

# TARGETED HEALTH PROMOTIONS THROUGH THE USE OF DIGITAL MEDIA

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## BACKGROUND

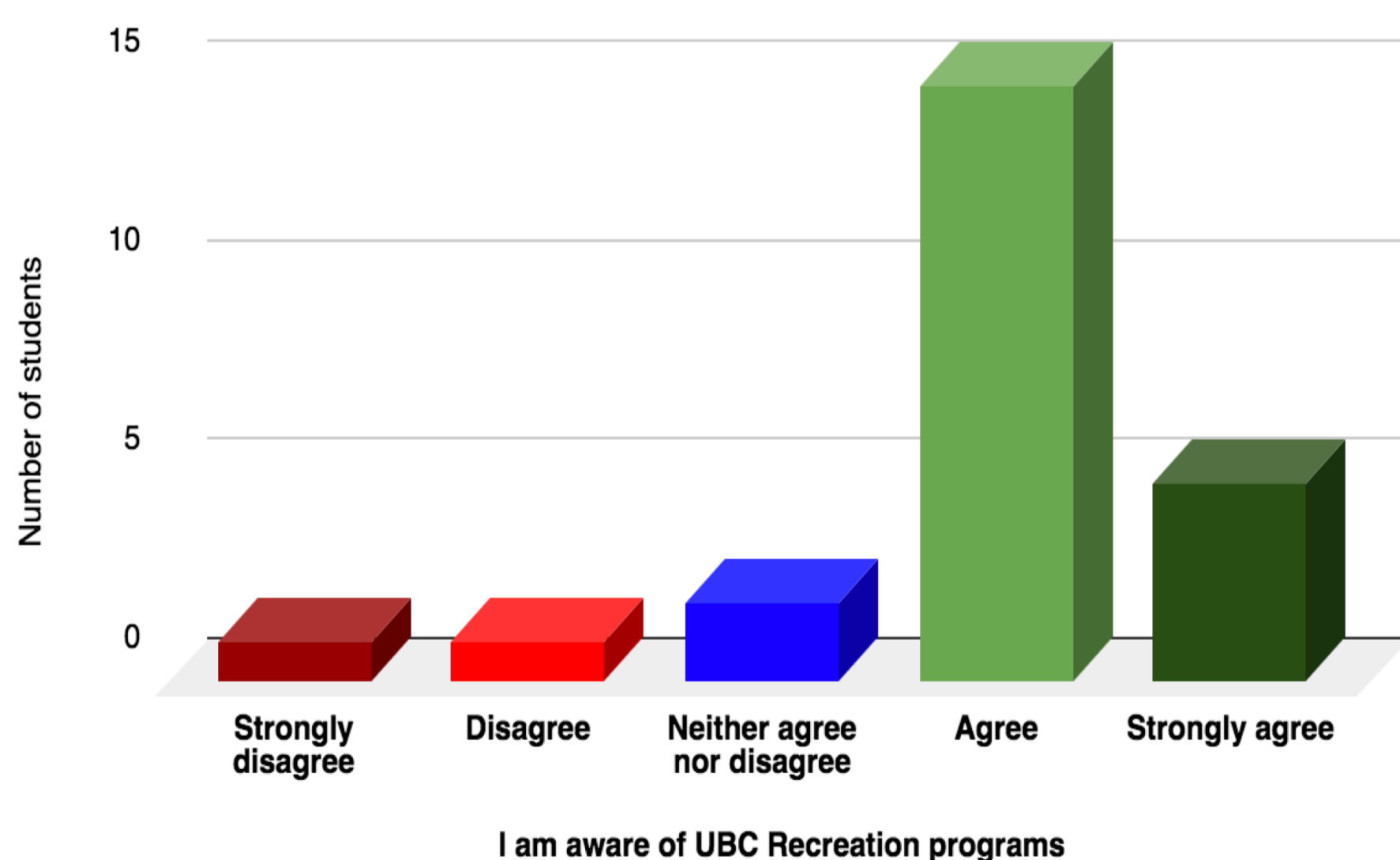
- Physical activity is associated with many benefits including reduced risks of cardiovascular disease, type 2 diabetes and even some cancers <sup>1</sup>
- Physical inactivity continues to be a public health concern all over the world, but there has been an increase in ways to promote physical activity interventions (media, online)<sup>2</sup>
- Web 2.0 internet technology has great potential in promoting physical activity, and is impacted by website usage and engagement <sup>3</sup>

## PROCESS

- 23 questions were made & distributed using Qualtrics survey engine
- Surveys were distributed through different channels to individuals (in person, online)
- Surveys included
  - Likert-scale Questions
    - ✓ General inquiries around physical activity
    - ✓ Fitness Classes/Programs
    - ✓ UBC Recreation Website
  - Open-ended Questions
    - ✓ Difficulties of the website
    - ✓ Use of website after improvements
- Data was collected & then analyzed thematically to determine certain themes that were shown through participants' answers

### UBC Recreation Program Awareness

The graph below illustrates; there was a high percentage of participants who were already aware of the programs that UBC Recreation has to offer

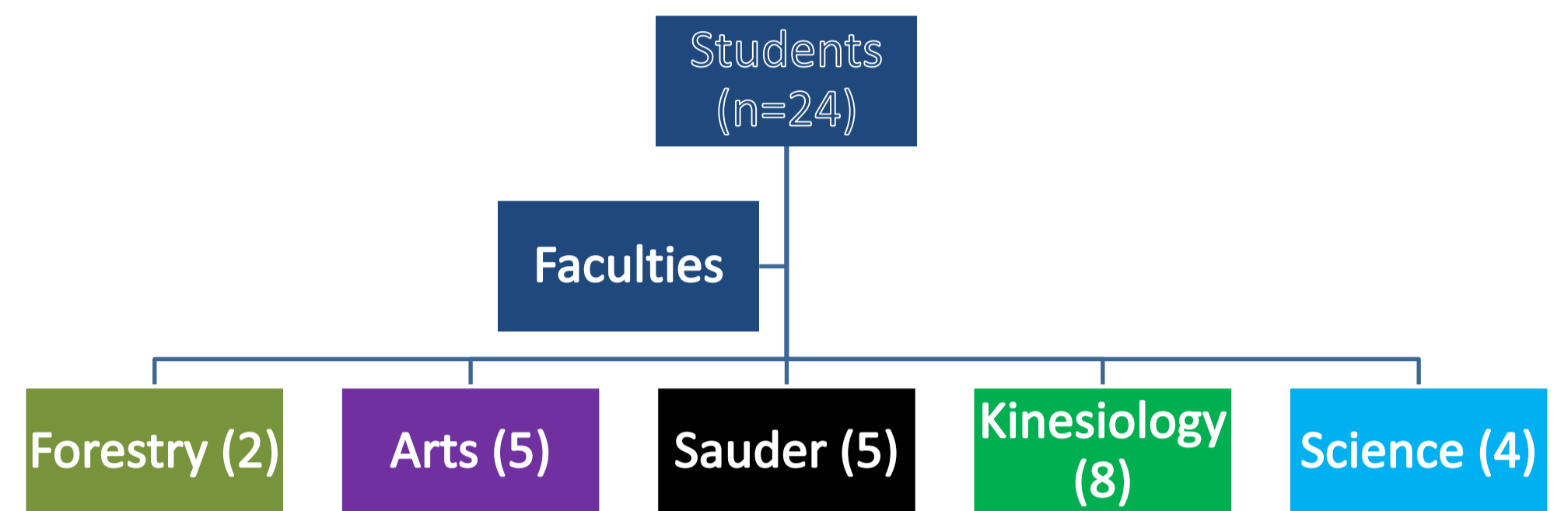


**20/24** participants were already aware of the programs UBC Rec offered

## PURPOSE

To conduct a Fitness and Classes website audit with lens of inclusion and health promotion, and provide recommendations for language, sound, and video for Athletics and Recreation. Furthermore, to determine the impact digital media has towards potential involvement in health promotion for UBC students

## PARTICIPANTS



**8/24** participants were Kinesiology students

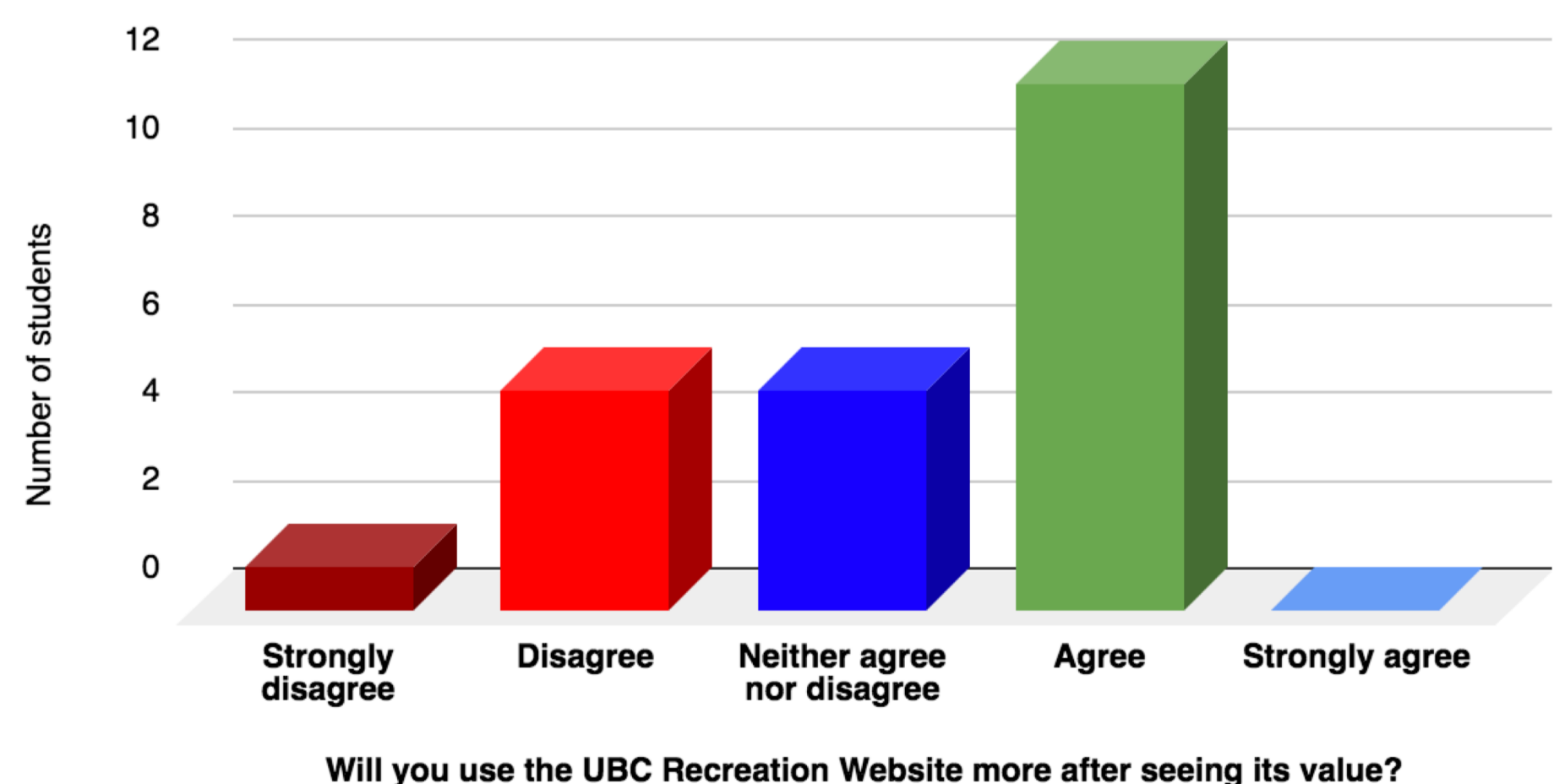
**18-44** was the age range for our participants

## RESULTS & DISCUSSION

- Participants showcased an interest in viewing the UBC Recreation website after seeing what it offers
  - ✓ Lack of awareness – students don't visit it often/at all
  - ✓ Participants are more likely to use the website if modernized/updated
- Open-ended questions led to participants saying:
  - ✓ The UI needs to be improved/modernized
  - ✓ Promoting this resource on campus will increase use

**"Messy, hard to navigate – interface is outdated"**

### Likelihood of Usage of UBC Recreation Website after viewing it



### UBC Recreation Website Use

The graph above illustrates; the value that the UBC Recreation website has as more students would use it after viewing its content

