

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

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<b>Registration date</b> 26/02/2014	<b>Overall study status</b> Completed	<input type="checkbox"/> Statistical analysis plan <input type="checkbox"/> Results
<b>Last Edited</b> 09/06/2016	<b>Condition category</b> 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  
m.suhrcke@uea.ac.uk

## Contact information

**Type(s)**  
Scientific

**Contact name**  
Prof Marc Suhrcke

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## Additional identifiers

**Protocol serial number**  
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

### **Study type(s)**

Prevention

### **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 sign up 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(s)**

Recruitment method; Timepoint(s): Baseline

**Key secondary outcome(s)**

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

**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

**Healthy volunteers allowed**

No

**Age group**

Adult

**Sex**

All

**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**

United Kingdom

England

**Study participating centre**  
**University of East Anglia**  
Norwich  
United Kingdom  
NR3 2BS

## Sponsor information

**Organisation**  
Norfolk Primary Care Trust (PCT) (UK)

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

## Funder(s)

**Funder type**  
Government

**Funder Name**  
Sport England (UK); Grant Codes: 2012021349

## Results and Publications

**Individual participant data (IPD) sharing plan**

**IPD sharing plan summary**  
Not provided at time of registration

### Study outputs

Output type	Details	Date created	Date added	Peer reviewed?	Patient-facing?
<a href="#">Study website</a>	Study website	11/11/2025	11/11/2025	No	Yes