## Highlights

What is already known about the topic?

* More intensive physical activity interventions in primary care are considered good value for money. However, very few studies have evaluated the cost-effectiveness of brief interventions (BIs) such as brief advice to promote physical activity in primary care.
* Although BIs appear inexpensive compared with more intensive interventions, there is limited knowledge on their longer-term health care costs and health benefits.

What does the paper add to existing knowledge?

* This study uses effectiveness data from meta-analyses of randomised controlled trials evaluating three BIs that have been used, or could be used, to promote physical activity in primary care.
* On average, pedometer-based BIs are the most cost-effective of the three BIs considered. However, our results are subject to a great deal of decision uncertainty. Further research on the effectiveness of pedometer-based BIs in primary care is potentially worthwhile.

What insights does the paper provide for informing health-care related decision making?

* Brief physical activity interventions could potentially be incorporated in primary care consultations such as NHS Health Checks. Given that pedometer-based BIs are the most cost-effective of the options considered in this analysis, it is worth investigating whether a *very* brief pedometer-based intervention that is delivered in under 5 minutes could be cost-effective as a formal part of the NHS Health Check.
* Analysis of primary data from the VBI trial is underway to answer this question and the decision model used in this analysis (PACE model) will be updated with the new evidence.