Intervention Begins
Call-ups (n=1500)

Questionnaire
- Health
- Level of PA
- Relationship to PA
- Readiness to change
- Information and health behavior

Measurements
- Body composition
- Grip strength
- Aerobic fitness

Ethnographic Interviews

Gamified online service
- Game with social networking
- Upload of PA
- Communal services
- Interaction of peers
- Tailored health information and feedback

Physical Activation Group (n=640)

Randomization

Physical Activation Group (n=640)

Monitoring of PA

Exercise counselling

Intervention Ends

Questionnaire
- Health
- Level of PA
- Relationship to PA
- Readiness to change
- Information and health behavior

Measurements
- Body composition
- Grip strength
- Aerobic fitness

Interviews

Etnographic Interviews

Monitoring of PA

6 months

6-12 months

Military Service

- Aerobic fitness
- (Cooper test)
- Muscle fitness
- Health

Randomization

Some participants Are exempted from Military service