



## ***Taking the Physical Activity Guidelines to the Road***

### ***Purpose***

To determine the reach and effectiveness of a series of events aimed at disseminating the *Physical Activity Guidelines for Adults with SCI*.

### ***Summary***

- SCI Action Canada partnered with SCI Ontario hosted 12 interactive events across Ontario for people with SCI highlighting the *Physical Activity Guidelines for Adults with SCI*
- Immediately after the event, there was an increase in attendees' knowledge of the guidelines, their attitude towards the guidelines, and their intentions to meet the guidelines
- While this effect was not maintained 1-month after the event, 67% of the attendees tried the physical activity recommendations

### ***Possible Applications***

- Events delivered through interpersonal channels such as partnerships with community organizations has the potential to persuade people to consider using the physical activity guidelines
- Other interventions may better be suited to help people to continue to use these recommendations long-term

### ***Research Abstract***

Examining the effectiveness of a knowledge mobilization initiative for disseminating the physical activity guidelines for people with spinal cord injury

**Background:** Ensuring the physical activity (PA) guidelines for people with SCI are effectively disseminated is important for promoting PA. Few studies have investigated knowledge mobilization (KM) initiatives that aim to disseminate PA guidelines. Diffusion research suggests that using interpersonal communication channels may increase the adoption of guidelines.

**Objective:** The aim of the present study was to examine the reach and effectiveness of an event-based KM initiative that used inter-personal communication to disseminate the guidelines to people with SCI. The KM initiative consisted of 12 separate events attended by a total of 104 people with SCI (age 5 53 6 18.9 years;

31% female).

**Methods:** Questionnaires assessing attendees' adoption of the guidelines in accordance with Rogers' innovation-decision process were completed before (Time 1), directly after (Time 2) and 1 month following an event (Time 3).

**Results:** Findings indicate that in total the events reached 5% of SCI Ontario clients. RM-ANOVAs and Related-Samples McNemar Tests indicated that initial adoption of the guidelines was high but in general was not maintained. Specifically, at Time 2, attendees' knowledge of the guidelines, attitudes toward the guidelines, self-efficacy and intentions to meet the guidelines increased from Time 1 ( $p < 0.05$ ). At Time 3, the majority of these initial increases were not maintained and change in PA behavior was not observed. However, 67% of attendees tried the recommended exercises.

**Conclusions:** An event-based KM initiative may be effective for initial dissemination of PA guidelines. Efforts are needed to foster long-term guideline adoption.

**Gainforth, HL., Latimer-Cheung, AE., Athanasopoulos, P., & Martin Ginis, KA. (in press). Examining the Effectiveness of a Knowledge Mobilization Initiative for Disseminating the Physical Activity Guidelines for People with Spinal Cord Injury (SCI). *Disability and Health Journal.***