

CAPITALISING ON A TEACHABLE MOMENT

CONTEXT	MECHANISMS OF IMPACT	PERCEIVED BENEFITS
<ul style="list-style-type: none">• Deliver at a time when health is salient• Most appropriate during treatment• Positive attitude to fighting cancer required• Delivery by a healthcare professional may increase intervention use and impact	<ul style="list-style-type: none">• A lot to read but very useful, particularly the Guide to Becoming Active and the Pull-out Wall Chart• The DVD is a great starting point• Internet tools are less popular	<ul style="list-style-type: none">• Physical activity redefined to include activity in daily life• Increases motivation and confidence to be active• Positive impact on physical activity and other lifestyle behaviours in cancer survivors and their family members

Figure 1. The contextual factors, mechanisms of impact and perceived benefits from the Move More Pack related to the *capitalising on a teachable moment* theme

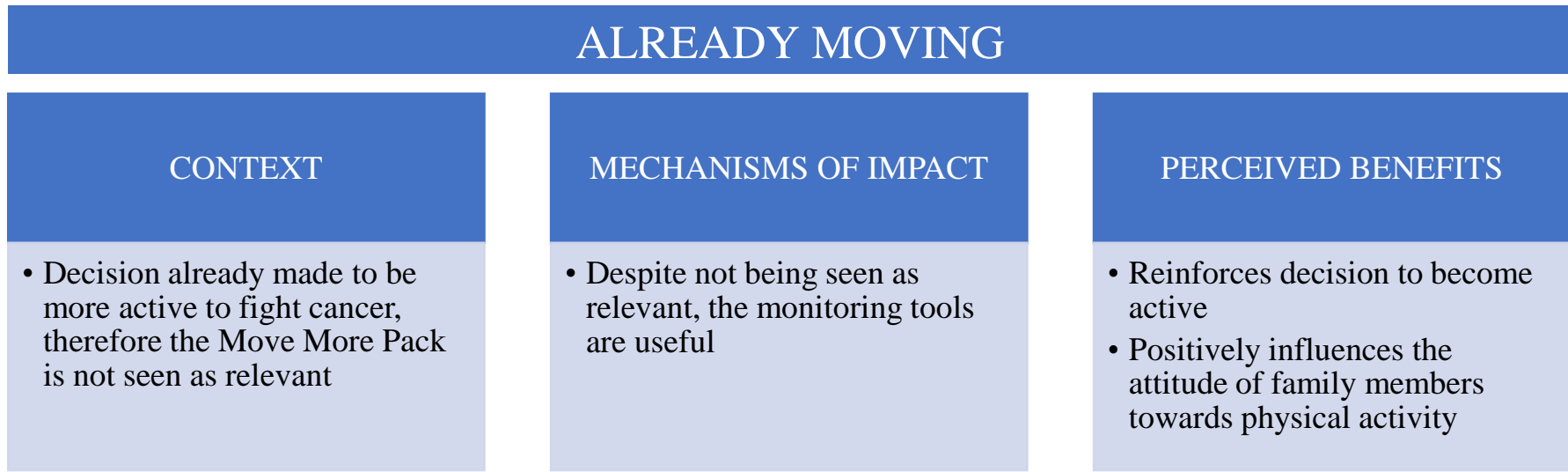


Figure 2. The contextual factors, mechanisms of impact and perceived benefits from the Move More Pack related to the *already moving* theme

I AM HIGHLY ACTIVE

CONTEXT

- Consider themselves as highly active individuals, motivated to return to pre-disagnosis fitness levels
- The Move More Pack is not seen as relevant

MECHANISMS OF IMPACT

- None - Disregarded after a cursory glance

PERCEIVED BENEFITS

- No perceived benefits

Figure 3. The contextual factors, mechanisms of impact and perceived benefits from the Move More Pack related to the *I am highly active* theme

PHYSICAL ACTIVITY IS NOT FOR EVERYBODY

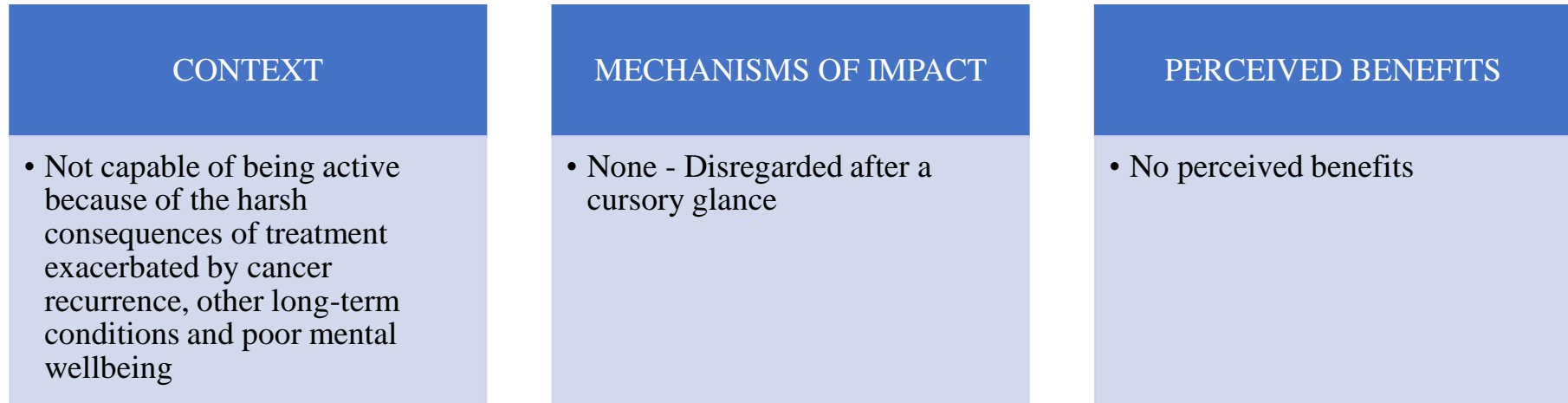


Figure 4. The contextual factors, mechanisms of impact and perceived benefits from the Move More Pack related to the *physical activity is not for everybody* theme