

Re-thinking Physical Activity Promotion During the COVID-19 Pandemic: Focus on a 24-hour Day

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The Journal of Rheumatology February 2021, jrheum.201595; DOI:
<https://doi.org/10.3899/jrheum.201595>

It's time to re-think physical activity promotion!

For more than a decade, the promotional message has centered on achieving concrete goals, yet many remain inactive. Now with our daily lives disrupted due to the pandemic, we must learn to overcome new barriers and change the way we approach physical activity.

We all have 24 hours in our day, but how we spend our time can differ. Therefore, it's important to understand what one does in their day to discover where changes are needed.

So how do we help our patients strive for balance in their 24 hours?

Perhaps you can start by asking them what they do in a given weekday and weekend. As you ask more questions, you gain insight into your patient's circumstances and can help them achieve a personalized balance of activity and rest throughout their day.

Fortunately, with the increasing use of technology throughout the pandemic, health professionals have new opportunities to tailor and deliver health interventions.

So now it's time to re-think how we promote physical activity and focus on a 24-hour day!