

Additional file 4: Table. Descriptive characteristics and example activities of community partners (N=114)

Additional file 4: Table 1. Descriptive characteristics and example activities of community partners (N=114)											
	PD category	Sex		Age, years			Influencer category ^a				Community partners and example activities (relevant influencer category)
		Male	Female	40–59	60–79	80+	S	M	C	Un	
Group A											
COM 1	High	1	15	1	13	2	4	5	7	6	2 secretaries and 3 staff members of the community center organized campaign activities, sent information about events to all households in the community in the form of a newsletter, and personally invited residents to participate in the events. (S, M, C) 8 executive members of the community's self-administered organization established a monthly walking group and carried a campaign banner and wore hand-made campaign sashes as they walked. (C) 3 senior exercise volunteers introduced their tips on active living to community members at community meetings and health education classes and invited their neighbors to join exercise groups. (S)
COM 2	Middle	2	18	0	20	0	2	2	4	16	1 secretary and 2 staff members of the community center sent information about campaign activities (e.g., health education classes) to all households in the community in the form of a newsletter. (C) 7 members of a monthly health-activity circle distributed information about the campaign activities to their neighbors. (S, M, C) 10 participants in a health education class agreed to publicize the campaign by word of mouth and provided information to their neighbors in the form of informative flyers. (C)
COM 3	Low	1	18	13	5	1	4	6	6	13	15 members of a women's group who were highly interested in health-related information distributed campaign-related information (e.g., tips on walking for health) among their neighbors. (S, M, C) 3 family members who managed a grocery store, which also functioned as a post office, and a mobile retail truck provided information about walking as a health activity to their customers and neighbors. (S, M, C) 1 secretary of the community center set up walking events and involved various community groups in the campaign. (S, C)
Group FM											
COM 4	High	0	14	0	11	3	1	1	1	13	1 executive member of the community's senior women's group who was highly interested in health-related information distributed campaign-related information among her neighbors. (S, M, C) 13 members of the community's senior women's group agreed to publicize the campaign by word of mouth and provided information to their neighbors in the form of informative flyers. (C)
COM 5	Middle	0	1	1	0	0	1	1	1	0	1 secretary of the community center who was formerly a preschool principal and was highly interested in health-related information distributed campaign-related information throughout the community in the form of informative flyers and posters; she also demonstrated FM activities at various events of the senior citizens' club. (S, M, C)
COM 6	Low	16	3	11	8	0	2	2	3	16	1 secretary and 1 staff member of the community center developed and promoted the community's original FM exercises with the assistance of intervention staff and received public funding from city hall. (S, M, C) 16 voluntary members of the health department of the community's self-administered organization learned the original FM exercises and demonstrated them at various meetings and events on an organized basis. 1 senior exercise volunteer learned the original FM exercises and demonstrated them in exercise groups. (C)
Group AFM											
COM 7	High	0	13	2	11	0	5	2	9	0	8 participants of an exercise class agreed to publicize the campaign by word of mouth and provided information to their neighbors in the form of informative flyers. (S, C) 2 residents participated in an exercise class and invited many of their friends and neighbors to join. (S) 3 senior exercise volunteers posed for photographs used in flyers and posters, supplied campaign-related information to their neighbors, and invited them to participate in exercise classes. (M, C)
COM 8	Middle	1	4	3	2	0	4	3	3	0	1 secretary and 1 staff member of the community center distributed campaign-related information to community residents at various events. (S, C) 3 senior exercise volunteers posed for photographs used in flyers and posters, provided campaign-related information to their neighbors, and invited them to participate in exercise classes. (S, M)
COM 9	Low	1	6	2 ^b	4	1	1	2	5	2	5 residents in the community helped with the distribution of posters and persuaded their neighbors to hang them up. (S, C) 1 staff member of the regional social welfare council coordinated the campaign activities and distributed and hung up the posters. (C) 1 staff member of the community center learned FM exercises and demonstrated them at 7 monthly chat salons for older adults. (S, C)
Total		22	92	33	74	7	24	24	39	66	

Notes. (Group) A, aerobic activity; AFM, aerobic, flexibility, and muscle-strengthening activities; COM #, community ID; FM, flexibility and muscle-strengthening activities; PD, population density. Numbers indicate the number of community partners for each category.

^aCommunity partners were categorized based on their characteristics as influencers by the intervention staff. Some partners appear in multiple categories owing to their various abilities. S, salesman; M, maven; C, connector; Un, unsure due to insufficient information in the recruiting process.

^bIncludes one male in his 20s.