sara Moore: National Programme Lead for Public Health and Physical Activity and Offender Health in the Department of Health) .................................................. 247
Reaching to intervene with interventions ............................................ 251
A contemporary model of interventions ............................................. 251
Reaching into the future .................................................................... 254
Conclusion ......................................................................................... 257
References ......................................................................................... 257

Index .................................................................................................... 259