

Promoting PA in a World of Diversity

*Promoting PA
in the Worksite*

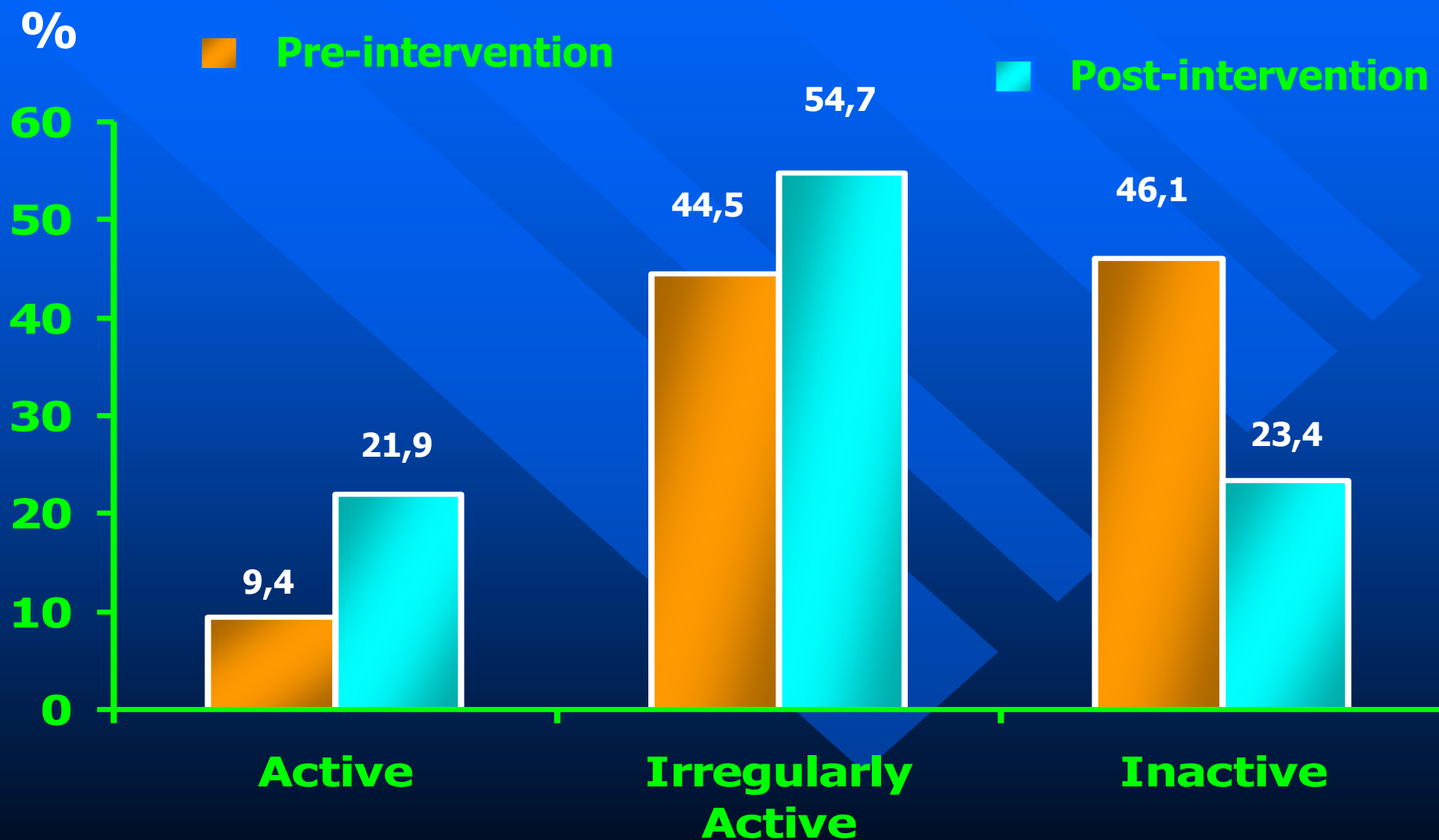


Agita

PA for the Workers

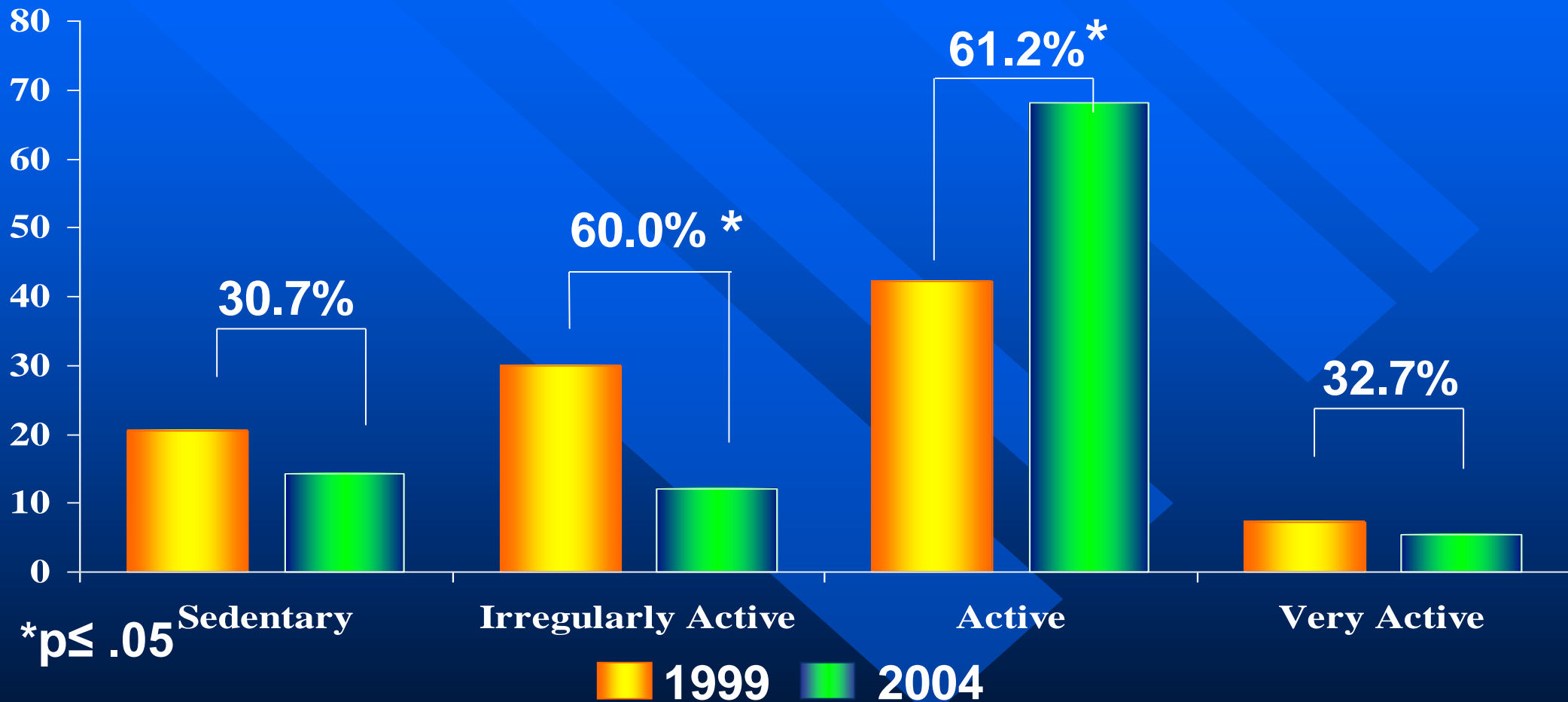


Moderate Physical Activity





Physical Activity Level from People over 50 years-old involved in a PA Promotion Program 1999 - 2004





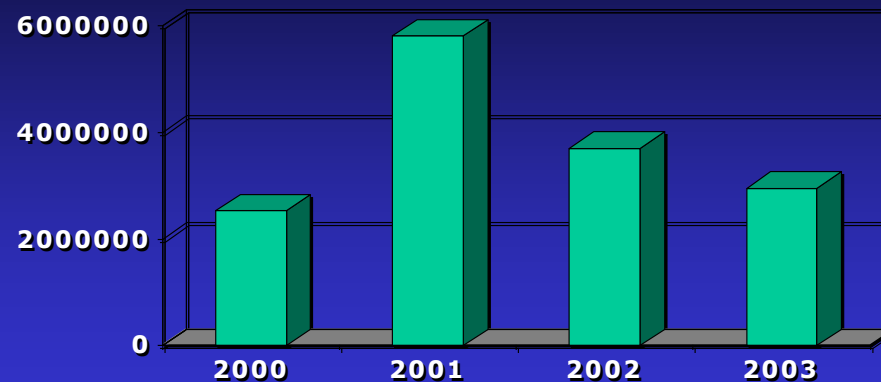
Un-Paid Media

Agita Galera

Media Impact



Media Impact - Newspaper Articles (cm²)



AGITA GALERA

Un-Paid Media Impact



COMMUNITY IMPACT

Estimated People Reached Single Message

35,944,225

Costs of TV Program 30 sec : U\$ 12,000

Money saved in TV time

Saved money U\$ 12,960,000

NON - PAID MEDIA IMPACT

TELEVISION

Programs	• TV - Lecture	240 min
	• Children Program	30 min
	• Adolescent Program	30 min
	• Documentary	30 min
News Reports	23 flashes	245 min

Onlookers

21,400,000

RADIO

25 Flashes
Audience

240 min
1,400,000