

Introduction

- Rural adults are less likely to meet physical activity recommendations to achieve health benefits than their urban or suburban counterparts¹
- Social Cognitive Theory provides a useful framework for explaining and predicting physical activity behavior. In addition, ecological models propose that the most effective behavioral interventions occur on multiple levels. Combining the components of the Social Cognitive Theory with an ecological approach can guide the study of a wide range of determinants of physical activity
- To better understand this disparity and to inform public health interventions, it is important to identify environmental, social, and policy-related determinants of physical activity in this understudied population.
- Because the amount and type of physical activity varies by gender, it is helpful to examine such determinants separately in men and women

Methods

- Secondary analysis of cross-sectional survey given in-person to 407 adults from two rural Iowan towns
- Descriptive statistics and Chi-square analyses were used to explore the relationships between the categorical variables

Results

- 57% were female, 76% married, and 59% had at least some college education
- 76% were overweight or obese (BMI >25)
- 85% reported having access to places to exercise, and over half reported walking as their most common form of exercise

Social Determinants

Figure 1 - Percentage of men and women indicating exercising with someone:

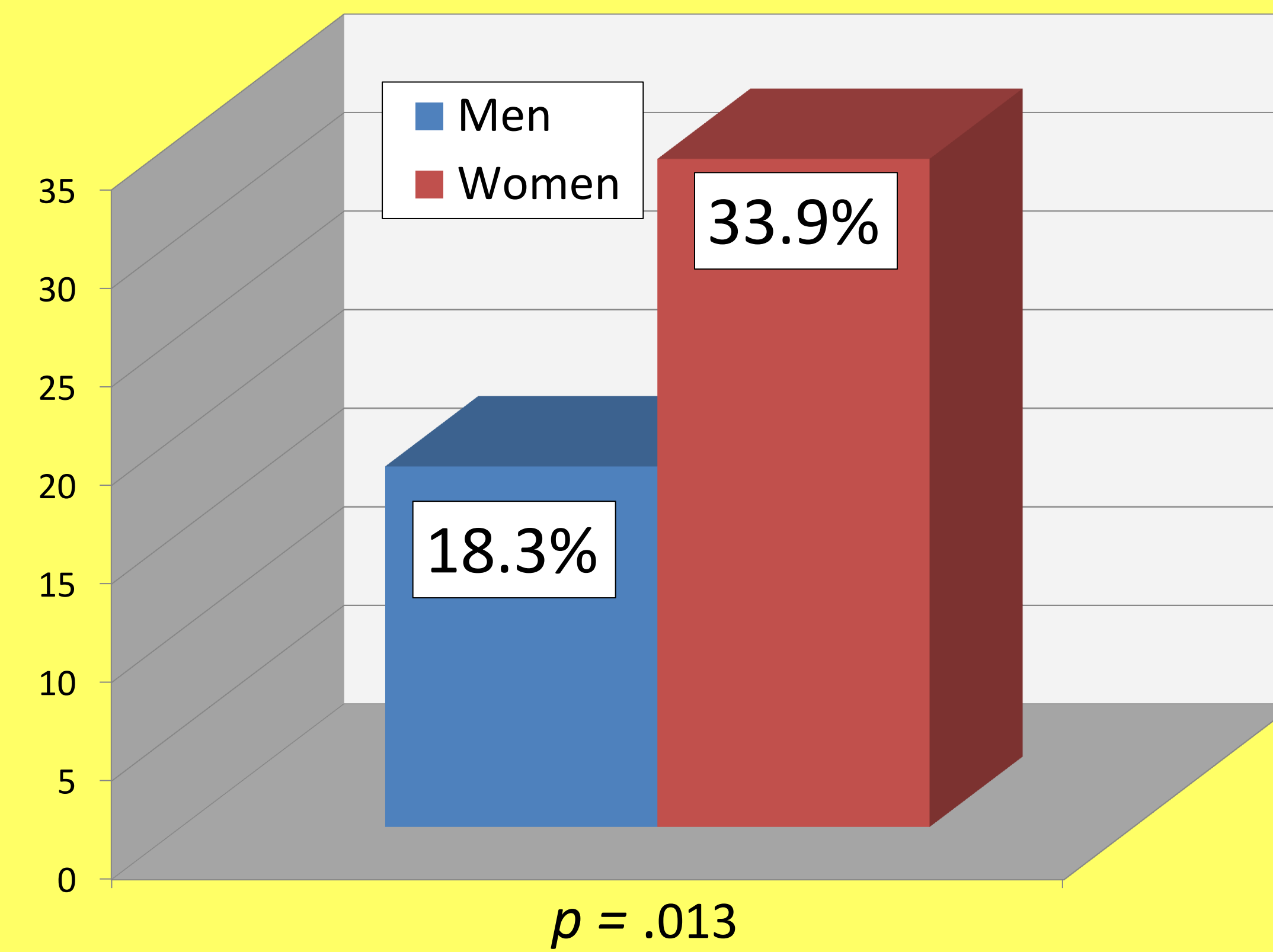
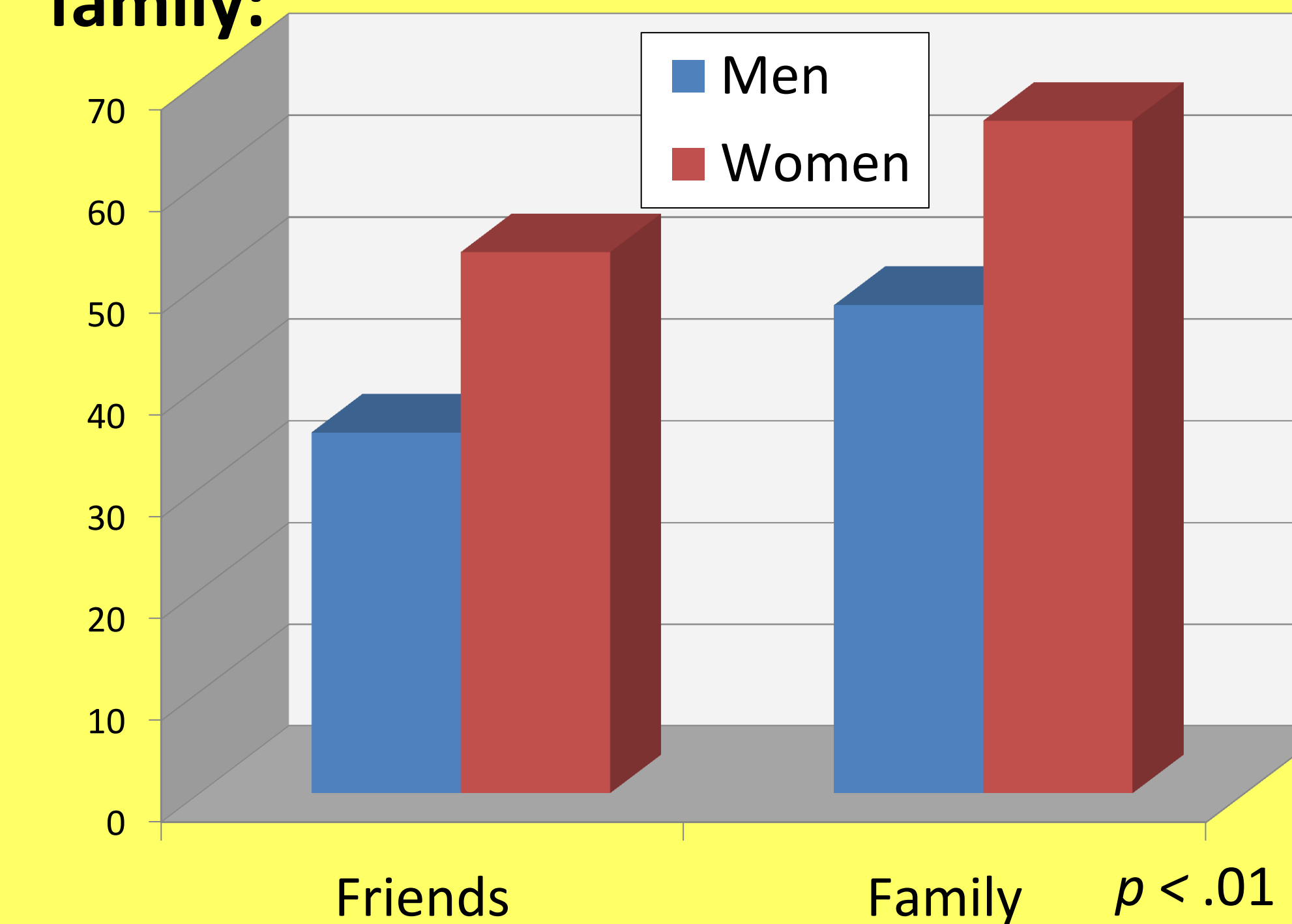
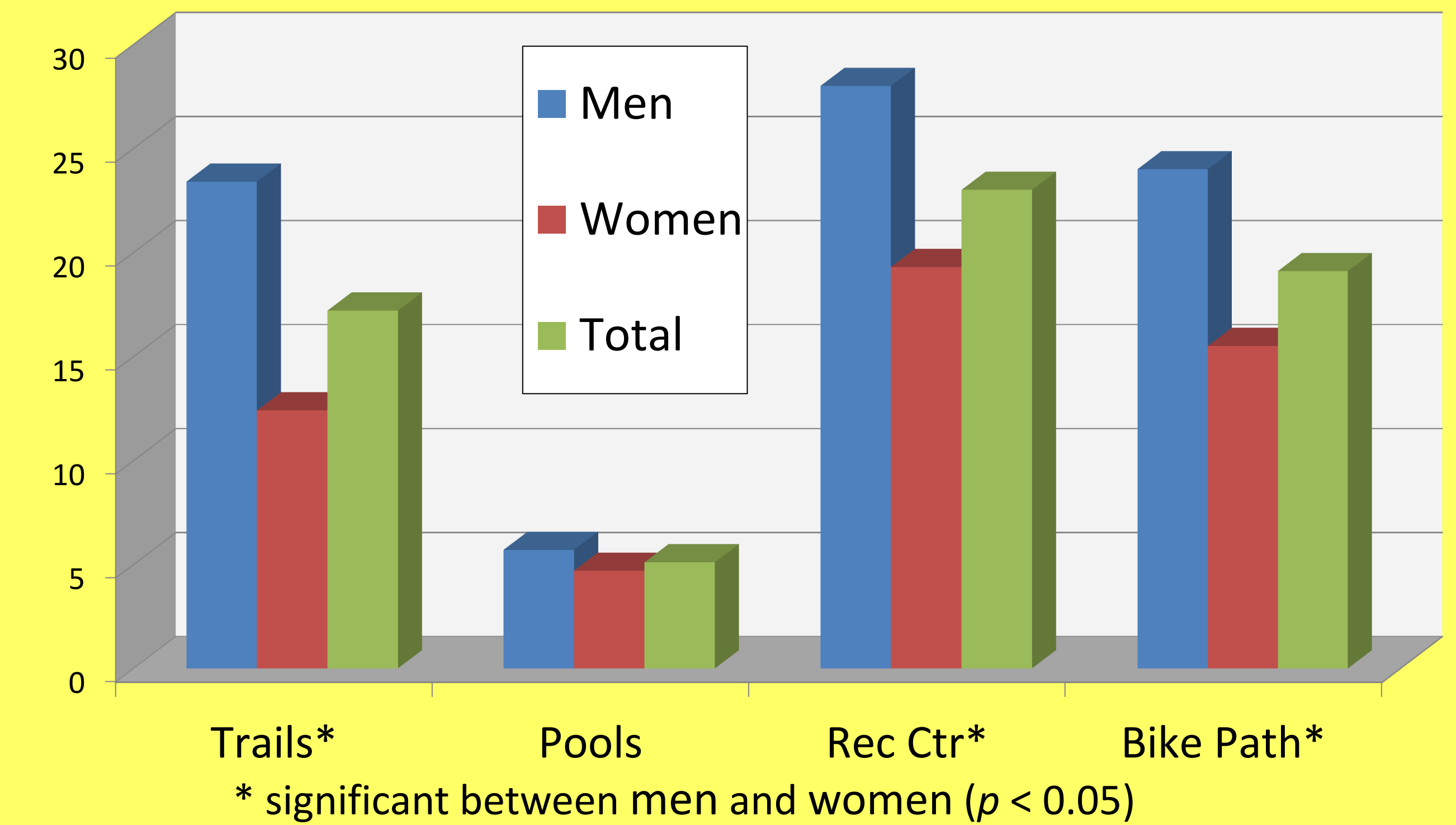


Fig. 2 - Percentage of men and women (saying Agree or Strongly Agree) receiving encouragement for exercise from friends or family:



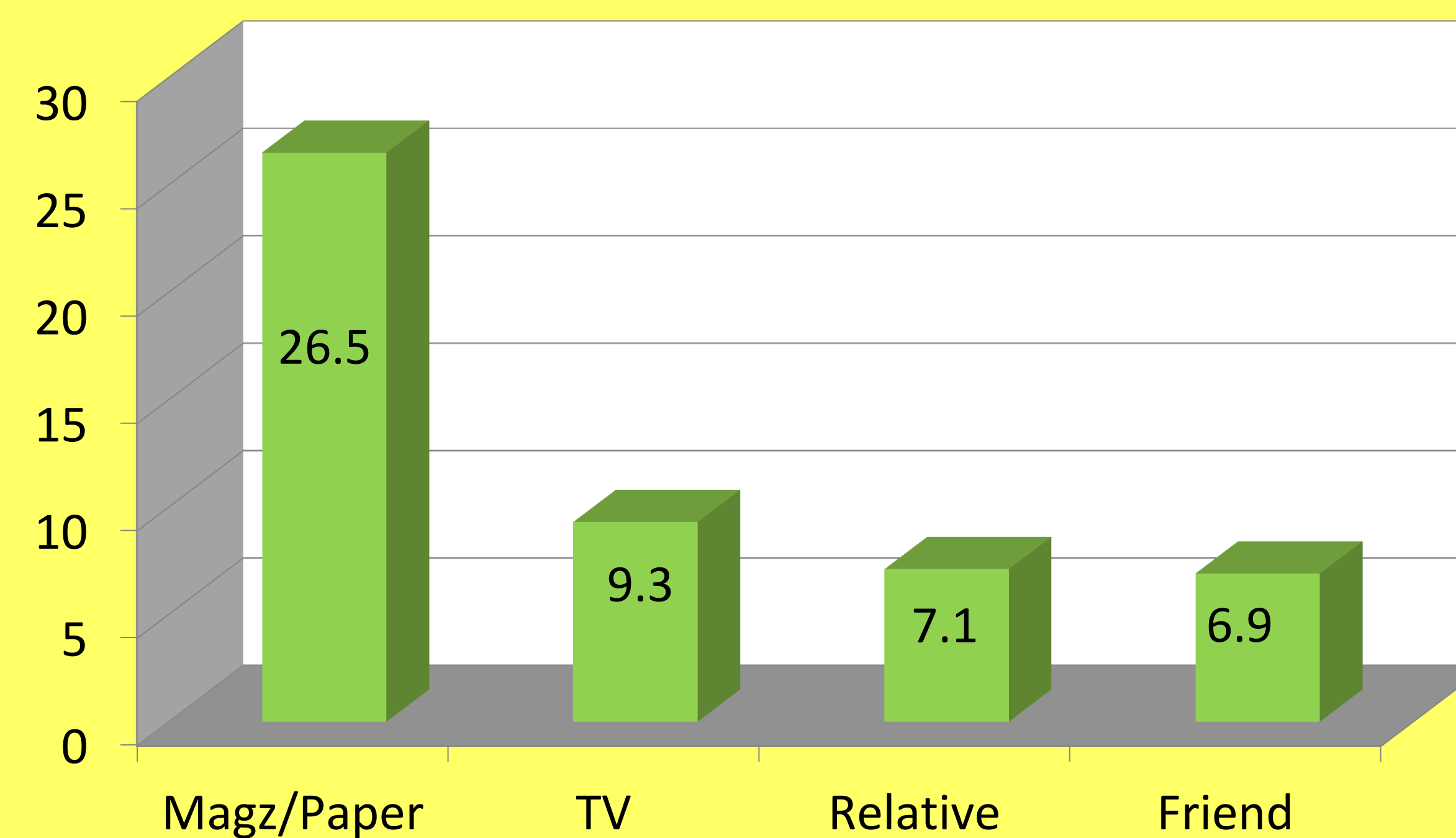
Policy Determinants

Fig. 7 - The % of those who do not think gov't funds should be used for the following:



Environmental Determinants

Fig. 3 - Where they get information on exercise



*Women are more likely to get information from health literature or magazines and newspapers; Men are more likely to get information from doctor

Fig. 4 - Most common barriers for both genders (% saying often or very often)

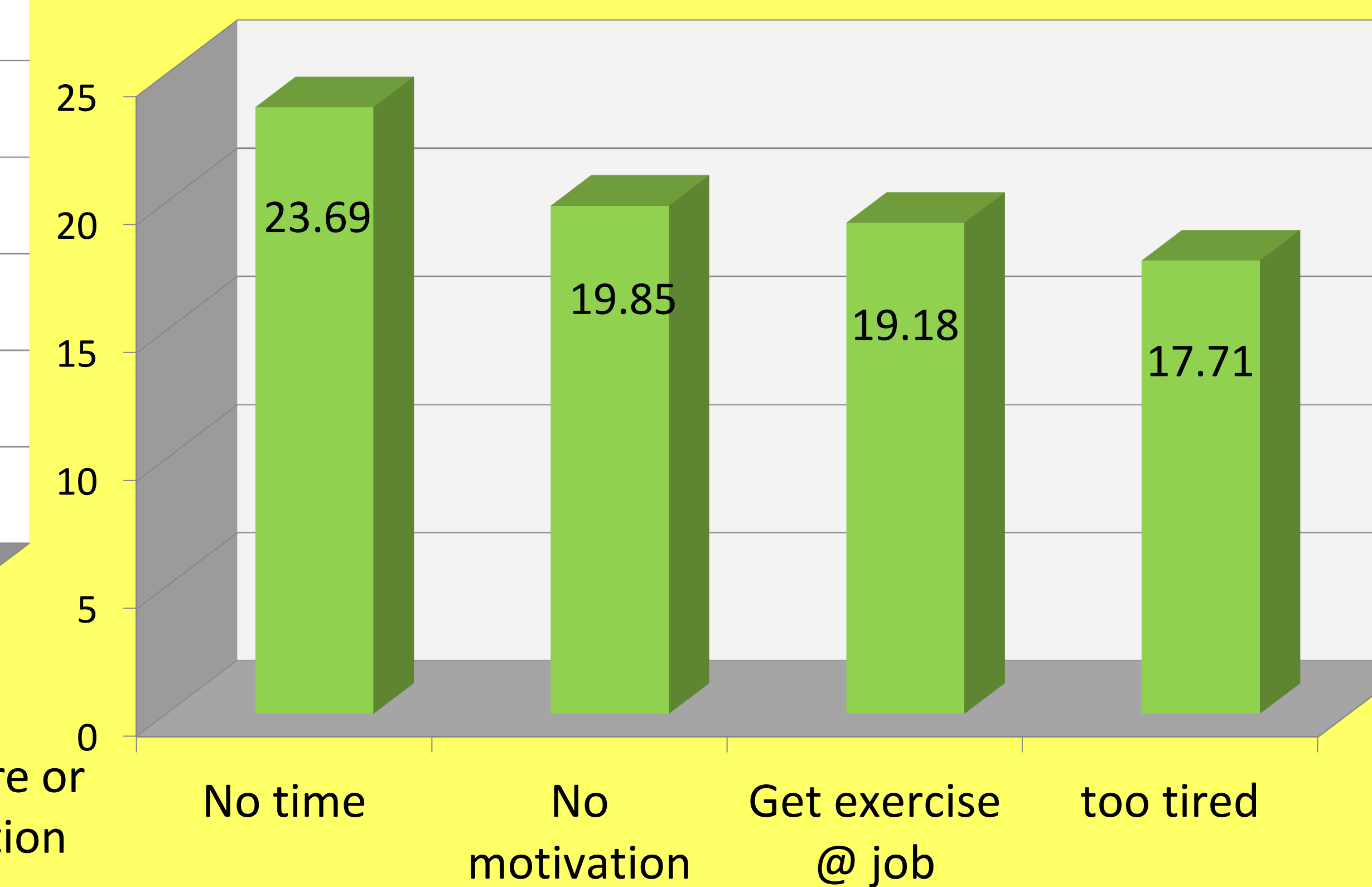


Fig. 5 - Preferred setting of exercise

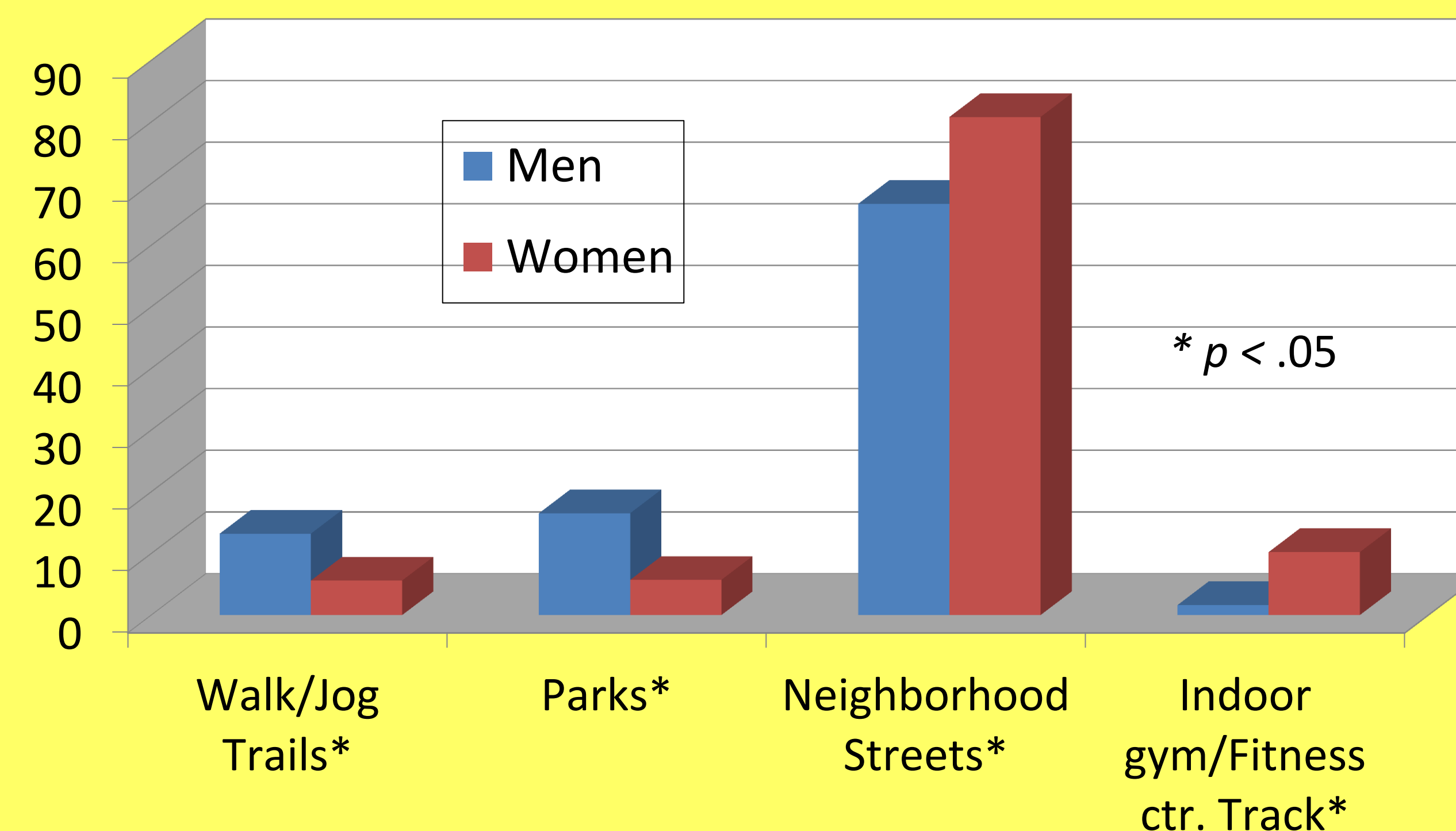
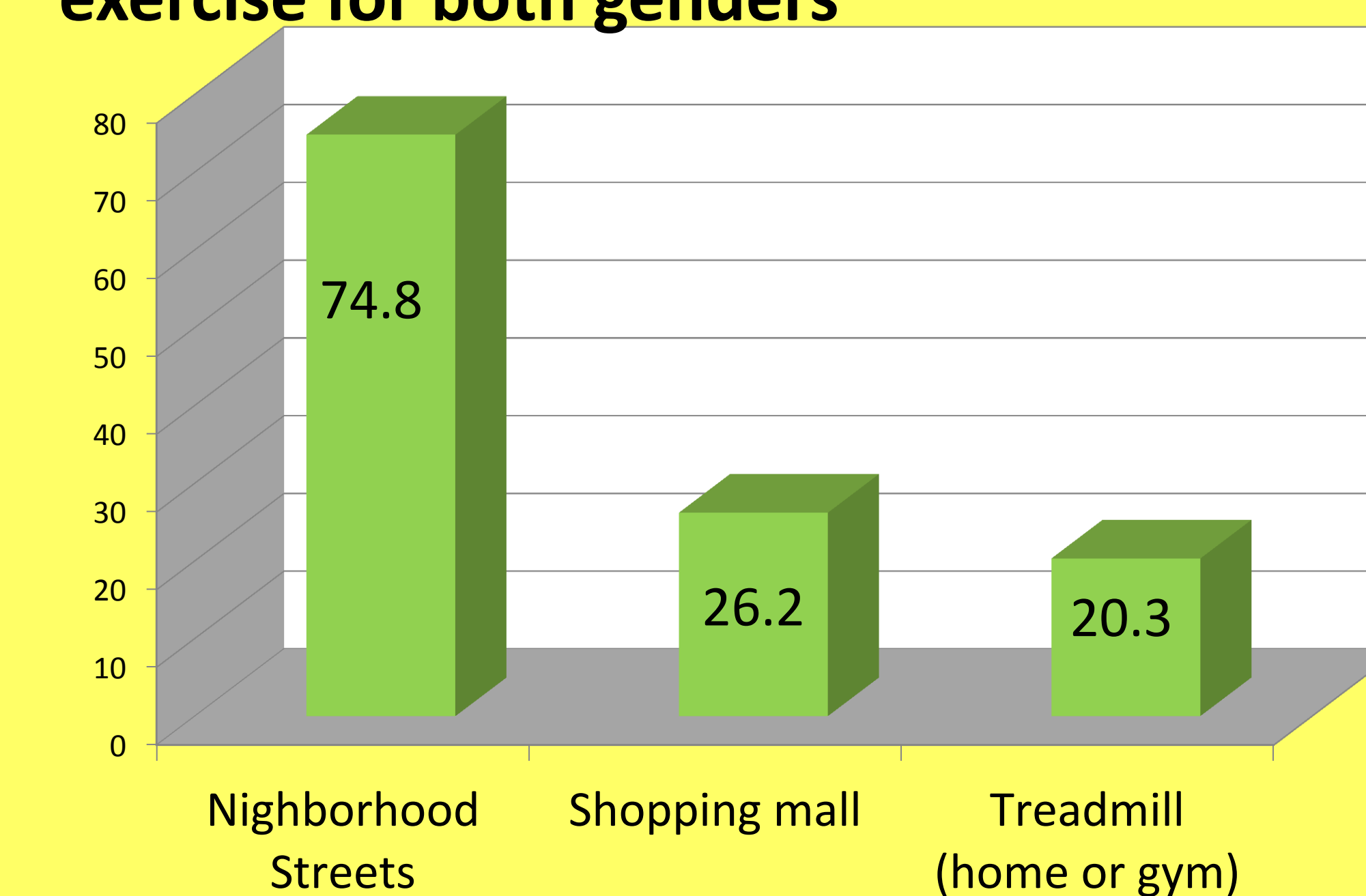


Fig. 6 - Most common preferred setting of exercise for both genders



Conclusions

- Results support the notion that gender differences must be taken into account when considering the social, environmental, and policy level determinants of physical activity in rural adults
- Women were more likely to report exercising with someone and being encouraged to exercise by friends or family. Men were more likely to report getting plenty of exercise at their job.
- Overall, women had more favorable policy attitudes towards physical activity.
- Findings from this study offer support for using the Social Cognitive Theory and an ecological perspective when designing physical activity interventions.

References

1. Patterson, PD, Moore, CG, Probst, JC, & Shinogle, JA. Obesity and physical inactivity in rural America. *The Journal of Rural Health*. 2004; 20(2), 151-159.

This work was supported by the Centers for Disease Control and Prevention Cooperative Agreement Number 1-U48-DP-001902. The findings and conclusions in this report are those of the authors and do not necessarily represent the official position of the Centers for Disease Control and Prevention