

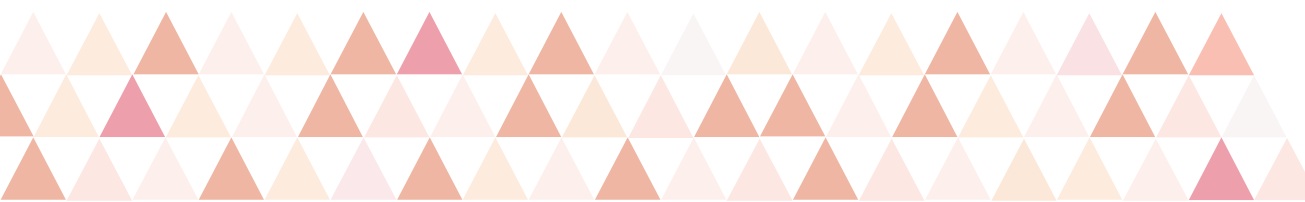
Are health and fitness staff ready to integrate mHealth into exercise referral schemes?



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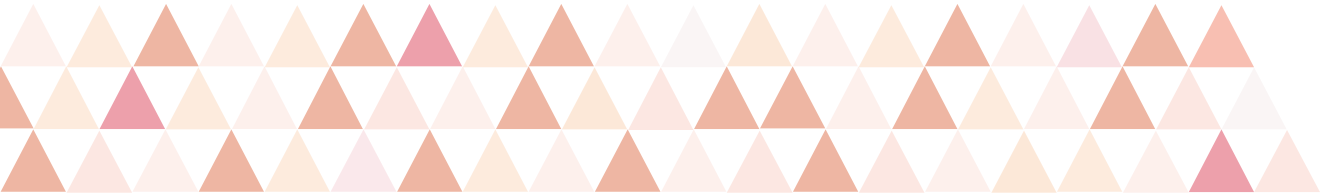
Context

- Active Northumberland- charitable leisure and cultural trust that manages leisure facilities and services on behalf of Northumberland County Council
- Over 14,000 health and fitness members across 15 facilities
- Exercise Referral Scheme receives ~1800 referrals per year
- Completion rate 42.9% (Hanson et al., 2013)
- Demographic challenges

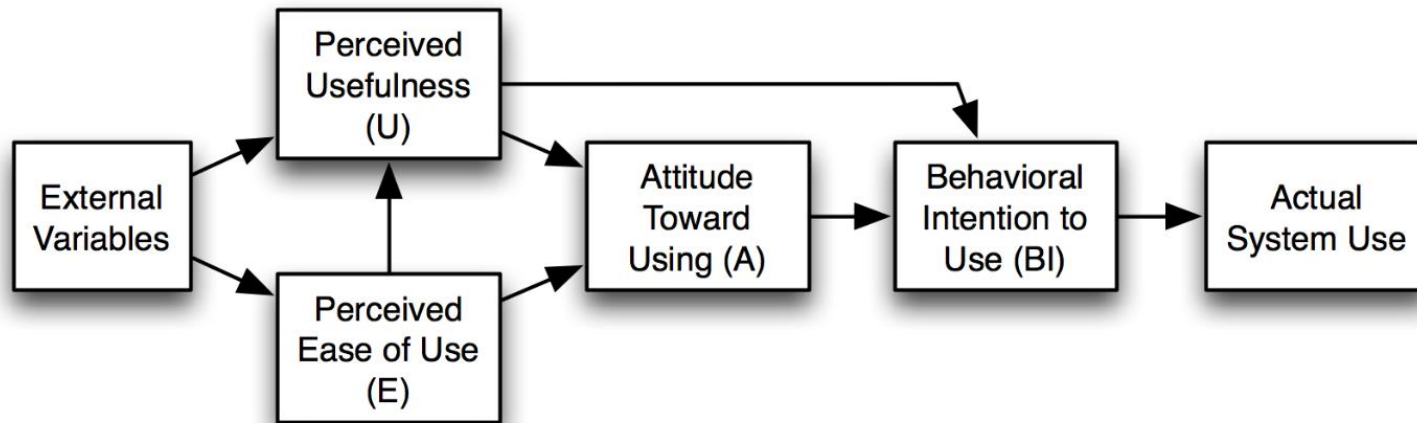


mHealth

- mHealth has the potential to deliver cost effective interventions but their efficacy is not yet clear
- Existing PA apps are characterized by a lack of adherence to behaviour change theories (Cowan et al., 2013)
- Leisure operators investing in 'cloud based' and digital solutions
- Improving understanding of acceptability and usability for staff could lead to better implementation and ultimately more success for clients in improving physical activity (PA) levels



Technology Acceptance



- Little is known about the acceptability and usability of such technologies to the staff who are expected to use them and engage clients in their use
- Technology Acceptance Model (TAM) (Davis, 1989) widely used to help predict indicators of technology usage

This study will seek to answer the following questions:

(quantitative elements)

- What levels of TA are there in H&F employees?
- Are there differences in levels of TA between H&F roles?
- Are there differences in levels of TA between age, gender, location?
- Does levels of TA change after (1) training associated with the app and (2) implementation of the app?

(qualitative elements)

- What are the views of H&F staff about the implementation of an app as a means to increase PA levels of their clients?
- Do attitudes on acceptability and usability of an app to increase PA levels differ between H&F roles?
- Is there a difference in attitude in the acceptability and usability of an app before and after implementation?

