

Social Marketing Interventions Aimed at Physical Activity to Decrease Health Disparities for People with Intellectual Disabilities: A Scoping Review

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Introduction

- Most people with Intellectual Disabilities (PwID) fall exceedingly short of meeting recommended exercise guidelines. The Physical Activity Guidelines for Americans released in 2008, recommends: Americans engage in at least 30 minutes per day of moderate to rigorous physical activity, five days per week.
 - In 2010, 47% of adult Americans satisfied this recommendation.
 - Only 15% of PwID met this requirement.
- PwID have poorer health than their non-disabled peers.
- For PwID, genetic/biological determinants of health cannot be addressed, however, individual lifestyle factors are places we can explore for improving health outcomes.
- Social marketing has been underutilized in the disability sector. A scoping review was deemed the most appropriate tool to understand what behavior change interventions do exist for this population.

Study Purpose: The aims of this scoping review are:

- To provide an overview of the existing physical activity initiatives for PwID.
- To determine the extent that Andreasen's benchmark social marketing criteria have been applied to these initiatives.
- Overall, we hope to use the findings to inform future social marketing research and practice.

Methods

- Research Question:** How has the social marketing framework been used to increase physical activity among PwID.
- A scoping review of the scientific literature was conducted for the period 2009 to March 2019.
- Databases searched Pubmed, Web of Science, PsychInfo, and CINAHL.

Search Terms

Physical activity	Physical activity OR physical exercise OR Physical activity intervention OR health promotion OR lifestyle change OR lifestyle modification OR lifestyle choices
Intellectual Disability	Intellectual disability [MeSH] OR Intellectual disabilities OR developmental disability OR developmental disabilities OR learning difficulties OR mental retardation
Behavior Change	Behavior* change OR behavior* modification OR social marketing intervention

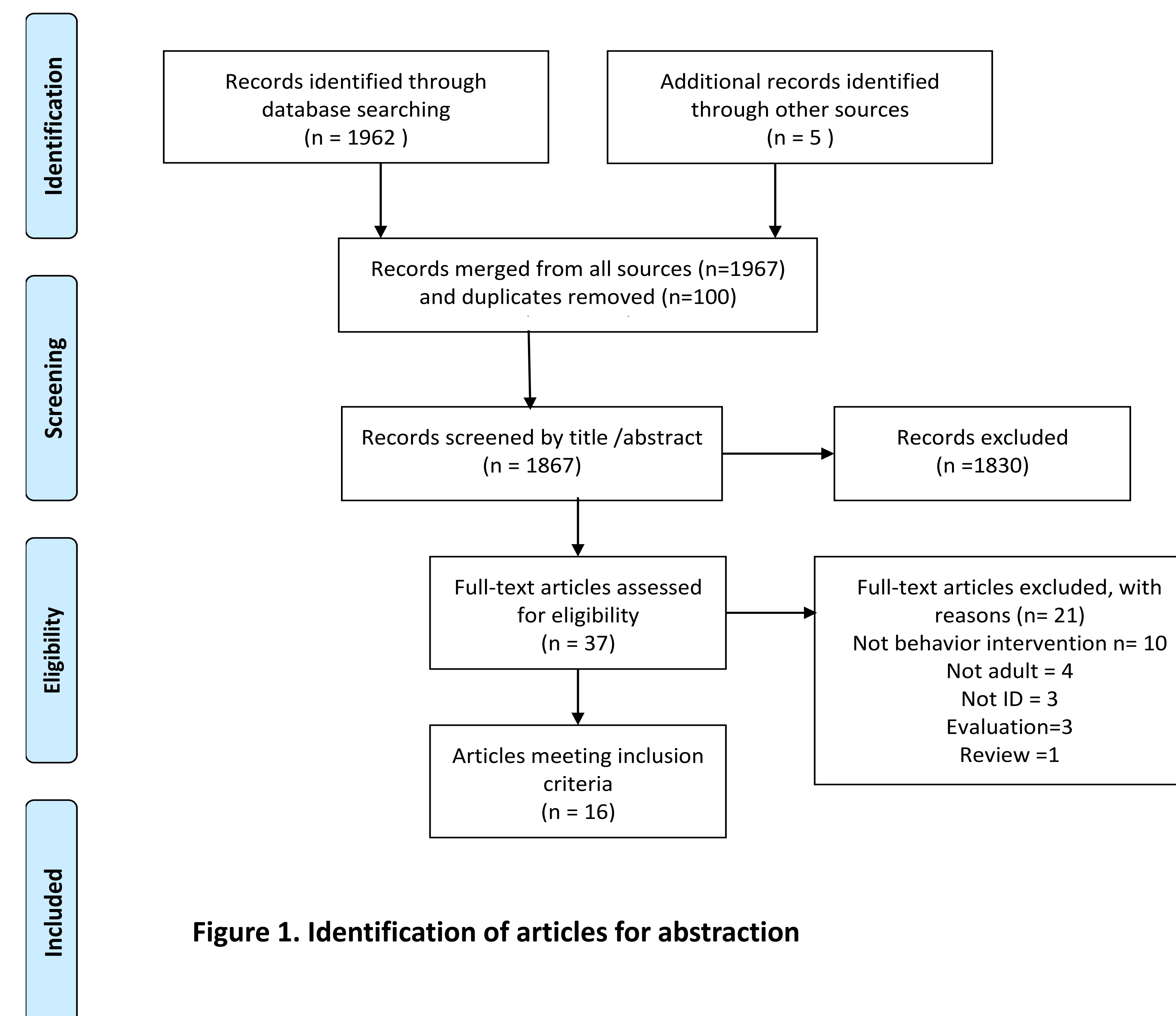


Figure 1. Identification of articles for abstraction

Results

Authors	Behavioral Objective	Audience Segmentation	Audience Research	Exchange	Marketing Mix	Competition
Bazzano et al, 2009						
Bergstrom et al, 2013						
Bodde et al, 2013						
Chow et al, 2016						
Dunkley et al, 2017						
Elinder et al, 2010						
Leser et al, 2017						
Lynnes et al, 2009						
Marks et al, 2010						
McDermott et al, 2011						
Melville et al, 2011						
Melville et al, 2015						
Perez-Crusardo et al, 2016						
Schijndel_Speet et al, 2016						
Temple et al, 2009						
Wilhite et al, 2012						

Table 1: Social Marketing Benchmark Criteria

Average length of intervention	Behavioral change objective	Most Common Theories	Most common location for interventions	Statistically significant successful interventions
12 weeks	Increase physical activity	Social Cognitive Theory Transtheoretical Model	Community/ Group Homes	2

Table 2: Summary of relevant findings

- The search strategy yielded 16 peer reviewed publications that had a behavioral objectives to increase physical activity for PwID.
- Eight papers stated their behavior change theory, such as Social Cognitive Theory.
- Programs varied in design, sample size and demonstrated effectiveness.
- Only two papers involved PwID in the planning phase.
- The most successful results were when three of the six benchmark criteria were applied to the intervention (Bazzano, 2009).

Discussion

- The field of health promotion for PwID is relatively new and, as yet, there is no 'gold standard' intervention.
- Current lifestyle change interventions are not optimally adapted for PwID.
- Results point to the importance of behavior based physical activity/health promotion interventions as more effective for PwID.
- Social marketing has the ability to identify causal factors which lead to the disparity and focus on tailored and targeted behavior change interventions for PwID.
- The social marketing community, as behaviour management specialists, can collaborate with health care specialists to create stronger methodological lifestyle change interventions to positively impact the health of PwID by encouraging and sustaining patterns of physical activity to decrease health disparities for this population.

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