

PROJECT BRIEF

Physical Activity Evolution Framework: Refinement Study

Background

The National Women's Health Information Center of the Department of Health and Human Services noted that physical activity could reduce the risk of both chronic diseases as well as premature death in women¹. According to a recent CDC report women are less likely to be active than men and African American individuals are less likely to be physically active than their Caucasian peers². This disparity in physical activity rates can lead to disparities in rates of chronic diseases and premature death.

Purpose

There is a gap in knowledge regarding the process of physical activity adoption and maintenance in general, and specifically, among African American women.

A team of researchers is actively working to accurately understand the process of developing long-term physical activity participation in a population of minority women.

Capacity Building Goal

Develop culturally appropriate strategies to assist women in successfully initiating and maintaining a physical activity program.

Completed Objectives

- Completed initial interviews with a sample of physically active, African American women to gather accurate information regarding long-term physical activity participation.
- Developed a behavioral framework to explain how women adopt and maintain a physical activity regimen.
- Conducted additional interviews with low-income, physically active African American

women to expand the behavioral framework to include strategies for overcoming financial challenges to physical activity participation.

- Commenced analysis of interview data.

Timeline

June 1, 2007 – December 31, 2009

Funding Source

- Dana-Farber Cancer Institute Post-Doctoral Research Funds
- University of Wisconsin Milwaukee Institutional Funds

Institutional Partners

Center for Urban Population Health

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¹ The National Women's Health Information Center. (2008). *Physical Activity*. Retrieved January 12, 2009 from <http://womenshealth.gov/faq/physical-activity.cfm>.

² The Centers for Disease Control. (1999). *A Report of the Surgeon General: Physical Activity and Health (Adults)*. Retrieved January 12, 2009 from <http://www.cdc.gov/nccdphp/sgr/pdf/adults.pdf>.