



# **Factors influencing attendance to the exercise on prescription programme in Ribe County**

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# Background

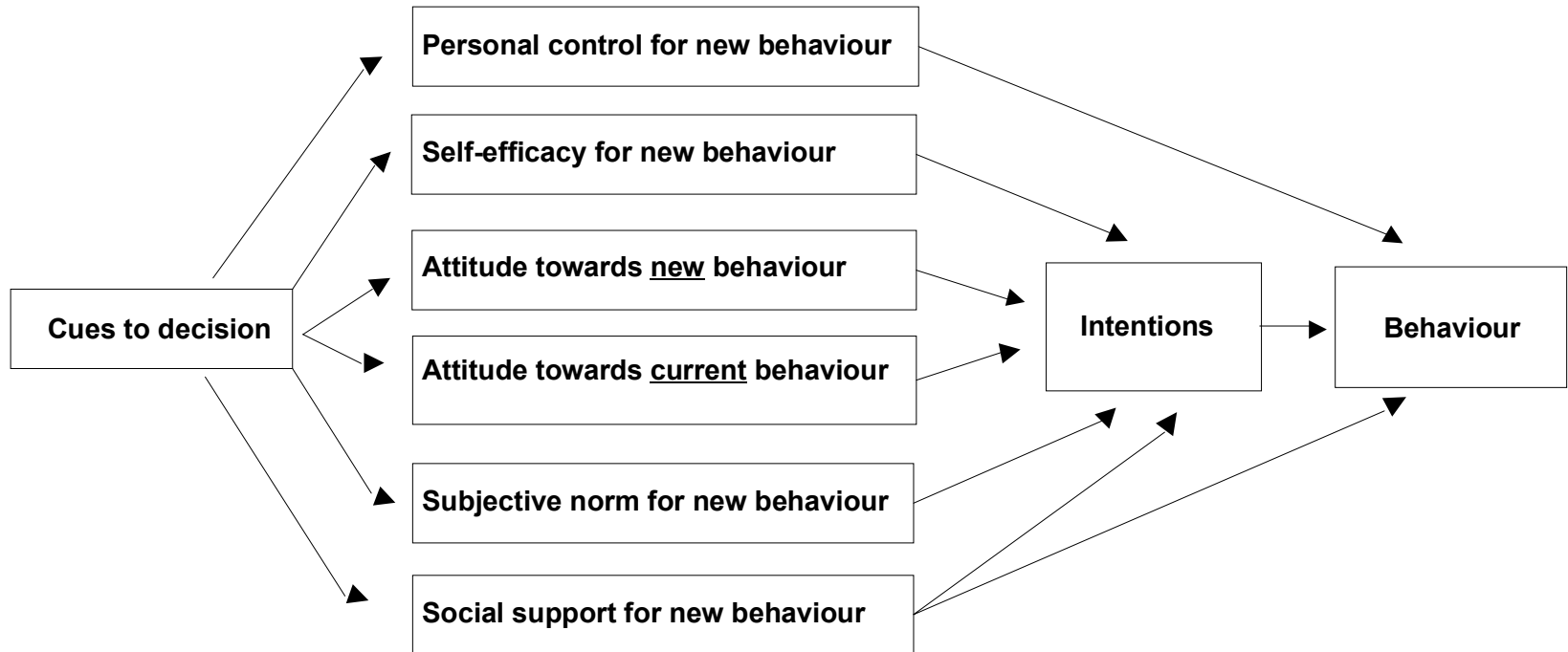
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- Ribe County initiated "Exercise on prescription" in 2002.
- Important to understand which factors influence attendance to the programme



# Theory

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Ajzen & Madden (1985), Rhodes, Jones & Courneya (2002),  
Terry & O'Leary (1995), Jackson, Smith & Conner (2003), Maddux (1993):



# Method

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- Field observation
- Qualitative interviews with 8 patients during and after the programme
- Physiotherapist registered attendance



# Results



# Cues to decision

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## External cues

- Media
- General practitioner

## Internal cues

- Positive attitude towards the programme
- Concerns about their health.



# Attendance

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- Attendance was between 72 % and 100 %  
(mean = 89 %)



# Personal control for new behaviour

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- The patients experienced no crucial barriers
- *”It was good that the exercise could be done outside of working hours.” (Woman, 57yrs)*



# Self-efficacy for new behaviour

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- The patients had adequate self-efficacy



# Attitude towards new behaviour

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- The patients enjoyed the exercise programme

*”The best thing about the programme was the experience that exercise could be fun. That you wanted to go there. It was not boring.”*  
(Woman, 57 yrs.)



# Attitude towards new behaviour

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- The patients experienced improvements in physical functioning and well-being

*”My physical well-being has improved. For example, I suffer a lot from headaches and neck tensions. I have not had any for the two months I have been going there. (...) I think I get more energy in everyday life. Also psychologically.”*  
(Woman, 35 yrs.)



## Attitude towards former behaviour

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- The patients got a negative attitude towards their former behaviour

*”I was afraid that I would gain in weight and thereby possibly get diabetes (..) and coronary heart diseases.” (Woman, 58 yrs.)*



## Subjective norm for new behaviour

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- The patients felt no pressure to attend from family and friends
- Within the exercise group existed a norm that one should attend every time

*”Now you have to go, because the physiotherapist is checking whether you are there or not.”  
(Woman, 31 yrs.)*



## Social support for new behaviour

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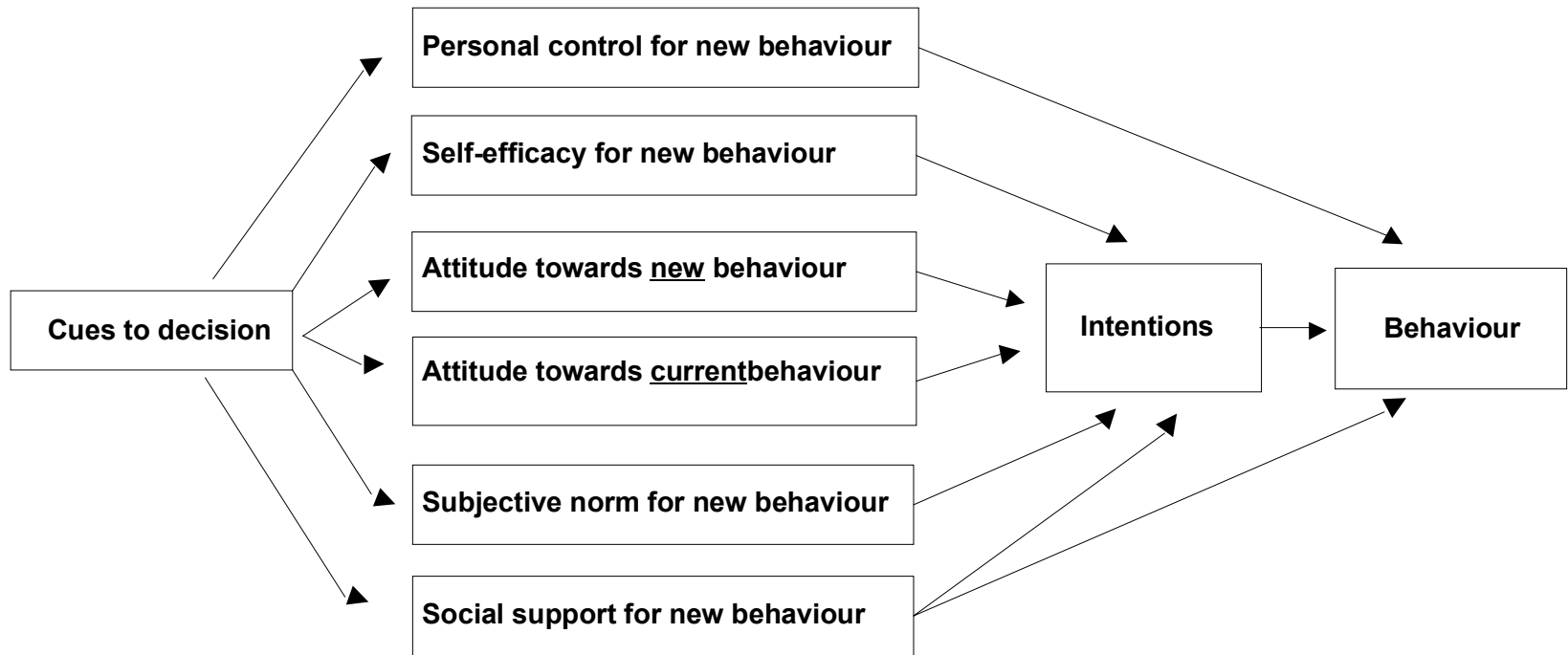
- The patients felt they had social support from the other patients

*”It is great to feel that we care for each other. I think that it is essential to motivate someone like me. Here, I am needed too. I am a part of this team.” (Woman, 35 yrs.)*



# Summary

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# Conclusion

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- The model was applicable when examining attendance



# Conclusion

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- The patients were satisfied with the current exercise programme.
- The high satisfaction and high attendance is to be seen partly as a result of the way the physiotherapist handled the programme



## Conclusion

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*”It was probably to a great extent the physiotherapist’s personality, because she was a little bit strict and a little bit humorous. (...) And I think it seemed reasonable, the things we did, and there were a lot of variation.” (Woman, 57 yrs.)*



## Read more

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Line Raahauge Madsen og Anne Rosell:  
Fokus på fysisk aktivitet. *Fysioterapeuten*  
(14); august 2004.

Mail to: [anro02@frederiksberg.dk](mailto:anro02@frederiksberg.dk) and I will  
send you the master thesis (in Danish only)