Physical Activity as Medium – Not Medicine – for Public Health Impact

Physical activity is the world’s best medicine, but people claim they’re too busy…

You need to do more physical activity.

I can’t. I am too busy.

What are you busy doing? Maybe physical activity can help you reach your goals.

Sure; let’s try.

Way to go! You are healthier and more active than last year!

Thanks! Times are tough and I can only focus on my main goals, but physical activity helps me with those! I’m going to keep it up!

Recognize Physical Activity as a Medium to Improve Versatility
Physical activity is accepted as medicine, but its impact could be broader by considering physical activity as a medium.

Day 1: Decision to Adopt a Physical Activity (PA) Program
Instead of asking participants to change their goals, we should ask them to consider how physical activity can help them achieve their goals.

1 Year Later: Decision to Continue a PA Program
When physical activity has a positive impact on primary goals, it is more likely to be sustained.