

# Recreation Gaps, Bridged? An Evaluation of UBC's *Move More, Learn More* Program for Female, Chinese Students

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## BACKGROUND

- It is recommended that adults between 16-64 years get 150 minutes of moderate to vigorous physical activity per week in order to maintain good health<sup>1</sup>
- However, only 20% of Canadians meet these guidelines<sup>1</sup>
- Chinese-North Americans have been found to be even less active than the Canadian average<sup>2,3</sup>
- Furthermore, females tend to be less active than same aged males
- This has been speculated to be due to limited health knowledge, lack of social support, time constraints and low self-confidence<sup>2</sup>
- UBC implemented a pilot program, *Move More, Learn More*, with one weekly session of health education and one session of group exercise classes (in addition to a weekly free gym drop-in) targeted towards their growing population of female Chinese students<sup>4</sup>

## PURPOSE

The goal of this evaluation is to:

- Identify the primary motivators and barriers to program participation for both international and domestic non-participants
- Assess the success of *Move More, Learn More's* current promotional strategies

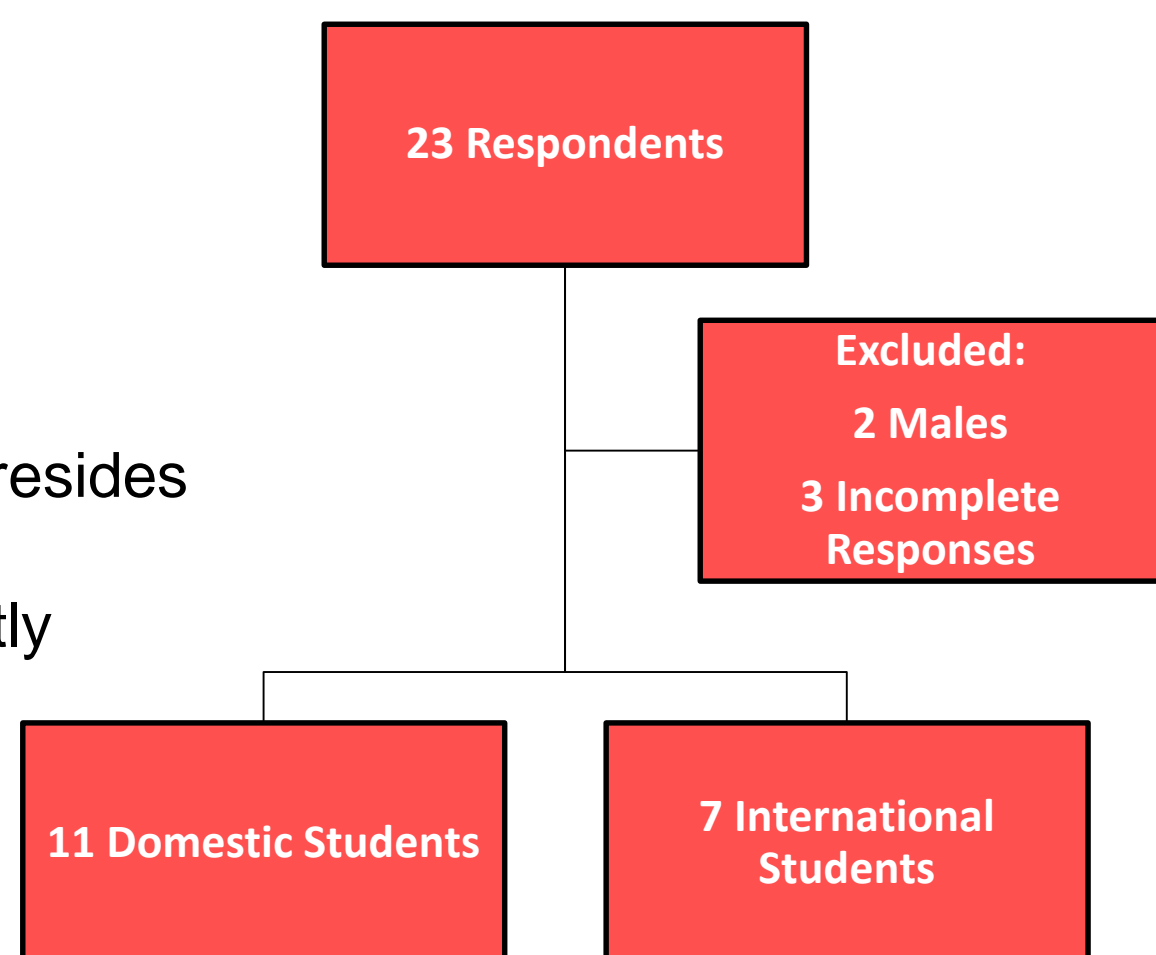
## PARTICIPANTS

Inclusion Criteria:

- Self-identified females
- Identify as Chinese
- Current UBC students

Student Status Definitions:

- Domestic – permanently resides in the country of study
- International – permanently resides outside of their country of study



## METHODOLOGY

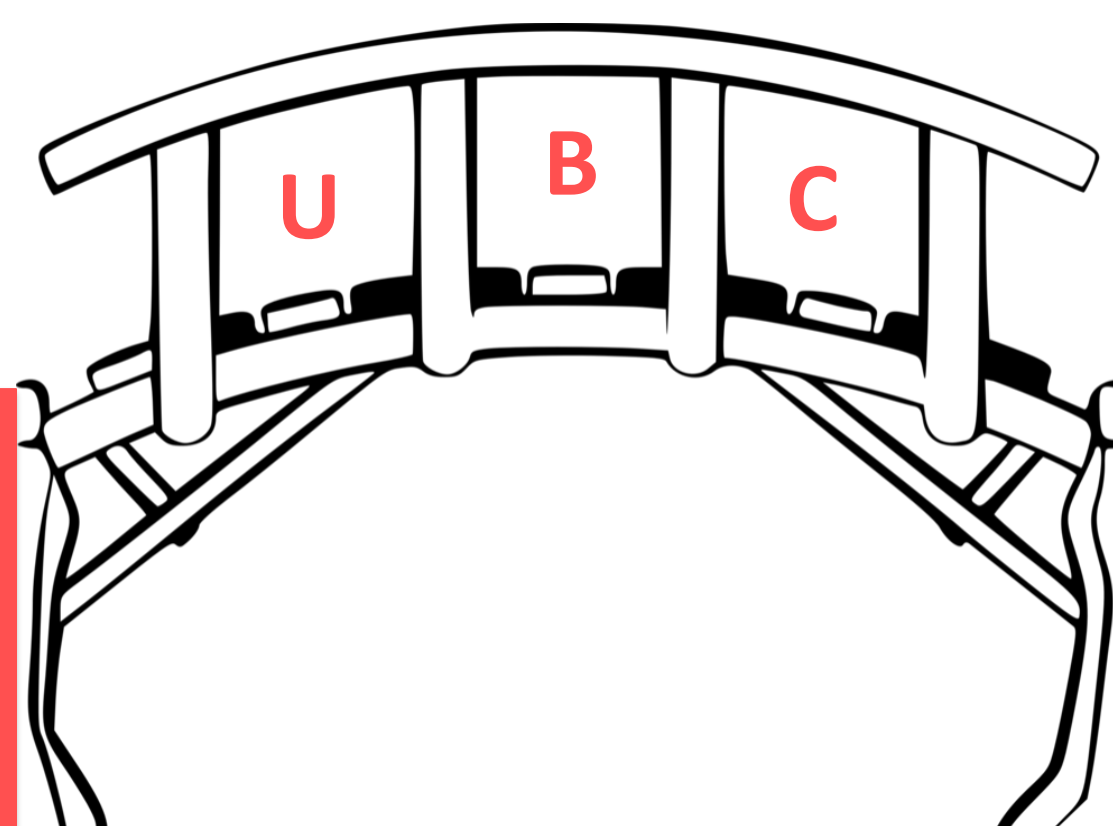
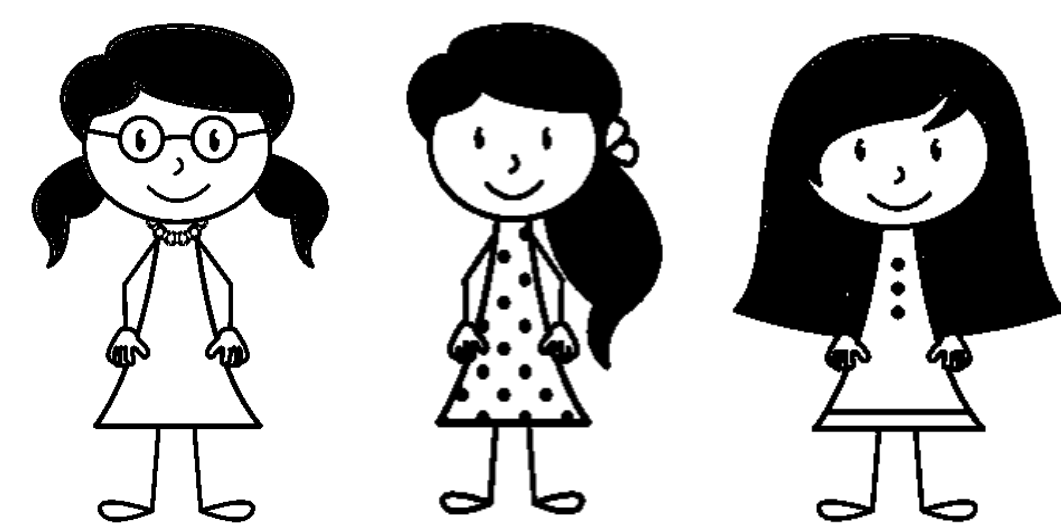
An online Qualtrics survey was distributed to potential participants. The survey was comprised of primarily multiple choice and "select all that apply" questions, and one open ended response.

The surveys were distributed via:

- Links posted to UBC Facebook
- Targeted in-person international student recruitment

The survey was comprised of three main sections of questions:

- Demographic inquiry
- Current health behaviours and exercise motivators/barriers
- Move More, Learn More* program awareness and interest



Images:  
 kissCCo. (2019a). *Sydney Harbour Bridge* [image]. Retrieved from <https://www.kisscc0.com/clipart/sydney-harbour-bridge-drawing-computer-icons-timbe-zc1c10/>  
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 Fotolia (2019). *Gym Banner*. Retrieved from [https://t4.ftcdn.net/jpg/01/07/12/29/500\\_F\\_107122970\\_c2j962KgKTW2a5flyUwiQSHR45p6GhRi.jpg](https://t4.ftcdn.net/jpg/01/07/12/29/500_F_107122970_c2j962KgKTW2a5flyUwiQSHR45p6GhRi.jpg)

## FINDINGS

**2.18 ± 1.5** → Days per week that domestic respondents reached 60 active minutes

**1.33 ± 0.5** → Days per week that international respondents reached 60 active minutes

## MOTIVATORS

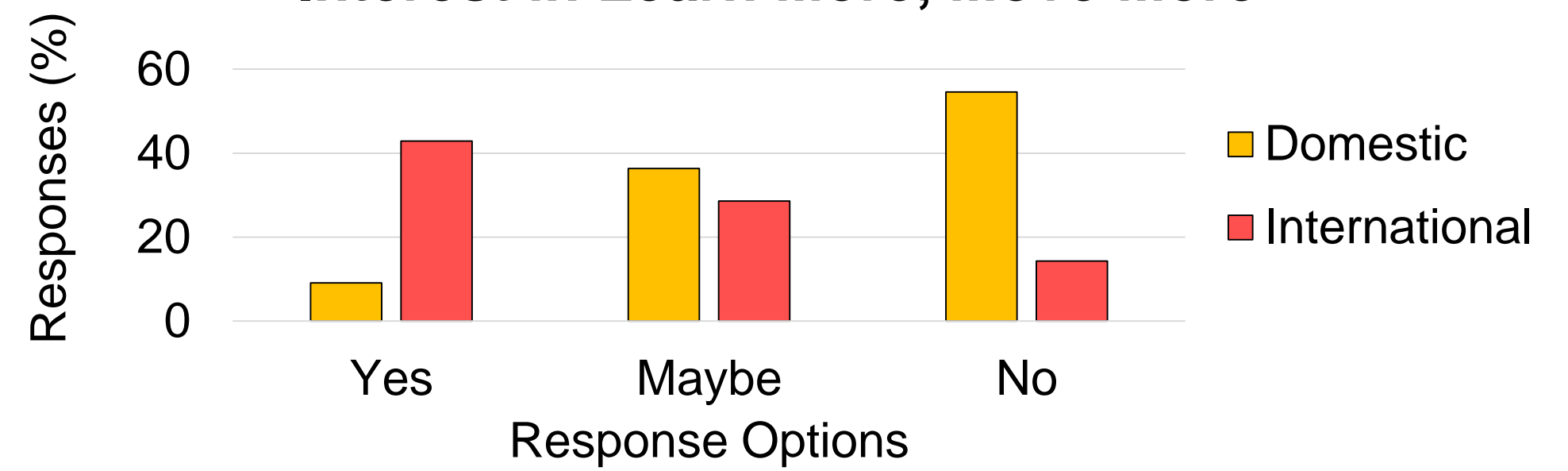
	Domestic	International
Health	100%	71%
Friends	64%	29%
Competition	9%	0%
Appearance	64%	57%
Enjoyment	64%	43%

## BARRIERS

	Domestic	International
Time	91%	71%
Money	45%	0%
Confidence	18%	0%
Knowledge	18%	71%
Not a Priority	18%	29%

**GYM** → the most reported mode of exercise for both domestic and international students

## Interest in Learn More, Move More



## PROGRAM POSTIVES

- Opportunity for additional health knowledge and activity (domestic)
- Encouragement and education to perform activity (international)

## PROGRAM CRITIQUES

- Time commitment (domestic and international)
- Already exercise or are satisfied with current knowledge (domestic)

**0%** → Of respondents had heard of *Move More, Learn More* prior to taking the survey

**94%** → Of respondents believed social media would be the most effective way to promote the program to a large population

## RECOMMENDATIONS

- Expand current exercise session topics to include education and instruction for future self-guided gym sessions
- Increase promotion of *Move More, Learn More* on various social media platforms (Facebook, Instagram, etc.) that currently engage with Chinese female UBC students
- If the format of *Move More, Learn More* remains the same, direct attention towards international Chinese students as the program better addresses their needs, interests and current barriers

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