

Assignment #3 Final Report

Group 4

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KIN 464 001: Health Promotion and Physical Activity

Project N: Exploring Strategies to Enhance Participation at BodyWorks

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Executive Summary

BodyWorks operates as an outreach facility affiliated with the UBC School of Kinesiology. Its gym is staffed by students who are provided with ongoing educational opportunities (BodyWorks, n.d.). BodyWorks' program offerings include specialized programs catering to individuals over 55 years old and/or those with chronic conditions. However, BodyWorks is now looking to broaden their clientele (BodyWorks, n.d.). This study aims to identify strategies to increase the participation of UBC Vancouver campus residents and workers aged 30 and older at BodyWorks. To achieve this, a survey comprising both quantitative and qualitative questions was distributed. The responses were subsequently reviewed and analyzed to develop potential recommendations to present to BodyWorks.

This project started with a review of the existing literature to explore potential motivators and barriers individuals face when considering exercise. Our group found that psychological factors, such as stress reduction (Casimiro-Andújar et al., 2022) and social factors, such as the presence of a workout partner, significantly influence individuals' motivation to engage in an exercise program (Chun et al., 2021). Building on this knowledge, our group developed a survey to further investigate the factors that drive or hinder participation among UBC residents and workers in engaging in a BodyWorks exercise program. As we designed our survey questions, we aimed to address the following research questions: 1) What barriers prevent UBC campus workers and residents over 30 years of age from participating in BodyWorks programs? 2) What are potential motivators for participation in BodyWorks programs? Participants who may be eligible were recruited through email distribution, posters, and posting in social media groups.

Our initial main finding highlights that 62% of the survey respondents were unaware of BodyWorks and its programs (see Appendix D, Figure 1), indicating a gap in BodyWorks' marketing and outreach strategies. Furthermore, many participants emphasized the importance of cognitive and psychological benefits as motivating factors for exercise (see Appendix D, Figure 9). Based on these findings, we propose that BodyWorks enhance their social media presence and refocus their marketing efforts to highlight psychological benefits over physiological ones. Secondly, survey respondents expressed a preference for group-based training and indicated the importance of exercise programs with individuals of similar fitness levels (see Appendix D, Figure 5). Therefore, we recommend that BodyWorks develop group fitness programs tailored to individuals' fitness levels, offering options such as beginner, intermediate, and advanced classes. Lastly, it was noted that there is a misconception that BodyWorks' programs are exclusively for seniors, possibly due to images on the BodyWorks website, which predominantly feature the senior population and the limited availability of programs catering to individuals aged 30 to 55. To address this misconception, we suggest that BodyWorks update their website to reflect a broader demographic range and expand their programs tailored to the 30 to 55 age group.

Introduction

As the global epidemic of inactivity continues to take a toll on public health, the imperative to encourage participation in fitness programs has never been more pressing. However, bridging the gap between intention and action requires a nuanced understanding of the barriers and motivators that influence individuals' decisions to engage in such programs. This paper aims to gain the necessary information for BodyWorks, an Outreach Program at the University of British Columbia (UBC) School of Kinesiology that integrates evidence-based practices into adult-oriented programs, to develop a program that will attract those who live or work at the UBC campus. To achieve this objective, the literature review explores the potential motivators for getting those who live or work on the UBC campus ages 30 or over to participate in physical activity programs at BodyWorks.

Through our literature review, we explored the multifaceted impact of physical activity on both work productivity and the psychological well-being of employees. The recognition of regular physical activity as a catalyst for heightened work engagement and productivity is well-established in the literature (Nishi et al., 2017). Recently, research has delved into the specific realm of physical activity within the workplace, examining its correlation with work productivity. Furthermore, the literature review explores motivation and adherence to exercise programs within a group setting. Social factors, such as the presence of a workout partner and community-building aspects, emerge as crucial motivators (Chun et al., 2021; Legaspi et al., 2021). These findings should assist in the development of our research. In sum, this literature review aims to provide a comprehensive understanding of the intricate interplay between workplace physical activity, work productivity, stress reduction, and psychological well-being

while shedding light on factors influencing motivation and adherence in the pursuit of informing the development of a new program for BodyWorks.

This study hopes to address the following questions: (a) What barriers prevent UBC campus workers and residents over 30 years of age from participating in Bodyworks programs? (b) What are potential motivators for participation in Bodyworks programs? By addressing these questions, we aspire to contribute to a deeper understanding of factors that limit individuals of the mentioned population from joining fitness programs, thereby providing insights on how BodyWorks can integrate this information into how they advertise their programs to reach more individuals.

Literature Review

The Theory of Planned Behavior

The theory of planned behaviour contends that individuals undergo significant behavioural change when factors such as perceived behavioural control, subjective norm, and attitude are conducive to change (Ajzen, 1991). Relevant to our study, these three features of the theory can serve as both barriers and motivators towards exercising. For example, using this theory as a guiding lens, we asked survey participants about their previous experiences with organized fitness programs (see Appendix D, Figure 6) to gauge existing attitudes towards participation in fitness programs. While the theory itself does little to identify direct barriers, it is central to our research as a means to design survey questions and analyze responses.

Workplace Physical Activity Impacts on Work Productivity

Regular physical activity is known to enhance work engagement and productivity (Nishi et al., 2017). While previous research has recognized this connection, investigations into physical activity within the workplace have been relatively recent. Examining two research articles, we

sought to understand the relationship between workplace exercise programs and their impact on productivity. Jindo et al. (2020) conducted a study focusing on the correlation between physical activity frequency and workplace productivity, revealing a significant enhancement in efficiency and output among employees who engaged in workplace exercise at least once a week. Furthermore, the study highlighted the importance of support from both management and co-workers for the success of such interventions (Jindo et al., 2020). Our study aims to determine the optimal frequency of workplace physical activity participation to maximize productivity benefits, as well as to assess the impact of managerial and peer support on employee productivity. Understanding these factors is crucial for the development of a successful program for BodyWorks.

Marin-Farrona et al. (2023) analyzed research studies centred on the effects of various workplace physical activity modalities on employees' productivity and health. They examined studies utilizing aerobic exercises such as running or cycling, strength exercises including dumbbell or band workouts, and flexibility exercises (Marin-Farrona et al., 2023). This systematic review found that all physical activity modalities contributed to improved worker productivity (Marin-Farrona et al., 2023). These findings further underscore the benefits of physical activity for workplace productivity, potentially serving as a motivator to be considered.

Stress Reduction & Psychological Well-Being

In addition to the effect of physical activity on workplace productivity, our investigation has found evidence affirming the impact of exercise on stress reduction and psychological well-being. These findings further lend to the development of survey questions about potential motivators for program participation.

Casimiro-Andújar et al.'s (2022) study on the effects of personalized physical exercise programs on university workers' overall well-being further highlights the effect of physical activity on emotional wellness and health. In this context, regular physical activity served a role in stress reduction and improved sense of control over emotions (Casimiro-Andújar et al., 2022). Additionally, participation in physical activity programs can promote healthy behaviours and improve social connections among peers, leading to overall improvements in health habits and increased awareness of well-being (Casimiro-Andújar et al., 2022).

One of the key mechanisms through which physical activity influences emotional well-being is stress reduction (Casimiro-Andújar et al., 2022). Engaging in regular physical activity has been shown to modulate the release of neurotransmitters such as endocannabinoids, endorphins, serotonin, and dopamine, which are associated with pain reduction, emotion regulation, and pleasure (Casimiro-Andújar et al., 2022). Moreover, physical activity serves as a mental distraction from the demands of the working day, fostering feelings of mastery, increased self-efficacy and aiding in recovery from stress levels (Casimiro-Andújar et al., 2022). Positive emotional states have been identified as crucial antecedents of good work outcomes and success. By reducing stress and enhancing emotional well-being, physical exercise can contribute to improved performance, productivity, and job satisfaction among employees (Casimiro-Andújar et al., 2022).

The potential for participation in physical activity programs to promote healthy behaviours and improve social connections among peers echoes the goals of the BodyWorks program in fostering a supportive community and encouraging overall well-being among its participants. Thus, the research findings on stress reduction and psychological well-being

underscore the importance of physical activity for our target demographic and serve as another potential motivator of interest.

Motivation & Adherence

Exercise within a group setting is a preference held by many (Chun et al., 2021). In two separate studies aimed at assessing the needs and concerns of our target population, a recurring theme identified was the importance of social factors as a motivator for initiating and maintaining an exercise program (Chun et al., 2021; Legaspi et al., 2021). The significance of social factors manifests in various ways; some suggest that the absence of a workout partner is a barrier to exercise, while others emphasize the role of community-building inherent in group fitness as a primary motivator for physical activity (Legaspi et al., 2021).

In practical terms, several studies have evaluated social factors and their relationship to various measures. Davis et al. (2021) examined the impact of social effects and support on the experience and performance of Parkrun participants. Survey data indicated that the social aspect of Parkrun was effective in improving overall enjoyment of their exercise and self-perceived energy levels (Davis et al., 2021). This emphasis on the self-perceived energy level is particularly relevant to our study as it highlights the subjective experience of participants, which can influence their motivation and adherence to exercise programs.

Supporting Davis et al.'s findings, Fraser & Spink (2001) found both group cohesion and perceived social support as predictors for group fitness retention and attendance. It is worth noting, however, that a study investigating the importance of social support and physical rewards on exercise adherence found that social support had no significant impact on participants' attendance, compared to physical rewards (Kravitz & Furst, 1991). The implementation of group-based exercises could potentially lead to higher participation rates. As it emphasizes the

social aspect of physical activity, such as exercising in a group setting, it seems to enhance participants' enjoyment and self-perceived energy levels, which could contribute to greater motivation and adherence to exercise programs. This relates to our study because it investigates motivators and obstacles related to exercise participation among UBC staff and faculty, particularly focusing on the potential benefits of group-based classes and semi-private training offered by BodyWorks. By understanding the impact of social support and perceived energy levels on motivation and adherence to exercise programs, we can analyze whether implementing group-based activities specifically tailored to the target population would lead to higher participation rates and greater overall success of the program. Additionally, by exploring the connection between social support, psychological well-being, workplace benefits, and exercise adherence, we aim to provide insight that can inform the development of effective strategies to promote physical activity among the target population.

Apart from social factors, other concepts relating to motivation and adherence to exercise programs within the population have been identified. Survey responses from UBC staff and faculty identified improved self-esteem and self-efficacy as drivers for physical activity (Chun et al., 2021). Semi-structured interviews with a separate sample supported this, identifying a lack of knowledge of exercise and low self-efficacy as barriers to exercise (Legaspi et al., 2021). Lending strength to the importance of self-efficacy and social support, Stødle et al. (2019) highlighted increased self-efficacy and social support as the main motivators for program adherence. Interviewees recalled moments in which they felt that praise and support from fellow group members were essential aspects of participation, along with an increased sense of independence through improved mental and physical performance (Stødle et al., 2019).

It is clear that engaging in physical activity has numerous benefits in the workplace (Nishi et al., 2017). Notably, it contributes to enhanced psychological well-being and reduced stress levels (Andújar et al., 2022). Furthermore, these advantages apply to various forms of physical activities (Marin-Farrona et al., 2023). Legaspi et al., 2021). As such, our goal is to dive deeper into motivators and obstacles related to exercise, as well as how Bodyworks can address these concerns. Specifically, given Bodyworks' intention to provide group-based classes and semi-private training, we hope to determine whether perceived motivation towards starting an exercise program is heightened with the inclusion of a program exclusively for staff and faculty. We also aim to explore the connection between this motivation and social support, as well as the effects of psychological and workplace benefits on exercise adherence and motivation.

Methods

Research Design & Plan

Our research design consisted of a survey asking a combination of quantitative and qualitative questions. An online survey using Qualtrics software was distributed, targeting individuals who meet the inclusion criteria. Given the lack of existing on-campus programs for campus residents and workers and the multifaceted benefits of physical activity (Marin-Farrona et al., 2023; Nishi et al., 2017), we have selected our target population intending to understand barriers and motivators that can enhance engagement with future BodyWorks programs.

Recruitment strategies included various methods such as sending emails (see Appendix C), posting recruitment posters (see Appendix A), and posting on a Facebook group page named "UBC Employment and Volunteering Opportunities." Our group retrieved staff and faculty contact information through department-specific websites, including those of Kinesiology, Psychology, Biology, Applied Science, Business, Education, Forestry, Land and Food Systems,

and Music. An email (see Appendix C) was sent to these department addresses, offering general information about the study and outlining participation criteria. The email included the attachment of the poster with a QR code and a link to the survey (see Appendix A). Email recipients were requested to complete the survey themselves and share the email with their faculty or department. Additionally, posters with a QR code linking to the survey (see Appendix A) detailing the study, were strategically placed in high-traffic areas on campus, such as the hallways of the Neville Scarfe and Woodward Instructional Resources building, ensuring visibility to a broad audience. Furthermore, these posters were distributed in person to businesses, schools, and people throughout campus, enhancing the reach of the recruitment effort.

Target Population & Recruitment Target

The target population for this research consists of adults 30 years or older who live or work anywhere on the UBC campus, including areas such as Westbrook and the University Golf Club. This specific demographic was chosen due to their regular presence on campus during the week and their potential as a target audience for BodyWorks to expand its services. The maximum target number of responses for the survey will be 100, recognizing the potential constraints on staff availability and the possibility that not all individuals may meet the inclusion criteria.

Data Collection & Data Analysis

This project aims to identify both motivators and barriers for individuals working on the UBC campus to participate in Bodyworks' programming. Participation in the prepared survey will be voluntary and anonymous, no personal information about the individual will be collected.

All data and consent forms will be stored on a secure electronic device by Dr. Bundon. The survey closed, and the data collection process ended on April 4, 2024.

Data analysis will consist of both descriptive qualitative and descriptive statistical analyses. Descriptive statistical analysis will help assess survey participants' demographics. The survey questions related to our research questions consist of multiple-choice and 5 to 10-point Likert scale questions aimed at quantifying participants' perceived barriers and the degree to which these factors serve as barriers. Qualitative survey questions include open-ended questions, allowing participants to elaborate on specific and personal barriers to participation in Bodyworks' programming. The anticipated completion time for the survey is estimated to be approximately 10 minutes, as determined by the ExpertReview function within the Qualtrics platform. The data gathered from these qualitative responses will be analyzed for common themes. We will use the Theory of Planned Behaviour as a lens to analyze our data, which considers factors such as attitude toward a behaviour, perceived control, and subjective norms (Ajzen, 1991). Only data collected from participants who meet the previously outlined inclusion criteria will be included.

The first set of questions serve as our qualifying questions to ensure that participants meet the inclusion criteria. The second set of questions assesses the participants' existing knowledge of Bodyworks. The third set of questions relates to barriers and motivators, with the questions targeting the constructs of attitudinal belief and behavioural control belief, as outlined by the Theory of Planned Behaviour (Ajzen, 1991). For example, participants are asked to assess their agreement with the following statement: "A lack of time in my schedule prevents me from exercising," as a reflection of perceived behavioural control. Following the questions on motivation and barriers, we designed qualitative questions to explore further attitudes and

experiences towards physical activity and suggestions for program implementations (see Appendix D, Figure 9). Using these strategies, we aim to provide valuable insights that can inform the development of interventions to enhance participation in Bodyworks programs.

Results

Participant' Description

The survey garnered 52 responses; however, only 45 participants were deemed eligible for analysis after applying the inclusion criteria. Within this cohort, the age distribution was notably concentrated, with 41 of the participants falling within the age range of 30-59 years old 30 to 59 years of age (see Appendix D, Figure 3).

A significant portion (n=28) of the eligible participants completed the survey. These individuals represented diverse roles and affiliations within the UBC community, including, but not limited to, administrative staff, Ph.D. students, professors, and food service workers.

Barriers and Recommendations

Four significant barriers impede the utilization of the BodyWorks program: a lack of awareness, the perception of it being solely for seniors, limited programs offered for various fitness levels, and restricted hours. Our research revealed that 62% (see Appendix D, Figure 1) of respondents had never heard of BodyWorks, with many only associating it with UBC's Kinesiology department. Misconceptions about the program's status also surfaced, with some believing it had closed post-COVID. Furthermore, despite 48% of respondents having tried fitness programs at UBC, none had engaged with BodyWorks (see Appendix D, Figure 4), showcasing a clear interest gap due to insufficient knowledge about the program's existence and offerings. Even those familiar with BodyWorks displayed limited understanding of its services, indicating a pressing need for improved information dissemination.

To combat this barrier, implementing innovative marketing strategies, such as enhancing social media presence across platforms like Instagram, Facebook, and Twitter, could prove instrumental in overcoming the hurdle of low program awareness (Calder et al., 2009). Leveraging these channels can foster greater engagement with the general public, effectively disseminating information about the program and its offerings. Another potential marketing strategy to consider is emphasizing the non-body image-related advantages of exercise. This suggestion is informed by the qualitative data gathered from our survey, particularly responses to the question, "How do you believe an exercise program could enhance your personal or professional life?" (see Appendix D, Figure 9). A considerable number of respondents highlighted the mental benefits associated with exercise, suggesting an opportunity to focus marketing efforts on these aspects. Therefore, tailoring marketing endeavours to emphasize the mental and cognitive benefits of physical activity may further captivate prospective clientele, highlighting the holistic advantages of participation.

Moreover, BodyWorks faces the challenge of being perceived primarily as a facility tailored to seniors. A quarter of respondents linked the program to older adults, likely influenced by the website's portrayal of seniors and its emphasis on one program for those 18 and above. This perception was reinforced by a respondent's remark highlighting the absence of fitness options for adults aged 30 to 55 (see Appendix E), especially those with full-time jobs, who struggle to access fitness programs during standard community centre hours. This misconception alienates younger adults from considering BodyWorks for their fitness needs, exacerbating the program's lack of visibility and participation. Addressing these barriers is crucial to fostering inclusivity and expanding access to BodyWorks among individuals of all ages and backgrounds.

To counteract the misconception that BodyWorks exclusively targets seniors, deliberate strategic actions can be implemented. BodyWorks can develop fitness programs specifically tailored to meet the needs of adults aged 30 to 55, acknowledging their distinct requirements and lifestyles. Offering flexible scheduling options, encompassing early morning, lunchtime, and evening sessions, can accommodate the demanding schedules often associated with full-time employment. Moreover, a concerted effort to diversify marketing materials, both on social media platforms and the program's website, by showcasing a broader range of age demographics in promotional imagery can debunk misconceptions and showcase the program's inclusivity across all age groups.

Thirdly, there is a lack of variety offered in programs regarding individuals' fitness levels. Concerning group fitness at BodyWorks, there are no varying levels in each program; instead, there are individual programs that the public can register for without any fitness level separation. In one of the survey questions (see Appendix D, Figure 5), 61% of respondents expressed agreement with the idea of exercising alongside peers at similar fitness levels, highlighting the need for varying fitness levels within the BodyWorks programs. These findings show that participants may encounter challenges in enjoying the program if they do not match the fitness levels of their peers, therefore BodyWorks could introduce different levels for the same fitness program, including beginner, intermediate, and advanced levels. This would allow individuals to join others whose fitness levels closely match their own. As individuals advance or face challenges at their current level, they can adapt by either advancing to a higher level or scaling down to address their individual requirements.

Finally, based on our data analysis, it appears that the operational hours of BodyWorks may pose a barrier to potential participants. BodyWorks operates Monday through Friday, from

9:00 am to 5:00 pm. In our survey (see Appendix D, Figure 2), respondents were asked about their preferred exercise times, revealing a notable demand for both pre- and post-work slots. Specifically, 25.81% of participants indicated a preference for exercising between 7:00 am to 9:00 am, while 22.58% favoured the 3:00 pm to 5:00 pm timeframe and 31.03% favoured beginning exercise between 5:00 pm to 7:00 pm. This suggests a significant proportion of individuals prefer times outside of BodyWorks' operating hours. Consequently, this limited availability could deter those who rely on exercising during these periods, particularly if they work on campus but reside elsewhere. To accommodate those who cannot register during the current BodyWorks hours but can exercise earlier in the morning (7:00 am-9:00 am) or after work times (5:00 pm-7:00 pm), a potential solution is to extend operating hours to 7:00 am to 8:00 pm, Monday through Friday (see Appendix D, Figure 2).

Discussion

One significant limitation of our study is our recruitment strategy and its timing. Given the specific age range and the additional criterion of residing or working on campus, we encountered challenges in achieving our desired sample size. These challenges included difficulties in circulating surveys internally through personal social media channels and, in the case of door-to-door poster distribution, ensuring that potential participants met all inclusion criteria. An additional challenge we faced was the timing of distribution. As part of our recruitment included the distribution of posters to local schools, our ability to reach this demographic was limited by the fall of spring break during the time of distribution causing further delay in our recruitment.

Our survey design incorporated a blend of quantitative and qualitative questions, which we believed provided a comprehensive overview of the common barriers and motivators identified in our literature review. However, possibly due to time constraints, the length of the survey and the need for qualitative responses may have discouraged respondents from completing it in full. Consequently, some submitted surveys lacked completed fields.

Based on our survey results, willingness to commit time towards exercise was not a significant barrier; BodyWorks' current program offerings align well with the amount of time that survey respondents consider to be a reasonable degree of commitment to physical activity (see Appendix D, Figures 11 & 12). However, most participants still indicated a lack of time as a barrier to exercising. This time barrier is largely the result of work hours and family commitments. Our survey also identifies a preference for programs operating from 7:00 AM to 9:00 AM, potentially highlighting a need for BodyWorks to expand its opening hours. However, due to potential logistical conflicts, we find it difficult at this time to include this as a key recommendation.

One key finding in our survey data is the importance of health education for program participants. While our current study focuses on identifying factors that promote the decision to sign up and participate in the BodyWorks program, attention to factors determining adherence and retention among existing participants could be beneficial. For example, educating participants about exercise. Many participants expressed a desire for improvement of exercise form, safe exercise practices, and the development of positive habits (see Appendix D, Figure 8). These responses highlight health education as a potentially valuable component of fitness programs. For instance, implementing a pre-program seminar on core exercises' importance, execution, and safety could address this need. However, such implementation might also present

a potential time barrier, and its impact on participation rates is uncertain. We recommend further assessment of the importance of health and exercise education in future works on this population.

Finally, considering the experiences of existing participants could enhance retention efforts. Our data show that many participants have had prior experience in organized exercise programs (Appendix D, Figure 6). These respondents indicated a mix of both positive and negative experiences (Appendix D, Figure 7). We recommend future studies on this population to investigate specific experiences to evaluate features of effective and ineffective programs to enhance initial and sustained participation.

Conclusion

As revealed by our survey responses and literature review, physical activity offers a range of benefits for individuals aged 30 to 55, encompassing both physical and psychological gains. Currently, there appears to be a perceived gap in on-campus fitness programs tailored to this demographic (Appendix E). Using the theory of planned behaviour as our framework, we identified generally positive attitudes and subjective norms. However, despite these favourable findings, various barriers hinder respondents' perceived behavioural control.

These barriers include a lack of awareness about BodyWorks, the absence of programs suited to different fitness levels, and time constraints related to the facility's operating hours. Our study also uncovered several motivators for exercise that can guide marketing strategies and future program development. These include the value of health education and the desire for psychological benefits from physical activity (see Appendix D, Figure 10). While implementing some recommendations may present challenges, our study provides a strong foundation for addressing the on-campus gap in fitness programs for our target demographic.

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Appendix

Appendix A: Exploring Strategies to Enhance Participation of UBC Campus Employees in BodyWorks Programs Poster

Project ID: H17-03560-A017 Group 4

ARE YOU 30+ AND NEED MORE RESOURCES TO STAY ACTIVE?

**We are seeking individuals aged 30 or above
who work or live on UBC Vancouver campus.
If you have no contraindications for
engaging in physical activity, we want you!**

**As part of a course-based research project (KIN
464), we are conducting a study on the assessing
interest in/need for programming at BodyWorks!
Scan the QR code for more information!**

**Survey respondents will have the
opportunity to enter a draw to win one
of the following prizes: Lululemon yoga
mat (2), UBC Athletics Prize Pack (4)**

SCAN ME!





For more information about this project, scan the QR code
[https://ubc.ca1.qualtrics.com/jfe/form/SV_5tFl0BUx
OFYf0Ka](https://ubc.ca1.qualtrics.com/jfe/form/SV_5tFl0BUxOFYf0Ka)

Please note that this post is public and anyone who likes, comments or shares the link will, by doing so, be associated with the study. The Principal Investigator on this project is Dr. Andrea Bundon (andrea.bundon@ubc.ca)

Appendix B: Presentation Poster

EXPLORING STRATEGIES TO ENHANCE PARTICIPATION AT BODYWORKS


Research Questions

- 1 What barriers prevent UBC campus workers and residents over 30 years of age from participating in Bodyworks programs
- 2 What are potential motivators for participation in Bodyworks programs?

Methods

Participant Description

Our target population included individuals who work or live on the UBC campus area shown below and are 30 years or older.



Survey Design

We created a survey with the intention of identifying barriers and motivators to starting a physical-activity program.

Our survey aimed to assess respondent's perceived barriers (including program costs, exercise motivation, access to transportation, and activity history).

Findings

Out of the 51 participants who filled out our survey, only 45 surveys were eligible and fully met our inclusion criteria. Based on survey results, we have identified three main findings:

- There is a lack of awareness of BodyWorks
- There is a need for programs catered toward fitness level
- Implementation of programs for a wider demographic is warranted

Recommendations

Based on each of our main findings, we have outlined a few recommendations that align with feedback from participants:

New Marketing Strategies

- Cater marketing efforts towards mental and cognitive aspects of physical activity
- Social media presence of BodyWorks


Implementation of Fitness Programs for the Aged at-ss Demographic

- Address perception of BodyWorks as a facility for seniors-only

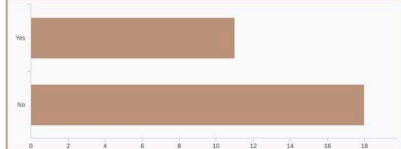
Expand Fitness Levels


- Offer beginner, intermediate, and advanced-level programs

Common themes identified when participants were presented the question "How do you think an exercise program could benefit your personal or professional life?"



Survey-respondents' awareness of BodyWorks prior to starting the survey





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Acknowledgements

We would like to acknowledge that we are situated on the traditional, ancestral, and unceded territory of the xʷməθkʷəyám (Musqueam) people. We would also like to thank the BodyWorks team for making this project possible and Dr. Andrea Budson for guiding and supporting us through our project

Appendix C: Email sent to various UBC Departments and Businesses

Hi [insert name],

I hope this message finds you well. As part of a course-based research project (KIN 464) led by undergraduate students, we are hoping to collect information regarding the potential implementation of a fitness program for individuals who live and/or work within the UBC campus. We have provided a link to the survey below; all data collected will be provided to UBC BodyWorks as recommendations to be considered. Your participation and assistance in sharing the survey with faculty and staff within your department will be greatly appreciated.

Thank you,
[student name]

Appendix D: Figures

Figure 1: Prior to this survey, did you know about the BodyWorks Program at UBC?

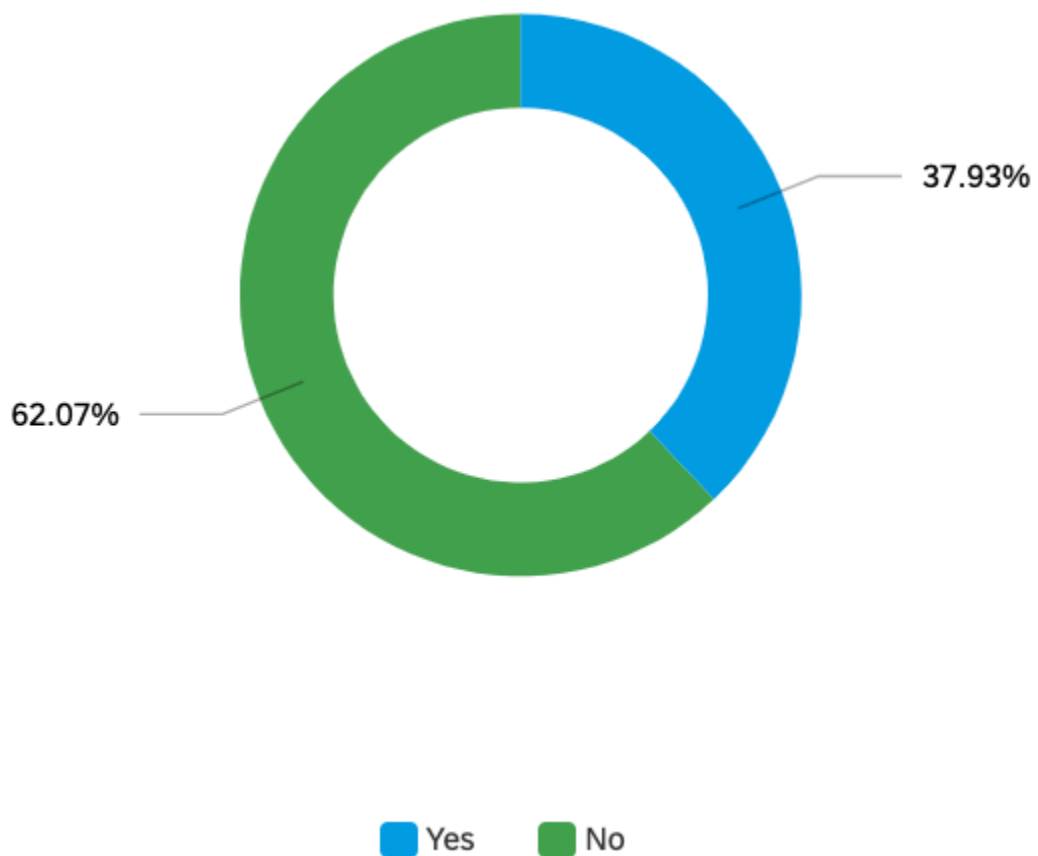


Figure 2: What would be your preferred time to exercise?

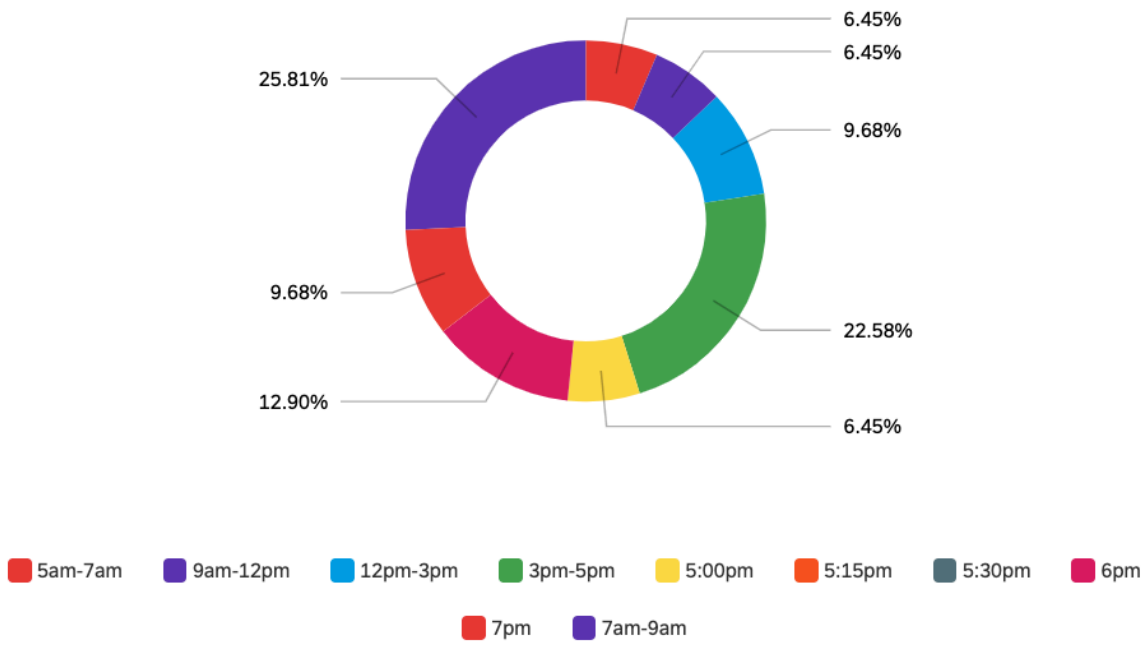


Figure 3: How old are you?

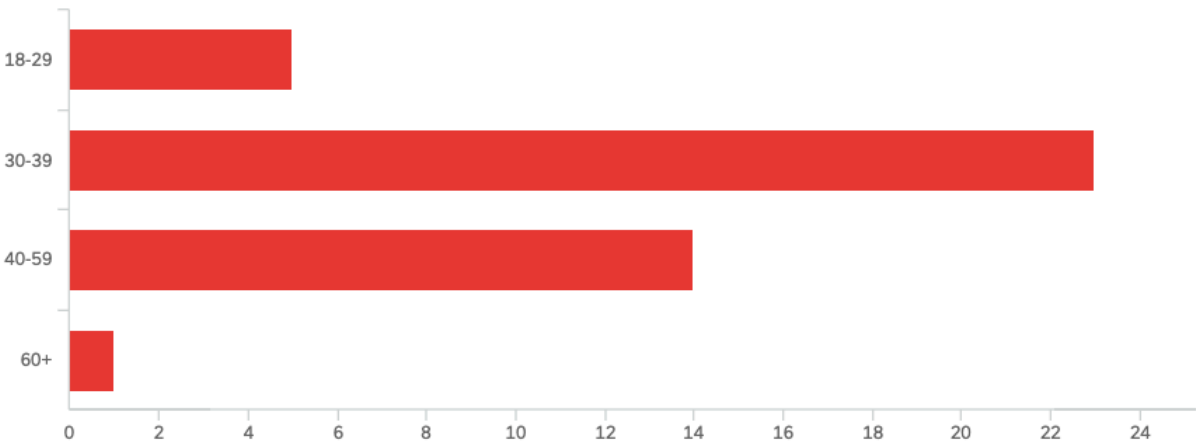


Figure 4: Have you ever participated in any fitness programs on UBC campus?

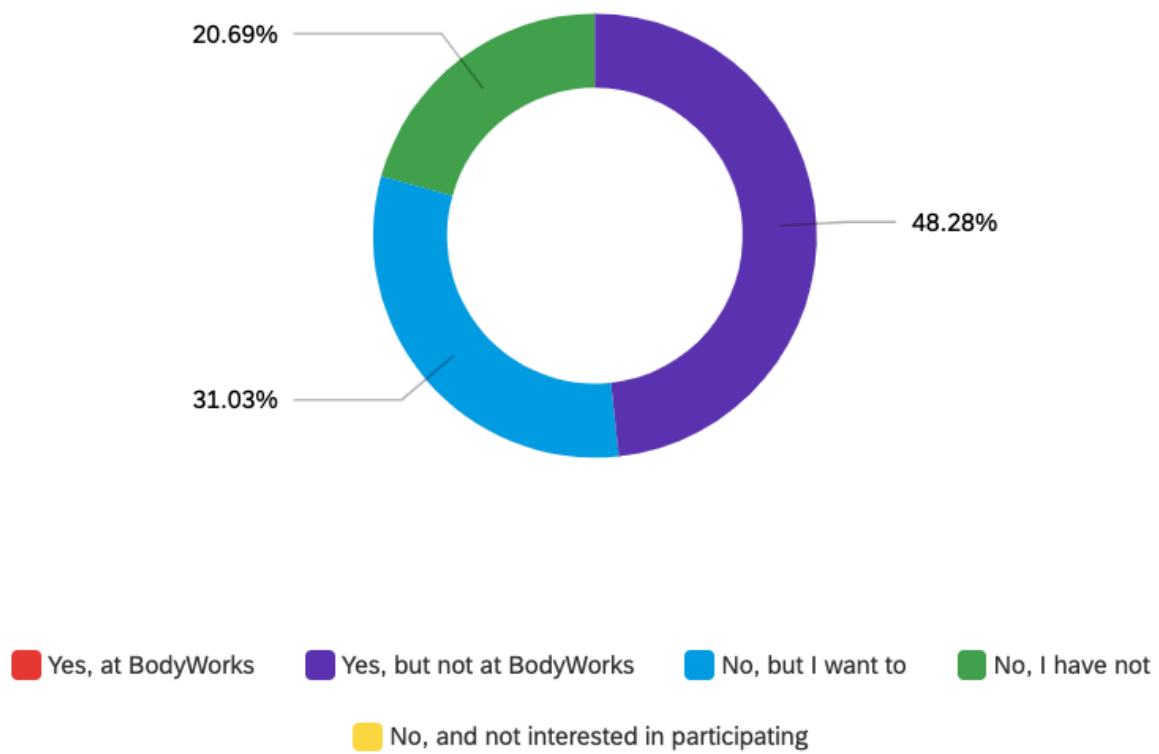


Figure 5: Exercising with people with the same fitness level as me is important

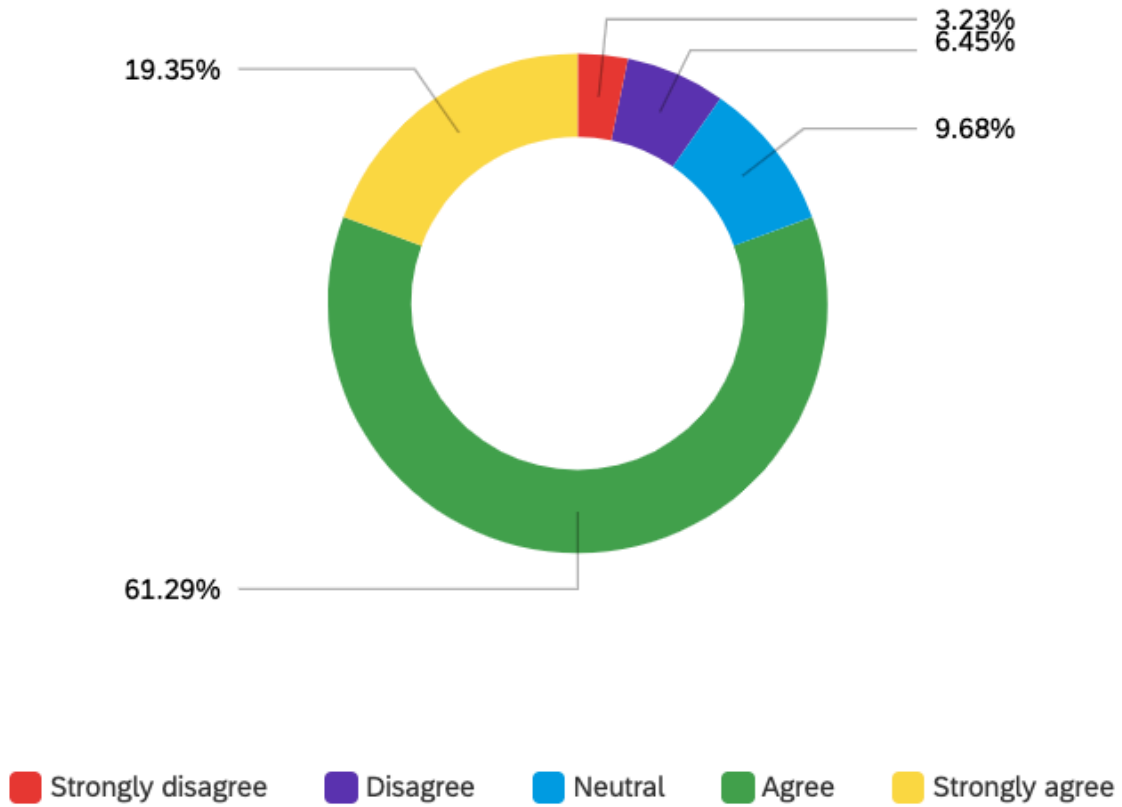


Figure 6: Do you have experience with resistance training such as free weights, weight machines, or resistance bands?

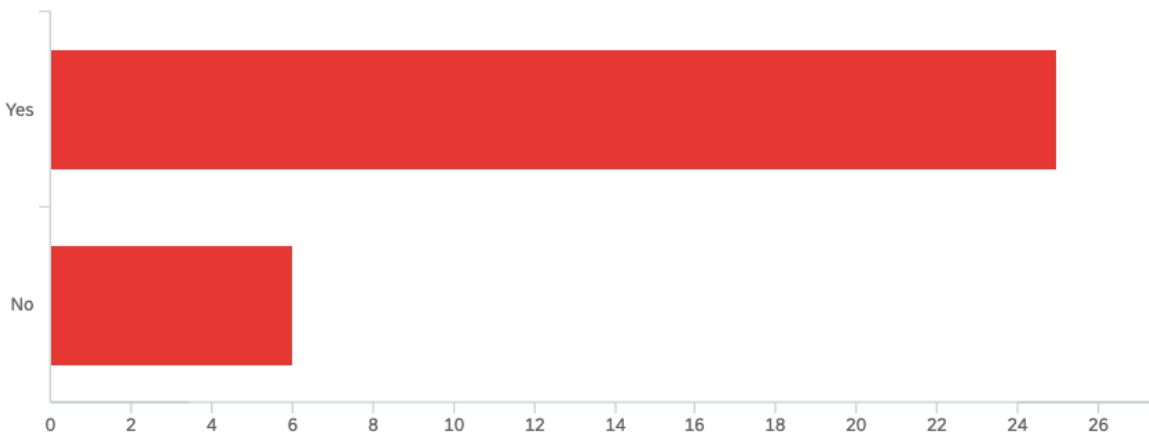


Figure 7: If yes, how was your experience?



Figure 8: Is there anything specific you would like to learn or achieve through an exercise program?



Figure 9: How do you think an exercise program could benefit your personal or professional life?



Figure 10: How much time would you be able to commit to an exercise program per week?

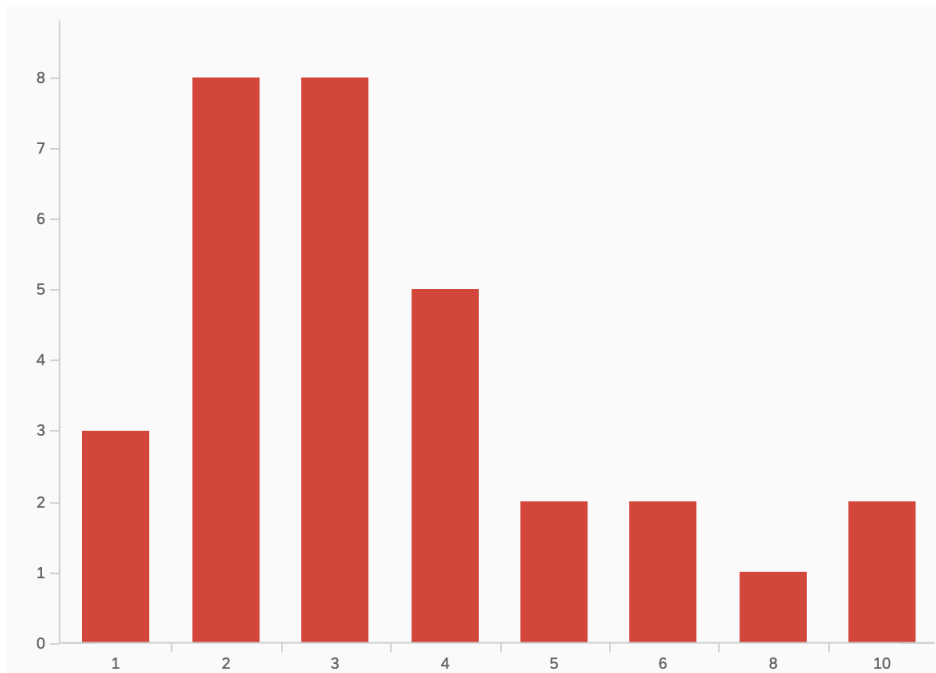
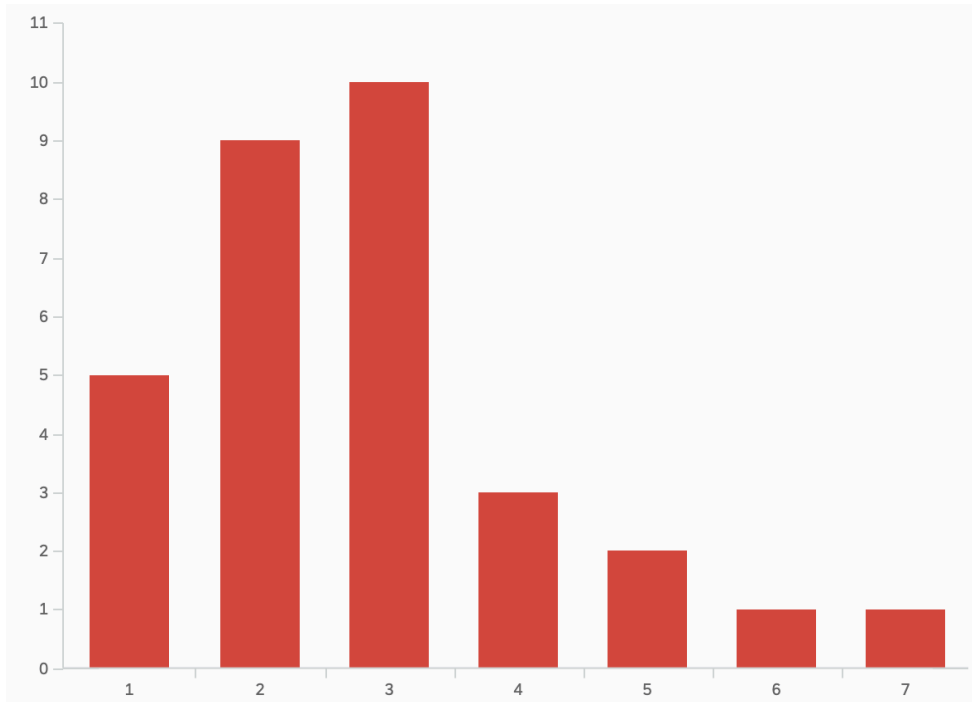


Figure 11: How many days a week would you realistically consider committing to an exercise program?



Appendix E: Survey Question

Q51: Is there anything else you would like us to know about your interest in the BodyWorks program?

“There is a big gap in fitness training for adults aged 35 - 55 on campus. Particularly for those who work full time, since the community centres mainly use the after work and weekend times for children's programs. Supporting parents aged 30 - 60ish would help them maintain their mobility and be stronger before the effects of aging start to be more noticeable.”

Intro

CLASS PROJECT: Health Promotion and Physical Activity (KIN 464)

Participant Consent: Exploring Strategies to Enhance Participation of UBC Campus Residents and Employees in BodyWorks Programs, Group 4

Project ID: H17-03560-A017

Principal Investigator: Dr. Andrea Bundon (Assistant Professor, School of Kinesiology, Faculty of Education)

The purpose of the class project: To gather knowledge and expertise from UBC community members on the interest in/need for programming at BodyWorks

Study Procedures: With your permission, we are asking you to participate in a survey. You may only complete each survey once. With the information gathered, students will critically examine how different individuals understand or engage in health promoting activities or health promotion initiatives.

Project outcomes: The information gathered will be part of a written report for the class project. The written report will

be shared with campus partners involved with the project. Summaries of findings will also be posted on the following websites. UBC SEEDS Program Library:
<https://sustain.ubc.ca/courses-degrees/alternative-credit-options/seeds-sustainability-program/seeds-sustainability-library> No personal information/information that could identify participants will be included in these reports or shared with campus partners.

Potential benefits of class project: There are no explicit benefits to you by taking part in this class project. However, the survey will provide you with the opportunity to voice your opinion on your experiences with health promoting activities or initiatives in a broad sense and will provide the students with an opportunity to learn from your experiences. Confidentiality: Maintaining the confidentiality of the participants involved in the research is paramount, and no names of participants will be linked to the data collected. At the completion of the course, all data (i.e. notes) and signed consent forms will be stored on a secure electronic drive by Dr. Bundon. All data and consent forms will be destroyed 1 year after completion of the course.

Risks: The risks associated with participating in this research are minimal. There are no known physical, economic, or social risks associated with participation in this study. You should know that your participation is

completely voluntary and you are free to withdraw from the study and there will not be negative impacts related to your withdrawal. If you withdraw from the study, all of the information you have shared up until that point will be destroyed.

Contact for information about the study: If you have any questions about this class project, you can contact Andrea Bundon by email at andrea.bundon@ubc.ca

Research ethics complaints: If you have any concerns or complaints about your rights as a research participant and/or your experiences while participating in this study, contact the Research Participant Complaint Line in the UBC Office of Research Ethics at 604-822-8598 or e-mail RSIL@ors.ubc.ca . or call toll free 1-877-822-8598.

Consent: Your participation in this study is entirely voluntary and you may refuse to participate or withdraw from the study at any time.

By proceeding with this survey, I am confirming I have read the above information and agree to participate in this research project.

This is the text you can highlight with the above color categories. To edit this text, click on the link below. Click between the words to combine or separate them. Clicking

directly on words will allow or disallow respondents from highlighting them.

Inclusion 2

Do you currently live OR work on the UBC Point Grey Peninsula Campus?

- Yes
- No

end2

Thank you for participating in our survey. Unfortunately, based on your responses, you do not meet the criteria required for participation. We appreciate your time and effort in completing the survey. Your input is valuable, and we hope you will consider participating in future surveys that align with your background and experiences. Thank you once again for your interest.

Inclusion 1

How old are you?

- 18-29
- 30-39
- 40-59
- 60+

Demographic

What type of work do you do on OR off campus? (e.g., Professor, Westbrook, University Village, Food Service, etc.)

How do you get to campus?

- Public transit
- Car
- Bike
- Walk
- I live on campus
- Other

How many days a week do you normally work on campus?

- 0-1 days
- 2-4 days
- 5+ days

Barriers and Motivators

How Much do you Agree With The Following Statements?

	Strongly disagree	Disagree	Neutral	Agree	Strongly agree
I find it difficult to stay active due to financial constraint	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I am concerned that my health will prevent me from engaging in physical activity	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Transportation to and from exercise facilities prevents me from participating in fitness programs	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Strongly disagree Disagree Neutral Agree Strongly agree

A lack of time in my schedule prevents me from exercising

How Much do you Agree With The Following Statements?

Strongly disagree Disagree Neutral Agree Strongly agree

I am more likely to be physically active if I am working out with someone else

I prefer to exercise alone

Group fitness is a good way to get to know people

Exercising with age-similar peers is important to me

Exercising with people with the same fitness level as me is important

Exercise is important for my physical health

Strongly disagree Disagree Neutral Agree Strongly agree

Exercise is important for my mental health

What is a reasonable price for an semi-private exercise class?

5 10 15 20 25 30 35 40 45 50 55

Slide to desired price point

What is a reasonable price for a 1-on-1 private exercise session?

20 28 36 44 52 60 68 76 84 92 100

Slide to desired price point

How much time would you be able to commit to an exercise program per week?

0 1 2 3 4 5 6 7 8 9 10

Hours per week

How many days a week would you realistically consider committing to an exercise program?

0 1 2 4 5 6 7

Days per week

What would be your preferred time to exercise?

- 5am-7am
- 7am-9am
- 9am-12pm
- 12pm-3pm
- 3pm-5pm
- 5:00pm
- 5:15pm
- 5:30pm
- 6pm
- 7pm

Do you have experience with resistance training such as free weights, weight machines, or resistance bands?

- Yes
- No

How experienced would you consider yourself to be with resistance training?

- Very experienced
- A little experienced
- I've never tried it, but want to
- I've never tried it and don't want to

Interest and motivation

How interested are you in learning about exercise?

- Not at all Neutral Very
- 0 1 2 3 4 5 6 7 8 9 10

What motivates you to exercise?

How do you think an exercise program could benefit your personal or professional life?

Have you attempted to join an exercise program before?

- Yes
- No

If yes, how was your experience?

How would you rate your experience with exercise?

- Poor Neutral Loved it
- 0 1 2 3 4 5 6 7 8 9 10

Activity Specific

Please select one of the following

	Very Dissatisfied	Dissatisfied	Neutral	Satisfied	Very Satisfied
How satisfied are you with your current physical activity levels?	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

How would you rank your stress levels?

Low				Moderate					Extreme	
0	1	2	3	4	5	6	7	8	9	10

How do you cope with stress?

- Meditation
- Well-balanced diet
- Exercise
- Alcohol
- Recreational drugs
- Other

From most interest being 1 to least being 6, rank what types of exercise you prefer

Walking

Dancing

Weightlifting

Tai Chi

Yoga

Not listed

Other

If selected other, please specify.

Select which mode of training you would prefer

- Group training (4+ participants)
- Semi-private training (up to 3 participants)
- Private training (1-on-1 training)

BodyWorks

BodyWorks is an Outreach Program of the UBC School of Kinesiology. Their adult-oriented facility incorporates evidence-based practices into our programs and services, in addition to facilitating ongoing education and training to UBC undergraduate and graduate students. Their student-based staffing and non-competitive classes create an enriching and supportive environment for all participants and the student community.

Prior to this survey, did you know about the BodyWorks Program at UBC?

- Yes
- No

If you answered yes, what did you know about BodyWorks?

How likely are you to participate in exercise classes at BodyWorks based on what you know so far?

Not at all likely

Neutral

Extremely likely

0 1 2 3 4 5 6 7 8 9 10

Have you ever participated in any fitness programs on UBC campus?

- Yes, at BodyWorks
- Yes, but not at BodyWorks
- No, but I want to
- No, I have not
- No, and not interested in participating

Would you rather participate in 1-on-1 training or semi-private classes (up to 3 people) based on proximity to work?

- 1-on-1 training
- Semi-private

Feedback and suggestion

Is there anything specific you would like to learn or achieve through an exercise program?

Do you have any suggestions for content or the format of exercise programs?

Any additional comments or suggestions regarding BodyWorks?

Is there anything else you would like us to know about your interest in the BodyWorks program?

Ending

Thank you for completing the survey. The following page will redirect you to a new survey where you can enter the draw for prizes (2 lululemon yoga mats and 4 UBC Athletics Prize Packs).

You will need our group number to enter the draw - GROUP
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