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.
• 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).
• Web 2.0 internet technology has great potential in promoting physical activity, and is impacted by website usage and engagement.

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.

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“Messy, hard to navigate – interface is outdated”

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 the programs UBC Rec offered

References