To Do or Not to Do
That is the Question (and Challenge)
Motivation, Marketing and Movement
Community exercise ...a practitioners perspective
Sally Castell
Choices, Challenges and Changes

• Getting people motivated and then keeping them motivated to achieve the goals set out for them will always be a significant component of any exercise/activity program for older adults.

• To encourage and motivate people is a creative process based on observation, knowledge, experience and skill and is an ongoing and evolving process applied in many ways.

• Motivational strategies involve assisting people to acquire the belief, vision, desire, understanding and ability to become involved in appropriate activity according to their needs & abilities.

• Key issues to consider are that any strategies, messages and methods are simple, in context, relevant and realistic.
Layers and Levels
Background Factors

• Research evidence / theories (e.g. stages of change)

Coming from the individual

• Many fears, barriers and hurdles
• Individuals’ perspectives and attitudes; many personality traits
• Language and cultural issues
• Learning styles based on literacy and educational background
• Previous experiences and perceptions

• Various methods, ways and processes......

Multiple strategies and a variety of programs may need to be considered and applied
Layers and Levels

Many target groups involving multiple health states with varying ability levels

- Very active & healthy
  - Active – independent
    - Average – coping ...but......
      - Less active...health, mobility, function problems
    - Frail - Failing struggling

The motivation, barriers to movement and final activity involvement may depend on ..... 

a) functional abilities and capacities
b) cognitive capacities and communication pathways
Health Related Behaviour
(making permanent changes)

“Individual adapted behaviour change is critical to facilitate a long term physical activity lifestyle........

The process includes a series of complex variables including personal, social, programmatic, environmental and related factors as well as medical factors which need to be addressed collectively “

ACSM / AHA Updated recommendations for Adults 2007
Stages Involved

• Reaching ... Marketing .....  
  Awareness ; Education ; Communication 

  Being exposed to the message; Considering the information presented and making a decision on participation

• Applying - Teaching ........ Leading ........ Participation  
  Engaging ; Relating and Doing - Skill acquisition and mastery 

  Learning how to perform and achieve the required skills

• Achieving ........Sustaining  
  Evaluating; goal setting – (rewarding results) 

  Providing variety , fun, friendship - (belonging & acceptance) 

  Supporting and ongoing commitment- Peers , role models etc. 

  Changing attitudes and perceptions for behaviour change

NSW Health Northern Sydney Local Health District
Reaching- Have You Got It?…..Do You Want It?

Raising awareness and communication strategies ........it’s all in the timing ........... what is being presented ............the method(s)

- **Marketing and Messages** *(exposure - once is not enough)*;
  “the dripping tap”; “triggers”; face to face; word of mouth; local champions; media; paper resources-e.g. posters, booklets and flyers; phone calls and other communication methods e.g. social media & networking etc.

- **Incentives; supporting events; issues & partnerships**
  “Identify the most effective channels through which to reach people; ensure the message resonates; monitor and refine the process”

*Older Victorians On line: A community survey exploring the usage patterns of older Victorians on line.*

Kate Crawshaw. COTA and Ellis Jones (2012)
Marketing the “F” Factors

Market the message concerning the strong links of physical activity to the wide range of physical, social and mental benefits and gradually build up on these basic concepts to achieve uptake, effective results and long term exercise compliance.

When developing and promoting programs consider the simple components

- Fitness
- Function
- Facts (education and information)
- Feeling good
- Friendship
- Fun !!! (enjoyable experiences)
Marketing, Supporting and Sustaining Activity

• **You** ..... Inspiring; Modelling; Taking the Lead etc.
  Information-resources / displays ...... ongoing promotion etc.

  ![Leading by Example](image)

  "If They can Do It....Then so can I"
  "I want to do what they’re doing"

• **Everyone** ... Community champions.....Peers ; Family ; Friends (including GP’s & all associated health professionals /organizations)

• Recording; goal setting; rewarding results; variety & fun activities
Applying - Concepts and Considerations

There are many ways to influence and support and all the different ways can and may need to be used to get people involved, “on track”, remain focused, interested and active

Rationale ......What’s in it for me?

The 4 Mat System...Different personalities

- What if?
- How? - requiring usability factors
- What? - requiring facts and figures
- Why? - seek meaning / reasons for doing

Whatever the thinking a certain trigger may be the initial reason and purpose to get started e.g. Health issue/injury from a Fall!
Applying - Social Marketing

Social marketing influences health behaviour through the use of marketing principles e.g. the use of 4 P

- **Product** – *what is being sold, including the behaviour and the associated benefits of that behaviour*
- **Price** - *the costs that the target adopters have to make and barriers they must overcome*
- **Placement** – *involves the channels by which the behaviour change takes place and where it is supported and encouraged*
- **Promotion** - *includes the means by which the change is delivered to the intended audience*

Applying – Social Marketing

Creating some direction towards behaviour change.

“The package of benefits must resonate among the intended audience. Perceived barriers to the desired behaviour must be alleviated or lessened, and the alternative behaviours need to provide more compelling benefits”


Considering and Assessing ..... 

“The advantages in current behaviour v disadvantages (negative effects) in the current behaviour. Modifying the expectancies or attitudes represents a fundamental step towards change”

(Glassman T. 2010)
Reasoning and Perceptions - Predictors

Perceived chance of success
- Confidence in self
- Control over health
- Perception of own health
- Support

Perceived importance of the goal
- Concerns over health
- Knowledge
- The wish to improve, be better and stay in control

Perceived costs – barriers
- Reduce health condition
- Multiple fears
- Negative experiences
- Language
- Culture
- Economics ....etc.

Inclination to remain the same
- Access
- Environment and weather

And much more dependent on factors & personal characteristics
Applying – Teaching & Communicating
Engaging; Connecting; Relating & Learning Together

An exercise program should try to accomplish 2 major goals

• Teach people why and how they can be physically active
• Motivate them to become involved and then follow through on accomplishing a lifelong commitment to physical activity

Consider ..........
• What we teach
• How we deliver it
• Why we teach it
• Who they are
• Who we are

Empowerment
• Learning
• Believing
• Doing
The Carrot or the Stick?

Communication..... Ways of Persuasion

• Reasoning
• Inspiring
• Asking;
• Feeling good (Ego stroking?)
• Dealing
• Favoursing
• Coercion
• Being a silent ally
• Being an authority figure
Etc.

NB. The most potent motivation for adults are internal pressures e.g. Self esteem, quality of life etc.
Applying – Leading

Characteristics

- Professional
- Enthusiastic
- A good role model
- Knowledgeable
- Encouraging, motivating and empathetic
- Flexible
- Well organized

You

- Open and friendly
- Clear presenter
- Effective teacher and communicator
- Innovative and creative
- Has a positive outlook
- Has a sense of mutual respect and trust
- Has a sense of fun
- Etc. etc. etc.
Achieving
Adhering ; Sustaining ……Keeping on Track

Right Approach…Right Attitude…

“The link must be forged between attitudes and behaviour if attitudes are to have any meaning at all. Attitudes that are not tied to behaviour are notoriously hollow, easy to change, and likely to evaporate unless strongly and persistently reinforced.......human nature being what it is, people must be engaged directly and behaviourally in an issue if their commitment and interest are to be sustained “

Hugh Mackay. Sydney Morning Herald. May 2011

I can do it!...I am able to do it! .... I want to do it!
It’s the Long Term Outcomes that Count!
(Getting the Best and Realistic Results - Summary)

• Effective marketing strategies
• Good, clear consistent communication messages
• Inspiring and motivating leadership
• Program (s) selection at the appropriate level(s)
• Multiple teaching methods and adaptations
• Behaviour change considerations and application
• Ongoing commitment and interest with active involvement
• Mentoring / Caring / Ongoing Support
Community Programs

Multiple ways to encourage and support people to be active are necessary and it is a continual, ongoing and evolving process.

There is No Magic Bullet. One Way Will Not, Can Not and Should Not Suit All and You’re Not Going To Win Everyone Over However Hard You Try!

Don’t worry about resistance, just keep working at things ........enjoy and believe in what you’re doing, finding creative ways and opportunities to achieve the overall results you are aiming for

Thank you