

Program Evaluation For the Equity Enhancement Pilot Project (A Health Promotion Initiative To Increase Physical Activity Among Chinese Female Students at UBC)

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Purpose

The purpose of this project is to assess the recreational gap program through the examination of participants' knowledge level, barriers faced and activity rate.

Process & Method

User Group

At UBC, a recreation gap was identified among Asian females, which means they are less engaged in physical activities compared to other ethnic groups. In this study, we used data from SEEDS' survey of Chinese female students who participated in the pilot program. The pre-program and post-program survey involves semantic differential scales, multiple answer and open-ended questions.

Data Collection & Analysis

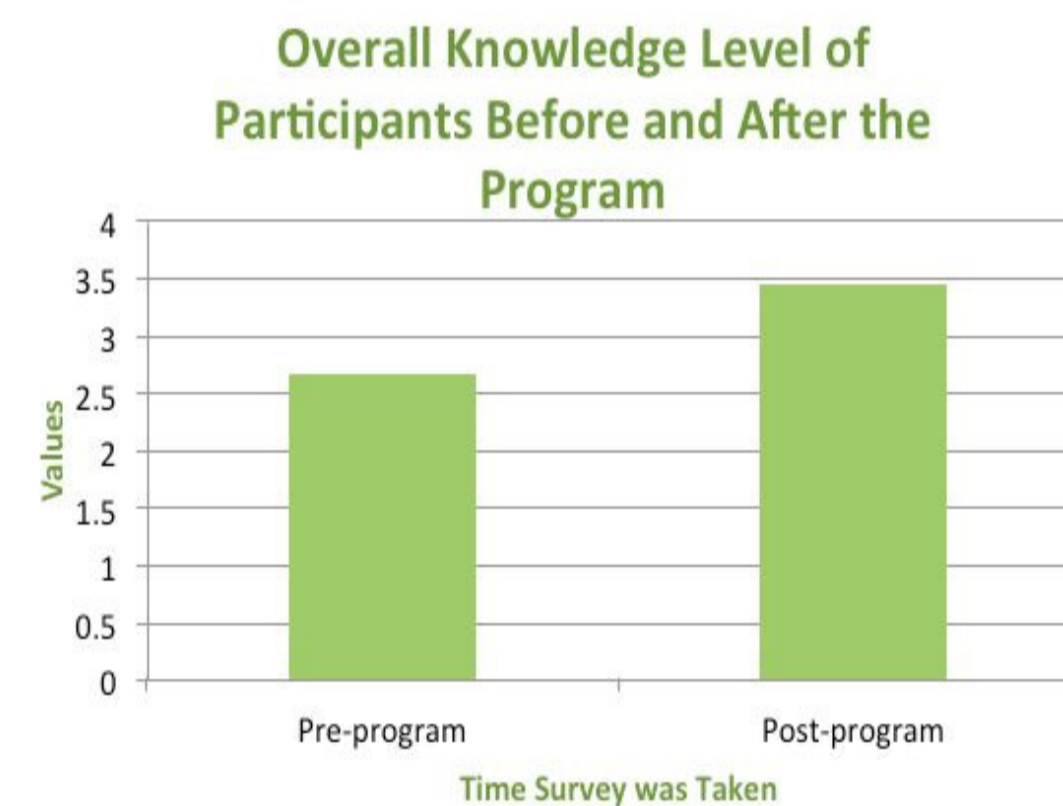
Average results in selected topics

TOPIC	AVERAGE		
	Pre-program survey	Post-program survey	Difference
Knowledge Level...			
Overall knowledge level	2.68	3.45	0.77
... on the current opportunities offered by UBC Recreation	2.60	3.36	0.76
... on strength and circuit training	2.10	3.45	1.35
... on time management strategies to fit health behaviours into schedule	2.30	3.41	1.11
Comfort Level...			
Overall comfort level	2.61	3.35	0.74
... in participating in physical activity	3.05	3.73	0.68
Comfort level with strength and circuit-based training	2.25	3.36	1.11
... in the ability to manage time to fit physical activity into weekly schedule	2.25	3.18	0.93
Duration of time spent or intended to spend on moderate to vigorous activity	2.43 hours	3.73 hours	1.3 hour

Knowledge Level

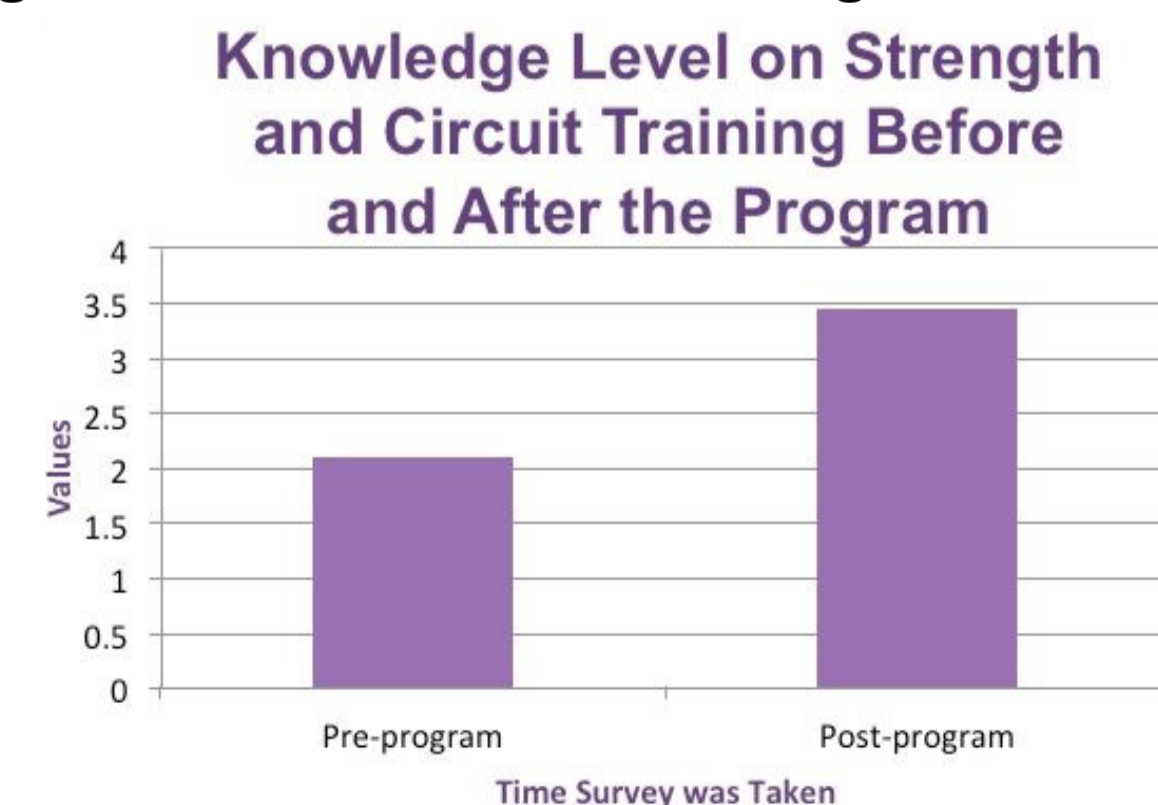
Assessed in the following criterias:

- Current Opportunities to Be Active
- Physical activity and Mental Health
- Importance of having healthy and balanced diet
- Strength and circuit-based training
- Time Management Strategies
- Physical Activity and Stress Level



Result: overall knowledge increased from 2.68 to 3.45 on average after the program

Interpretation: program effectively introduced participants who often had little prior knowledge to a good/excellent knowledge level. Most effective in rising knowledge level of strength and circuit-based training.



Comfort and Ability Level

Assessed in the following areas:

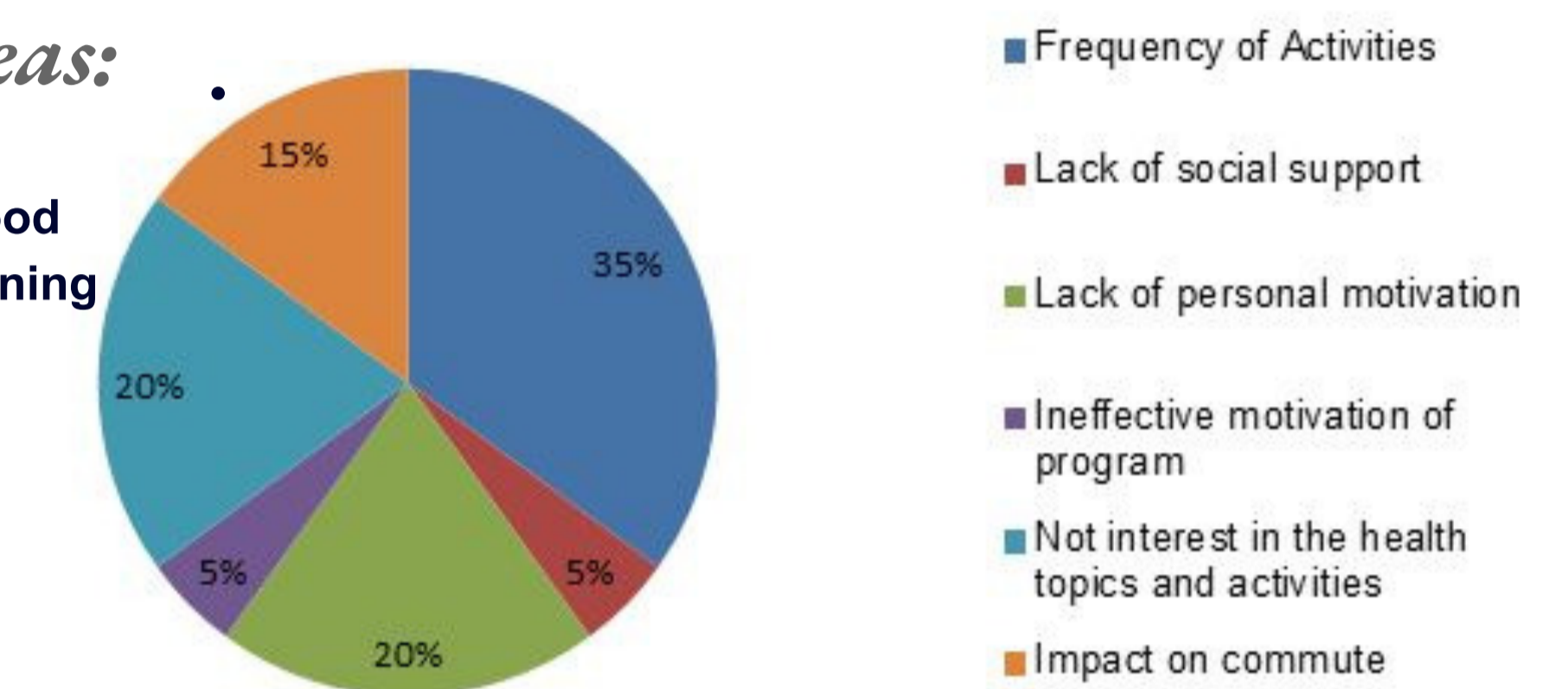
- ◆ Comfort participating
- ◆ Ability of preparing and choosing healthy food
- ◆ Comfort with strength and circuit-based training
- ◆ Ability of managing time
- ◆ Ability of using physical activity as a way to manage stress



Result: overall comfort level increased from 2.6 to 3.45 on average after the program.

Interpretation: program effectively brought participants' comfort level from "little" to "good/excellent".

Barriers Preventing Participants from Attending the Program



Major Barriers:

- Limitation in time
- Lack of Personal Motivation
- Lack of interest in the health topics and activities

Recommendations

- Incorporation of Long-term Health Strategies
- Time Management
 - incorporate flexibility in the schedules
 - incorporate physical activity into participants' daily life
 - post-workout discussion
- Incorporate culturally relevant activities
- Improve quality of the content--interesting topics

References

- SEEDS (2019). [Move More, Learn More: Pre-Program Survey]. Unpublished raw data.
- SEEDS (2019). [Move More, Learn More: Post-Program Survey]. Unpublished raw data.

Acknowledgement

SEEDS (Social Ecological Economic Development Studies) Sustainability Program is dedicated to address social, economic, and ecological issues by building interdisciplinary partnerships between students and faculties.



Partners



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