

NSW Implementation Plan for Social Marketing

NATIONAL PARTNERSHIP AGREEMENT ON PREVENTIVE HEALTH

NOTE: The Australian Government may publish all or components of this jurisdictional implementation plan, following initial consultation with the jurisdiction, without notice in public documents pertaining to the National Partnership Agreement.

PRELIMINARIES

1. This Implementation Plan is created subject to the provisions of the National Partnership Agreement on Preventive Health (NPAPH) and should be read in conjunction with that Agreement. The objective in the National Partnership is to address the rising prevalence of lifestyle related chronic diseases, by:
 - 1.1 laying the foundations for healthy behaviours in the daily lives of Australians through social marketing efforts and the national roll out of programs supporting healthy lifestyles; and
 - 1.2 supporting these programs and the subsequent evolution of policy with the enabling infrastructure for evidence-based policy design and coordinated implementation.

The measures funded through this Agreement include provisions for the particular needs of socio-economically disadvantaged Australians, and those, especially young women, who are vulnerable to eating disorders.

2. The Measure Up initiative provides funding to support implementation of healthy lifestyle programs to complement the national social marketing campaign by providing reinforcing local level activities that support the campaign messages.
3. Under the Social Marketing initiative jurisdictions are responsible for developing programs that may include a range of different activities. Some of these activities may be grouped according to similarities.

TERMS OF THIS IMPLEMENTATION PLAN

4. This Implementation Plan will commence as soon as it is agreed between the Commonwealth of Australia, represented by the Minister for Health and Ageing, and the State of **New South Wales**, represented by The Hon C M Tebbutt, Deputy Premier and Minister for Health (known as the Parties to this Implementation Plan).
5. This Implementation Plan may be varied by written agreement between authorised delegates.

6. This Implementation Plan will cease on completion of the specified program, including the acceptance of final performance program reporting and processing of final payments against performance benchmarks specified in this Implementation Plan.
7. The parties to this Implementation Plan do not intend any of the provisions to be legally enforceable. However, that does not lessen the parties' commitment to this Implementation Plan.

FINANCIAL ARRANGEMENTS

8. The maximum financial contribution to be provided by the Commonwealth for the Social Marketing Initiative is \$1,959,000 per annum for three years.
9. Facilitation payments will be payable in accordance with Table 1 on 1 July from 2010 to 2012 in accordance with the National Partnership. All payments are exclusive of GST.

Table 1: Facilitation Payment Schedule (\$ million)

Facilitation Payment	Due date	Amount
(i) Facilitation payment	1 July 2010	\$1,959,000
(ii) Facilitation payment	1 July 2011	\$1,959,000
(iii) Facilitation payment	1 July 2012	\$1,959,000

10. Any Commonwealth financial contribution payable will be processed by the Commonwealth Treasury and paid to the State Treasury in accordance with the payment arrangements set out in Schedule D of the *Intergovernmental Agreement on Federal Financial Relations*.

OVERALL BUDGET

11. The overall program budget (exclusive of GST) is set out in Table 2.

Table 2: Overall program budget (\$ million)

Expenditure item	Year 1	Year 2	Year 3	Total
(i) Measure up – referral service “Get Healthy Information and Coaching Service”	1,959,000	1,959,000	1,959,000	\$5,877,000
TOTAL	1,959,000	1,959,000	1,959,000	\$5,877,000

12. Having regard to the estimated costs of program and associated activities specified in the overall program budget, the State will not be required to pay a refund to the Commonwealth if the actual cost of the program is less than the agreed estimated cost. Similarly, the State bears all risk should the costs of the program and/or a project(s) exceeds the estimated costs. The Parties acknowledge that this arrangement provides the maximum incentive for the State to deliver projects cost-effectively and efficiently.

PROGRAM OVERVIEW AND OBJECTIVE

13. NSW Support Activities for Measure Up

14. The objective in this program is to support the National Measure Up Campaign by:
- Extending the reach of the campaign and its messages across New South Wales;
 - Ensuring that priority populations are reached by the campaign and its messages
 - Providing a referral source for the campaign through the badging of initiatives with the NSW Get Healthy Information and Coaching Service.

15. NSW support activities for Measure Up is inclusive of the following activity:

- Measure up – Referral Service “Get Healthy Information and Coaching Service”

16. The contact details for NSW Health:

Centre for Health Advancement
NSW Health
Ph: 02 9391 9622

ACTIVITY DETAILS

17. Activity ONE:

Measure up – Referral Service “Get Healthy Information and Coaching Service”

18. **Overview:** The Get Healthy Information and Coaching Service is a telephone based service aimed at providing information and ongoing behaviour change coaching for NSW adults in relation to healthy eating, physical activity and achieving and maintaining a healthy weight. This component of the NSW Social Marketing Implementation Plan will promote the Get Healthy Service as a point of referral for the “Measure Up” target group that will provide adults with the ongoing support needed to change lifestyle based behaviours.

It is proposed that the following creative materials be utilised to promote referral to the NSW Get Healthy Information and Coaching Service:

- Current Measure Up Campaign Materials with the inclusion of a referral to the Get Healthy Service;
- Proposed new Measure Up Campaign materials with the inclusion of a referral to the Get Healthy Service (pending approval);
- Current and any future Get Healthy Service Campaign Materials with the inclusion of Measure Up and National Partnership Agreement on Preventive Health branding.

19. **Outputs:**

Output – description	Timeframe
Television advertising screened for three bursts per year	September – October January – February March – April
Radio advertising screened for three bursts per year	September – October January – February March – April
Press advertising (targeting males) with an ongoing presence during the year	Ongoing

These burst of activity refer to proposed timing for the utilisation of the Get Healthy Service Campaign Materials. When the Measure Up schedule of advertising is known the media buy will be co-ordinated to ensure the greatest impact with the target audience.

20. **Outcomes:**

The following target outcomes relate to extending the reach and impact of the Measure Up Campaign

Short Term Outcomes	Medium Term Outcomes	Long Term Outcomes
Increase in the proportion of adults who are exposed to messages of the Measure Up Campaign particularly messages in relation to: <ul style="list-style-type: none"> • awareness of the link between chronic disease and lifestyle risk factors (poor nutrition, physical inactivity, unhealthy weight) • appreciation of why lifestyle change should be an urgent priority • healthy eating, physical activity and healthy weight • appreciation of the significant benefits of achieving lifestyle changes. 	Increase in the proportion of adults who increase their knowledge, beliefs and attitudes in relation to: <ul style="list-style-type: none"> • awareness of the link between chronic disease and lifestyle risk factors (poor nutrition, physical inactivity, unhealthy weight) • appreciation of why lifestyle change should be an urgent priority • healthy eating, physical activity and healthy weight • appreciation of the significant benefits of achieving lifestyle changes. 	Increase in the proportion of adults who change their behaviours in relation to: <ul style="list-style-type: none"> • healthy eating, • physical activity and • achieving or maintaining a healthy weight

The following outcome measures are collected in respect of the individuals (corresponding to the targets of the Measure Up Campaign) who enrol in the NSW Get Healthy Information and Coaching Service.

Short Term Outcomes	Medium Term Outcomes	Long Term Outcomes
<p>Increase in the proportion of adults who receive information from the Get Healthy Service who:</p> <ul style="list-style-type: none"> • Lose weight and/or decrease their waist circumference; • increase their fruit and vegetables consumption and undertake other healthy eating behaviours • increase their moderate intensity physical activity, their vigorous intensity physical activity and their daily walking. <p>TIME FRAME – Baseline & 12 weeks</p>	<p>Increase in the proportion of adults who receive information from the Get Healthy Service who:</p> <ul style="list-style-type: none"> • Lose weight and/or decrease their waist circumference; • increase their fruit and vegetables consumption and undertake other healthy eating behaviours • increase their moderate intensity physical activity, their vigorous intensity physical activity and their daily walking. <p>TIME FRAME – 26 weeks</p>	<p>Increase in the proportion of adults who receive information from the Get Healthy Service who:</p> <ul style="list-style-type: none"> • Lose weight and/or decrease their waist circumference; • increase their fruit and vegetables consumption and undertake other healthy eating behaviours • increase their moderate intensity physical activity, their vigorous intensity physical activity and their daily walking. <p>TIME FRAME – 52 weeks</p>
<p>Increase in the proportion of adults who enrol in the Get Healthy Coaching Service who:</p> <ul style="list-style-type: none"> • Lose weight and/or decrease their waist circumference; • increase their fruit and vegetables consumption and undertake other healthy eating behaviours • increase their moderate intensity physical activity, their vigorous intensity physical activity and their daily walking. <p>TIME FRAME – Baseline & 12 weeks</p>	<p>Increase in the proportion of adults who enrol in the Get Healthy Coaching Service who:</p> <ul style="list-style-type: none"> • Lose weight and/or decrease their waist circumference; • increase their fruit and vegetables consumption and undertake other healthy eating behaviours • increase their moderate intensity physical activity, their vigorous intensity physical activity and their daily walking. <p>TIME FRAME – 26 weeks</p>	<p>Increase in the proportion of adults who enrol in the Get Healthy Coaching Service who:</p> <ul style="list-style-type: none"> • Lose weight and/or decrease their waist circumference; • increase their fruit and vegetables consumption and undertake other healthy eating behaviours • increase their moderate intensity physical activity, their vigorous intensity physical activity and their daily walking. <p>TIME FRAME – 52 weeks</p>

21. Rationale:

Research has shown that chronic disease risk factors including high body mass index, physical inactivity and low fruit and vegetable consumption are potentially modifiable and there is growing evidence that behaviour change programs can be effective.

There is strong evidence supporting the efficacy of telephone interventions aimed at promoting lifestyle behaviour change in relation to nutrition and physical activity for a range of populationsⁱ. Tailored telephone counselling (non-computer based) has shown positive results in several recent Randomised Control Trials^{ii,iii,iv,v,vi} and there is emerging evidence on the effectiveness of risk factor interventions in middle age populations. There is also evidence for the short – medium term effectiveness of computer tailored and expert system, nutrition information and to a lesser extent physical activity education^{vii viii ix x}.

Accordingly, NSW Health established the Get Healthy Information and Coaching Service in February 2009. This telephone service provides information and ongoing behaviour change

support for NSW adults in relation to healthy eating, physical activity and achieving and maintaining a healthy weight.

The Get Healthy Service is ideally placed to be a significant support activity to the National campaign, and the synergies between the National Measure Up campaign include both the target group and targeted behaviours. The evaluation of the Measure Up Campaign has identified that the Measure Up campaign has been most effective at raising awareness and changing knowledge, attitudes and beliefs about the risk factors associated with chronic disease, providing the target audience with the “why” behaviour change is important, however the campaign has not been able to influence with as much success the “how” of behaviour change.

The Get Healthy Service provides the next step in successful behaviour change, it adds to the priming steps of behaviour change achieved by the Measure Up campaign by providing ongoing behaviour change support through a 6 month coaching program.

Further the synergies between the target groups of the Measure Up Campaign and the NSW Get Healthy Information and Coaching Service are obvious. These are importantly confirmed by the demographic information collected in respect of information and coaching participants between February – December 2009 as detailed below:

- Average age of participants was 47 years;
- 40% of participants had a high school education
- 7% of participants reported being unemployed
- 2.2% of participants reported being from an Aboriginal or Torres Strait Islander background
- 9% of participants reporting speaking a language other than English at home
- 80% of participants are female
- 47% of the participants were determined to be from the lowest two quintiles of disadvantage
- 16% of participants were determined to reside in outer regional, remote or very remote areas of New South Wales.

Early evaluation data from the Service, suggests that the coaching program is successful at bringing about lifestyle changes in relation to healthy eating, being more active and weight loss. These results have included:

- By week 12 approximately almost 3 in 5 participants (59.7%) had lost 1 – 5 kilograms of weight and a further 10% of participants had lost more than 5 kilograms of weight
- By week 12 more than 20 per cent (23.3%) of participants had lost 1 – 5 cms off their waist and a further 23.8% of participants had lost more than 5 cms off their waist measurement.
- 43% of GHS participants were classified as undertaking “low or minimum” levels of physical activity per week before starting the program, however by week 12 of the program, less participants (36%) were classified in this category.
- Just over a third (35.2%) of participants consumed 4 – 6 serves of vegetables a day before starting the program; however by week 12, 44 per cent of participants were consuming such recommended amounts.
- Just over half (56.7%) of participants consumed 2 or more serves of fruit a day before starting the program, however by week 12, 72.5 per cent of participants were consuming 2 or more serves of fruit a day.
- Prior to the commencing the program, approximately half (51.3%) reported consuming low or reduced fat milk. By week 12 this proportion had increased by 20 per cent to 70.8%.
- Prior to commencing the program, one in five (21.5%) participants reported consuming 1-3 drinks per day and this decreased to approximately 1 in 7 (15.1%) by week 12.
- Participants also decreased their consumption of take away meals, at the start of the program close to half (46.2%) reported having 2 take away meals in a usual week which decreased to 32.2% by week 12

22. Contribution to performance benchmarks:

Referral to the NSW Get Healthy Information and Coaching Service will assist the target group in implementing behavioural changes in relation to healthy eating, physical activity and achieving or maintaining a healthy weight. Accordingly this project will contribute to the following performance benchmarks:

Get Healthy Outcome	Performance Benchmark
Increase in the proportion of adults who receive information from the Get Healthy Service and those that enrol in coaching who: <ul style="list-style-type: none"> • Lose weight and/or decrease their waist circumference. 	15 d. increase in proportion of adults at unhealthy weight held at less than five per cent from baseline for each state by 2013; proportion of adults at healthy weight returned to baseline level by 2015.
Increase in the proportion of adults who receive information from the Get Healthy Service and those that enrol in coaching who: <ul style="list-style-type: none"> • increase their fruit and vegetables consumption and undertake other healthy eating behaviours. 	15 e. increase in mean number of daily serves of fruits and vegetables consumed by adults by at least 0.2 for fruits and 0.5 for vegetables from baseline for each state by 2013; 0.6 for fruits and 1.5 for vegetables from baseline by 2015.
Increase in the proportion of adults who receive information from the Get Healthy Service and those that enrol in coaching who: <ul style="list-style-type: none"> • increase their moderate intensity physical activity, their vigorous intensity physical activity and their daily walking. 	15 f. increase in proportion of adults participating in at least 30 minutes of moderate physical activity on five or more days of the week of 5% from baseline for each state by 2013; 15 per cent from baseline by 2015.

23. Policy consistency:

In July 2006, COAG agreed that all governments would commence implementation of a four-year, \$500 million, national program called the Australian Better Health Initiative (ABHI). The ABHI identified five priority areas for action that together should help shift the focus of the Australian health care system towards promoting good health and reducing the burden of chronic disease. The five priorities were to (1) promote healthy lifestyles; (2) support early detection of lifestyles and chronic disease; (3) support lifestyle and risk modification; (4) encourage active self-management of chronic disease; and (5) improve integration and coordination of care. ABHI supported a range of activities to improve health outcomes across the care continuum, from the well population to those with advanced chronic conditions.

The Measure Up Campaign is one activity undertaken as part of the priority area (1) promoting healthy lifestyles and aims to raise awareness of the healthy choices that can help protect people from chronic diseases, beginning with physical activity and healthy eating. The objective of the campaign is to encourage Australians to make and sustain positive changes to their behaviour, increasing their physical activity and adopting healthier eating habits and therefore contribute to reducing morbidity and mortality due to lifestyle related chronic disease.

The National Partnership Agreement on Preventative Health builds on the COAG's existing Australian Better Health Initiative which was announced in Nov 2006. Under the NPAPH, the Measure Up campaign was extended by three years and funded to increase its reach and target 'at-

risk' groups. States and Territories will receive funding to implement local level activities that support the national campaign messages.

The establishment and effective promotion of the Get Healthy Information and Coaching Service has clear synergy with a number of priorities identified in the NSW Government's State Plan, namely:

- Improve health in the community;
- Reduce potentially preventable hospital admissions;
- Increase walking and cycling;
- Increase the number of people using parks; and
- Increase the number of people participating in sporting activities.

Further, the establishment and effective promotion of the Service also contributes to the following goals as outlined in the NSW State Health Plan:

- To keep people healthy;
- To provide the health care that people need;
- To deliver high quality services.

It is also considered appropriate to recognise the role of the Australian Better Health Initiative in establishing and promoting the NSW Get Healthy Information and Coaching Service, funding through the NPAPH builds on these considerable efforts.

24. Target group(s):

The "Get Healthy" Service targets adults who are at risk of developing chronic diseases because they are:

- Not meeting healthy eating guidelines; and/or
- Physically inactive; and/or
- Overweight.

The following details the Service's secondary targets:

- Adults 35 – 55 years
- Lower socioeconomic status groups
- Males

25. Stakeholder engagement:

The Centre for Health Advancement, NSW Health Department has undertaken extensive consultation with a range of stakeholders for the purposes of:

1. Facilitating commentary on the appropriateness, efficacy and relevance of activities detailed in this implementation plan
2. Harnessing support for those activities which require implementation across a range of stakeholders
3. Ensuring appropriate engagement and support generally for the activities of the National Prevention Partnership.

These stakeholders have included a range of internal stakeholder within NSW Health, such as Area Health Services, Multicultural Health Communication Service, Justice Health and key external stakeholders including GPNSW, National Heart Foundation (NSW Division), Cancer Council (NSW), the Stroke Association, Diabetes NSW and Kidney Health. This strategy has ensured that the stakeholders nominated in this implementation plan are primed to take part in the grant process if approved.

The Centre will undertake additional consultation processes throughout the next three years, including stakeholder meetings and forums designed to ensure ongoing support for the projects and the national Measure Up Campaign.

26. **Risk identification and management:**

Risk	Management Strategy
The process required to obtain NSW Government approval for advertising requires appropriate lead time often in the vicinity of three months	This will be minimised by seeking such approval as soon as the Commonwealth has approved this implementation plan
Not being able to co-brand or refer new Measure Up materials to the NSW Get Healthy Service	The impact of this will be minimised by ensuring that current and future creative materials promoting the NSW Get Healthy Service will be co-branded with the NPAPH and Measure Up tag lines. There are already subtle synergies utilised in these creative materials – such as the tape measure that implicitly link the two communication strategies.

27. **Evaluation:**

The evaluation of the NSW Get Healthy Information and Coaching Service campaign (including its rebadged Measure Up components) will include the following components:

1. A **continuous tracking survey** (as a stand alone or additional questions in an omnibus survey);
2. **Service usage information** (that monitors the number of calls to the Service and unique website visitors per week of each campaign activity and further that records the source of “referral” from Service participants);
3. University of Sydney **independent evaluation of the Get Healthy Service**.

In relation to the University of Sydney independent evaluation of the Get Healthy Information and Coaching Service includes:

- a) **PROCESS:** evaluate the implementation of the service from user and service delivery perspectives
- b) **IMPACT:** evaluate the effectiveness of the service on users [in terms of information, cognitive and behaviour change]
- c) **COSTING:** evaluate the costs and cost-effectiveness of the GHS

The component of the evaluation that is of most relevant to the Get Healthy Service as a campaign referral destination under the National Prevention Partnership is impact evaluation. Information is collected at baseline, week 12, week 26 and follow up at week 52 to assess behavioural changes. All coaching participants have information collected by the coaches at week 0, week 12 and week 26; further the University of Sydney also undertake an independent follow up study with a cohort of service users where information is collected at week 0, week 12 and week 52.

28. **Infrastructure:**

Not applicable

29. **Implementation schedule:**

Table 3: Implementation schedule

Deliverable and Milestone	Date Due		
Media activity and service usage reviewed	July 2010	July 2011	July 2012
Media schedule developed	July 2010	July 2011	July 2012
Materials revised	As required	As required	As required
Spring Campaign implemented	September 2010	September 2011	September 2012
Campaign evaluation commenced	September 2010 and ongoing	September 2011 and ongoing	September 2012 and ongoing
New Year Campaign implemented	January 2011	January 2012	January 2013
Autumn Campaign implemented	March 2011	March 2012	March 2013

30. **Activity budget:**

See Clause 11 for the total funding to be expended on support for the Measure Up Campaign through the promotion of, and referral to, the NSW Get Healthy Service. It should be noted that of a total annual expenditure of \$2,400,000, \$1,959,000 will be sourced from NPAPH, approximately \$441,000 will be sourced from NSW Health per annum.

ROLES AND RESPONSIBILITIES

Role of the Commonwealth

31. The Commonwealth is responsible for reviewing the State's performance against the program and activity outputs and outcomes specified in this Implementation Plan and providing any consequential financial contribution to the State for that performance.

Role of the State

32. The State is responsible for all aspects of program implementation, including:
- (a) fully funding the program, after accounting for financial contributions from the Commonwealth and any third party;
 - (b) completing the program in a timely and professional manner in accordance with this Implementation Plan; and
 - (c) meeting all conditions of the National Partnership including providing detailed annual report against milestones and timelines contained in this Implementation Plan, performance

reports against the National Partnership benchmarks, and a final program report included in the last annual report that captures lessons learnt and summarises the evaluation outcome.

33. The State agrees to participate in Social Marketing – Campaign Reference Group.

PERFORMANCE REPORTING

34. The State will provide performance reports to the Commonwealth to demonstrate its achievement against the following performance benchmarks as appropriate to the initiative at 30 June 2013 and 31 December 2014:
 - a) Increase in proportion of adults at unhealthy weight held at less than five per cent from baseline for each state by 2013; proportion of adults at healthy weight returned to baseline level by 2015.
 - b) Increase in mean number of daily serves of fruits and vegetables consumed by adults by at least 0.2 for fruits and 0.5 for vegetables from baseline for each state by 2013; 0.6 for fruits and 1.5 for vegetables from baseline by 2015.
 - c) Increase in proportion of adults participating in at least 30 minutes of moderate physical activity on five or more days of the week of 5 per cent from baseline for each state by 2013; 15 per cent from baseline by 2015.
35. The requirements of performance reports will be mutually agreed following confirmation of the specifications for measuring performance benchmarks by the Australian Health Minister's Conference.
36. The performance reports are due within two months of the end of the relevant period.

REFERENCES

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