Move UBC POST-CAMPAIGN EVALUATION

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INTRODUCTION

Move UBC is a health initiative program that promotes campus wide health with activities targeted at reducing sedentary behaviour and chances to participate in physical activity (PA). Move UBC was created to break up sedentary time through PA. The purpose of the UBC post-campaign evaluation is to develop a tool that can evaluate the effectiveness of the Move UBC program and assess involvement of UBC students. Our goal was to develop an evaluation tool that is universal for all program members to use in future Move UBC years.

RESULTS

**Participant Responsiveness**

- Positive: 15%
- Negative: 12%
- Neutral: 73%

Participants agreed the events were scheduled at convenient times (Question 2) and they were easily accessible to all locations for community members. 90% of participants said they would be less likely to attend an event if they had to pay.

**Program Quality**

- Positive: 77%
- Negative: 23%

Program Quality: 90% of participants had a positive response that Move UBC met their expectations (Question 10) and majority of students agreed that they would attend another event based on their experience. On average, participants were excited to attend another event due to the level of engagement produced by the instructor.

**Program Fidelity**

- Positive: 77%
- Negative: 23%

Program Fidelity: 70% of participants believed the events improved the health and wellness of students, staff, and community members. 80% of students said they spent more time exercising due to the events.

**Adaptation**

- Positive: 33%
- Negative: 37%
- Neutral: 30%

Adaptation: Only 40% of participants had a positive response to the statement that the event(s) they had attended were well adapted to suit all levels of ability (Question 14). Participants did feel that instructors provided modifications for the activities; however, responses were primarily “somewhat agree” or “neutral”.

**DISCUSSION**

Conclusions

UBC students had an overall positive experience participating in the Move UBC campaign which was reflected in participant responsiveness, quality, and fidelity. Participants enjoyed the locations, times and level of engagement the instructors provided.

Program adaptation scored the lowest of the four factors tested. Some participants felt the events were not suitable for all levels of physical ability and the instructors did not accommodate for this variability through program adaptations.

Move UBC participants felt they were more active because of the event they attended, however we found that Move UBC events targeted an already active population.

Recommendations

- **Move UBC should target a less active population through leisure events and educational advertising**
- **Move UBC should adapt the program to suit participant needs.**
- **Move UBC should increase inclusivity for all ability levels through program adaptations**
- **Move UBC should continue to develop a similar event schedule (times and locations)**

REFERENCES


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