



Adapting, Implementing, and Evaluating an Evidence-Based Community Intervention to Promote Physical Activity in a Midsize Rural Town

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We have no other relationships to disclose.

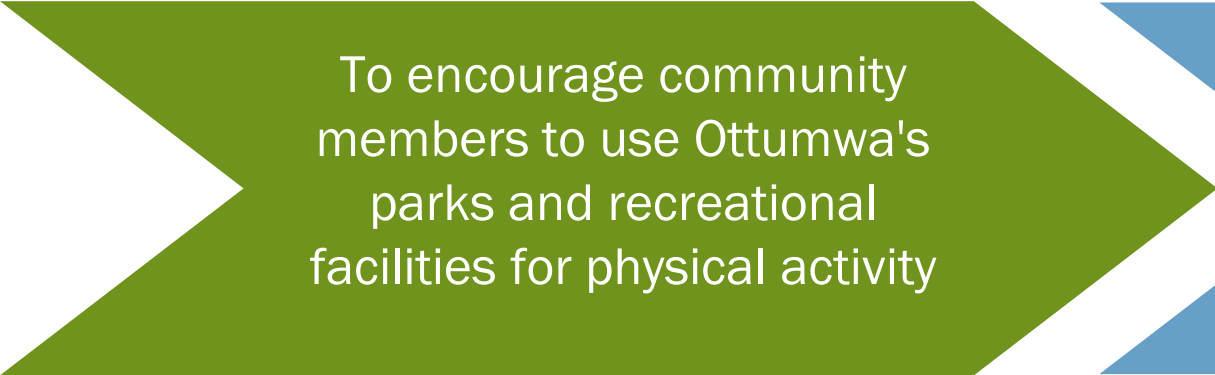




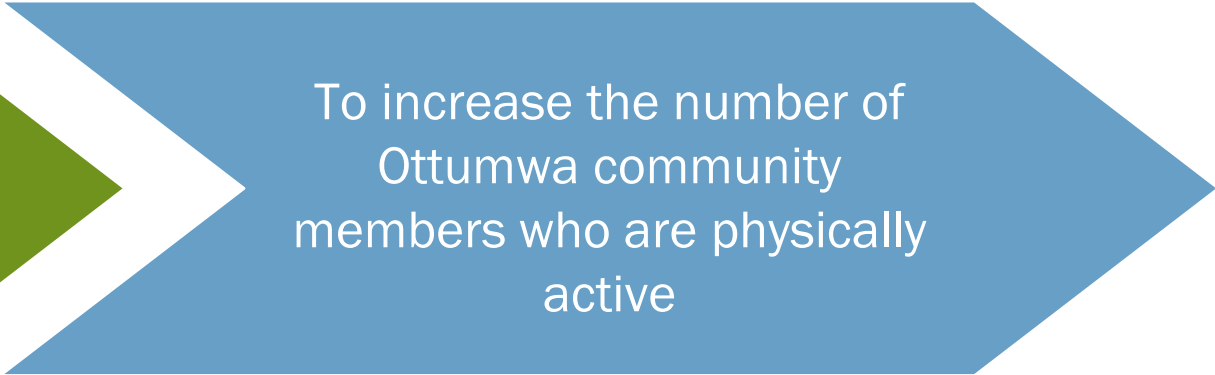
Active Ottumwa Aims

GOAL: To promote healthy lifestyles by actively partnering with the community to create physical activity opportunities for adults in Ottumwa.

AIM: To adapt and implement evidence-based strategies recommended by the Winnable Battles initiative and the Community Guide for PA in Ottumwa, a micropolitan new destination community in a rural state to:



To encourage community members to use Ottumwa's parks and recreational facilities for physical activity



To increase the number of Ottumwa community members who are physically active

WHY OTTUMWA, IOWA?

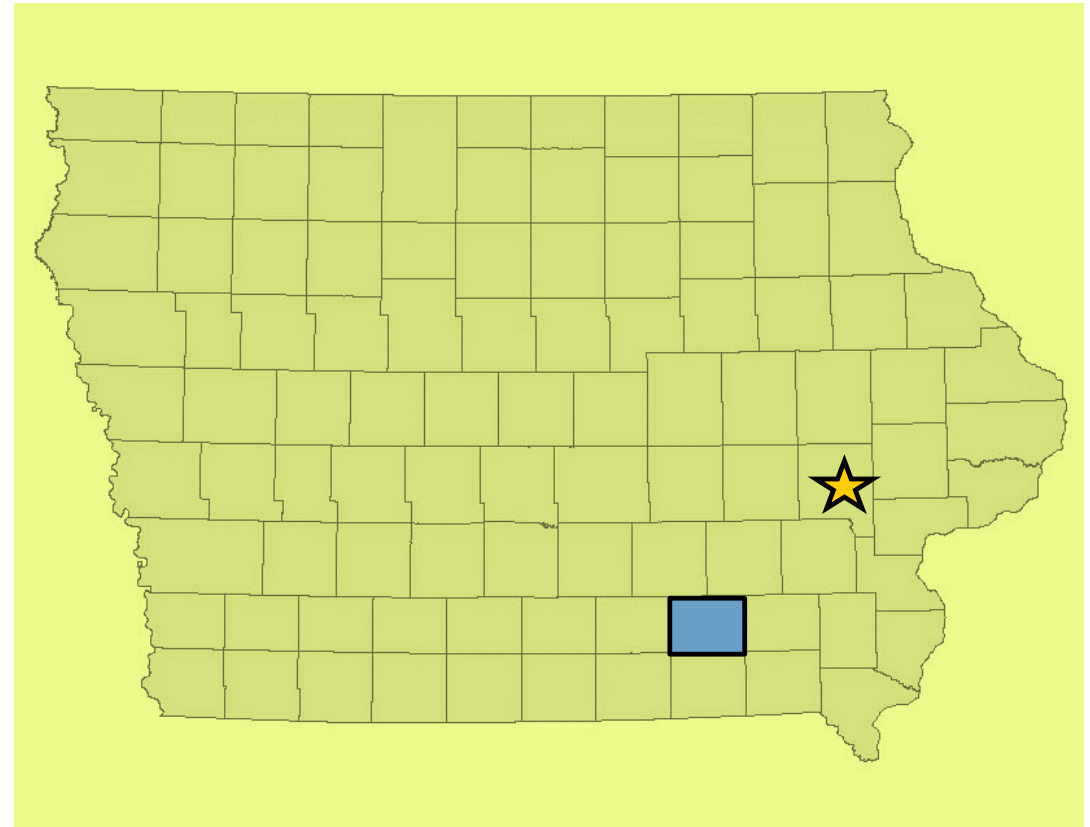
As of 2018:

Thirty two percent of Wapello County residents were physically inactive

99th out of 99 counties in health behaviors and health factors

98th in quality of life

Micropolitan community in Iowa



Understanding Rurality

Geography



A micropolitan community in Wapello, County

Demographics



New destination community



High poverty rates

Occupation



1. Pork Production



2. Agricultural Equip



3. Medical Field

Digital Divide



8th out of 99 counties in Broadband access



Above average on the U.S. digital divide index

Access to Care

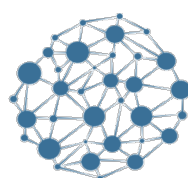
99

Rank out of 99 counties in RWJF's health behaviors



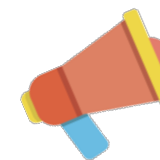
Ongoing downtown revitalization projects

Social Capital



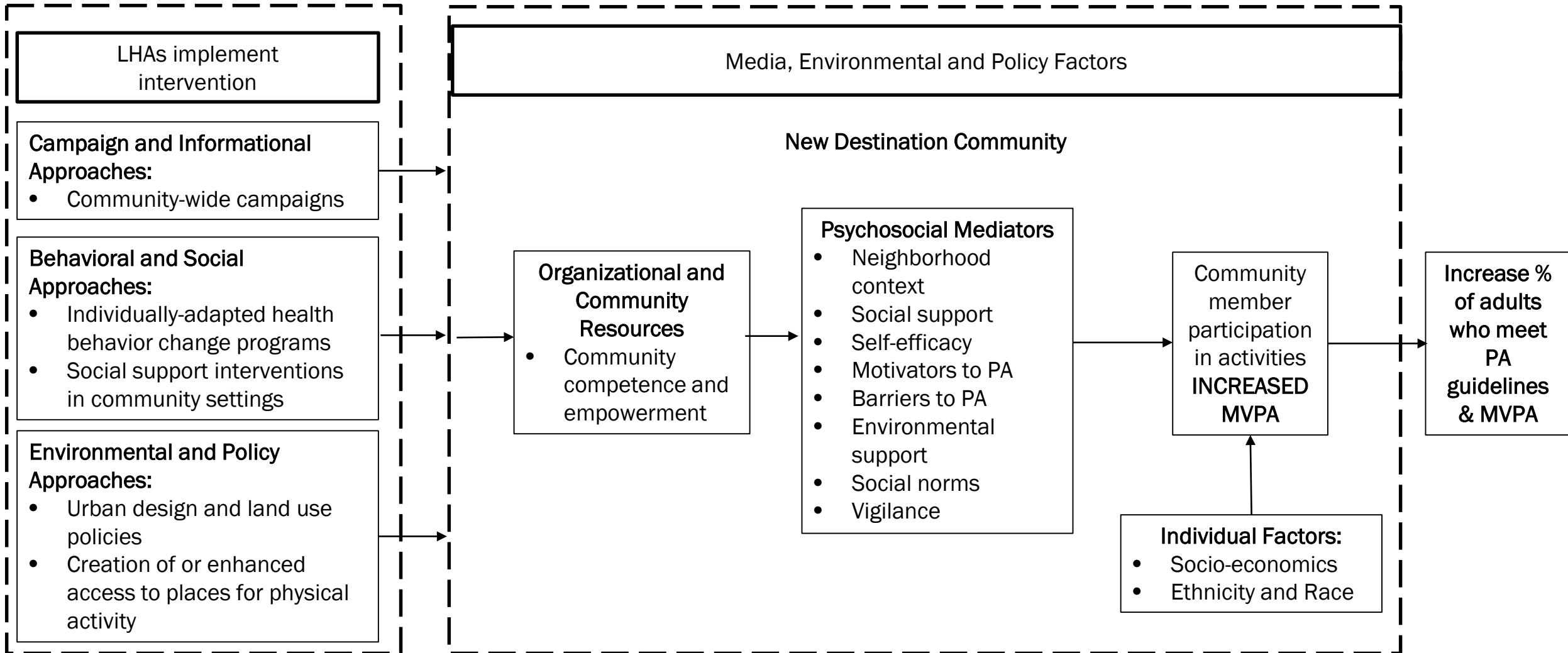
86th out of 99 counties on Penn State's social capital index

Political Voice



Low voter turnout (96th out of 99 counties)

Conceptual Model





community	<h2>Environmental & Policy</h2>	<ul style="list-style-type: none">• MAINTENANCE• IMPLEMENTATION• ADOPTION
interpersonal	<h2>Campaign & Information</h2>	<ul style="list-style-type: none">• MAINTENANCE• IMPLEMENTATION• REACH
individual	<h2>Behavioral & Social</h2>	<ul style="list-style-type: none">• EFFECTIVENES• REACH

- MAINTENANCE
- IMPLEMENTATION
- ADOPTION

Campaign & Information

- MAINTENANCE
- IMPLEMENTATION
- REACH

Behavioral & Social

- EFFECTIVENES
- REACH

ADAPTATION

Campaigns & Informational

Cultural Context

- New destination city
- Community identity

Behavioral & Social

Geographic Context

- Existing social networks
- Use of social media

Environmental & Policy

Social Context

- Seasonality
- Community size
- Community resources



ACTIVE OTTUMWA

Menu of Activities

IMPLEMENTATION

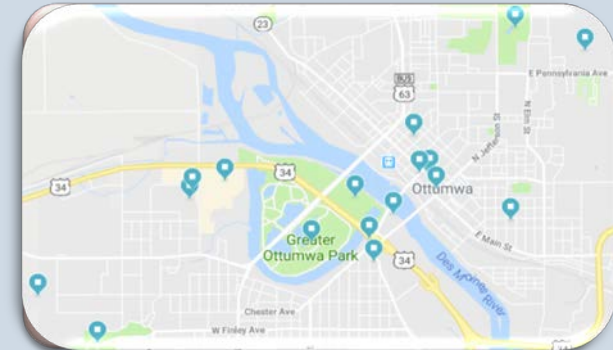
Menu of Activities



Informational
Strategies



Motivational
and Support
Strategies



Environmental
Strategies

Informational Strategies

- Television, radio, newspaper
- Website and Social Media
- Public Health programs (ex: community events)
- Marketing Campaign

A screenshot of the Active Ottumwa website. The header includes 'THE UNIVERSITY OF IOWA' and 'College of Public Health'. The main content area features a 'Welcome!' message, a 'LEARN MORE' button, and an 'UPCOMING EVENTS' section. The events list includes 'WATER WALKING AND MORE!', 'TAI CHI', 'WALKING GROUP', 'MALL WALKING GROUP', and 'BRISK WALKING GROUP'. A calendar for February 2017 is also visible, showing dates from 1 to 28.

THE UNIVERSITY OF IOWA PREVENTION RESEARCH CENTER OFFERS WORKSHOPS, SEMINARS AND EVENTS FOR THE COMMUNITY. DISCOVER WHAT WE HAVE TO OFFER YOU!

FEBRUARY 2017						
S	M	T	W	T	F	S
			1	2	3	4
5	6	7	8	9	10	11
12	13	14	15	16	17	18
19	20	21	22	23	24	25
26	27	28				



Motivational and Social Support



Individual
Needs



Positive
Reinforcement



"Buddy"
Contracts



Goal
Setting



Active
Lifestyle
Mindset



Reducing
Barriers



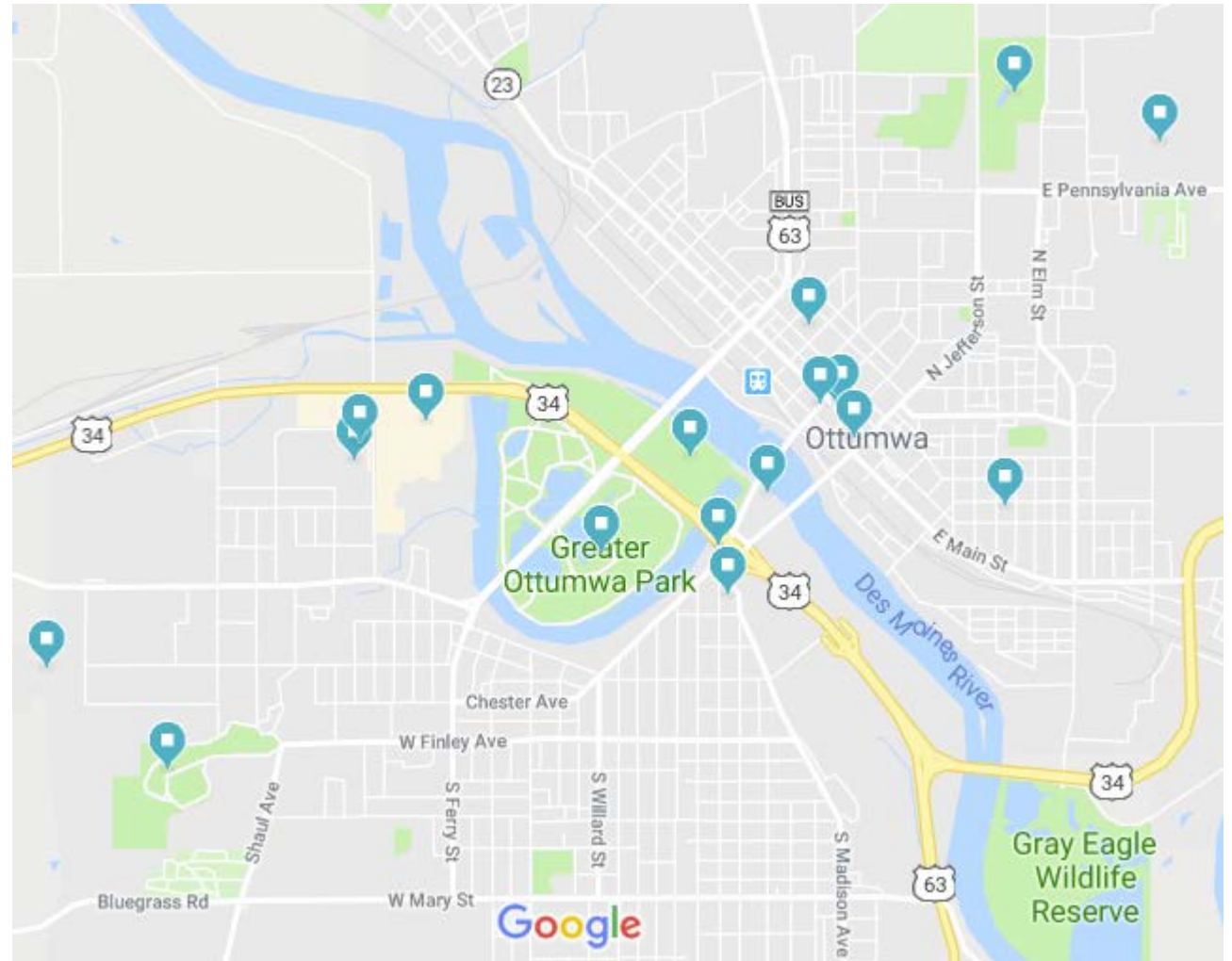
Health
Education



**Physical Activity
Leaders (PALs)**

Environmental

- Increased free Physical Activity programming
- Physical Activity locations expanded
- Discussions around complete streets
- Relationships between city decision makers



	Definition	Measured Through
R each	Determine who and how we reach the community	Process measures Cohort survey
E ffectiveness	Determine effect of the intervention on physical activity	Cohort accelerometry data Community Survey
A doption	Determine the institutional and community support to deliver my intervention	Process measures
I mplementation	Determine the intervention is delivered as planned	Process measures
M aintenance	Determine sustainability and maintenance of program's activities	Process measures

REACH: PAID MEDIA CAMPAIGN

Media Format	Number of Spots	Reach
Television	208 Commercials	239,000 impressions
Radio	380 English/72 Spanish	Unrated/Unknown
Theater	2,550 Ads	85,100-119,000
Facebook	Makeover and 3 boosted posts	14,647 (organic and paid)

REACH: COMMUNITY OUTREACH

145

Community Events Attended



9,235

Marketing Materials Distributed



Over

1,800

total page followers






REACH: COMMUNITY SURVEY (n=956)



*Have you heard of
AO?*

55%


of surveyed Ottumwa residents
had heard of the Active
Ottumwa Program.



*Have you thought of becoming
more active due to AO messages?*

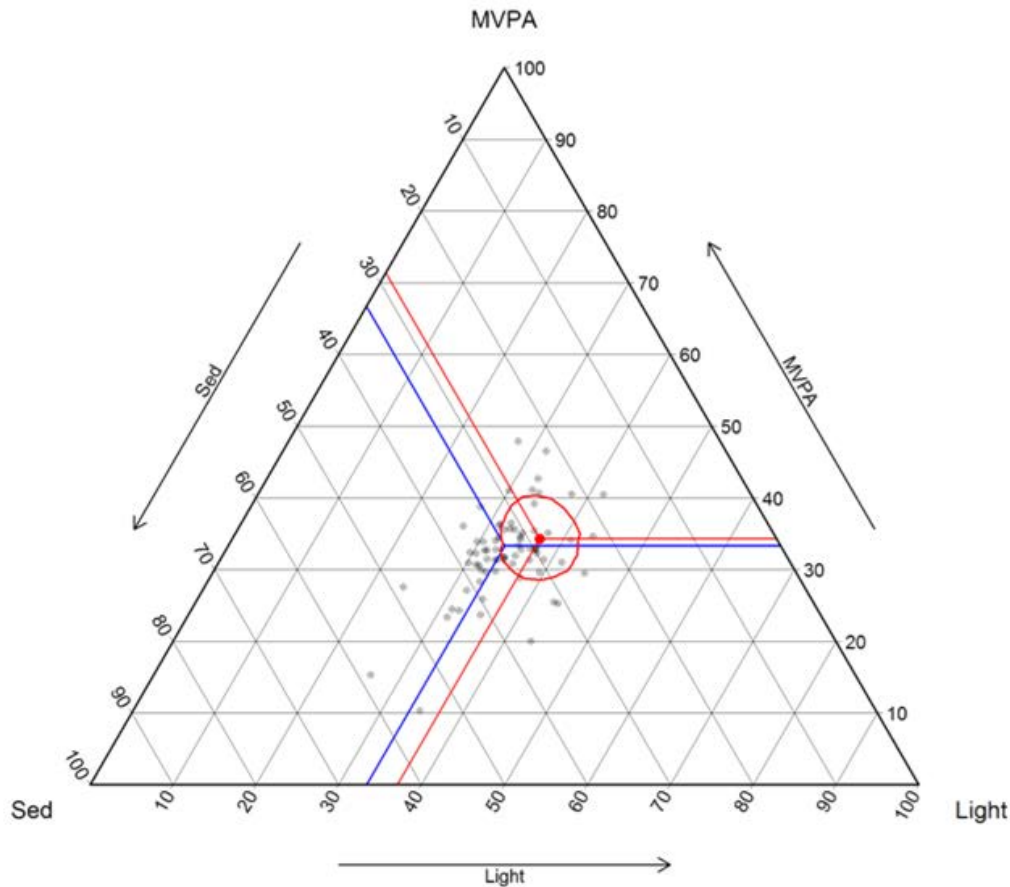
63%

of surveyed Ottumwa residents
said they had thought of
becoming more active due to
Active Ottumwa messages.



EFFECTIVENESS:

Compositional Slope Baseline-24 mo.



REDUCTION of
sedentary activity



INCREASE in light
activity



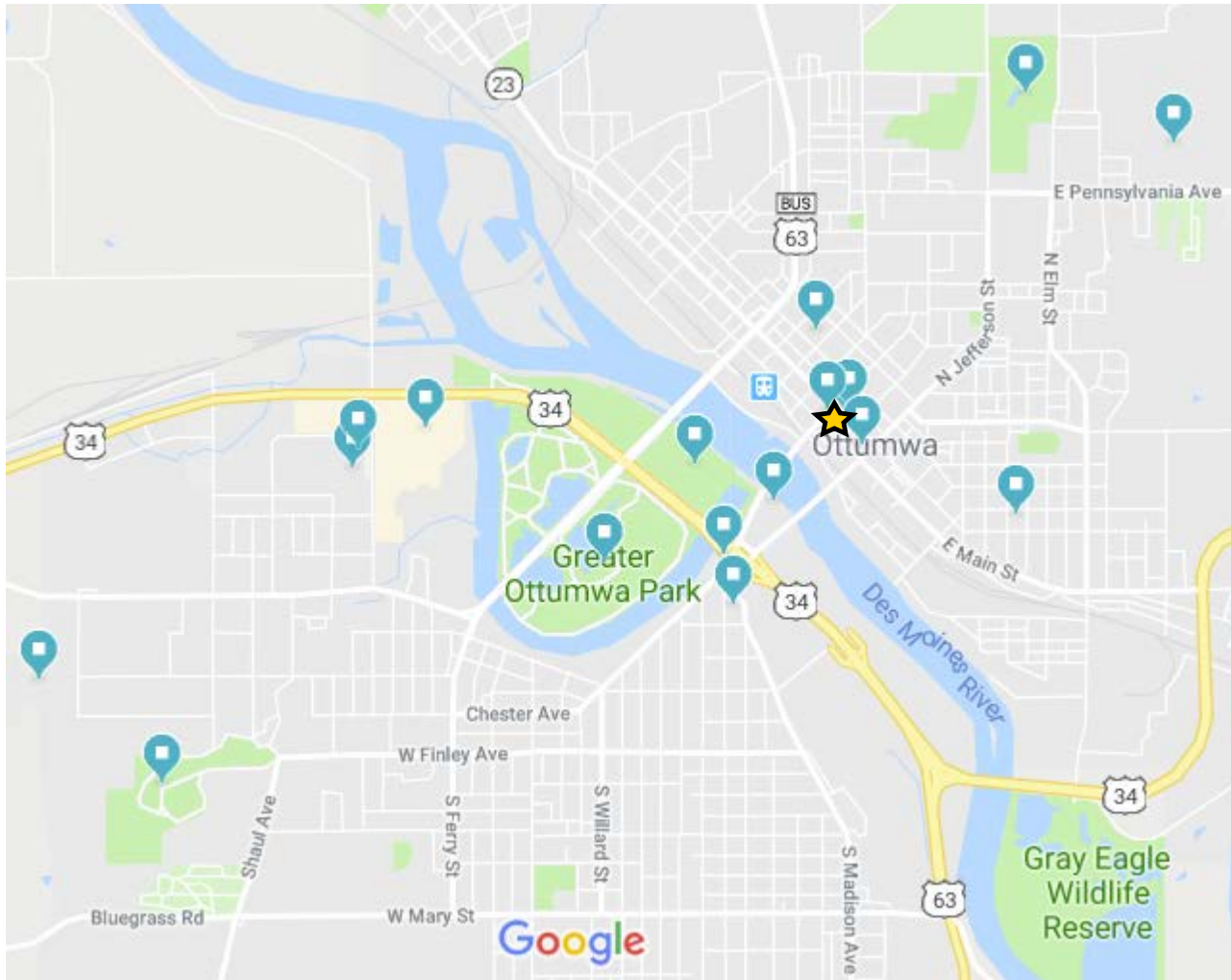
ADOPTION: COMMUNITY SUPPORT

80+ Supporting Organizations

63 Trained PALs



ADOPTION: INSTITUTIONAL SUPPORT



25 different organization locations have agreed to allow AO to use space for classes

- AO Office
- Beach Ottumwa
- Beach/Levee
- Bridge View Center
- Crisis Center
- Downtown Fitness
- Greater Ottumwa Park
- Hampton Inn
- Hartland Humane
- Market on Main
- Memorial Park
- ORHC
- Ottumwa Cemetery
- Ottumwa Park
- Ottumwa Public Library
- Quincy Place Mall
- St. Mary's Church
- Temple Studio
- Wilson Elementary
- YMCA
- Jimmy Jones Shelter
- Wildwood Park
- Work it Out Fitness Studio
- Good Samaritan
- Trails



IMPLEMENTATION

June 2016 - May 2018

887 activities

8.5 hours each week

93.8% indoors

MAINTENANCE

June 2018 - May 2019

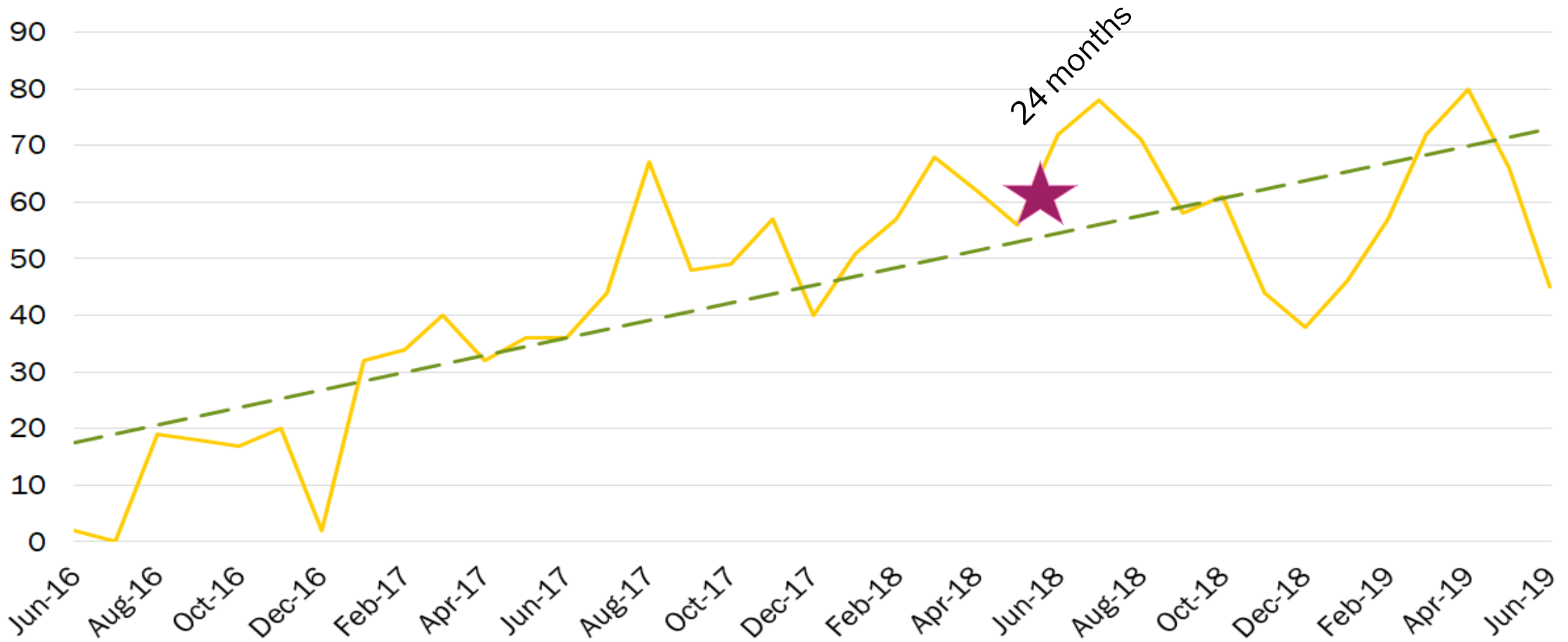
798 activities

14.5 hours each week

76.9% indoors

IMPLEMENTATION

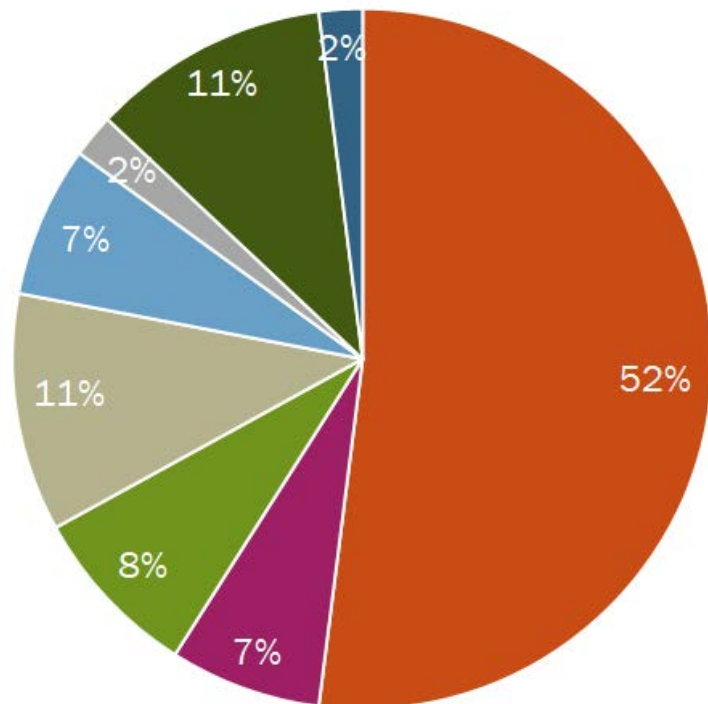
MAINTENANCE



Activities offered June 2016 – June 2019

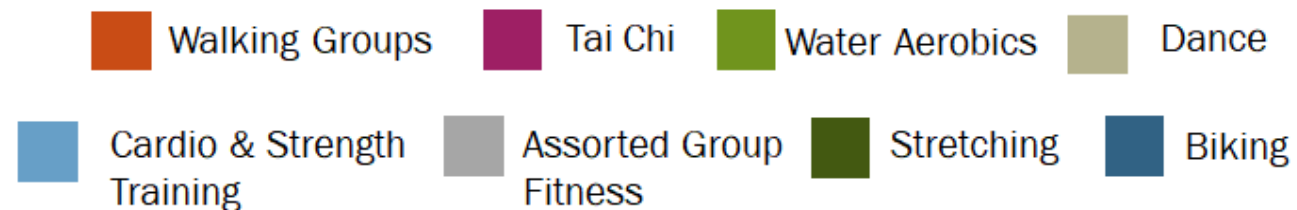
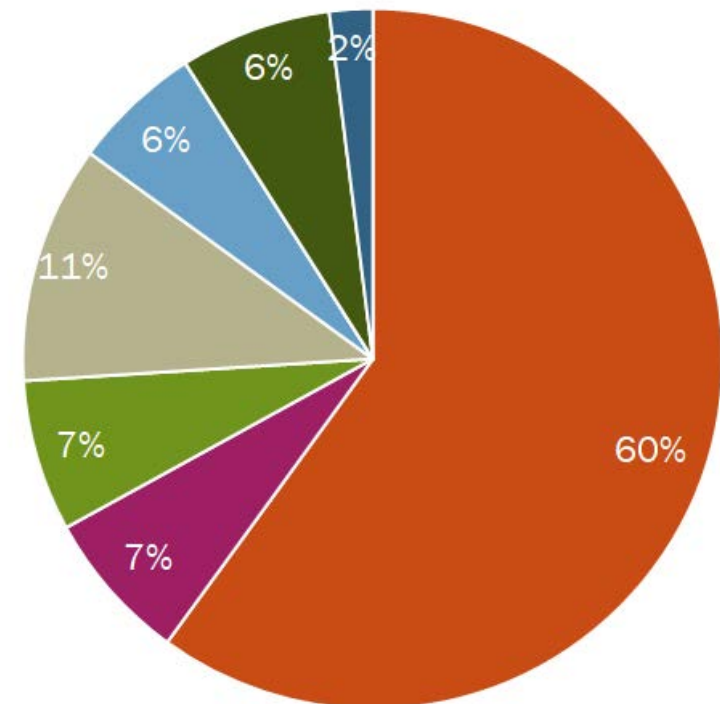
IMPLEMENTATION

June 2016 - May 2018



MAINTENANCE

June 2018 - May 2019



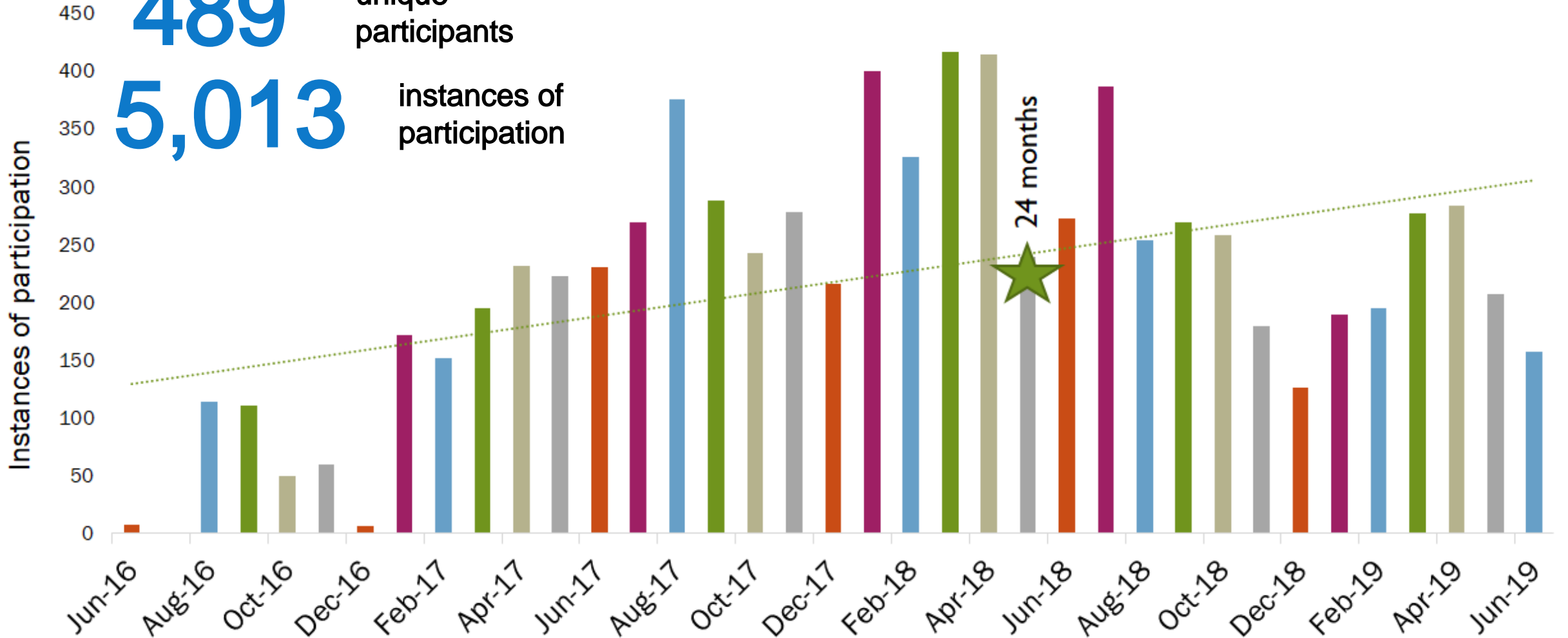
REACH

489

unique participants

5,013

instances of participation



Activities offered June 2016 – June 2019

MAINTENANCE

June 2016 – June 2019

**Over
60%**
came back to
AO classes
(n=430)



PAL MAINTENANCE

June 2016 – June 2019

12

Average PALs
active per month

6-20

PALs active per
month



IMPLICATIONS



Attention to contextual factors



Rigorous Evaluation



Participatory Implementation

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