

Theory-Based Evaluation Components

A health communication effort was developed to encourage adults over age 65 to engage in 30 minutes of moderate physical activity most days of the week. The campaign was based on the observation that older adults have low participation rates in physical activity. Two contributing factors were identified for the intervention. First, many older adults believe that physical activity needs to be strenuous to achieve health benefits. Second, many in the same population believe that physical activity increases their risk for injury. Program planners and evaluators theorized that directly addressing both issues while providing basic instruction about physical activity at local seniors centers would result in an increase in the number of individuals in the target audience who engage in physical activity most days of the week. Evaluators conducted in-depth interviews with those who received instruction to determine (a) if they were engaging in 30 minutes of physical activity most days of the weeks and (b) if any change was directly linked to the various components of the intervention. The table below displays the components of a Theory-Based Evaluation.

Indicator	Standard	Source	Method
Belief that physical activity needs to be strenuous to achieve health benefits	Statistically significant change in belief that physical activity needs to be strenuous to achieve health benefits	Target population	In-depth interviews
Belief that physical activity increases one's risk for injury	Statistically significant change in belief that physical activity increases one's risk for injury	Target population	In-depth interviews
Amount of physical activity	30 minutes of moderate physical activity most days of the week	Target population	In-depth interviews