

***Which characteristics for an internet-delivered intervention to promote physical activity?***

***Opinions and usages of older adults.***

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***Purpose.***

Developing, in a Belgian French-speaking community, an internet-based intervention to promote physical activity among adults over 50 years old. Determining which mediators of this intervention are the most used by participants and which mediators are the most useful to improve their physical activity level.

***Methods.***

At baseline, 87 older adults ( $60.69 \pm 7.85$  years) from the same district were assigned to two groups that have received the intervention. This intervention comprised a comprehensive physical activity promotion website, with an emphasis on neighborhood environment contents, and a monthly personalized e-mail based on the stages of change theory. Assessment tools included a post-satisfaction questionnaire and the measure of the number of visits of each page of the website.

***Results.***

According to participants, all parts of the intervention were useful. Indeed, all components received a score above 3/6. The most useful parts of the website, according to participants, were the following topics: "Hiking trails maps" (4.46/6), "Set your goals" (4.14/6) and "Tips for beginning" (4.1/6). The most consulted pages of the website were the pages "My activity log" (163), "News" (137) and "Activity programs examples" (114).

***Conclusions.***

In future actions, all parts of this intervention could be preserved. However, some elements could be added, like an online forum or regular sessions of physical activity with a coach.

***Keywords.*** Physical activity; internet-based intervention; older adults; Opinions and usages

***(215 words)***