Evaluation of an Email-Mediated County Extension-Delivered Walking Intervention

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Disclosures

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Why Walking?

• Physical inactivity is the fourth leading risk factor for global mortality (WHO, 2016)

• Walking is a feasible population-level physical activity strategy:
  – Does not require special equipment
  – Has a low rate of injury
  – Requires little planning
  – Is low cost
  – Can be done year-round in various settings
Why E-mail?

- Potential to reach a large number of people with lower costs compared to in-person interventions.
- Program participants have flexibility with when and where they choose to interact/receive intervention.
Why Cooperative Extension Service?

• Over 100 years experience in providing community-based education
• Infrastructure includes staff who live and work in each of Indiana’s 92 counties
• Known, trusted partner in the community for credible, helpful sources of information
Pilot Walk Studies

• Dog walking (2013); Dog owners and non-dog owners (2014)

• E-mails targeted principles of self-efficacy, social support, and goal setting with the intention to increase walking behaviors

• Pilot study among central Indiana residents (n=42)- increased walking > 60 min/wk and maintained this increase 3 months post-intervention
Get WalkIN’

- Purpose
- Theoretical framework
- Intervention methods
  - Measures
    - Participant intervention evaluation
    - Extension Educators intervention evaluation
    - Physical activity
    - Theoretical constructs
  - Participants
Results

• Evaluation data via Qualtrics
  – Participant
  – Educator

• 15 counties
  – 311 participants registered
  – 177 participants completed baseline survey
  – 68 participants completed post-program survey
<table>
<thead>
<tr>
<th></th>
<th>Baseline (n=177)</th>
<th>Post-intervention (n=68)</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>n</strong></td>
<td><strong>%</strong></td>
<td><strong>n</strong></td>
</tr>
<tr>
<td><strong>Physical activity</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Inactive</td>
<td>27</td>
<td>15.2</td>
</tr>
<tr>
<td>Insufficiently active</td>
<td>43</td>
<td>24.3</td>
</tr>
<tr>
<td>Sufficiently active</td>
<td>107</td>
<td>60.5</td>
</tr>
<tr>
<td><strong>Mean±SE</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Self-efficacy</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Resisting Relapse</td>
<td>3.11±0.06</td>
<td>3.31±0.09</td>
</tr>
<tr>
<td>Making Time</td>
<td>3.17±0.05</td>
<td>3.32±0.10</td>
</tr>
<tr>
<td>Social Support</td>
<td>2.44±0.07</td>
<td>2.55±0.13</td>
</tr>
</tbody>
</table>
Table 2. Means ±SE of intervention acceptability (n=68)

<table>
<thead>
<tr>
<th>E-mails were....</th>
<th>Mean±SE</th>
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</thead>
<tbody>
<tr>
<td>easy to read</td>
<td>4.3±0.1</td>
</tr>
<tr>
<td>easy to understand</td>
<td>4.4±0.1</td>
</tr>
<tr>
<td>delivered at adequate frequency</td>
<td>4.3±0.1</td>
</tr>
<tr>
<td>encouraged me to increase my walking</td>
<td>4.0±0.1</td>
</tr>
<tr>
<td>I found the walking tips to be credible</td>
<td>4.2±0.1</td>
</tr>
<tr>
<td>I will continue to use the tips I received</td>
<td>4.1±0.1</td>
</tr>
<tr>
<td>Using e-mail is a good choice for this program</td>
<td>4.1±0.1</td>
</tr>
</tbody>
</table>
Lessons Learned

• Recruitment
• E-mail formatting
• Engagement
• Ideas to increase efficacy

Goal Setting

How do I start?

Set an overall goal for the frequency and duration of walking you would like to achieve over the next 6 months. You are more likely to reach your ultimate goal if you break it down into small, short-term goals. Short-term goals are specific, daily actions or behaviors that lead you to your ultimate goal. Don’t forget to write your goal down and revisit it frequently! More details here!

Use a pedometer or a log sheet: Step counters or activity monitors can help you keep track of your walking, set goals, and measure your progress. There are a range of activity monitors from $5 pedometers to more pricey devices such as FitBits. Track your progress by recording how long and far you walked each time and how you felt during your walks. This could be done with pen and paper or by using a smartphone app (i.e. MapMyWalk or Walkmeter). Over time, you will see how your walks add up, and the next day’s walk won’t seem as intimidating when you see how much you’ve already done. Each week try to increase the duration of each walk.
Next Steps

• Updates to program based upon pilot findings
• Statewide program launch to Purdue Extension slated for August 2017
• Comparison with limited resource populations
Conclusion

- Theory-based + E-mail = effective
- Extension Educators are a valuable community partner
References

Thank you!
Questions?