

Using the Physical Activity Messaging Framework to Co-Design 11 Key Guidelines for

STRENGTH TRAINING MESSAGING

1 Use real images

of real people being active and strong in a variety of ways

1

2

2 Success stories

and quotes are an excellent use of text

3

3 Peers

are the preferred source of information and inspiration

4

4 'How to do it'

should take precedence over 'why to do it' and 'what to do'

5

5 Benefits

other than appearance or performance should be included

6

6 Short and long-term

benefits should be used simultaneously

7

7 Progressive overload

is important for continued benefits and lasting results

8

8 Clear and consistent

messages across messengers, channels, and settings

9

9 Link

to more information and opportunities via QR code

10

10 Inclusive messages

information and opportunities for all, beginner to advanced

11

11 Credible information

comes from recognisable, relevant, and trustworthy sources



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