



Implementing Phone Coaching Method in Promoting Healthy Lifestyles among Malaysians

By:
Asha Hasnimy Mohd Hashim
Halijah Ibrahim
Dr. Zainal Abidin Zainuddin




Introduction

- Physical activity helps to control or reduce the risk of chronic diseases and improve physical / physiological functioning (Erllichman, 2002)
- Being physically active is not just about enjoying going out but it is also a vital part of maintaining and improving health.




Introduction

- Methods promoting physical activity:
 - face to face contacts, media, mail, phone etc.
- Phone coaching is quite establish in U.S, Australia and other developed countries but not yet in Malaysia.




Literature Review

- Research shows:
 - Physiological benefits can be gained from telephone coaching (Castro & King, 2002).
 - The number of mobile phone users in Malaysia increase dramatically.....
 - Rate of physical activity among Malaysian.....



Research Questions

- Are there any differences in average walking steps per week between control and coached group?
- Are there any improvement in their daily physical activity?



Method

- Duration: 24 weeks
- Subject: General population age
- Questionnaire ~> review of research, consent form, pre-program interview and physical activity status.
- Instructions, diaries and pedometers will be given to subjects.



Method

- Instructions:
 - How to use pedometer and diary.
 - Subjects need to wear and record their daily steps in the diary for 24 weeks.
 - Subjects only take off their pedometer when they swimming, taking shower and sleeping.



Method

- All the subjects will be contacted after a week to determine their baseline (average daily steps).
- Subjects will be divided into 2 groups (coached and control group).
- Coached group: will receive motivational advice weekly to increase daily steps.
- Control group: will receive dummy call.



Method

- Guidelines for telephone coaching (coached group)
 - What is your goal?
 - How does the situation support you to reaching your goals?
 - What small change can you make in your environment that will help you reach your goal?
 - What are you doing (behavior) that helps you reach that goal?
 - What are you thinking and how does that impact on your feeling and behavior?



Method

- Guideline for dummy telephone call (control group)
 - General guidelines of the aim of the study
 - How the pedometer work.



Conclusion

- Based from this literature review, we suggest to use phone coaching as alternative method to promote physical activity among Malaysians.