

The Role of Implementation Planning in Increasing Physical Activity Identification

Natasha Carraro, BA; Patrick Gaudreau, PhD

Objective: To shed light on the process of identification with physical activity. **Methods:** The study involved a prospective design and a sample of 111 university students. **Results:** Results revealed that (1) identifying with physical activity increased the likelihood that students formed implementation plans that, in turn, resulted in greater goal progress, and (2) planning for and progressing on a physical activity

goal was associated to increased physical activity identification over time. **Conclusion:** Implementation planning should be included in interventions aimed at promoting positive changes in physical activity identification and progress on physical activity goals.

Key words: physical activity identification, implementation planning, goal progress, physical activity, reciprocal effects

Am J Health Behav. 2010;34(3):298-308
