

# Perceived Barriers to Community-based Health Promotion Program Participation

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**Objectives:** To examine barriers and self-efficacy relative to attendance at a cardiovascular risk reduction program. **Methods:** Subjects (N=161) represented 3 levels of program participation: full, minimum, and none. Survey scales for barriers to attendance and health behavior change, food security, and self-efficacy for nutrition and physical activity were administered. **Results:** Minimum- and no-exposure participants perceived significantly more barriers to attendance than did the full-exposure participants

( $P < 0.05$ ); barriers to health behavior change were not significantly different. Self-efficacy for nutrition and physical activity were not significantly different among the groups. **Conclusions:** Health promotion programs need to consider anytime, anyplace modes of program delivery to address "program day and time" and "no time to attend" barriers perceived by target audiences.

**Key words:** WISEWOMAN, barriers, self-efficacy, cardiovascular disease, health belief model

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