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Physical activity media messages – What do youth with disabilities think?

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Media messages have the power to motivate physical activity (PA). Research surrounding typically developing youth suggest that PA media messages can garner positive beliefs about PA as well as increase PA levels. Unfortunately, many PA media messages are not inclusive of youth with physical disabilities and the effectiveness of messages to motivate PA among youth with physical disabilities is unknown. Guided by the Social Issue Advertising Believability Model, this study will examine the effects of existing PA messages on: a) attention, believability, and message involvement and b) attitudes and intentions towards PA among youth with physical disabilities. This study will also examine the messaging needs and preferences of youth with physical disabilities. The results of this study will allow for an improved understanding regarding the effectiveness of PA promotion messages and inform the development of optimally effective messages that promote PA among youth with physical disabilities.