

Fun and Fit Norfolk: Evaluating different methods of recruiting and engaging inactive individuals into sport

Submission date 26/02/2014	Recruitment status No longer recruiting	<input type="checkbox"/> Prospectively registered <input type="checkbox"/> Protocol
Registration date 26/02/2014	Overall study status Completed	<input type="checkbox"/> Statistical analysis plan <input type="checkbox"/> Results
Last Edited 09/06/2016	Condition category Other	<input type="checkbox"/> Individual participant data <input type="checkbox"/> Record updated in last year

Plain English summary of protocol

Background and study aims

Physical inactivity is one of the leading causes of death globally. As little as 30 minutes of moderate intensity physical activity, 5 times a week has been proven to help manage and prevent numerous chronic conditions. In England about a third of adults are insufficiently active. There is therefore a need for efforts to promote physical activity in inactive people. The aim of this study is to provide evidence for future physical activity interventions by evaluating different methods of recruiting inactive people into sport.

Who can participate?

People aged over 16 who are currently undertaking less than 30 minutes of moderate-vigorous physical activity a week.

What does the study involve?

This study aims to identify adults across Norfolk who are inactive and recruit them into a variety of activities using the following methods: activity recommendations by GPs and Pharmacists, lifestyle groups (e.g., slimming clubs and smoking cessation), and mass marketing (mailing, social media, advertising). Once recruited participants who meet the eligibility criteria of doing less than 30 mins per week of physical activity are able to sign up for a 10-week course in the activity of their choice. At the start of the study participant information, method of recruitment and measures of physical activity are collected using a questionnaire. Throughout the intervention uptake and participation are monitored using a register. Follow-up physical activity data is collected using questionnaires at the end of the course and at 6 and 12 month intervals. Satisfaction with the intervention is also measured upon completion of the intervention and used to improve later interventions.

What are the possible benefits and risks of participating?

Physical activity has been shown to have physical and psychological health benefits. Participating in sport regularly also promotes social interaction. There is a risk of developing an injury performing physical activity, but we aim to avoid this by offering professional coaches, suitable facilities and introductory level activity courses.

Where is the study run from?
University of East Anglia (UK)

When is the study starting and how long is it expected to run for?
February 2014 to December 2016

Who is funding the study?
Sport England (UK)

Who is the main contact?
Prof. Marc Suhrcke
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Study website
<http://funandfitnorfolk.org>

Contact information

Type(s)
Scientific

Contact name
Prof Marc Suhrcke

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Additional identifiers

EudraCT/CTIS number

IRAS number

ClinicalTrials.gov number

Secondary identifying numbers
16073

Study information

Scientific Title
Fun and Fit Norfolk: Evaluating different methods of recruiting and engaging inactive individuals into sport

Acronym

Fun and Fit Norfolk (Version 1)

Study objectives

Physical inactivity is one of the leading causes of death globally. As little as 30 minutes of moderate intensity physical activity (PA), 5 times a week has been proven to help manage and prevent numerous chronic conditions. In England approximately a third of adults are insufficiently active. There is therefore a need for efforts to promote PA in inactive individuals in order to gain positive public health benefits.

The purpose of the project is to provide evidence for future PA interventions by evaluating different methods of recruiting inactive people into sport. The project has been funded by Sport England, Active Norfolk, Norfolk County Council and Public Health Norfolk.

Ethics approval required

Old ethics approval format

Ethics approval(s)

First MREC approval date 17/02/2014, ref. 14EE0004

Study design

Non-randomised; Interventional; Design type: Prevention

Primary study design

Interventional

Secondary study design

Non randomised study

Study setting(s)

Community

Study type(s)

Prevention

Participant information sheet

Not available in web format, please use contact details to request a participant information sheet

Health condition(s) or problem(s) studied

Topic: Primary Care Research Network for England; Subtopic: Not Assigned; Disease: All Diseases

Interventions

We will aim to identify adults across Norfolk who are inactive and recruit them into a variety of activities using the following methods:

1. Active: Activity Recommendation by GPs and Pharmacists
2. Semiactive: Lifestyle groups (e.g. Slimming clubs and Smoking Cessation)
3. Passive: Mass marketing (mailing, social media, advertising)

Once recruited participants who meet the eligibility criteria of doing less than 30 mins/week of PA will be able to signup for a 10 week course in the activity of their choice. The intervention will

consist of ten weekly one-hour activity sessions run by professionally qualified and insured coaches at suitable venues across Norfolk.

Data Collection:

Before: Baseline data will be collected using a questionnaire and will include demographic and participant information, method of recruitment and measures of physical activity.

During: Throughout the intervention uptake and participation will be monitored using a register.

After: Follow up physical activity data will be collected using questionnaires at the end of the course and at 6 and 12 month intervals. Satisfaction with the intervention will also be measured upon completion of the intervention and used to improve later interventions for this population.

Follow Up Length: 12 month(s); **Study Entry :** Registration only

Intervention Type

Behavioural

Primary outcome measure

Recruitment method; Timepoint(s): Baseline

Secondary outcome measures

Weekly physical activity; Timepoint(s): Baseline, end of intervention, 6 and 12 months

Overall study start date

17/02/2014

Completion date

01/12/2016

Eligibility

Key inclusion criteria

1. Must be over 16 years old
2. Currently undertaking less than 30 minutes of moderate-vigorous physical activity a week

Participant type(s)

Other

Age group

Adult

Sex

Both

Target number of participants

Planned Sample Size: 3000; UK Sample Size: 3000

Key exclusion criteria

1. Under 16 years old
2. Currently undertaking more than 30 minutes of moderate-vigorous physical activity a week
3. Health contraindications to physical activity

Date of first enrolment

17/02/2014

Date of final enrolment

01/12/2016

Locations

Countries of recruitment

England

United Kingdom

Study participating centre

University of East Anglia

Norwich

United Kingdom

NR3 2BS

Sponsor information

Organisation

Norfolk Primary Care Trust (PCT) (UK)

Sponsor details

Lakeside 400

Old Chapel Way

Broadland Business Park

Norwich

England

United Kingdom

NR7 0WG

Sponsor type

Hospital/treatment centre

ROR

<https://ror.org/00xkkpn05>

Funder(s)

Funder type

Government

Funder Name

Sport England (UK); Grant Codes: 2012021349

Results and Publications

Publication and dissemination plan

Not provided at time of registration

Intention to publish date

Individual participant data (IPD) sharing plan

IPD sharing plan summary

Not provided at time of registration