

## #67 FIT & FAB, LEADING BEHAVIOURAL CHANGE UNIVERSITY OF BRISTOL

Journal, 2012

**Topic for advocacy** HEPA - Physical Activity and Health

<http://www.thensmc.com/sites/default/files/FitFab.pdf>  
<http://southmeadsfitandfab.blogspot.dk/>

### Description of the good example

Fit & Fab was a low-cost campaign intervention designed by researchers at Bristol University, to increase the level of physical activity amongst residents of Southmead, which is a low income neighbourhood in the city. It has been done by using a community-level social marketing approach. The campaign was run by researchers from 2010 until 2011 and from that point became adopted and managed by the local leisure centre. The campaign was designed to overcome barriers and increase recruitment and adherence to organised physical activity. The kind of research which fully tests community-level social marketing interventions and targets disadvantaged groups, while being underpinned by a theoretical model is very limited. This project was designed to provide good quality evidence to guide practitioners in trying to improve health behaviours of a low-income communities.

### Target - Who can best use this example or document?

Local and health community workers, local and national governments, department of health / nutrition, charities, local councils.

*\*All information in this entry is sourced from the link above and contact mentioned in the document.*

### Highlights and outcomes

#### Why could it be useful for your organisation and advocacy?

The study has shown that a community-level social marketing intervention can indeed increase the levels of recruitment and the attendance at organised physical activity sessions. It has also shown that social marketing intervention can generate solid levels of recruitment, excellent levels of attendance and reasonable adherence towards an organised physical activity. It appears, that this intervention would be suitable for implementation in communities similar to the intervention area.

### Learning points - What can we learn from it?

Community-level social interventions can have a large impact on the smaller low-income areas and can also attract participants from outside the area.

#### Further information

University of Bristol

[j.withall@bath.ac.uk](mailto:j.withall@bath.ac.uk)

<http://southmeadsfitandfab.blogspot.dk/>