

Who were reached by and participated in a one year newspaper health information campaign?

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Abstract

In 1977-1978 the newspaper Ostgöta Correspondenten (Corren) had a one year campaign for better health. The campaign was called "Piggare med Corren" (Get fit with the Corren) and included anti-smoking, dietary and exercise components. It was given great publicity in the newspaper. The purposes of this investigation were to examine the changes in dietary, exercise and smoking habits of the registered participants, the effects on well-being related to those changes, and to determine the effects of the campaign on the whole population of the city of Linköping. This article focuses upon questionnaire response, dropout and participation. Information on the registrants was collected by registration forms, monthly reports, fitness tests and questionnaires. 62% answered the questionnaire. Those who did not return the questionnaire were also studied. Most of the people in Linköping knew of the campaign, but only a small number registered (2.5%). There was greater response among women between the ages of 30-49; and less among those who had poor dietary, exercise or smoking habits. Most inclined to answer the questionnaires were those who had comparatively better exercise and smoking habits before the campaign. This group also improved their exercise habits and capacities for absorbing oxygen (VO₂ max).