

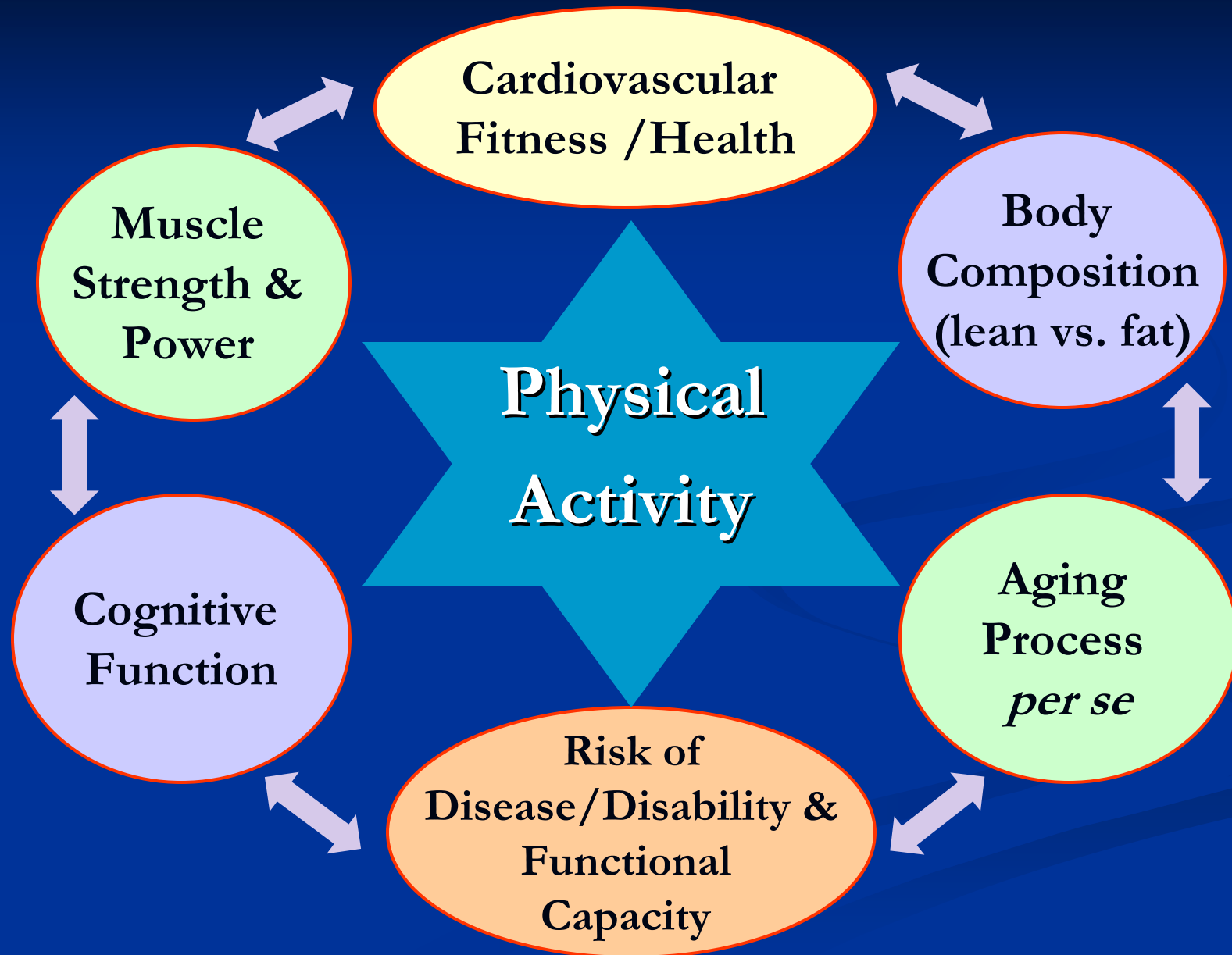
Texting and Physical Activity: Why and How?

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Benefits of Physical Activity are Multifaceted



Potential P.A. Targets:

■ Structured exercise

- Recreational activities (running, biking, swimming, etc.)
- Guidelines (30 min, moderate, most days...)
- 25-40% of people in US meet those guidelines
- Time frequently cited as primary barrier



■ Opportunistic physical activities

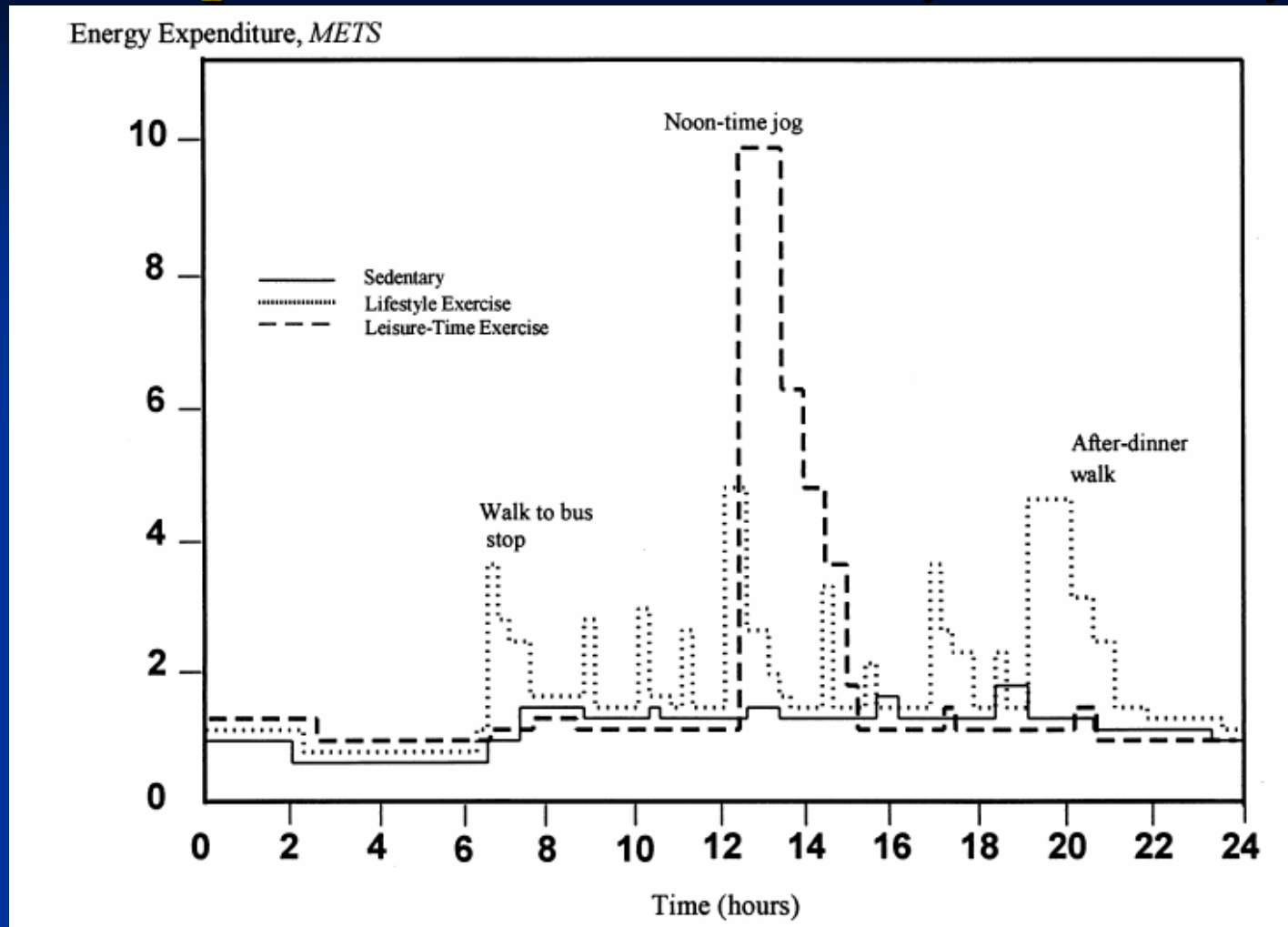
- Activities of daily living (taking the stairs, walking to store, riding bike to work, etc.)
- Make movement part of the fabric of life...



Everything is easier

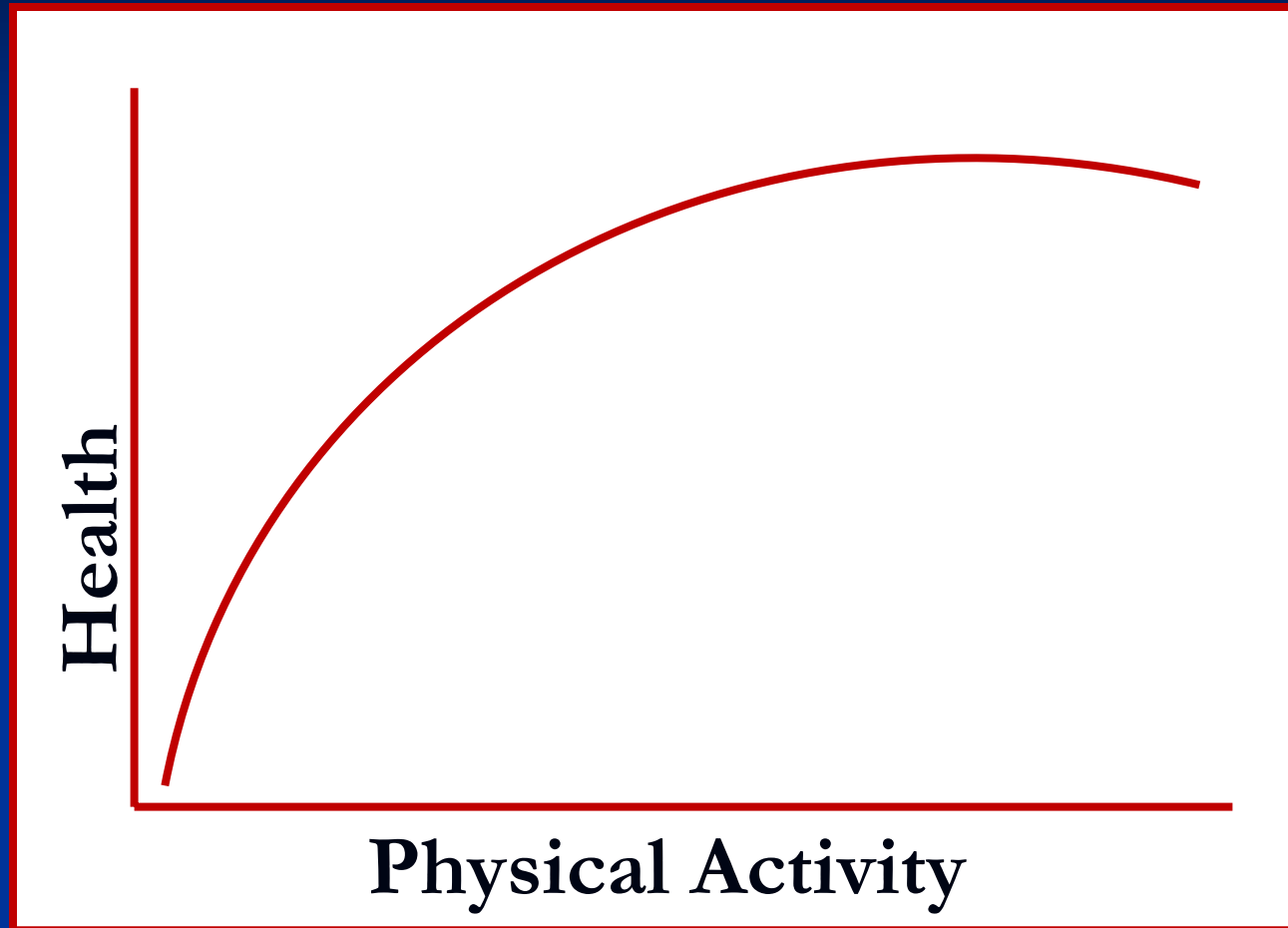


Conceptual Model of Lifestyle Activity



Intermittent, lifestyle exercise can be as effective when looking at health related outcomes – Blair et al, 1992, Ebisu 1985, Epstein 1985, King 1995, Jakicic 1995, 1998, Dunn 1997, etc.

Greatest Benefits with Small Changes



Small changes good target for texting?

Current

- Many technologies out there to encourage PA: games (Wii, DDR, etc.), informational websites, feedback devices (step counters, bodybugs, etc.). Few thus far have focused on texting technologies .

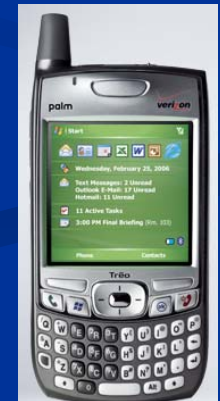
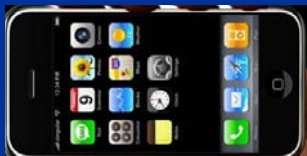
- **Incentivated**

- Esporta + Aquaterra health clubs
 - reduced no shows, and attract new clients



- **Sendmemobile, mobicious** - sign up for tips and motivation

- **FITtoPHONE**— trainer advice/guidance



Considerations:

1. Give user proper credit for activity
2. Regular feedback (past, current, goals)
3. Support social influence and communication
4. Consider the practical constraints of a users lifestyle
5. Consider the message and duration of the intervention

* 1-4 from Consolvo et al., CHI proceedings, 2006

The Challenge...

- Overcoming the barriers to physical activity
- Message (SCL)
 - How to get people started
 - How to keep people motivated for the long-term
- Technology (you?)

Make movement the first choice
for people in order to be fitter,
healthier and happier.