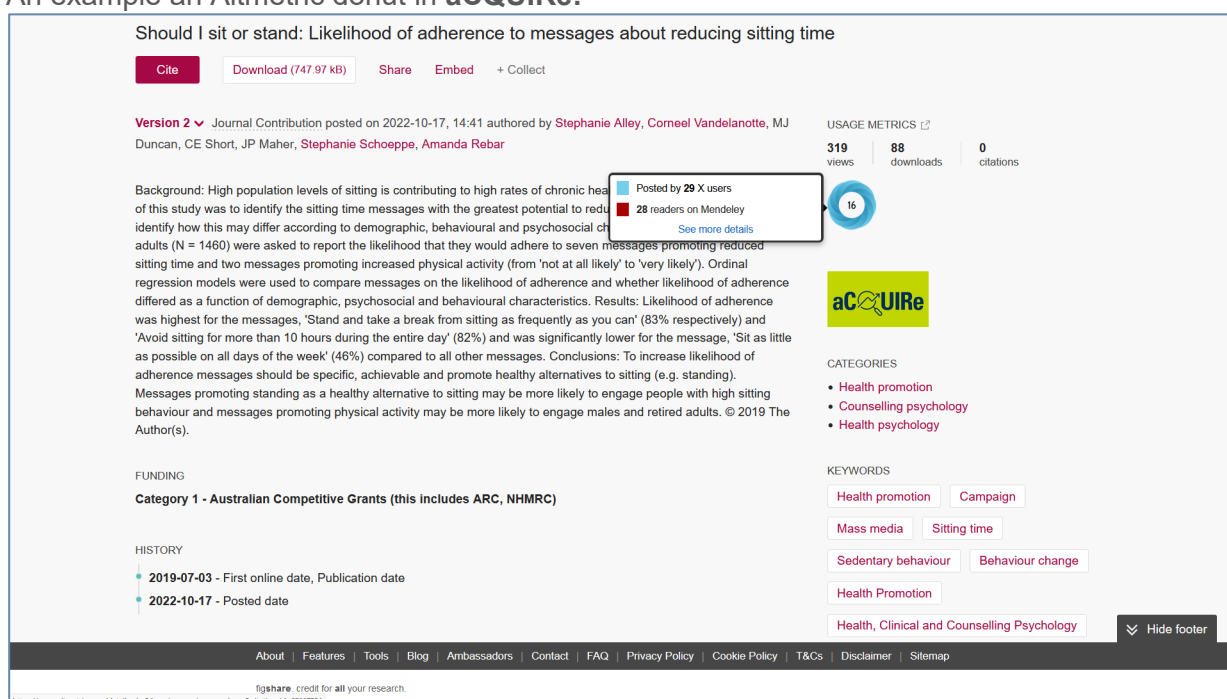


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An example an Altmetric donut in aCQUIRe:



Should I sit or stand: Likelihood of adherence to messages about reducing sitting time

Version 2 Journal Contribution posted on 2022-10-17, 14:41 authored by [Stephanie Alley](#), [Corneel Vandelanotte](#), [MJ Duncan](#), [CE Short](#), [JP Maher](#), [Stephanie Schoepp](#), [Amanda Rebar](#)

Background: High population levels of sitting is contributing to high rates of chronic health conditions. This study was to identify the sitting time messages with the greatest potential to reduce sitting time. This study identified how this may differ according to demographic, behavioural and psychosocial characteristics. 1460 adults (N = 1460) were asked to report the likelihood that they would adhere to seven messages promoting reduced sitting time and two messages promoting increased physical activity (from 'not at all likely' to 'very likely'). Ordinal regression models were used to compare messages on the likelihood of adherence and whether likelihood of adherence differed as a function of demographic, psychosocial and behavioural characteristics. Results: Likelihood of adherence was highest for the messages, 'Stand and take a break from sitting as frequently as you can' (83% respectively) and 'Avoid sitting for more than 10 hours during the entire day' (82%) and was significantly lower for the message, 'Sit as little as possible on all days of the week' (46%) compared to all other messages. Conclusions: To increase likelihood of adherence messages should be specific, achievable and promote healthy alternatives to sitting (e.g. standing). Messages promoting standing as a healthy alternative to sitting may be more likely to engage people with high sitting behaviour and messages promoting physical activity may be more likely to engage males and retired adults. © 2019 The Author(s).

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aCQUIRe

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KEYWORDS
 Health promotion, Campaign, Mass media, Sitting time, Sedentary behaviour, Behaviour change, Health Promotion, Health, Clinical and Counselling Psychology

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Alley, SJ, Vandelanotte, C, Duncan, MJ, Short, CE, Maher, JP, Schoepp, S, & Rebar, AL, 2019, 'Should I sit or stand: likelihood of adherence to messages about reducing sitting time', *BMC Public Health*, vol. 19, no. 1, pp. 871–871, doi: 10.1186/s12889-019-7189-z.