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S04-4  Tracking participants in the Jackpot.fit program and progress in dissemination of the Austrian sport promotion initiative
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Background
In 2015 a co-operation between the social insurance and the organized sport has been established in order to install Jackpot.fit, a standardized sports club based program, initially in 8 regions in Styria, a federal state of Austria. Inactive adults receive information about the long-term exercise program during a 3-week residential stay in a health resort. We aim to investigate who attends Jackpot.fit, the adherence to the program in 2019 as well as the progress of dissemination of Jackpot.fit since 2016.

Methods
Participants personal data were collected by telephone at the registration. Instructors documented the participants’ attendance each single session with a standardized form. The number of participating regions as well as courses within the regions were monitored by the evaluator.

Results
Between 2016 and 2019 2624 people (70.8% female; age: M = 57.1, SD = 9.1 years; BMI = 25.8, SD = 4.3 kg/m²) registered for Jackpot.fit and 84.3% (n = 2212) attended as participants in at least one session. Between September and December 2019, 824 people registered for the courses with an
adherence rate as follows: 291 (35.3%) visited 75% or more, 200 (24.3%) between 50% and 74.9% and 232 (28.2%) less than 49.9% of all 638 provided sessions. 101 (12.3%) registered but never attended once. The number of regions rose from 8 in 2016 to 28 in 2019 and the number of courses from 25 to 55 over the same period.

Conclusions
According to the total number of participants, regions, and courses the dissemination moves forward. Further strategies to improve adherence must be developed.

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Keywords: physical activity, standardized sports club program, adherence, health care sector