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[Abstract]

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Evaluation of the implementation of a national workplace sport and physical activity intervention

Emma Adams
School of Sport, Exercise and Health Sciences, Loughborough University, Loughborough, UK

Introduction
Understanding how to effectively implement interventions at scale is important for increasing population physical activity levels. This study aimed to identify the factors which influenced the implementation of the Workplace Challenge, a national sport and physical activity intervention in England.

Methods
Interviews/focus groups were conducted using a semi-structured protocol with delivery partners (n=7 interviews), workplace representatives (n=6 interviews), workplace champions (n=10 interviews) and programme participants (n=9 focus groups). Data were coded in NVIVO 10 and analysed thematically to identify factors influencing implementation.

Results
Four overarching themes emerged: 1) delivery model (national leadership with local delivery, ability to adapt national programme to suit local needs, comprehensive intervention package, local partnership development, support from National Governing Bodies, responsive to feedback); 2) workplace engagement (no joining cost, inclusiveness, flexibility in using the intervention to complement existing workplace health programmes, positive influence on workplace culture for physical activity and health promotion); 3) engagement of the target group (tailored information, low level taster sessions/alternative activities, emphasis on fun, enjoyable and social activities, awareness raising and prompting intention formation, use of incentives, role of workplace champions); and 4) employee participation (individual registration, flexible participation, competition element, benefits for working relationships and morale).

Conclusions
A number of factors were identified which influenced the successful implementation of a national scaled-up workplace physical activity intervention. These factors should be taken into consideration in developing future workplace physical activity interventions to facilitate successful scale-up.