Citation: Suggs L.S., Blake H., Lloyd S. & Bardus, M. (2010). MoveM8! A technology-based physical activity intervention for UK worksites: Results of a randomized controlled trial conducted from September 2009 to August 2010. European Journal of Public Health, 20 (Suppl. 1):262. doi:10.1093/eurpub/ckq131

MoveM8! A technology-based physical activity intervention for UK worksites: Results of a randomized controlled trial conducted from September 2009 to August 2010

LS Suggs1*, H Blake2, S Lloyd3, M Bardus1

1Universita` della Svizzera italiana, Faculty of Communication Sciences, Institute of Public Communication and Education, Lugano, Switzerland
2Faculty of Medicine and Health Sciences, School of Nursing, Midwifery & Physiotherapy, University of Nottingham, Nottingham, UK
3NHS Stockton-on-Tees Public Health Directorate, Newtown Community Resource Centre. Stockton-on-Tees, UK

*Contact details: suzanne.suggs@usi.ch

Background
Physical inactivity is one of the leading health risk factors for Europeans. Key government policies advocate promoting physical activity (PA) in the workplace as it is associated with 27% fewer sick days. MoveM8! is an e-mail and text messages (SMS) physical activity intervention based on the Theory of Planned Behaviour (TPB). The purpose of this study is to examine to what extent the addition of SMS to an e-mail based intervention influences PA behaviour.

Methods
In a randomized controlled trial, adults from 19 UK worksites were recruited and randomly assigned to one of two study conditions. Over 12 weeks, the control group received one email per week and the intervention group received one e-mail and two SMS per week. Study outcomes, including PA level, motivation, self-efficacy and TPB constructs, are measured at baseline, 1, 2, 3 and 6 months.

Results
At baseline, there were 393 adults with an average age of 39.4 (SD = 11.7, min = 18, max = 63). They were predominantly female (78.9%), healthy (47.8% good health; 38.7% very good-excellent), highly motivated (mean = 7.3, SD = 1.9), moderately confident (mean = 6.4, SD = 2.2) to increase their PA and sedentary (average sitting time = 421.7 min/day, SD = 9.3). Preliminary pre-intervention data show that for job-related PA, 78.4% engage in no vigorous activities, 71% do not engage in moderate, and 50.1% do not walk. For leisure time, 56.5% of the sample report not engaging in vigorous activities, 71.8% do not engage in moderate activities, whereas 65.1% report walking. Post-intervention data will be presented and discussed.

Conclusions

Using e-mails and text messages to promote healthy behaviours in workplaces shows great potential given the ability to reach large numbers of people at minimal cost. However, greater integration with workplace management and the built environment may be warranted to increase participation rates and workplace physical activity.