

to increased risk of major cardiovascular events. There is limited research on the Chinese prehypertensive adults. The goal of the investigation is to identify factors that are related to prehypertension in an adult population in Heilongjiang, China. Methods: A subset of a sample from the China Health and Nutrition Survey data 2006 were categorized based on the guideline on classification of blood pressure of JNC 7 from National High Blood Pressure Education program into those with prehypertension and those with normal blood pressure for this analysis. Potential predictors were first examined using univariate logistic regression analyses. Based on the results from univariate analyses, multivariate models were tested and predictors examined. Fractional polynomial analyses were applied to examine the scales of continuous covariates. The necessity to include interaction effects was also assessed. Results: 462(63.99%) prehypertensive and 260(36.01%) subjects with normal blood pressure were observed. One dichotomous main effect covariate (gender), and two linear continuous covariates (age, BMI) were significant predictors of prehypertension. The odds of being prehypertensive for males is estimated to be 1.77 times larger than the odds for similar females (95% CI: 1.28, 2.43). Holding all other covariates constant, for every increase of 1 year in age, or 1 unit in BMI, prehypertension increases 1.02(95% CI: 1.00, 1.03) and 1.11(95% CI: 1.05, 1.16) times respectively. The relationship between age and prehypertension among females was not different from that among males. Conclusion: Prehypertension is highly prevalent among adults in Heilongjiang, and is related to gender, age and BMI. Lifestyle and dietary changes that may reduce BMI or waist circumference may lessen the risk of prehypertension.

OS24-6

ORAL HEALTH BEHAVIOUR AND ASSOCIATED FACTORS AMONGST ADULTS IN SISTAN & BALOUCHESTAN, IRAN

Ghanbariha M (1), Rakhshani F (2), Badiie M R (3), Hashemi Z (3), Abdolazimi Z (3), Rafighdoost S (3)

1 Department of Oral Pathology, Faculty of Dentistry, Zahedan University of Medical Sciences, Zahedan, Iran; 2 1. Associate Professor in Health Education, Research center for social Development and Health Promotion, Zahedan University of Medical Sciences, Zahedan, Iran; 3 Dental Student

Objectives: The purpose of this study was to evaluate the pattern of oral health behaviour and relative effect of social-behavioural risk factors on caries experience among 35-44 year-olds in Sistan & Balouchestan; Material and methods: A cross sectional was conducted on urban population using a cluster random sampling which each household defined as one cluster. Assessment has done by oral examination and a questionnaire including questions about social characteristics, oral health practices and attitudes. The final study population covered 35-44 years (n = 550). The data was analyzed by SPSS software. Results: About 45.6% of participants carried out tooth cleaning on a daily basis and more than half of them had not received information about tooth brushing. Pain and discomfort from teeth were common while dental visits were infrequent. DMFT scores for women (DMFT = 11.43) compared with men (DMFT = 8.68) significantly were higher. The consumption of sugary foods and drinks statistically were high in those with less positive attitudes (P = 0.002). The higher frequencies of tooth brushing (P = 0.001) and dental visit (P=0.029) reported in those with more positive attitudes significantly. Conclusion: In order to prevent oral disease and promotion of oral health, the preventive education and training

should be considered in planning health care programmes.

OS25

Track : 'Physical Activity' 'Screening & Early Detection'

Chair (s) : *Abby King*

Track 'Physical Activity'

OS25-1

EFFICACY OF MOBILEMUMS: A TAILORED BEHAVIOUR CHANGE PROGRAM DELIVERED VIA SMS FOR INCREASING PHYSICAL ACTIVITY AMONG POSTNATAL WOMEN

Fjeldsoe B S (1), Marshall A L (2), Miller Y D (1)

1 School of Psychology, The University of Queensland, Brisbane, Australia; 2 School of Public Health, Queensland University of Technology, Brisbane, Australia

Introduction: MobileMums was a theory-based 12-week physical activity (PA) intervention for women <12months postpartum, targeting constructs of Social Cognitive Theory and delivered via mobile telephone Short Messaging Service (SMS). Methods: Women recruited from a large population sample (n = 100; mean age 29 ± 6yrs) were randomised to an intervention or control group. Intervention participants received an initial face-to-face PA goal setting consultation, telephone consultation in week 6, and 12 weeks of personally tailored SMS (4-6 SMS/week) targeting self efficacy, goal setting skills, outcome expectancies, perceived environmental opportunity and social support. Participants also nominated a support person to receive 2 SMS/week to provide psychological and instrumental support for PA. PA was assessed via interview-administered self-report and MTI accelerometer at baseline, 6 and 12-weeks. Process data were collected at 6 and 12-weeks. Non-parametric statistics were calculated (since PA data were skewed) using intention-to-treat analysis. Results: Eighty-eight women completed baseline assessment, and 68 and 61 were retained at 6-weeks and 12-weeks respectively. At 6 and 12-weeks MTI-assessed time in moderate-to-vigorous PA was significantly higher in the intervention than the control group (6-weeks: 157 vs. 137 mins/week, p<0.0001 and 12-weeks: 178 vs. 138 mins/week, p<0.0001). Median self-reported time walking for exercise was significantly higher in the intervention than the control group at 6-weeks (120 vs.38 mins/week, p=0.005) but significant between-group differences were not observed at week 12. Intervention participant SMS responses to weekly PA goal checks decreased over time (69% at 1-week, 43% at 6-weeks, 31% at 12-weeks). At week 12, half (51%) of the intervention participants rated MobileMums as useful/extremely useful at helping increase their weekly PA. Conclusion: MobileMums was effective at increasing objectively measured moderate-to-vigorous PA among postnatal women. Further testing of MobileMums is warranted with a larger sample and longer follow-up.