

Health Promotion



In Brief

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THE SCIENCE OF HEALTH PROMOTION

Interventions

- Fitness**
- Susan S. Levy 345 **Effects of a Self-determination Theory-based Mail-mediated Intervention on Adults' Exercise Behavior**
Bradley J. Cardinal
One hundred eighty-five volunteers were randomly assigned to a control, intervention, or intervention-plus-booster group. Controls received an American Heart Association physical activity facts packet. The intervention group received a four-page packet designed to promote perceptions of autonomy, competence, and relatedness with regard to exercise. The booster group received a postcard emphasizing the points in the earlier packet. Compliance in reading and using the materials was low and there were no significant differences between the intervention and control groups in exercise levels or other variables. The intervention may have been too minimal to have an impact.
- Paul Estabrooks 350 **The Relationships Between Delivery Agents' Physical Activity Level and the Likelihood of Implementing a Physical Activity Program**
Michael Bradshaw
Elizabeth Fox
Joseph Berg
David A. Dzewaltowski
Among the 91 county agents responsible for health promotion in Kansas, those who were physically active were 14.12 times more likely to implement the Walk Kansas Program developed at the state level, after controlling for self-efficacy and value of exercise. Raw implementation rates were 69% among those who were active, 41% among those who were less active, and 11% among those who were inactive.
- Kelly C. Juniper 354 **The Relationships Among Constructs in the Health Belief Model and the Transtheoretical Model Among African-American College Women for Physical Activity**
Roy F. Oman
Robert M. Hamm
Dave S. Kerby
A study of a convenience sample of 233 African-American college students showed that perceived barriers to physical activity were progressively lower and perceived severity of consequences and self-efficacy were progressively higher for the more advanced stages (maintenance, action) of the transtheoretical model than the less advanced stages (precontemplation, contemplation).
- Smoking Control**
- Peggy Reynolds 358 **Prevalence and Patterns of Environmental Tobacco Smoke Exposures Among California Teachers**
Debbie E. Goldberg
Susan Hurley
The California Teachers Study Steering Committee
Exposure to environmental tobacco smoke was analyzed among 61,889 California teachers who were lifetime never smokers and responded to a questionnaire in 1997. Lifetime exposure was lowest (67%) among women 20-29 and highest among women 40-49. Prior to 1970, households were the primary exposure setting, and peaked in the 1950s at 37%. During the 1980s, the workplace was the primary exposure setting at 28% and home and work were comparable in the 1990s at 10%. Childhood exposure was greater than adulthood exposure for all age groups.
- Nina L. Alesci 366 **Does a Health Plan Effort to Increase Smokers' Awareness of Cessation Medication Coverage Increase Utilization and Cessation?**
Raymond G. Boyle
Gestur Davidson
Leif I. Solberg
Sanne Magnan
A sample of 1930 smokers who were members of a Minnesota health plan were randomly assigned to receive information about a smoking cessation medication benefit by standard contract language changes communicated with all other changes at annual enrollment or to also receive two informational postcards. Those who received the postcard were more aware of the benefit (39.0% vs. 22.2%), but did not have higher utilization of Bupropion, nicotine replacement therapy utilization, or cessation rates.

Strategies

- Behavior Change**
- Keiko Honda 370 **Factors Underlying Variation in Receipt of Physician Advice on Diet and Exercise: Applications of the Behavioral Model of Health Care Utilization**
Among respondents to the 2000 National Health Interview Survey who had seen a physician in the past 12 months, 21.3% had received advice on diet and 24.5% on exercise. Those who were middle-aged (AOR = 1.14) and had a college degree (AOR = 1.78), used hospital outpatient clinic for usual care (AOR = 2.36), had poor self rated health status (AOR =) and were obese (AOR =) were more likely to receive advice. African-Americans (AOR = .78), and foreign-born immigrants (AOR = .57) were less likely to receive advice.
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Applications

- Health Promoting Community Design**
- Beth E. Molnar 378 **Unsafe to Play? Neighborhood Disorder and Lack of Safety Predict Reduced Physical Activity Among Urban Children and Adolescents**
Data from the 1990 census, videotaped observations from 80 Chicago neighborhoods, and personal interviews with primary caregivers of 1516 youth aged 11–16 were used to determine the relationship between amount of time spent in recreational physical activity and neighborhood factors. Univariate analysis showed a greater amount of time was spent in recreational physical activity for youth with higher SES (100%), white race (42%), lower BMI (29%), higher levels of education in the neighborhood (70%), more neighborhood social order (79%), less physical neighborhood disorder (73%), and safer neighborhoods (100%). Multivariate analysis controlling for gender, age, SES, ethnicity, and BMI showed that neighborhood social disorder and neighborhood safety were still statistical predictors of the amount of recreational physical activity.
- Ann P. Rafferty 387 **Proportion of Trips Made by Walking: Estimating a State-level Baseline for *Healthy People 2010* Objective 22-14**
Four questions related to short trips made by walking were added to the Behavioral Risk Factor Surveillance System (BRFSS) for the 3808 people interviewed in Michigan in 2001. Three-quarters of Michigan residents took short trips within the seven days previous to the interview, but only 36% walked at least one of those trips. Overall, 21% of short trips were walked among this group.
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Research Methods

- Abstracts 392 **16 abstracts are featured from a variety of publications.**
- DataBase: Research and Evaluation Results 398 **Four new studies are critiqued and added to the DataBase chart.**
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The Art of Health Promotion

- Larry S. Chapman 1 **Serving Special Populations With Health Promotion**
This edition of the Art of Health Promotion provides a very useful focus on three special population groups that can benefit from unique approaches to health promotion. These three populations include: older adults, employees and students of institutions for higher education and racial and ethnic populations. Each of these special population groups provide some discrete and noteworthy challenges for the delivery of health promotion programming. A panel of contributing authors for each population has addressed these challenges, providing a sense of the importance of health promotion to each population, special health promotion practices and a conclusion with references and resources.
- David Haber 1 **Serving Older Adults With Health Promotion**
- Patricia Fabiano 6 **Serving Higher Education Communities With Health Promotion**
- Paula Lee Swinford 8 **Serving Racial and Ethnic Populations With Health Promotion**
- Joseph G. Grzywacz
Shari McMahan
Janet R. Hurley
Daniel Stokols
Kimari Phillips
- Larry S. Chapman 12 **Closing Thoughts**
Editorial comments on the need for stronger advocacy for these special population groups are offered in the Closing Thoughts column.