

# Response to a single media announcement for an internet based hepa-intervention

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## Introduction

It is estimated that at least one third of the Swiss population is not active enough to meet current recommendation for health enhancing physical activity. Therefore the promotion of physical activity is an element of growing importance in health promotion in Switzerland.

### The project *active-online.ch*

*active-online.ch* is an interactive internet based intervention program for hepa-promotion with an expert system for individually tailored advice and counseling as the key element. It is based on the transtheoretical model of change.

### Target group

Individuals of both genders between about 30 and 60 years of age who are not physically active on a regular basis.

### Language

*active-online.ch* was developed in German and is currently translated into French and Italian. It is planned to also offer an English version.

### Acceptance of the program

The evaluation of a prior version showed that its acceptance is good to very good and that inactive individuals can be reached.

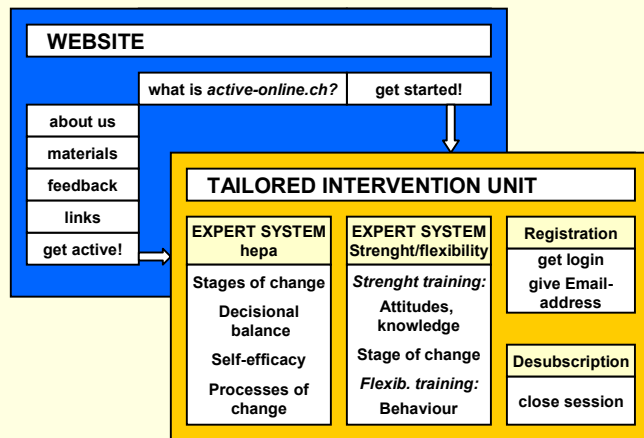


Fig. 1: Structure of website and tailored intervention unit of the program *active-online.ch*. The expert system „hepa“promotes activities with at least moderate or activities with vigorous intensities.

## Methods

A one page article about the program *active-online.ch* was placed in a Swiss biweekly magazine (circulation 330'000) on April 19<sup>th</sup> 2002. Readers were invited to test the program.

After a two week period user statistics and the data base of the expert system were used to estimate response to the single announcement and compliance to the program.

## Results

### Response to the announcement

947 visitors were registered on the website. This corresponds to a participation of 0.3% of all potential readers.

### Compliance to the program

33% of all visitors to the website finished the hepa-module.

### Mean duration of a visit

Mean duration of a session on the website was 12 minutes.

### Proportion of registrations

Registration to the program *active-online.ch* is optional. 127 (13.4%) of the users chose to do so. 76% of them gave their Email-Address.

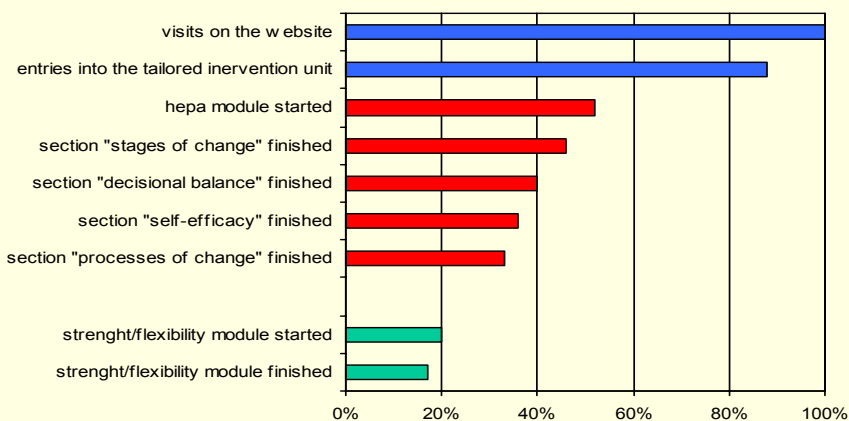


Fig. 2: compliance to the program *active-online.ch* under real life conditions. Percentages of participants getting to a given stage in the program.

## Discussion

• A considerable number of readers could be reached with a single article and a remarkable proportion of users registered and left an Email-address.  
• Compliance to the program was very good

• However, to disseminate such an intervention program on population level specific PR measure will be necessary.