Mediators of Behavior Change

- The interventions you develop are considered to be mediators of exercise or physical activity behavior change.

- Common interventions are:
  - Individual (e.g. stage matched)
  - Group (e.g., social support, leader)
  - Environmental (e.g., safety, access to the facility, transportation)

- Your interventions should be based on the theories and models of physical activity
  - Self-determination,
  - Social-cognitive or self-efficacy
  - Transtheoretical model
  - Personal Investment, etc.
We cannot forget where the interventions are delivered.*

- Private and worksite programs
- Church programs
- Community programs
- Home based
- Mass media

*(After your target group has been identified, you must consider the site(s) where your campaign consisting of theory and model based interventions will be delivered)*
Determinates of who will adhere to exercise cannot not be forgotten!

<table>
<thead>
<tr>
<th>Demographic/Biological</th>
<th>Psychological</th>
<th>Behavioral</th>
</tr>
</thead>
<tbody>
<tr>
<td>Age</td>
<td>Barriers</td>
<td>Exercise intensity</td>
</tr>
<tr>
<td>Gender</td>
<td>Self-efficacy</td>
<td>Exercise duration</td>
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<tr>
<td>Ethnicity</td>
<td>Intention to exercise</td>
<td>Personality</td>
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<tr>
<td>Income</td>
<td>Attitude toward exercise</td>
<td>Perceived effort in exercising</td>
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<tr>
<td>Occupation</td>
<td>Enjoyment of exercise</td>
<td>Smokes</td>
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<tr>
<td>Education</td>
<td>Body image</td>
<td>Eats a healthy diet</td>
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<tr>
<td>Biomedical Status</td>
<td></td>
<td>History of being an exerciser or athlete</td>
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</tbody>
</table>
Adherence Determinates

Positive Correlates
- Young, well educated
- White, white collar occupation
- Male
- Healthy
- Enjoys exercise
- High intention to exercise
- High exercise self-efficacy
- Extraversion and conscientiousness
- Eats a healthy diet
- Low perceived barriers
- High body image
- Safe environment in which to PA
- History of being an athlete

Negative Correlates
- Neuroticism or mood swings
- High perceived barriers
- Low self-efficacy or intention to exercise
- Low perceived exercise competency
- Not healthy or injured or disabled
- Lowly educated
- Hispanic or Black
- Female (especially single mom’s)
- Aged
- Low perceived enjoyment or body image
- Smoker (key to lifestyle behavior)
- Blue collar occupation
- Lack of access in or of a PA facility*
- Overweight or obese
Factors that enhance physical activity (textbook)

- Behavior interventions
- Self-efficacy
- Social support*
- Decision balance differences between Stages
- Outcome expectation
- Enjoyment
Behavioral Interventions

- Exercise Logs
- Goal setting
- Exercise Behavior Change Contract
- Rewards & punishment
- Feedback
- Process of Change inventory
Social Support

- Types of social support
  - Tangible (e.g., pay the cost of the program)
  - Informational (e.g., friend informs you about the program)
  - Emotional (e.g., spouse let you know how well you look)
  - Appraising (e.g., providing them feedback about their progress)
Decision Balance Differences

- Refers to a person’s perception of the benefits of physical activity as compared to the negative aspects.

- Differences in one’s decisional balance relates to the client’s stage of motivational readiness:
  - Stages 1 & 2: Perceives more barriers than benefits
  - Stages 3, 4, & 5: Perceives more benefits than barriers.

- Research indicates that the longer you have the client involved in PA and exercise the greater benefits one sees to exercise and PA.
Outcome expectations

- The value the client places on the outcome or consequence he or she believes will occur as a result of being physically active or exercise.
  - Some outcome are short (e.g., feeling energized, more confident)
  - Some outcome are long to achieve (e.g., weight loss and body composition)

- People who have set high expectations are more likely to adopt and maintain regular physical activity and exercise
Enjoyment

- Clients who enjoy exercise and physical activity tend to be adhered to exercise.

- PFT trainers need to help the client enjoy their workout or program.
Determining the program based on theories and models are effective.

- Function of moderators and Mediators

- Moderators is a factor that take your members or clients and groups them in subgroups (e.g., by age, gender, obesity, race, income, motivation)
  - When I classify a person in a category (e.g., women, single parent) then I can provide interventions that will reduce her risk non adherence.

- Mediators a factor that help the client personally change their exercise or PA activity level.
  - Prior to the women above exercising, I determine her barriers to exercises. By removing these barriers changes the perceptions of women ability to exercise.