

Curtin Health Innovation
Research Institute (CHIRI)

Assessment of reach of physical activity and exercise media messages to regional Western Australia

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EXECUTIVE SUMMARY

The 'Kimberley Active; Getting Our Mob Moving' campaign, is aimed at Indigenous communities in the Northwest. It seeks to promote physical activity to a broad cross-section of community members to improve their health status by incorporating exercise into their daily lives.

AIM: The aim of this formative component of the project was to gain an understanding of the reach of physical activity and exercise advertisements to the residents in Broome, Western Australia.

SAMPLE AND METHODS: A purposive sample of spectators who attended the local Australian Rules Football grand final held in a Broome on 27 August 2007 were asked to complete a brief survey around media messages they recalled hearing, reading or watching in the past six months associated with physical activity and exercise. Deliberate measures were taken to ensure a good response rate from both Aboriginal and non-Aboriginal adults.

CONCLUSION: The results indicate that a significant number of respondents engaged in regular and long period of sedentary behaviours on a regular weekly basis. Furthermore, few respondents are active enough to gain any health benefits. Physical activity preferences suggested should be considered and several options tested in the larger campaign, budget permitting

Most respondents did not consume the national nutrition target of two serves of fruit and five of vegetables daily.

Listening to the radio was a common past-time. This media avenue should be further investigated as a cost effective means of delivering educational messages to a wide cross-section of the target group.

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1.0 INTRODUCTION

The 'Kimberley Active; Getting Our Mob Moving' campaign, is aimed at Indigenous communities in the Northwest. It seeks to promote physical activity to a broad cross-section of community members to improve their health status by incorporating exercise into their daily lives. The aim of this formative component of the project was to gain an understanding of the reach of physical activity and exercise advertisements to the residents in Broome, Western Australia.

2.0 METHODS

Intercept survey methods were used to gauge the reach of physical activity and exercise media messages to residents in a regional town located in the Kimberley area of Western Australia. Trained personnel assisted participants to complete the survey using standardised data collection methods to maximise completions and minimise rater bias.

2.1 Sample

A sample of spectators who attended the local Australian Rules Football grand final held in a Broome on 27 August 2007 were asked to complete a brief survey around media messages they recalled hearing, reading or watching in the past six months associated with physical activity and exercise. Deliberate measures were taken to ensure a good response rate from both Aboriginal and non-Aboriginal adults.

2.2 Instrumentation

The questionnaire contained 14 items comprising issues related to the participant's recall of media messages around physical activity and exercise. Participants were also asked several basic questions their own nutrition and physical activity behaviours.

2.3 Data Analysis

All statistical analyses were completed using the Statistical Package for Social Sciences (SPSS), Version 17 (SPSS Inc, 2001).

2.4 Limitations

Rater bias was minimised by using training data collectors. Deliberate measures were taken to ensure an adequate representation from the Aboriginal community. Responses were verbalised by participants and recorded verbatim by raters as a standardisation measure and to streamline the process.

3.0 RESULTS

A total of 62 questionnaires were completed by participants on the 27th of August 2007 in Broome, Western Australia.

3.1 Demographics

The majority of respondents identified as Aboriginal (n=36, 58%), were female (62.9%, n=39), and aged between 25 and 49 years (64.9%, n=39).

3.2 Results of survey

The results of the interviewer-led surveys are listed under each question asked.

Q1. In the last six months, can you remember any advertisements in newspapers, on TV, radio or in magazines about physical activity or exercise?

Of the 62 respondents who completed the survey most (85.5%, n=53) recalled the messages associated with print or televised advertisements around physical activity or exercise in the past six months.

Q1a. Can you tell me what they were about?

When asked what the advertisements they had seen were about, some respondents also described sports or cooking programs. Based on the messages described by respondents, just over half (n= 34, 54.8%) described a message that sounded like an advertisement. As well as physical activity and exercise, respondents also described nutritional and other messages they recalled. Of those respondents who recalled an advertisement, 22.6% (n=14) recalled a physical activity message. In particular, 10 respondents (19.6%) recalled the 'Find 30' campaign which focussed on being active for at least 30 minutes each day. Respondents were able to give more than one answer to this question (see Table 1).

Five respondents also mentioned the source of the advertisements seen or heard. These respondents recalled seeing advertisements on television (TV) (n=2, 14.2%), on GTV (n=2, 14.2%), or hearing them on the radio (n=1, 7.1%).

Table I. Advertisements recalled

	Advertisement content recalled	N	Percent
Valid	Fruit & Veg	9	12.0%
	Active kids	1	1.3%
	Bush tucker	2	2.7%
	Catch & cook	2	2.7%
	Exercise machines	1	1.3%
	30 minutes of exercise	3	4.0%
	Footy	12	16.0%
	Healthy Living	2	2.7%
	Norm - get up get fit	1	1.3%
	Man from Pilbarra	1	1.3%
	Healthy eating	7	9.3%
	Not specific	4	5.3%
	Rugby	1	1.3%
	Wiggles	1	1.3%
	Telstra Good start primary school ads	1	1.3%
	Don't remember	1	1.3%
	Other sport	3	4.0%
	Sports results	3	4.0%
	Community Service Announcements	3	4.0%
	Find 30	7	9.3%
	2 fruit & 5 veg	7	9.3%
	Exercise	3	4.0%
	Total	75	100.0%

Q2. How often do you watch TV or use the computer?

Respondents were asked how often they usually watched TV or used the computer each week. Respondents most commonly watched TV or used the computer for between 6 and 15 hours per week (46.8%, n=29), followed by 1 to 5 hours per week (32.3%, n=20) and 16 or more hours per week (21%, n=13). No respondents reported that they never watched TV or used the computer (see Table 2).

Table 2. How often do you watch TV or use the computer?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Not very often (1 - 5 hrs p/week)	20	32.3	32.3	32.3
	A lot (6 - 15 hrs p/week)	29	46.8	46.8	79.0
	All the time (16 hours or more)	13	21.0	21.0	100.0
	Total	62	100.0	100.0	

Q3. How often do you listen to the radio?

Respondents were asked how often they listen to the radio. Respondents reported that they most commonly listen to the radio between 6 and 15 hours per week (45.9%, n=28), followed by 1 to 5 hours per week (33.4%, n=21) and 16 hours or more (13.1%, n=8). Four respondents (6.6%) reported that they never listen to the radio (see Table 3).

Table 3. How often do you listen to the radio?

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Never	4	6.5	6.6	6.6
Not very often (1 - 5 hrs p/week)	21	33.9	34.4	41.0
A lot (6 - 15 hrs p/week)	28	45.2	45.9	86.9
All the time (16 hours or more)	8	12.9	13.1	100.0
Sub total	61	98.4	100.0	
No answer	1	1.6	100.0	
Total	62	100.0		

Q4. How often do you read magazines or newspapers?

Respondents reported that they most commonly spent between 1 and 5 hours a week reading magazines or newspapers (n=36, 58.1%), followed by 6 to 15 hours (n=16, 25.8%) and 16 hours or more (n=6, 9.7%). Four respondents (6.5%) reported that they never read magazines or newspapers (see Table 4).

Table 4. How often do you read magazines or newspapers?

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Never	4	6.5	6.5	6.5
Not very often (1 - 5 hrs p/week)	36	58.1	58.1	64.5
A lot (6 - 15 hrs p/week)	16	25.8	25.8	90.3
All the time (16 hours or more)	6	9.7	9.7	100.0
Total	62	100.0	100.0	

Q5. How many days per week are you physically active?

Respondents were asked how many days a week they were physically active for at least 30 minutes. Physical activity was defined as any exercise that raises the heart rate or causes sweating, such as walking, playing team sports or running. Respondents were mostly active on five (n=13, 21.7%) or seven (n=13, 21.7%) days of the week, followed by two days (n=8, 13.3%) and three to four days equally (n=7, 11.7% for each). Two respondents (n=3.3) reported no days of physical activity (see Table 5).

Table 5. How many days per week are you physically active?

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 0	2	3.2	3.3	3.3
1	6	9.7	10.0	13.3
2	8	12.9	13.3	26.7
3	7	11.3	11.7	38.3
4	7	11.3	11.7	50.0
5	13	21.0	21.7	71.7
6	4	6.5	6.7	78.3
7	13	21.0	21.7	100.0
Sub total	60	96.8	100.0	
No answer	2	3.2		
Total	62	100.0		

Q6. What types of physical activity do you do on a regular basis?

Respondents were asked what types of physical activity they did at least once a week. Thirty different types of physical activities were reported. Respondents most commonly reported walking as their regular physical activity (n=38, 65.5%). Cycling and netball were also popular (n=7, 12.1% each), followed by gardening, manual labour, touch football and swimming (n=4, 6.9% each).

Respondents were able to provide more than one answer to this question, and not every respondent gave an answer. Full results are presented in Table 6.

Table 6 How many days per week are you physically active?

		N	Percent
Regular Physical Activity a	35+ training	1	.9%
	Badminton	2	1.9%
	Basketball	2	1.9%
	Beach	1	.9%
	Bicycle	7	6.5%
	Boxing	1	.9%
	Cleaning	2	1.9%
	Cricket	1	.9%
	Exercise bike	1	.9%
	Fishing	3	2.8%
	Gardening	4	3.7%
	Incidental	2	1.9%
	Jogging	2	1.9%
	Kids	1	.9%
	Manual labour	4	3.7%
	Netball	7	6.5%
	Pilates	1	.9%
	Playing	1	.9%
	Running	5	4.7%
	Touch footy	4	3.7%
	Training	1	.9%
	Umpiring	2	1.9%
	Walking	38	35.5%
	Football	3	2.8%
	Housework	2	1.9%
	Paddle	1	.9%
	Yoga	1	.9%
	Golf	1	.9%
	Swimming	4	3.7%
	School sports	2	1.9%
Total	107	100.0%	

Q7. What types of physical activities would you like to do if they were available to you?

Respondents suggested 25 activities that they would like to participate in if they were available. The most popular activity was the gym (n=8, 21.6%). Respondents were able to provide more than one answer to this question, and not every respondent gave an answer to this question. Full results are presented in Table 7.

Table 7. What types of physical activities would you like to do if available to you?

	N	Percent
Desired Physical Activity ^a		
Activities at home	1	2.1%
All	1	2.1%
Anything	1	2.1%
Ballroom dancing	1	2.1%
Basketball	4	8.3%
Fishing	2	4.2%
Football	1	2.1%
Gym	8	16.7%
Horse riding	1	2.1%
Hunting	1	2.1%
Programs for Indigenous people	1	2.1%
Rugby	1	2.1%
Skiing	1	2.1%
Soccer	4	8.3%
Soft ball	1	2.1%
Squash	3	6.3%
Surfing	1	2.1%
Swimming	3	6.3%
Tennis	2	4.2%
Volleyball	1	2.1%
Walking	4	8.3%
Yoga	1	2.1%
Body surfing	1	2.1%
Pilates	2	4.2%
Water aerobics	1	2.1%
Total	48	100.0%

Q8. How many days of the week do you eat breakfast?

Respondents were asked how many days of the week they ate breakfast. Respondents most commonly ate breakfast seven days a week (n=23, 71.9%). Responses are listed in Table 8.

Table 8. How many days of the week do you eat breakfast?

	Per week	Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1-2 days	1	1.6	3.1	3.1
	2 days	1	1.6	3.1	6.3
	3 days	2	3.2	6.3	12.5
	3-4 days	1	1.6	3.1	15.6
	5 days	3	4.8	9.4	25.0
	6 days	1	1.6	3.1	28.1
	7 days	23	37.1	71.9	100.0
	Sub total	32	51.6	100.0	
	No answer	30	49.4		
	Total	62	100.0		

Q9. How many times in a week do you eat junk/fast food?

Respondents were asked how many days of the week they usually ate junk or fast food. Respondents most commonly ate junk or fast food on one or two days of the week (n=16, 57.1%). Not all respondents were asked this question (see Table 9).

Table 9. How many times in a week do you eat junk/fast food?

	Per week	Frequency	Percent	Valid Percent	Cumulative Percent
Valid	0 days	4	6.5	14.3	14.3
	1 days	6	9.7	21.4	35.7
	1-2 days	3	4.8	10.7	46.4
	2 days	7	11.3	25.0	71.4
	3 days	4	6.5	14.3	85.7
	3-4 days	1	1.6	3.6	89.3
	5-6 days	1	1.6	3.6	92.9
	6 days	1	1.6	3.6	96.4
	7 days	1	1.6	3.6	100.0
	Sub total	28	45.2	100.0	
	No answer	34	54.8		
Total	62	100.0			

Q10. How many serves of fruit do you have per day?

Respondents most commonly ate one to two serves of fruit per day (n=20, 64.5%). Not all respondents were asked this question (see Table 10).

Table 10. How many times in a week do you eat junk/fast food?

	Serves/week	Frequency	Percent	Valid Percent	Cumulative Percent
Valid	0	2	3.2	6.5	6.5
	1	10	16.1	32.3	38.7
	1-2	3	4.8	9.7	48.4
	2	7	11.3	22.6	71.0
	2-3	1	1.6	3.2	74.2
	3	2	3.2	6.5	80.6
	4-5	1	1.6	3.2	83.9
	4-6	1	1.6	3.2	87.1
	5	2	3.2	6.5	93.5
	7	2	3.2	6.5	100.0
	Sub total	31	50.0	100.0	
	No answer	31	50.0		
	Total	31	100.0		

Q11. How many serves of vegetables do you have per day?

Respondents were asked how many serves of vegetables they ate per day. Respondents most commonly ate two serves of vegetables per day (n=8, 25.8%). Not all respondents were asked this question (see Table 11).

Table 11. How many serves of vegetables do you have per day?

	Serves/week	Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	1	1.6	3.2	3.2
	1-2	2	3.2	6.5	9.7
	2	8	12.9	25.8	35.5
	2-3	2	3.2	6.5	41.9
	3	4	6.5	12.9	54.8
	3-4	3	4.8	9.7	64.5
	4	3	4.8	9.7	74.2
	4-6	1	1.6	3.2	77.4
	5	4	6.5	12.9	90.3
	7	3	4.8	9.7	100.0
	Sub total	31	50.0		
	No answer	31	50.0		
	Total	62	100.0		

Q12. What is your gender?

Over half of the respondents were female (n=39, 62.9%).

Table 12. Gender

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Male	19	30.6	32.8	32.8
Female	39	62.9	67.2	100.0
Sub total	58	93.5	100.0	
No answer	4	6.5		
Total	62	100.0		

Q13. What is your age?

Most respondents were aged between 25 and 49 years (n=39, 64.9%)

Table 13. Age in years

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid >16 yrs	6	9.7	10.2	10.2
16 – 25 yrs	9	14.5	15.3	25.4
25 – 34 yrs	14	22.6	23.7	49.2
35 – 42 yrs	13	21.0	22.0	71.2
43-49 yrs	12	19.4	20.3	91.5
50+ yrs	5	8.1	8.5	100.0
Sub total	59	95.2	100.0	
Not stated	3	4.8		
Total	62	100	100.0	

Q14. Do you consider yourself to be?

Respondents most commonly identified as Aboriginal (58.1%, n=36).

Table 14. Identity

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Aboriginal	36	58.1	58.1	58.1
	Non-Indigenous	23	37.1	37.1	37.1
	Not stated	3	4.8	4.8	4.8
	Total	62	100	100	100

4.0 CONCLUSIONS

This formative study sought to investigate the reach of media messages to the primary target group of the ‘Keep our mob moving’ component of the Kimberley Active Campaign.

The results indicate that a significant number of respondents engaged in regular and long periods of sedentary behaviours on a weekly basis. Furthermore, few respondents were active enough to gain any health benefits. Most respondents did not meet the national nutrition target of two serves of fruit and five of vegetables daily.

It should be noted that listening to the radio was a common past-time. This media avenue should be further investigated as a cost effective means of delivering educational messages to a wide cross-sectional of the target group.

Respondents also provided a number of preferred options that would encourage them to be more active, if available. These suggestions should be considered and several options tested in the larger campaign, budget permitting.