

## ***Developing Effective Physical Activity Programs***

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If you are not satisfied with one-size-fits-all approaches for physical activity interventions and are struggling to increase physical activity levels in your target population group, here is some good news. The newly published book, *Developing Effective Physical Activity Programs* by Ransdell, Dinger, Huberty, and Miller (2009) published by Human Kinetics will give you great ideas and practical information for physical activity interventions. Although exercise prescriptions are valid, it is often challenging to attract people with specific needs to increase their physical activity levels. To address this challenge, Human Kinetics has published the *Physical Activity Intervention Series* for the last couple of years, which provides specific and evidence-based methods, resources, and techniques for physical activity interventions. *Developing Effective Physical Activity Programs* is the most recent book of the series, and it provides useful information for people who need broad and inclusive approaches toward physical activity programs for various populations.

It has been criticized that physical activity has not increased substantially in the U.S. population regardless of serious public attention and governmental efforts (i.e., Healthy People 2010). One of the major reasons is that there has not been enough consideration of individual differences in terms of gender, age, ethnicity, and culture. It is necessary to take a careful look at these factors, and this book seems to accomplish that important goal.

*Developing Effective Physical Activity Programs* (2009) consists of three major parts: (1) theoretical basis, (2) interventions for various populations, and (3) specific intervention programs. The foundational knowledge for promoting physical activity is addressed in chapters 1-3. Chapter 1 includes the foundational knowledge and background information and chapter 2 describes the program needs, planning, implementation, and evaluation. Chapter 3 explains various measurement techniques for physical activity.

In the second part, evidence-based interventions for various populations are well described, and important factors for the success, barriers, and strategies to overcoming them are addressed. Successful intervention examples for each topic are portrayed.

The last part includes the most specific and practical physical activity interventions based on various settings and programs. Again, successful sample programs are described in detail. Especially the last chapter (chapter 10) discusses the most contemporary approaches for intervention programs. Several types of mediated interventions, such as mass media, print, phone, and web-based (including e-mail) are introduced. Factors for success and barriers to mediated interventions are discussed, followed by successful sample programs.

This book has numerous strengths. First, it introduces not only the “critical principles and factors” but also specific ways to design and implement intervention programs while considering the important variables mentioned earlier. Also, several practical examples of interventions are highlighted according to each topic. These samples give us useful insights because they include specific details and practical strategies for interventions.

Second, research findings are not only described but also fully considered for designing and implementing successful interventions. Even barriers for interventions are discussed in terms of how to overcome them. *Developing Effective Physical Activity Programs* addresses various scopes, dimensions, and angles of physical activity interventions, which makes the information applicable and practical for a variety of settings, populations, and programs.

Third, the book describes specialized intervention approaches for different populations such as women, obese or overweight people, older adults, and ethnically diverse populations. Not many books deal with these various scopes in terms of increasing physical activity,

so this book is unique in the way it accomplishes that goal.

Fourth, the most contemporary program approaches toward physical activity interventions are discussed without over- or under-estimation. This approach might have great potential, but may also have serious disadvantages if it not properly operated or delivered. The audience needs to be well informed but also remain as a critical consumer. This book keeps a fairly balanced view on that topic as well.

Although one-size-fits-all approaches do not provide enough solutions to improve physical activity levels in the U.S. population, *Developing Effective Physical Activity Programs* gives insightful alternatives for developing specific and evidence-based physical activity interventions. The way this book approaches the topic is unique and pragmatic, as well as informative. The format of each chapter and presentation style is easy to follow. This book can be a useful and informative resource for anyone who is interested in increasing the physical activity levels and improving the health and fitness of various populations. The reviewer highly recommends *Developing Effective Physical Activity Programs*. ■