

RESPONSE TO A SINGLE MEDIA ANNOUNCEMENT FOR AN INTERNET BASED HEPA-INTERVENTION

Eva Martin-Diener, Nicole Thüring

*Institute for Social and Preventive Medicine, University of Zürich, Switzerland and
Institute of Sport Sciences, Federal Office of Sports, Magglingen, Switzerland*

The website www.active-online.ch is a hepa program for tailored interventions with an expert system as its key element. The expert system is based on the transtheoretical model. It consists of four modules: 1) hepa promotion, 2) strength and flexibility training, 3) registration, 4) desubscription and feedback. Users can switch between the modules, registration and Email address are optional. Those who register have the option to get follow-up reports and reminder Emails later. The evaluation of a prior version of “*active-online*” showed that its acceptance is good and that inactive people can be reached.

After a one page article about the website in a Swiss magazine (circulation: 330'000) readers were invited to test it. User statistics and the data base of the expert system were used to estimate response to the announcement and compliance with the program.

Between April 19th and May 2nd 2002, 947 visits to the website (0.3% of potential readers) were registered and 834 sessions in the expert system were opened. In 52% of all visits to the website the first question of the hepa module was answered and in 30% of all visits the module was finished. In 20% of all visits the module for strength training was started and in 17% of all visits it was finished. 127 users had registered and 76% of them filled in an Email address.

A considerable number of readers could be reached with a single article and a remarkable proportion of users registered and left an Email address. Compliance with the program was good. However, to disseminate such an intervention on population level specific PR measures will be necessary.