

Title: Behavioural Intervention to promote Physical Activity in University members in Colombia:
Proof of Concept

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Background: Levels of Physical Activity (PA) remain low in university members due to their responsibilities and routines. Brief interventions (BI) and contests are recommended to promote PA, but there is a lack of evidence to implement these interventions in Colombia.

Objective: To design a proof of concept of a behavioural intervention to promote PA in University members according to the Behavioural Change Wheel.

Methods: Techniques (BCTs) and intervention functions were selected through a conceptualisation using mixed instruments, a co-creation workshop with stakeholders and a literature review based on the COM-B model. A proof of concept was carried out during a month to refine a two-level intervention: BI implemented by university physicians and trainers; and a contest to increase daily steps, seeking for an increase in moderate PA and daily steps. PA levels and intervention fidelity were reported with ad-hoc questionnaires.

Results: 41 participants (61% women; Mage=25.19 years old; SD=9.11). Only one of the BCT was used all the time by professionals who implemented the BI. Those who participated in the BI (n=33) increased their vigorous PA and reduced their sitting time. Contest participants (n=9) increased all forms of PA, especially walking.

Conclusion: This intervention has the potential to promote PA in this population, as long as physicians and trainers adhere to the protocol. Contests might promote PA, but it is not a feasible strategy to maintain. Further research is suggested to improve training and understand which components of the intervention had a major effect on PA.