

ABSTRACT

THESIS: The Effectiveness of a Motivational-Targeted Feedback Message Intervention on Increasing Physical Activity in Long-Term Maintenance Cardiac Rehabilitation Patients.

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Purpose: The aim of the study was to determine the relative effectiveness of a motivational-targeted (MT) message intervention designed to increase physical activity (PA) in cardiac patients beginning a long-term maintenance cardiac rehabilitation (CR) program to enable them to meet recommended PA levels. **Methods:** Fifty two individuals (34 males, 18 females) volunteered for the study and were randomly assigned to either the Usual Care Group (UC), or the Motivational Message Group (MM). Participants in the MM group received, in addition to the usual long-term maintenance CR program, 12 –standard, MT newsletters at the beginning of each week during the intervention period. Thirty-three individuals (mean age: 61.4 ± 11.4 years) completed the study with viable data. PA was assessed for 12 weeks with the use of a Lifecorder PLUS accelerometer. Baseline and post measures of weight, body mass

index (BMI), body fat percentage, resting heart rate and blood pressure measures, and fasting blood measures were completed on all subjects. Subjects also completed an exercise self-efficacy questionnaire and a stage of change of physical activity readiness questionnaire at these timeframes. **Results:** Independent sample t-tests indicated there were no significant differences between baseline characteristics between the UC group and MM group. Results indicated slight increases in the MM group in steps/day, and moderate-vigorous minutes/day, with slight decreases in resting heart rate, blood pressure, and blood lipid values compared to the UC group. Two-way repeated measures ANOVA tests determined there was a significant main effect for time for resting heart rate, however, there were no other significant differences between the two groups or within either group, showing no time by group interaction for any variables measured. **Conclusions:** MT messages may have the ability to increase PA levels and adherence in CR patients, however, more research is needed to determine the significant value of motivational-targeted messages for these individuals. **Key Words:** PHYSICAL ACTIVITY, CARDIOVASCULAR DISEASE, MOTIVATIONAL-TARGETED INTERVENTION, MAINTENANCE CARDIAC REHABILITATION, SELF-EFFICACY.