

Campaigns and Informational Approaches to Increase Physical Activity: Community-Wide Campaigns

Task Force Finding

Intervention Definition

Community-wide campaigns are sustained efforts with ongoing high visibility. These large-scale campaigns deliver messages that promote physical activity by using television, radio, newspaper columns and inserts, and trailers in movie theaters. They use many components and include individually focused efforts such as support and self-help groups; physical activity counseling; risk factor screening and education at worksites, schools, and community health fairs; and environmental activities such as community events and the creation of walking trails.

Task Force Finding (February 2001)*

Community-wide education is strongly recommended on the basis of its effectiveness in increasing physical activity and improving physical fitness among adults and children. Other positive effects include increases both in knowledge about exercise and physical activity and in intentions to be physically active. No harms were reported, and no qualifying economic information was identified from the literature.

*From the following publication:

Task Force on Community Preventive Services. Recommendations to increase physical activity in communities. *Am J Prev Med* 2002;22 (4S):67-72.

Publications

Kahn EB, Ramsey LT, Brownson R, et al. The effectiveness of interventions to increase physical activity: a systematic review. *Am J Prev Med* 2002;22(4S):73-107.

Task Force on Community Preventive Services. Recommendations to increase physical activity in communities. *Am J Prev Med* 2002;22 (4S):67-72.

CDC. [Increasing physical activity. A report on recommendations of the Task Force on Community Preventive Services](#) [www.cdc.gov/mmwr/preview/mmwrhtml/rr5018a1.htm]. *MMWR* 2001;50 (RR-18):1-16.

Task Force on Community Preventive Services. Physical activity. In: Zaza S, Briss PA, Harris KW, eds. *The Guide to Community Preventive Services: What Works to Promote Health?* Atlanta (GA): Oxford University Press;2005:80-113 (Out of Print).

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