

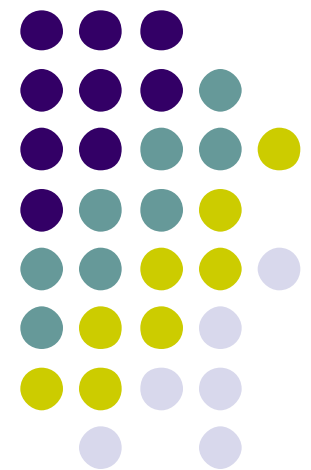
*Defining A Physical Activity Policy And  
Environmental Research Agenda:  
Obtaining The Perspectives Of  
Practitioners And Researchers*

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Cheryl Carnoske, Ross Brownson,  
Cheryl Kelly, Amy Eyler,  
Tom Schmid

November 6, 2007

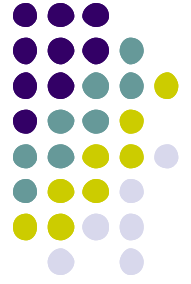
American Public Health Association





# Collaborators

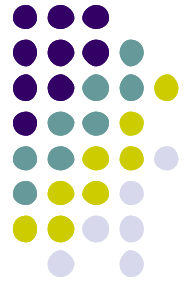
- Lisa Grost
- Susan L. Handy
- Jay E. Maddock
- Delores Pluto
- Brian A. Ritacco
- James F. Sallis



# Background

- **The Problem:** 1 in 4 Americans engage in little or no regular physical activity.\*
- **Possible Solutions:**
  - Individual-level interventions
    - Unlikely to affect activity patterns and trends that impact the majority of the population.
  - Environmental and policy approaches
    - Most promising strategies for long-term population-wide change.

\*Department of Health and Human Services

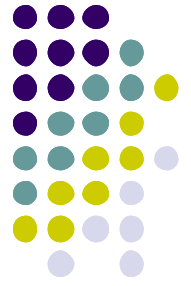


# Objectives

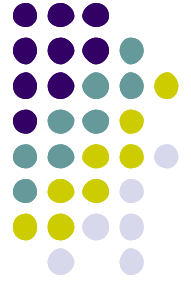
*The objectives of this project are to:*

- Obtain input from practitioners and researchers on an agenda for environmental and policy research;
- Prioritize this input into a concise research agenda

# Rationale & Unique Contributions of this Project

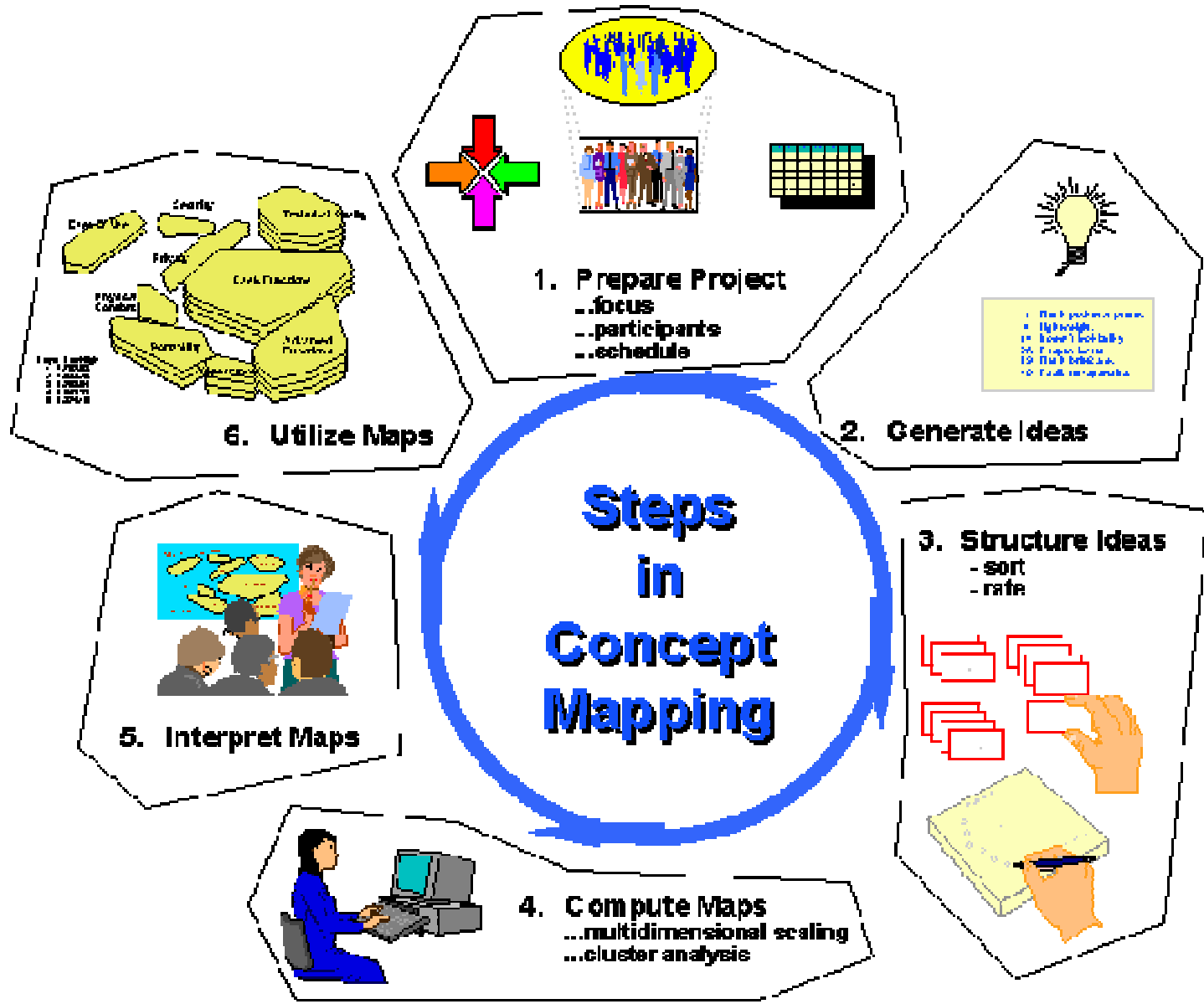
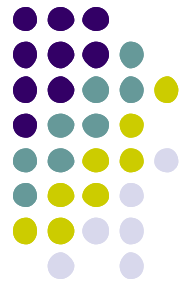


- Evidence-based approaches make sense
- Evidence base for many environmental & policy interventions is sparse
- We sought to utilize
  - Systematic process
  - Inputs from hundreds of individuals who otherwise would not be included (users help set agenda)
  - Rigorous method of reducing information to a meaningful product
- Springboard for future research and improved practice in PA promotion

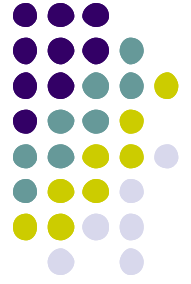


# Methods: Concept Mapping

- Solicit and organize input from many perspectives
- Builds consensus among disparate groups
- Builds knowledge and creates a unique framework
- Provide details and an organized high level shared conceptual framework of actions
- Provide basis for prioritizing actions



# The Planning Group Defines the Issue To Be Addressed



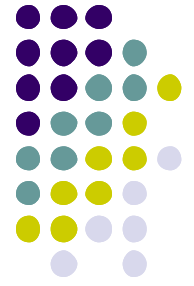
## Develop a focus



*“One research topic that will best inform policy or environmental approaches to physical activity promotion is...”*



# Identify the Key Informants and Knowledge Leaders



Develop a focus

Identify the participants

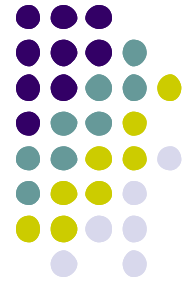
Generate Ideas



641 Nominated  
600 Invited to Brainstorm



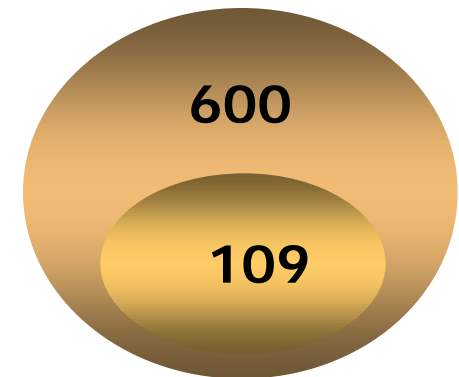
***“One research topic that will best inform policy or environmental approaches to physical activity promotion is...”***



# The Project Details

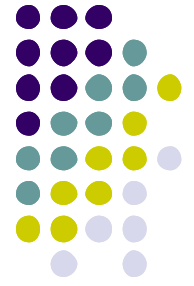
## Brainstorming Session: Eliciting knowledge and opinion

- 600 researchers/practitioners were invited to participate.
  - 238 brainstormed
- Participants generated over 600 statements in response to the prompt.
- The statement list was edited for relevance and representativeness.
- Idea Synthesis resulted in a final set of 109 ideas to address the topic.



***“One research topic that will best inform policy or environmental approaches to physical activity promotion is...”***

# Organize Knowledge and Opinion



Develop a focus

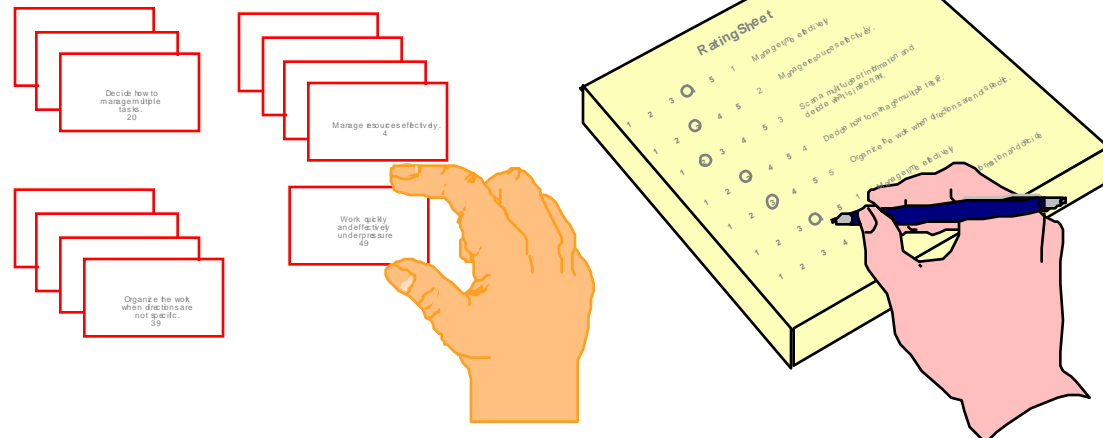
Identify the participants

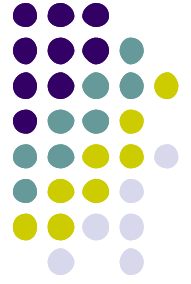
Generate Ideas

**Structure Ideas**

*sort*

*rate*

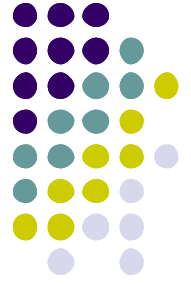




# Comparisons: Importance & Feasibility

- Please rate each statement on how *important* each research topic is relative to the other topics in developing a physical activity policy research agenda.
  - 0 = Not Important
  - 10 = Highly Important
- Please rate each statement on how *feasible* each research topic is relative to the other topics to implement **within the next 5 years**.
  - 0 = Not at all feasible
  - 10 = Extremely feasible

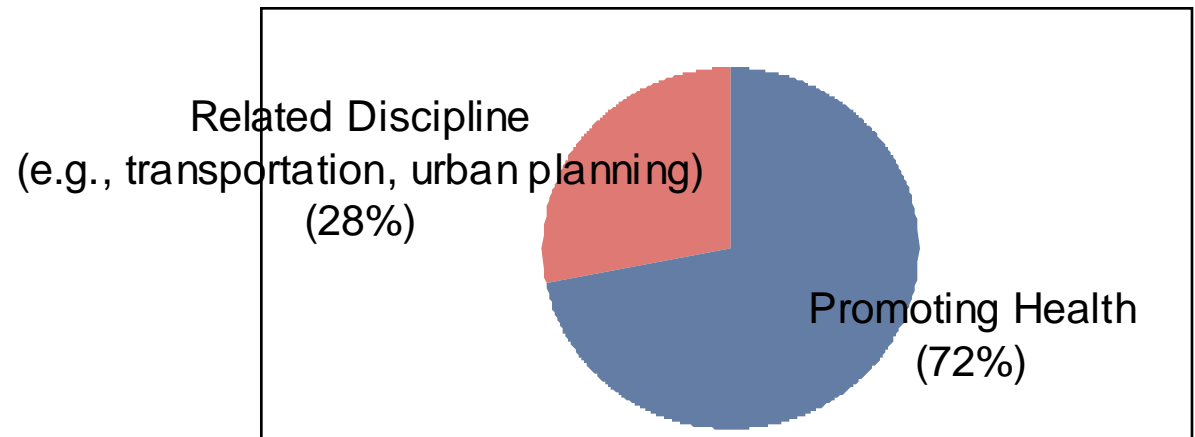
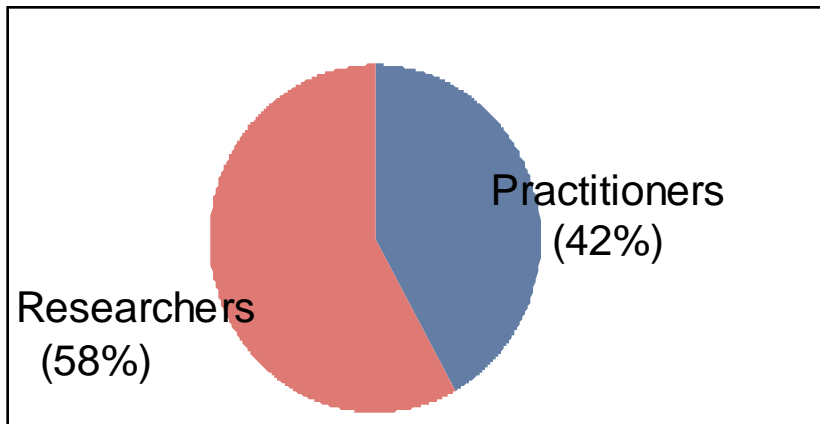
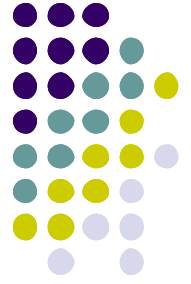
# The Project Details



## **Structuring: Data collection to build the conceptual framework (Sorting and Rating of Ideas):**

- 600 participants were invited to rate the 109 ideas on relative Importance and feasibility
  - 107 people (18%) contributed their input on the Importance rating.
  - 88 people (15%) contributed their input on the Feasibility rating.
- 25 people were invited to organize the 109 ideas into conceptually similar piles or themes.
  - 20 people (80%) participated in the conceptual sorting of the ideas.

# Participant Characteristics (n = 107)



# Build the Conceptual Framework



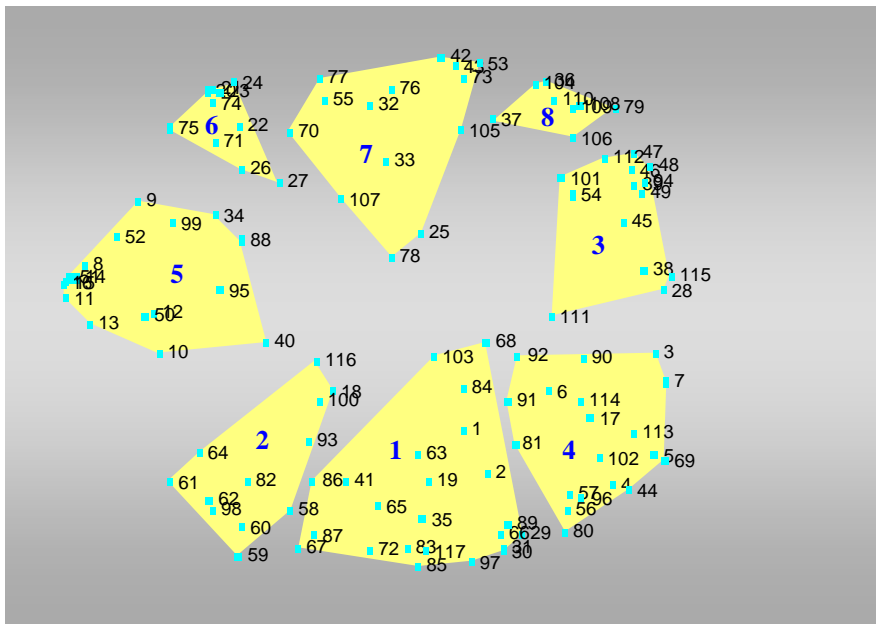
Develop a focus

Identify the participants

Generate Ideas

Structure Ideas

**Compute Maps**

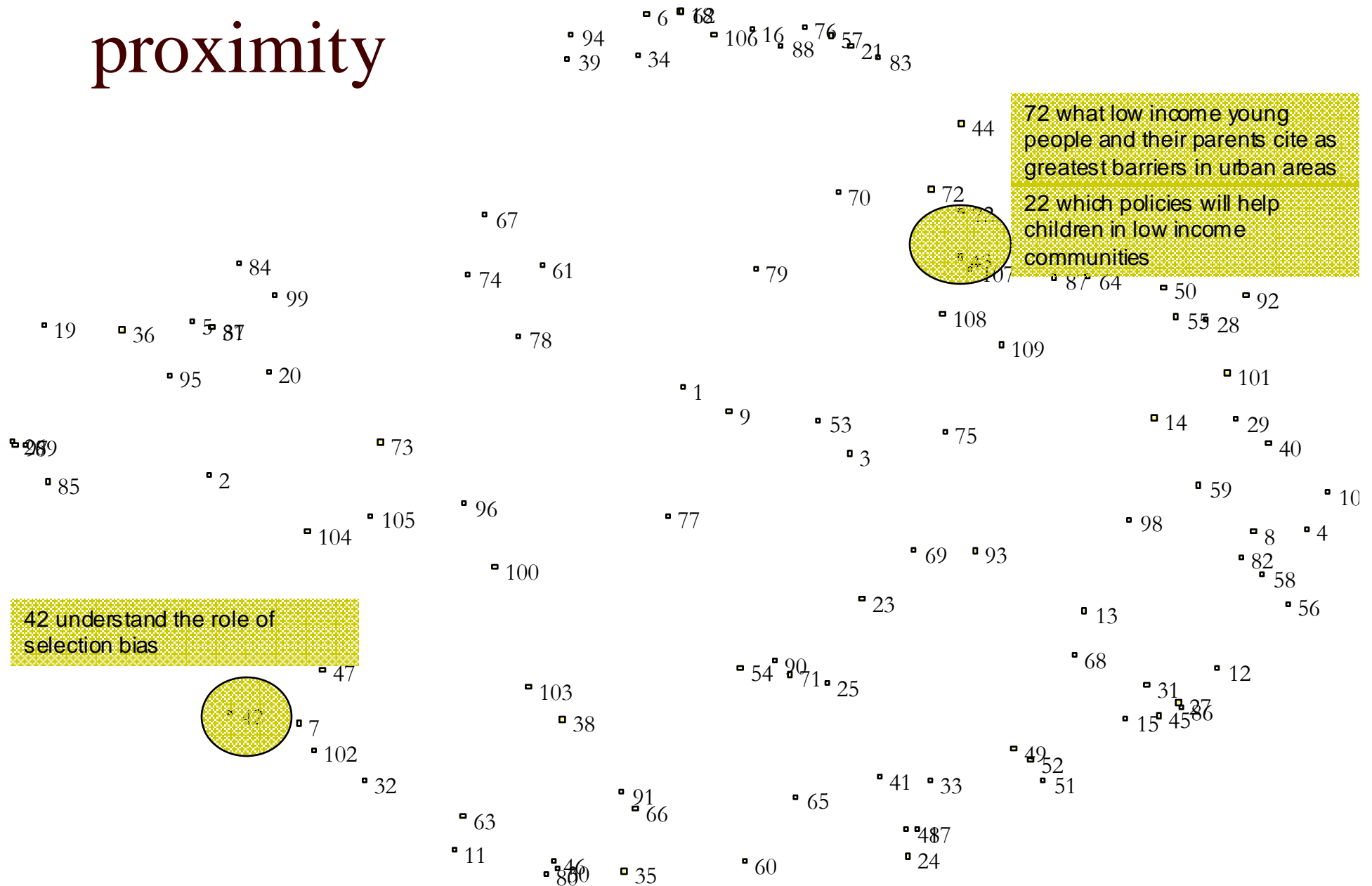


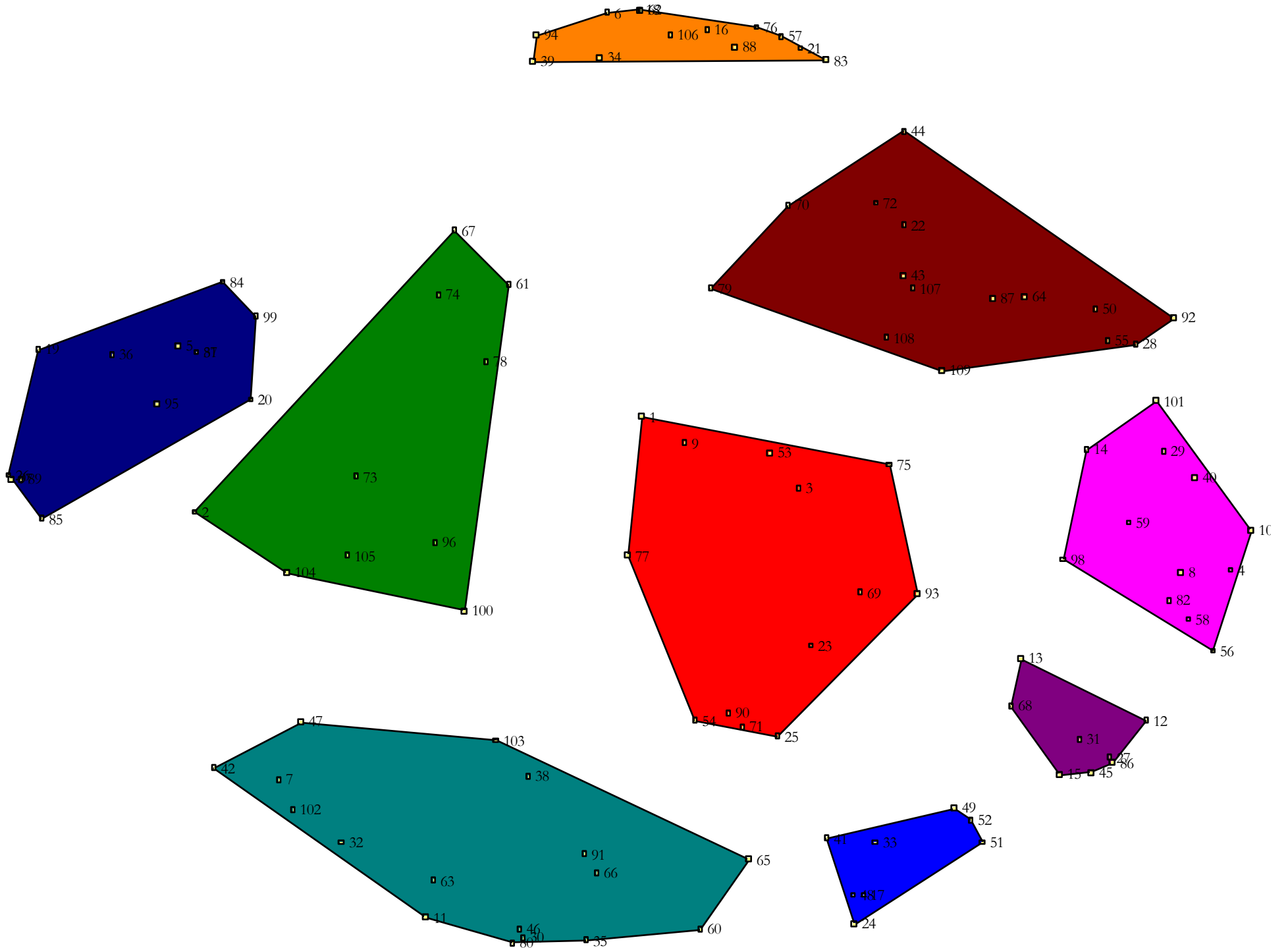
# Each statement in relation to each other

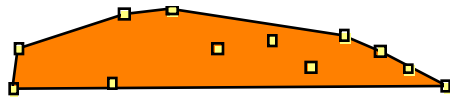




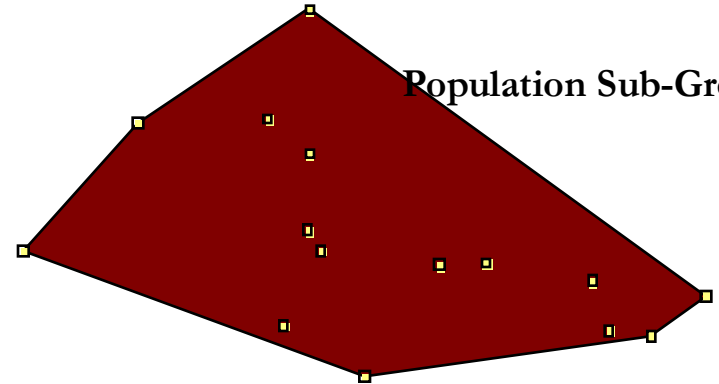
# Conceptually similar ideas are in close proximity





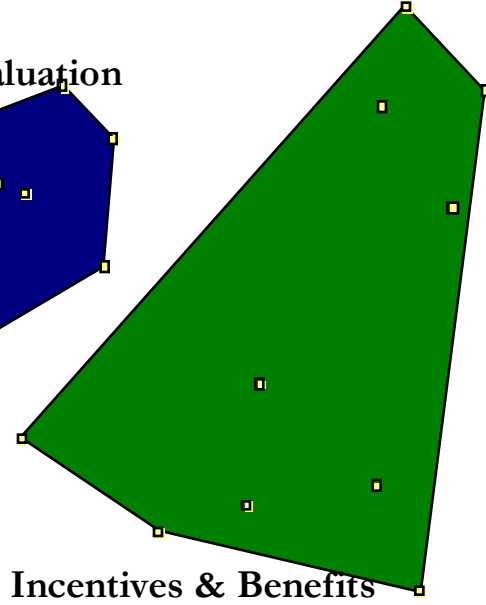
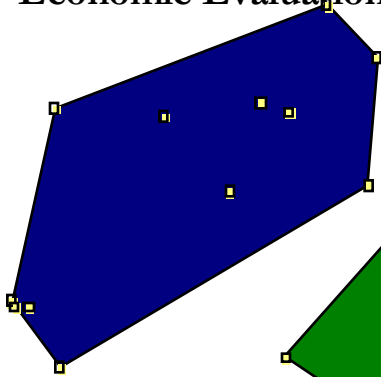


Schools & the Community

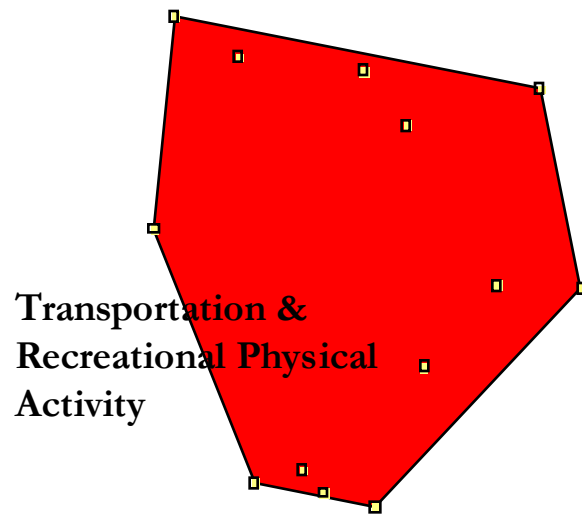


Population Sub-Groups

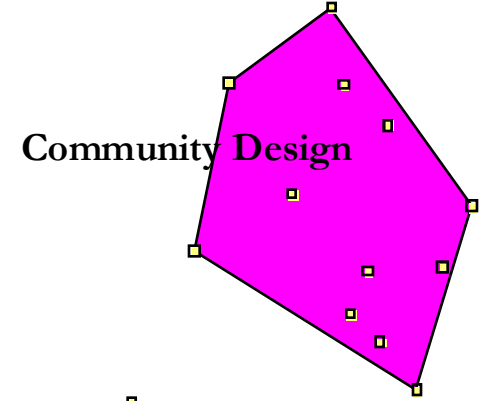
Economic Evaluation



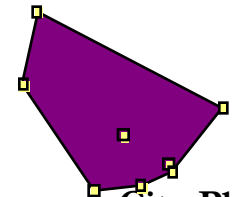
Incentives & Benefits



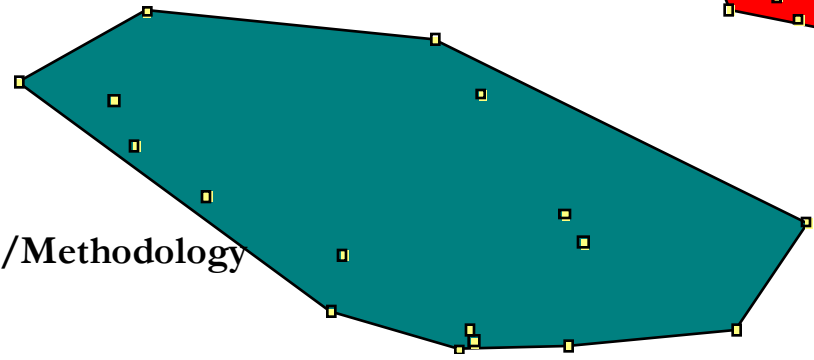
Transportation & Recreational Physical Activity



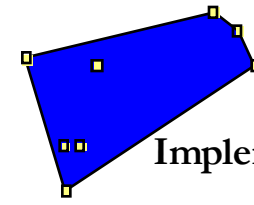
Community Design



City Planning & Design

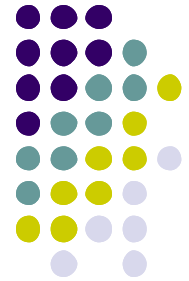


Measurement/Methodology



Implementation of Policies

# Turn Data Into Meaning



Develop a focus

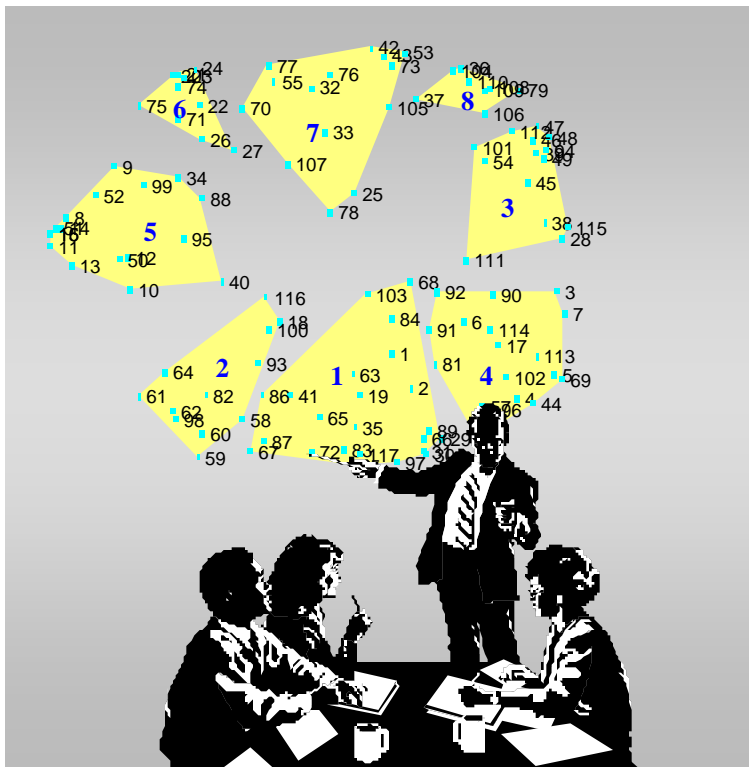
Identify the participants

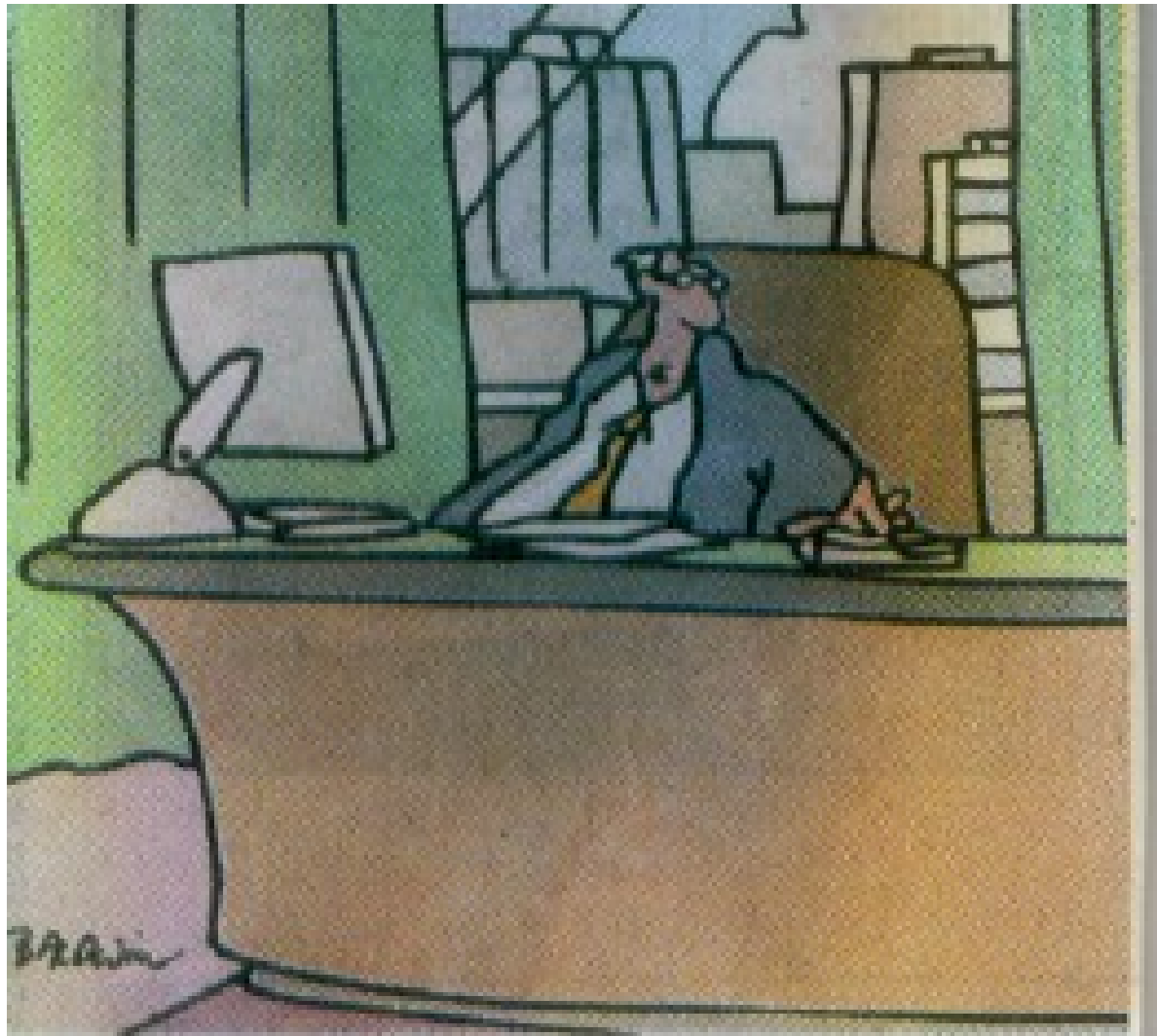
Generate Ideas

Structure Ideas

Compute Maps

**Interpret Maps**



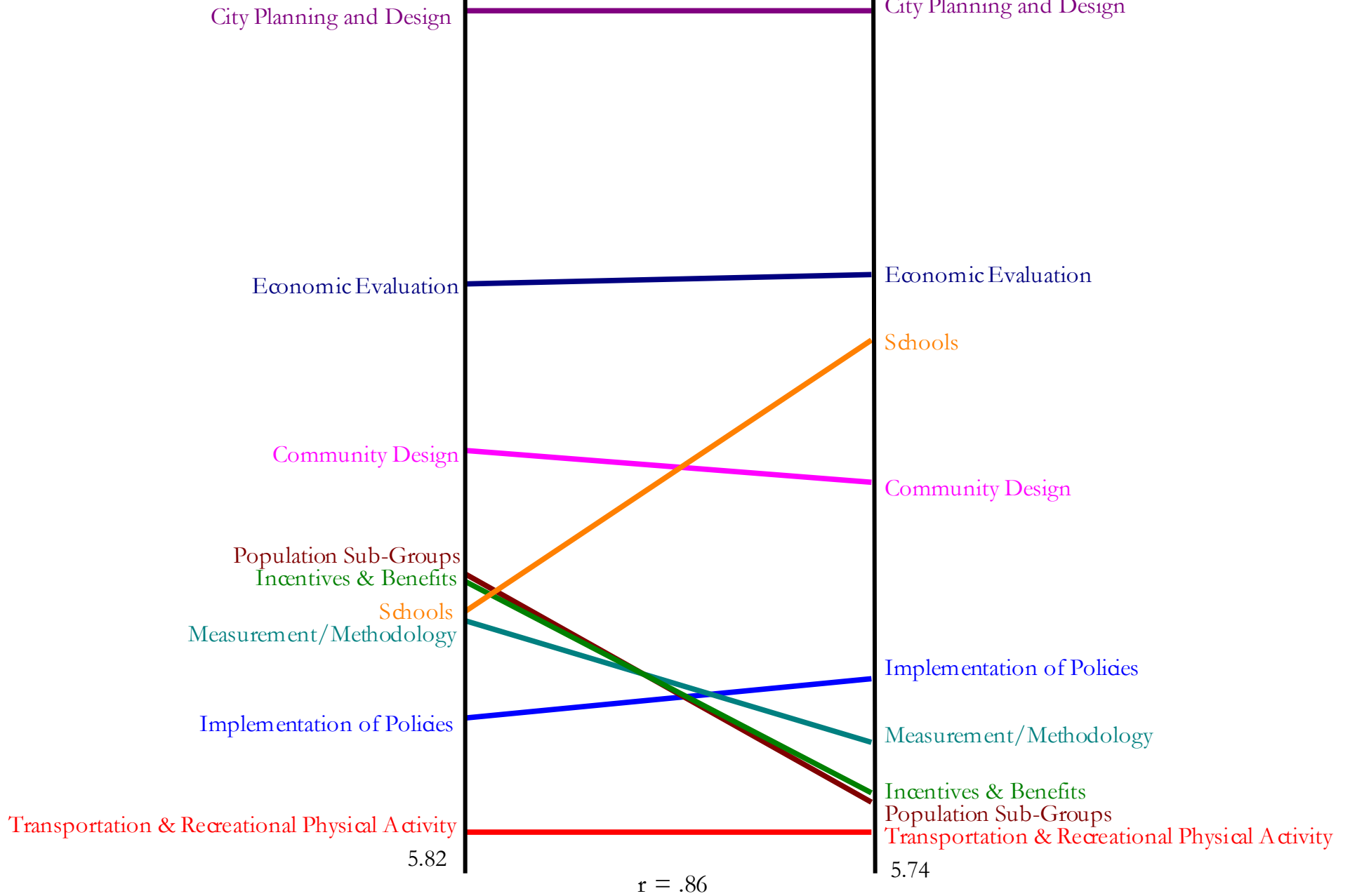


"I need an interpreter. Send in someone who speaks jargon."

# Importance Rating

Researchers  
6.93

Practitioners  
7.21



# Feasibility Rating

Researchers

Practitioners

6.54

7.08

Schools

Schools

Population Sub-Groups  
Measurement/Methodology

Measurement/Methodology  
Economic Evaluation

Community Design

Community Design

Transportation & Recreational Physical Activity

Transportation & Recreational Physical Activity

Implementation of Policies

Implementation of Policies

Incentives & Benefits

Population Sub-Groups

Economic Evaluation

Incentives & Benefits

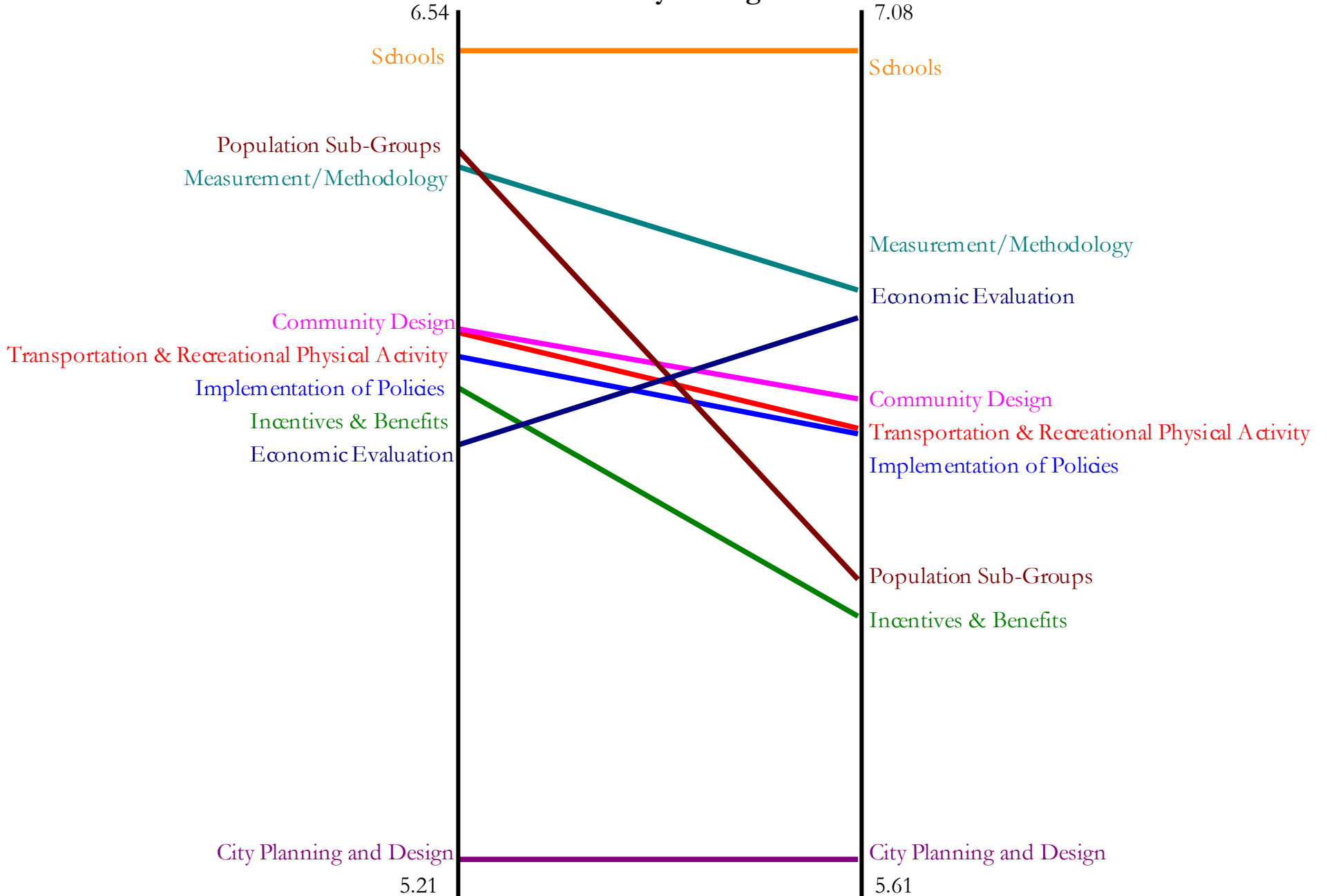
City Planning and Design

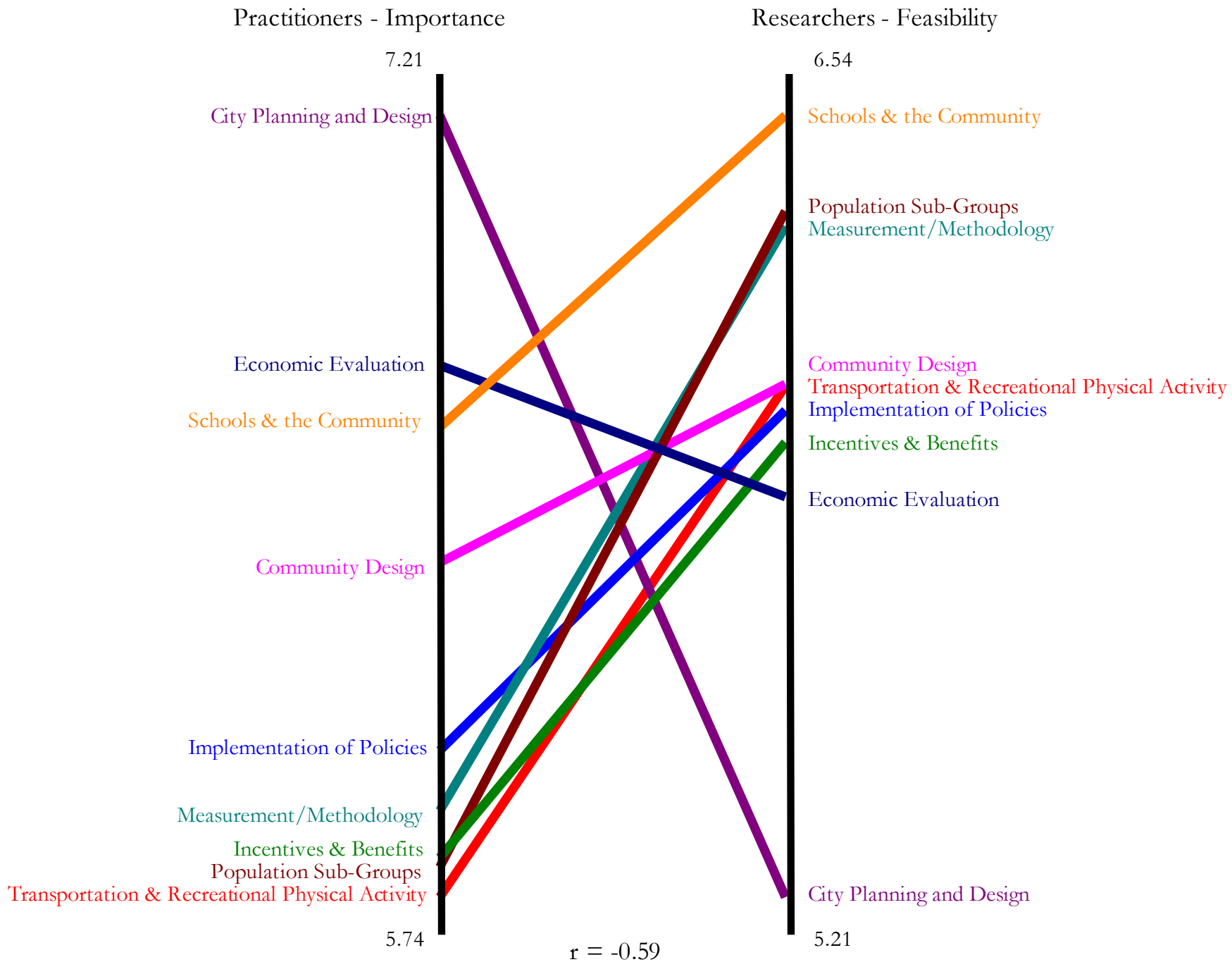
City Planning and Design

5.21

5.61

$r = 0.77$







# Turn Meaning Into Action

Develop a focus



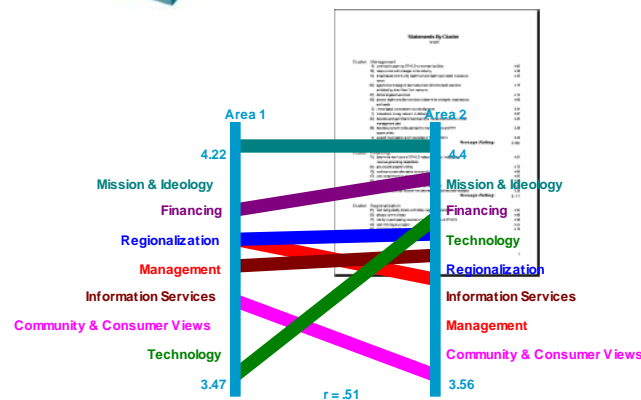
Identify the participants

Generate Ideas

Structure Ideas

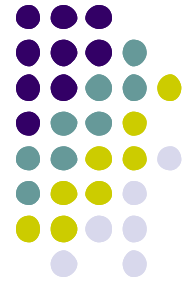
Compute Maps

Interpret Maps



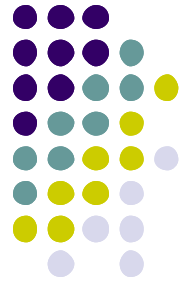
**Create Priority  
Action Areas**

**Utilize Maps**



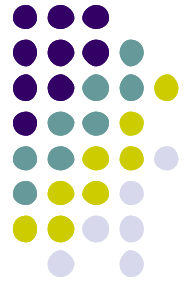
# Utilization

- In-Person Meeting
- 26 individuals from diverse backgrounds
  - Divided into 5 workgroups
    - Discussed 3 main questions
      - 1)What are some tools/methods that would be useful in studying each issue?
      - 2)How might various disciplines and professions work together to address these research areas?
      - 3)What actions need to be taken to move this research agenda forward as quickly as possible? By whom?



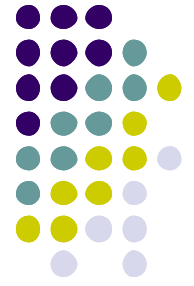
# Recommendations

- Need for more specific surveillance tools for research topics
- Results and tools needs to be geared toward a broader audience of individuals and groups
- Evaluation of “natural experiments”
- Include qualitative and participatory components
- Need better ways of communicating among the different disciplines so that work is not duplicated



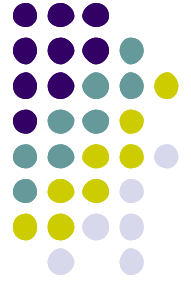
# Research Implications

- Implementation of this research agenda will require...
  - coordination and strategic planning
  - long term commitment from funders
  - recognition of the top research priorities
- Agenda provides a springboard for action



# Dissemination

- *Journal of Physical Activity & Health*
  - "Environmental and Policy Approaches for Promoting Physical Activity in the United States: A Research Agenda"
- Physical Activity Policy Research Network
  - Continued funding



# Acknowledgements

- Centers for Disease Control and Prevention (through the Physical Activity Policy and Research Network)
- RWJF via Active Living Research
- National Society of Physical Activity Practitioners in Public Health
- National Association of Chronic Disease Directors
- Directors of Health Promotion and Education