

UBC Social Ecological Economic Development Studies (SEEDS) Sustainability Program

Student Research Report

Awareness of Move campaign

Aaron Harpaz, Arsh Hayer, EJ Carino, Koji Aiken, Philip Wirz

University of British Columbia

KIN 464

Themes: Health, Community, Wellbeing

Date: Apr 2, 2020

Disclaimer: "UBC SEEDS Sustainability Program provides students with the opportunity to share the findings of their studies, as well as their opinions, conclusions and recommendations with the UBC community. The reader should bear in mind that this is a student research project/report and is not an official document of UBC. Furthermore, readers should bear in mind that these reports may not reflect the current status of activities at UBC. We urge you to contact the research persons mentioned in a report or the SEEDS Sustainability Program representative about the current status of the subject matter of a project/report".

RESEARCH PROPOSAL - MOVEUBC EVALUATION

Kin 464 – Health Promotion and Physical Activity

School of Kinesiology

University of British Columbia



Aaron Harpaz

Arsh Hayer

EJ Carino

Koji Aiken

Philip Wirz

Professor: Dr. Andrea Bundon

TA: Jackie Lee

Date Submitted: April 2nd, 2020

Group: 12

EXECUTIVE SUMMARY

Regular physical activity plays a strong role in various aspects of health and wellbeing in both students and teachers. UBC is a university that is fortunate enough to have an initiative called MoveUBC put in place to help improve the health of everyone on campus. Through regular events and an extension called the MoveUCrew, this initiative can promote health in fitness across all students, faculty, and departments. After reviewing current literature, we realized that there may be a lack of participation by teachers and faculty across events held on campus. This is what pushed us to further investigate the reasons behind this trend. We decided to start on a smaller scale and began our research investigating the School of Kinesiology. We chose to do so because this department is known to be the health and fitness promoter and wanted to know their reasons for a lack of participation.

To begin, we formulated a survey that would allow us to evaluate their views of the initiative along with measuring the number of interactions occurring between the School of Kinesiology and MoveUBC to understand why a disconnect is present. We sent out surveys to 35 members of the department and received 22 fully completed surveys in return.

After compiling the results, it became apparent that most survey responders were aware of MoveUBC but were unaware of the actual mission statement and goals that this initiative is striving towards. Another important finding discovered was that for the most part, faculty members did not wish to have groups such as MoveUCrew come into their classrooms for a few minutes to give their students a movement break. There was also a lack of interest among most of the survey members regarding participation in such events mainly due to a lack of time.

When analyzing our findings, we were able to create some recommendations for our partner MoveUBC. Our recommendations include having this initiative connect with the School of Kinesiology to better inform their staff and faculty of the events and resources available presented by MoveUBC. Our second recommendation is ensuring that these events are scheduled around the schedules of faculty allowing them with the opportunity to participate. The third recommendation is creating incentives to motivate faculty to come out to events. Lastly, our final recommendation would be focusing on integrating themselves into the planning of the School of Kinesiology events such as the Kinesiology Undergraduate Societies annual career fair.

INTRODUCTION & LITERATURE REVIEW

UBC strives to create a healthy community that promotes positive mental and physical health through large community events. A yearly campaign called “MoveUBC” is an initiative devoted to students, staff, faculty and those around the UBC community to increase physical activity by decreasing the amount of time sitting. Reducing a sedentary lifestyle and improving the quality and quantity of physical activity has been a focus on campus. The initiative centers on promoting movement and possessing positive well-being. The campaign promotes movement by continuously advertising to the public on moving more, moving well, and continuous movement. In order to attain a deeper understanding of the physical and mental well being in a large community, such as a university campus, a variety of academic and non-academic sources will be analyzed. Hence, the purpose of this assignment is to investigate the awareness of the MoveUBC campaign as it pertains to improving mental and physical well-being, specifically in regards to the teaching faculty of the university.

Benefits for Students

It has been commonly reported that there are many benefits of physical activity for students. Physical activity is a precursor to both positive physical and mental health and has been shown to reduce mental health problems (Robinson, 2020). A study conducted by Eisenberg, Golberstein, & Hunt (2009) found that depression, anxiety, and eating disorders all lead to a lower grade point average in students attending a college or university. A reduction in the overall well-being of a student has resulted in a decline in academic success. Physical activity can help students manage these mental health problems and allow them to increase academic performance (Han, 2018). It has also been shown that physical activity has the capacity to increase subjective well-

being (Bücker, Nuraydin, Simonsmeier, Schneider & Luhmann, 2018). Increases in subjective well-being can lead to higher levels of self-efficacy and self-confidence and also greater satisfaction (Bücker et al., 2018). The prevention and management of mental health problems and improvements in the subjective well-being of students are part of a healthy university and college environment. Physical activity can also help increase endurance and the body's ability to adapt to stress (Fleshner, 2005). With all the stresses that are imposed from university, building resilience to those stressors can help students cope and manage against the challenges that university imposes. With lower rates of mental health problems, higher levels of subjective well-being, and increased physical health, students will be able to perform at a higher level and achieve more in their academic careers.

Underrepresented Groups

Kinesiology students are constantly bombarded by information regarding health and fitness. This is because the School of Kinesiology is known to be the physical activity experts or in other words, the health and fitness promoters. Due to the School of Kinesiology and the idea behind physical activity experts many other faculties and groups tend to experience minimal exposure to any physical activity promoting campaigns. When discussing underrepresented groups on campus, a clear example includes students who have never practiced physical activity growing up. For example, this can refer to students who have a disability and have limited capability to practice a sport or general students who have never participated in physical activity due to limited access or other difficulties. According to Buffart, Westendorp, Berg-Emons, Stam, and Roebroek (2009), participants mentioned barriers such as associating exercise with a fear of injury along with feeling a sense of shame when engaging in physical activity with others. These factors tend

to make such groups turn away from opportunities of engaging in physical activity. Another example of an underrepresented group is the staff and professors working at the universities. With their long hours of teaching, grading assignments and conducting research it becomes difficult for this group to make time out of their busy schedules to stay active. A study conducted by Haines, Davis, Rancour, Robinson, Neel-Wilson, and Wagner (2010), discussed several positive outcomes staff and faculty experienced after participating in a walking study such as increased health awareness and the initiation of health care. Even though many underrepresented groups tend to receive minimal exposure to physical activity campaigns, it can support the concept of the importance of physical activity and reaching a larger demographic on campus.

Health of Faculty and Staff

A sedentary lifestyle has become an increasingly bigger problem for the modern workforce, specifically in a university setting where the faculty spends around 75% of their day sitting and doing their work (Rebold, Kobak, Peroutky & Glickman, 2015). In addition to this, these employees also noted a very infrequent schedule of physical activity. The resulting health deficiencies from this type of lifestyle include cardiovascular diseases, type-2 diabetes, and some types of cancer (Fountaine, Piacentini, & Liguori, 2014). Therefore, this calls for interventions allowing for these employees to have an opportunity to get up and incorporate some type of exercise into their daily routine, to reduce the adverse health outcomes of their sedentary schedule. A 12-week exercise plan was designed and implemented by the American College of Sports Medicine, in order to attempt to reduce the risk factors of sedentary behavior in a university setting (Rebold et al, 2015). They worked on body mass, muscular strength, endurance, flexibility, and balance. This plan saw great improvements among all the participants such as the ability to perform

10 more push-ups in one go, 3cm further average score on the sit and reach test, and most importantly; a decrease of 1.5kg in the average body mass (Rebold et al, 2015). These results are encouraging, and demonstrate that implementing a physical exercise plan into the daily routine of professors is possible, and when performing it over extended periods proves to have positive outcomes for the participants. These positive outcomes include overall fitness which can lead to positive well-being and mental health.

Health Promotion on Campus

Health promotion within a campus community is a vital part of keeping students, faculty, and staff members from adopting a sedentary lifestyle (Heath, Wilkerson, & Oglesby Jr, 2010). In studying and utilizing, “The Guide to Community Preventive Service,” Heath et al, (2010) outlines the essential steps that can be done to carefully implement interventions that would allow for an increase in physical activity within a university setting. The study suggests that with this guide, effective promotion starts by creating a personal physical activity plan while gauging past and current physical activity levels (Heath et al, 2010). Additionally, interventions such as access to physical activity programming and access to environmental supports, for example, sidewalks and bike lanes are all proven to increase physical activity levels to adequate standards. (Heath et al, 2010; Dunne, C., & Somerset, M., 2004). This benefits health promotion on campus as it provides more access for individuals to perform physical activity. Specifically, the study by Heath et al, (2010), highlights the different interventions to increase physical activity on campus. At UBC, the MoveUBC is an initiative that does just that by increasing overall promotion starting at all different levels to increase physical activity in the university setting.

As described in the “Okanagan Charter,” health promotion is an underlying factor in enabling people to increase their autonomy in improving their health (International Conference on Health Promoting Universities & Colleges, 2015). The charter suggests that to support the health demands of the campus community, life-supporting ecosystems are to be made possible to all so that products of oxygen, clean water, livelihood, and recreation are all accessible (International Conference on Health Promoting Universities & Colleges, 2015). This entails that recognition of the well-being of people, places and the planet are all interdependent. It is not just the health sector that is responsible, but all the sectors in health settings, different organizations, and systems must address health determinants to make health promotion effective (International Conference on Health Promoting Universities & Colleges, 2015). Therefore, it is vital to increase the knowledge about the existence of health promotion services to everyone in a specific environment. At UBC, this is the MoveUBC initiative. This is why it is essential to analyze exactly how aware everyone at the university is and what they have access to. They must also be aware of what exactly is being made available for them to attend or participate in.

MoveUBC has been a campaign that is growing successfully that has proven to increase the physical activity levels of the campus community and the overall well-being of an individual (University of British Columbia, 2020). Some examples of the MoveUBC initiative throughout February include aquatic fitness, dance classes, and yoga classes (University of British Columbia, 2020). Many of these fitness classes are unique and it is often that individuals have never participated in some of the activities that they offer. Many different initiatives are being implemented in order to improve well-being. Some of which are mental versus physical or on-campus versus off-campus. Therefore, in our research, it is important to distinguish between what is being organized by MoveUBC and what is not associated with it. It can be seen that some

students, though not all, know about the MoveUBC campaign. However, it is unknown if members of the community like faculty and staff are aware of this movement. This study will aim to investigate further awareness behind the MoveUBC campaign by collecting information that will strengthen the program in the future. Specifically, the study will glance at a different target audience other than students.

METHODS

Study Population

As mentioned previously, the dangers of a sedentary lifestyle pose a great risk to the individuals, and can significantly shorten their lifespans. Although faculty members of the School of Kinesiology are possibly aware of the dangers of their occupations, some of them may find it hard to make time or do not have the right opportunities in their daily lives to participate in organized sport or simply being active for an extended amount of time. The population that we have selected for our analysis is the faculty and staff of the School of Kinesiology at the University of British Columbia. The MoveUBC initiative was created to promote a healthier campus and reduce the amount of time that students and faculty spend sitting and doing their work in one session. Overall, the reason for this investigation is to see whether the efforts of MoveUBC have been targeted mainly towards the students of the university and inadvertently been neglecting the faculty and staff on campus. As a result, we focused our study on the faculty in the School of Kinesiology due to the known stereotype of physical activity experts. This was chosen due to interest behind a potential greater success of knowledge of the MoveUBC campaign. It is a rare occurrence that a faculty member shows up to one of the events that has been set up by this organization. Therefore, we began to wonder whether they are effectively targeting the faculty of staff cohort of this university, or if they are focussing solely on the students. We intend to analyze

the awareness of the existence of the MoveUBC organization, and if so, whether they have ever participated in one of the events that have been organized on campus. In addition, we are interested in understanding the connection between the awareness of the MoveUBC initiative and the awareness of the concept and mission of the campaign. More specifically, we want to examine the faculty and staff future engagement in the campaign and if the MoveUBC group can rely on faculty and staff in future years. We aim to analyze the data that we will obtain from the sample population including the professors, assistant professors, instructors and staff members of the School of Kinesiology and evaluate how effectively MoveUBC is targeting the faculty staff of the university. We understand that we will not receive data from all of them, however, the data we will receive should be representative of the entire population and will support our results with the awareness of the MoveUBC campaign.

Data Collection

To collect data on professors and their awareness of the MoveUBC campaign, a survey has been devised in order to obtain a better understanding of the awareness of the MoveUBC initiative, along with their success in reaching out to the population of the university. Each of the following questions has been thoughtfully chosen to receive the most information possible in a short and concise method. The survey will be broken down to get a better understanding of why certain questions were chosen and what kinds of answers we are hoping to obtain.

A sample of the questions we will be asking the faculty in the Kinesiology Department can be found in Appendix A.

The main focus of our survey is to get an understanding of how successful the MoveUBC campaign has been thus far. The survey begins by indicating the responder's current role in the

School of Kinesiology and gender identity. This is important because an assistant lecturer and a full-time professor may have a different point of view on the importance of being physically active on campus. Understanding the demographics of the participants is essential to this study. From there, we then seek to obtain a quantitative number of faculty members who are aware of MoveUBC and then to see if they are well-informed with the mission of said organization on campus. The survey then focuses on certain campaigns and initiatives that are hosted by the group. We decided to focus on February MoveUBC month and the MoveUCrew because these are the most well-known campaigns run by this organization. Some of the questions will directly focus on the understanding based on qualitative data while other questions will relate to ongoing movement in their classrooms. Questions relating to overall faculty awareness are at the end of the survey which may support the findings when analyzing the results of the study.

Methodology

Through contacting our professors, assistant professors and instructors with this tentative survey, we intend to collect data results about the physical activity of professors, awareness of the MoveUBC campaign, and experience in engagement with MoveUBC. This short survey will be composed of Qualtrics and will consist of the 10 questions listed in Appendix A. Confidentiality of each professor will be kept from the results for ethical purposes. Unfortunately, there will be no sort of random sampling throughout the survey as the School of Kinesiology is limited to selected faculty members. Contacting members in the faculty will consist of each group member sending an email with a link to the Qualtrics survey asking them to partake in our study. To qualify as a participant for this study, emails will be sent to any existing UBC professors, assistant professors, associate professors, lecturers teaching in the School of Kinesiology. The period of data collection will begin on February 22, 2020, with a total of 35 emails sent within that week. All emails will

be found on the UBC Kinesiology website as well as brochures found at the Kin Advising Office. If 20 professors are not met, 10 additional professors or staff will be reached out to so the minimum total will be met. Finalized collected data will be saved and transferred on to an excel sheet and analyzed both qualitatively and quantitatively. We hope to gather and formulate inferences on the efficiency and effectiveness of MoveUBC in promoting their campaigns through the perspectives of the UBC Kinesiology teaching staff. Bar graphs will be used to analyze the distribution of the number of hours that the participants spend exercising during the week, in order to see the variance. In addition, a bar graph will be used to see the difference in the awareness of the MoveUBC foundation among the previously stated participant sample population. Since the data of whether the participants had heard of the initiative is non-ordered, we will be using pie charts in order to see the difference in the percent of whether people had heard of MoveUBC. They will also be used to develop further understanding of professors and their mentality towards physical activity in a university teaching environment. Additionally, we aim to draw conclusions on the success of MoveUBC's initiative in reducing sedentary lifestyle habits for this target population.

Data Analysis

Through the survey process, raw data will be collected which will result in a variety of quantitative results based on questions that were posed (Appendix, A). Through the survey database approved by UBC; Qualtrics, data will be compiled and analyzed. The data will be then transformed into various styles of charts including bar charts and pie charts (Appendix B). Overall, Qualtrics allowed for Teaching Assistants of Kin 464 to see the quantitative data that was collected and provide the opportunity for input regarding the analysis and other potential ethics concerns. All responses will be collected in a multiple-choice format that allows us to investigate the results and find patterns amongst the participants. During the analyzation phase, specific patterns such as

participants selecting the same response will be focused upon. Other patterns include looking for even distributions or significantly skewed distribution. It should be noted that many questions that will be posted will be compared to each other. Specifically, the faculty's awareness of the MoveUBC campaign and the awareness of their mission statement. Other questions that will be specifically compared are the faculty's awareness of the MoveUCrew and the number of faculty members who will request the group in the near future. The survey allows us to look more in-depth into the MoveUBC initiative in relation to the faculty and their beliefs. It allows for the faculty of the School of Kinesiology to provide their input on the initiative resulting in a potential change in the upcoming years.

RESULTS/FINDINGS

Findings

The survey highlighted the faculty of the School of Kinesiology and their awareness of the Move UBC initiative. The survey reached a total of 22 faculty members; 17 professors, 4 instructors, and 1 staff. All of the 22 participants were part of the faculty of the School of Kinesiology and completed the entirety of the survey. Out of the 22 responses, it should be noted that 12 (54.5%) of the responses were filled out by those who identified as a male, 9 (40.9%) of the responses were filled out by those identified as a female, and 1 (4.54%) of the responses chose not to answer. Since the survey focused specifically on the importance of the MoveUBC's initiative, understanding more about the participants partaking in the survey was required. It was found the majority of responses (11 participants) claimed to partake in 150+ minutes of moderate-to-vigorous physical activity per week (Appendix B, Figure 1). A total of 6 participants claimed to partake in 120-150 minutes of moderate-to-vigorous physical activity per week (Appendix B, Figure 1). A single participant believed they partake in 90-120 minutes of moderate-to-vigorous

physical activity per week (Appendix B, Figure 1). A total of 3 participants claimed to partake in 60-90 minutes of moderate-to-vigorous physical activity per week (Appendix B, Figure 1). Lastly, 1 single participant decided not to respond to this question and remains as an outlier (Appendix B, Figure 1). The participants partaking in the survey were all physically fit and it seems that they try to perform physical activity outside of class time. It was found that all participants perform moderate-to-vigorous activity in all different forms. Over 85% of the participants claimed they perform the physical activity by running/jogging and biking. Most of the other answers varied between team sport, going to the gym, and other specific sports such as skiing and tennis.

After learning more about the participants responding to the survey, we focused our attention on the MoveUBC initiative. Out of the 22 participants, 17 (77.3%) of the 22 participants claim they have heard of the MoveUBC Campaign while only 5 (22.7%) of the 22 participants never heard of the initiative (Appendix B, Figure 2). It was discovered that there was a correlation between the mission statement of MoveUBC and the awareness of the campaign. Only 13 (59.1%) participants were aware of MoveUBC's mission, 9 (40.9%) participants were not aware at all (Appendix B, Figure 2). At this point, a common theme was discovered, out of the 22 participants, many have heard of the initiative though were not aware of the actual campaign itself and the goal MoveUBC offered. The faculty was less aware of the mission statement stated by MoveUBC. It came to the attention that most participants were not interested in taking part in any events. Even if the faculty was aware of these events through the month of February, there was a general consensus of not attending these events. Most of the responses that were received were due to the fact that participants were too busy for these events or were simply not interested.

After further analysis of the MoveUBC Campaign, it was interesting to find the number of participants who were aware of the MoveUCrew. Surprisingly only 2 (9.1%) of the 22 participants

claimed to have requested this group for their class before. While at the same time only 8 (36.4%) of the participants were aware of the MoveUCrew (Appendix B, Figure 3). Based on these results, it was found that less than half of the faculty understood the initiative taking place. This can support the potential reasoning of professors not being aware of the campaign in general. It was discovered that only 7 other participants would request the MoveUCrew in the near future. This can help highlight the faculty's awareness and interests in the initiative. This also supports the discovery of potential difficulties with professors and the campaign in the near future. It can be summarized that 9 (40.9%) out of the 22 participants would or have requested the MoveUCrew in their classroom (Appendix B, Figure 4). To support further understanding of the faculty's awareness and interest in the initiative, it was discovered that 9 (40.9%) of the 22 participants believe that the MoveUCrew should not be implemented in the curriculum (Appendix B, Figure 5). The rest of the participants increased interest and believe it should be implemented into the curriculum whether it's 1-3 times per semester to once a week. Even though responses varied, it can be loosely supported that the faculty of Kinesiology believes it is important for the learning of students, however, they do not want the MoveUBC Campaign in specific the MoveUCrew in their classroom environment. It can be understood that there is a group of faculty members who do not believe it is necessary to have a campaign like MoveUBC in the classroom.

MoveUCrew is one of the best ways physical activity can be offered in a classroom environment. After close analysis, it was approximately even to the number of faculty members who believe there needs to be awareness with the MoveUBC campaign specifically with the MoveUCrew. The other half of the faculty members believe the faculty is somewhat aware but there needs to be more ways in reaching other members specifically in the School of Kinesiology. This correlates directly to other responses in the survey by supporting the idea that not enough

professors are aware of the campaign. From all the results that were analyzed gender was not a big factor in the analysis. It was fairly even in response whether the gender that the faculty member identified as.

DISCUSSION

Through our initial investigation, we identified a possible gap in the delivery of health promotion by the MoveUBC campaign. We realized that there was little participation from staff and faculty during events hosted by this initiative. From there, our research became more narrow to focus on why that may be and if this campaign has unknowingly begun to solely focus on students and has forgotten other underrepresented groups on campus like faculty and staff. To do so we decided to focus specifically on the members of the School of Kinesiology. After analyzing our findings it is clear that for the most part, the members of the School of Kinesiology are aware of the MoveUBC campaign on campus. Despite being aware of this campaign, most participants were unaware of MoveUBC's mission statement. When discussing the MoveUCrew, it was discovered that a small number of survey participants were aware of this group with an even smaller number of participants that have requested this group to come into their classes. When looking at requesting the MoveUCrew into their classes in the future, most participants stated that they would not be interested in doing so. This may relate to the fact that a significant amount of participants were still unaware that this group existed. This may also connect to the fact that most survey participants were unaware of MoveUBC's goals in the first place. That being said, considering that we only have 22 participants in our survey, that may not be a definitive consensus for the rest of the department.

The main issue described by the partner relates to the amount of awareness of the MoveUBC campaign on campus and the opportunities available to engage with the organization.

Our study, in particular, decided to focus on the members of the School of Kinesiology so our goal was to evaluate their awareness of the campaign. Based on our findings, the majority of the members in the School of Kinesiology are aware of the initiative but are completely unaware of the specific goals and mission statements that the campaign is striving towards. At the same time, these members are also unaware of certain services such as the MoveUCrew which relates to a sense of disconnect between the School of Kinesiology and MoveUBC. Consequently, the biggest issue above all is the sincere lack of interest to participate in such activities provided by the organization. It can also be clear that our focus was on the faculty and staff in the School of Kinesiology who is known to have a greater knowledge of the importance of performing physical activity. In relation to other faculties that may not be as keen on performing physical activity daily.

Overall, through the findings of this study, further implications can be made to the current literature that was researched pertaining to the benefits for students, the health of faculty for staff, and health promotion on campus. Specific to our study, the MoveUBC campaign and its initiative through the MoveUCrew is a useful resource in physical activity for the entire UBC community, particularly students as well as faculty and staff members. Since faculty members may be perceived as one of the underrepresented groups within the community, it was our objective to generally investigate the activity levels of this group and the effectiveness of MoveUBC's promotion in health and wellbeing. Interestingly, it was found that most faculty members are engaged in an adequate amount of physical activity per week (Appendix B, Figure 1). However, faculty members are not well informed about MoveUBC's mission and alternative modes of implementing physical activity in the classroom setting such as the MoveUCrew initiative (Appendix B, Figure 2; Appendix B, Figure 3). In general, these findings contribute to a specific

group and further research must be done on other groups in order to grasp a full comprehension of the awareness around MoveUBC.

Our final results and findings promote a deeper understanding of the extent to which faculty members of the School of Kinesiology are aware of the MoveUBC campaign, the mission, and its initiative through the MoveUCrew; further investigation can be made about the survey results that target additional concerns. As the primary issue we aimed to investigate the knowledge gap of MoveUBC awareness pertaining to faculty members, the main conclusion we can make is that faculty members have a broad knowledge of the MoveUBC campaign but are not well informed about the campaign's mission and classroom initiatives. Further concerns were brought to attention as a surprising amount of faculty members responded negatively to the notion that MoveUCrew should be implemented in the school curriculum. This may be correlated to the lack of awareness of the particular initiative itself. Alternatively, these responses might be correlated to the responses in partaking in MoveUBC initiatives - being too busy or uninterested. Despite the contrary, it is important to note that previous research indicates that physical activity plays a positive role in mental health and wellbeing which benefits not only students sitting in class, but the whole community (Han, 2018). The MoveUCrew acknowledges this issue and is a useful resource in promoting classroom physical activity. Nonetheless, this study has mainly brought clarity to the issue surrounded by faculty member awareness.

As a study exclusively containing 22 responses and bound to a small population of faculty members in the School of Kinesiology, the study faced several challenges and limitations. In attempts to gauge awareness around MoveUBC, we chose a target population of faculty and staff members. One challenge faced was to receive a respectful amount of survey responses that would represent the population of faculty members in the School of Kinesiology. To deal with this

challenge, we devised a short and easy survey that was sent to an initial 35 individuals. By the time of evaluation we already received a respectable number of 22 responses. Another challenge of this study was to maintain honest and bias-free responses. In order to achieve this, questions were formulated to mitigate response bias, particularly social desirability response. In addition to this, forced-choice methods were used in developing appropriate questions to promote honest answers (Appendix A). Moreover, there were many limitations to this study, predominantly associated with having a small and specific target demographic. It must be noted that these results and findings are not completely representative of the whole campus community, only a small portion being faculty members of the School of Kinesiology. However, the application of these findings is not limited to the MoveUBC campaign. The results and methodology of this study can be extrapolated for further research and used by other physical activity promotion programs that are seeking to engage in studying a similar demographic.

RECOMMENDATIONS

Based on the data above, it can be concluded that there is awareness of the MoveUBC campaign, however, there are barriers that exist from staff and faculty members using their resources. Less than half of the staff and faculty were not aware of the initiatives and mission statement of the MoveUBC campaign. As they were unaware of what MoveUBC actually did, there would be a lack of understanding of how to implement them into their schedules or their curriculums which may have deterred them from getting the organization involved in their classrooms. The first suggestion that we propose in order to increase faculty member awareness is to connect with the School of Kinesiology and have the school inform staff and faculty about the various resources that MoveUBC offers. We believe that with the support of the School of Kinesiology, it would help raise awareness of the mission statement and give staff and faculty

members a better understanding of what MoveUBC does and may change the minds of those who didn't want the MoveUCrew in their classroom. An example of what this may look like is to get included in the updates sent out by the School of Kinesiology to staff and faculty members and have the school inform them about various programs that may help them.

Another major barrier for awareness within the School of Kinesiology's staff and faculty members was the fact they were too busy to attend the events hosted by the MoveUBC initiative. Understanding that the staff and faculty have very busy schedules and may not be able to make time for the events that they organize is important to consider. Our second suggestion would be for the MoveUBC initiative to integrate their programs and events into the schedules of the staff and faculty. As all staff and faculty are extremely busy, it may be effective to target times that they are all together, such as a staff and faculty meeting, and get them to participate in a short exercise program before the meeting. This would have to be organized in partnership with the School of Kinesiology, but having a time in which all staff and faculty members are together would be effective in getting the most reach to staff and faculty in one sitting.

Our third recommendation for the MoveUBC initiative addresses how staff and faculty are uninterested in participating in the MoveUBC events. In order to overcome this, it would be effective to set up an incentivization program for professors in order to increase participation by staff and faculty. This could be achieved if MoveUBC created a rewards program within the staff and faculty members by rewarding points to those who participate in the events. For this to work, it would be effective to reach out to various campus vendors to get sponsorships (gift cards or memberships to gyms, etc). Once a staff or faculty member had gained a certain number of participation points, they would be eligible for a sponsorship item. This would work in tiers and the higher tiers that members achieve, the greater the reward they would receive. We believe that

an incentivization program would be an effective method of getting staff and faculty members involved as it adds value to staff and faculty investing their time in the MoveUBC initiative. Once staff and faculty buy into the initiative, they would be exposed to the MoveUBC mission statement which would help increase the understanding of what MoveUBC does and potentially help staff and faculty members get more involved.

The final recommendation that we have is to reach out to staff and faculty about the events that they are organizing and get involved in their planning process. This would allow the MoveUBC organization to integrate themselves into said events. For example, the Kinesiology career fair organized by the Kinesiology Undergraduate Society (KUS) has various vendors and schools from across the world set up in the great hall to give information about their respective organizations as well as other UBC organizations. If MoveUBC set up a booth during the career fair, it would help them make connections with the KUS and various faculty members who may come and see the career fair as well as gain exposure to other UBC organizations that may be partaking in the career fair. This would also allow them to network with the various other organizations and potentially get a bigger outreach as well as increase opportunity for collaboration.

REFERENCES

- Bücker, S., Nuraydin, S., Simonsmeier, B., Schneider, M., & Luhmann, M. (2018). Subjective well-being and academic achievement: A meta-analysis. *Journal Of Research In Personality, 74*, 83-94. doi:10.1016/j.jrp.2018.02.007
- Buffart, L., Westendorp, T., van den Berg-Emons, R., & Stam, H. (2009). Perceived barriers to and facilitators of physical activity in young adults with childhood-onset physical disabilities. *The US National Library of Medicine Institutes of Health, 41*(11), 1-5. doi:10.2340/16501977-0420
- Dunne, C., & Somerset, M. (2004). Health promotion in university: what do students want?. *Health Education, 104*(6), 360-370. doi:10.1108/09654280410564132
- Eisenberg, D., Golberstein, E., & Hunt, J. (2009). Mental health and academic success in college. *The B.E. Journal Of Economic Analysis & Policy, 9*(1), 40. doi:10.2202/1935-1682.2191
- Fleshner, F. (2005). Physical activity and stress resistance: Sympathetic nervous system adaptations prevent stress-induced immunosuppression. *Exercise And Sport Sciences Reviews, 33*(3), 120-126. doi:10.1097/00003677-200507000-00004
- Fontaine, C. J., Piacentini, M., & Liguori, G. A. (2014). Occupational sitting and physical activity among university employees. *International journal of exercise science, 7*(4), 295–301. Retrieved from <https://www.ncbi.nlm.nih.gov/pmc/articles/PMC4831850/>

Haines, D. J., Davis, L., Rancour, P., Robinson, M., Neel-Wilson, T., & Wagner, S. (2007). A pilot intervention to promote walking and wellness and to improve the health of college faculty and staff. *Journal of American College Health, 55*(4), 219-225.
doi:10.3200/JACH.55.4.219-225

Han, G. (2018). The relationship between physical fitness and academic achievement among adolescents in South Korea. *Journal Of Physical Therapy Science, 30*(4), 605-608.
doi:10.1589/jpts.30.605

Heath, G. W., Wilkerson, G., & Oglesby Jr, B. (2010). Physical activity promotion in a university community: Using the guide to community preventive services. *ACSM's Health & Fitness Journal, 14*(5), 7-11. doi:10.1249/FIT.0b013e3181ed5913

International Conference on Health Promoting Universities & Colleges. (2015). *Okanagan charter: An international charter for health promoting universities and colleges*, 1-11.
doi:10.14288/1.0132754

Rebold, M. J., Kobak, M. S., Peroutky, K., & Glickman, E. L. (2015). The effects of a 12-week faculty and staff exercise program on health-related variables in a university setting. *International journal of exercise science, 8*(1), 49–56. Retrieved from <https://www.ncbi.nlm.nih.gov/pmc/articles/PMC4831855/>

Robinson, L. (2020). *The Mental Health Benefits of Exercise*. Retrieved from

<https://www.helpguide.org/articles/healthy-living/the-mental-health-benefits-of-exercise.htm>

University of British Columbia. (2020). *MoveUBC - Campaigns and Initiatives*. Retrieved from

<https://wellbeing.ubc.ca/wellbeing-campaigns-and-initiatives/move-ubc>

University of British Columbia. (2020). *Why Move More?*. Retrieved from

<https://wellbeing.ubc.ca/wellbeing-campaigns-and-initiatives/move-ubc/why-move-more>

APPENDIX A

Survey Questions

1. To what gender identity do you most identify as?
 - a) Female
 - b) Male
 - c) Transgender
 - d) Gender
 - e) Variant/Non-Conforming
 - f) Other
 - g) Prefer Not to Answer

2. What exactly is your faculty role in the School of Kinesiology?
 - a) Professor
 - b) Teaching Assistant
 - c) Faculty Staff
 - d) Other (Please Specify) <- Blank Box

3. According to current research, it is recommended that adults should accumulate 150 minutes of moderate to vigorous-intensity aerobic activity per week. How many hours of moderate to vigorous-intensity aerobic activity do you acquire each week?
 - a) 0-30 minutes
 - b) 30-60 minutes
 - c) 60-90 minutes
 - d) 120-150 minutes
 - e) 150minutes+
 - f) Prefer Not to Answer

4. If you answered question 3, what type of moderate to vigorous-intensity aerobic activity do you perform the most each week?
 - a) Going to the Gym
 - b) Team Sports
 - c) Running/Jogging
 - d) Swimming
 - e) Biking
 - f) Other (Please Specify) <- Blank Box
 - g) Not Applicable

5. Have you ever heard of the MoveUBC campaign throughout the month of February?

- a) Yes, I have heard of it
- b) No, I do not know what that is

6. Are you aware of MoveUBC's mission on campus?

“Move UBC is a university-wide annual initiative to increase physical activity and reduce the time students, staff, faculty and the UBC community spend sitting. Small changes can add up to big impacts—moving more and sitting less can improve both mental and physical health, impact academic and professional success, and contribute to wellbeing in meaningful ways (University of British Columbia, 2020).”

- a) Yes, I am aware of the mission
- b) No, I am not aware of the mission
- c) Prefer Not to Answer

7. If you had known about this initiative before February, would you have partaken in one of the various events held throughout the course of the month?

(E.g. Power Yoga, Shallow Aquafit, Spin 45, Urban Choreography, Drop in Badminton, Rise and Shine Yoga, K-Pop Dancing etc..)

- a) Yes, I would have been interested
- b) I was too busy for these classes
- c) No, I am not interest
- d) Prefer Not to Answer

8. MoveUBC runs a year-round initiative called the Move U crew who come into classes and get classes to participate in 5-15 minutes of physical activity as a break from their lectures. Are you aware of this initiative?

- a) I am aware of this initiative
- b) I am not aware of this initiative

If so, have you requested this group before?

- a) Yes, I have requested this group before
- b) No, I have not requested this group before
- c) Not applicable

If not, would you request the Move U Crew in the near future?

- a) Yes, I would like to request the Move U Crew in the near future
- b) No, I would not like to request the Move U Crew in the near future
- c) Not applicable

9. Would you say the faculty of the School of Kinesiology is aware of this campaign and should partake in the initiative in the near future?

- a) Yes, I believe the faculty is aware of this campaign
- b) Yes, but there should be a greater awareness on this campaign
- c) No, I believe the faculty is not aware of this campaign

10. How many times per semester should the MoveUBC campaign be implemented in the school curriculum.

- a) I do not think the MoveUBC Campaign should be implemented in the school curriculum
- b) 1-3 times
- c) 4-6 times
- d) 7-9 times
- e) 10+ times
- f) The MoveUBC Campaign should be implemented once every week

APPENDIX B

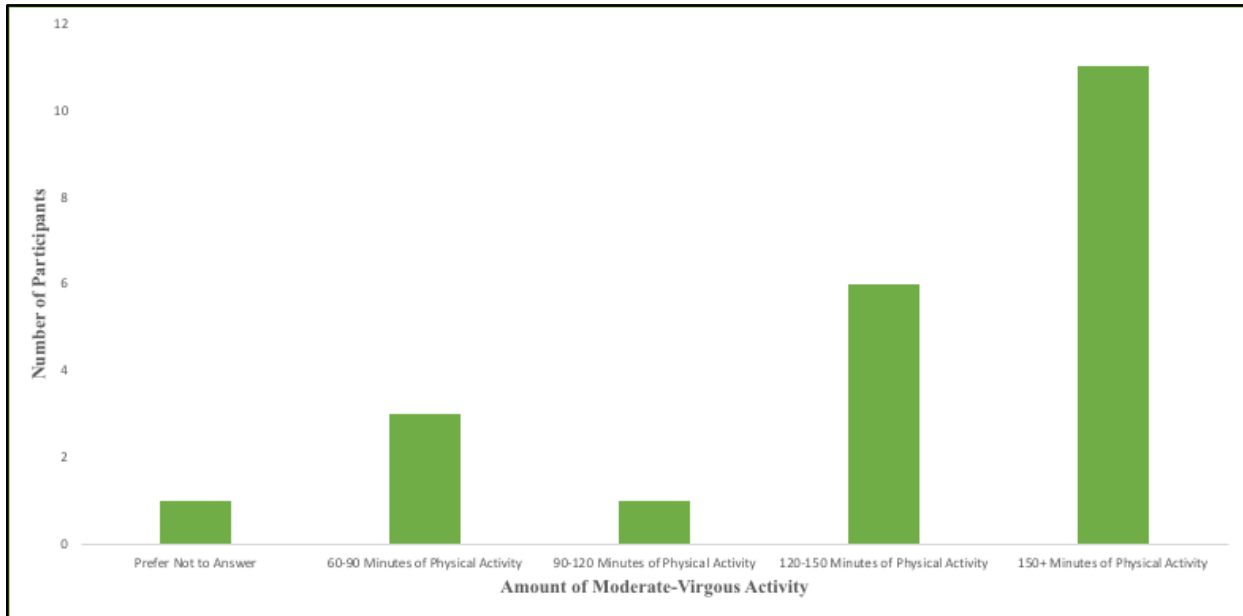


Figure 1. Hours of Moderate-to-Vigorous Physical Activity per Participant. The bar chart compares the number of individuals with the number of minutes of physical activities a participant claims to undergo per week.

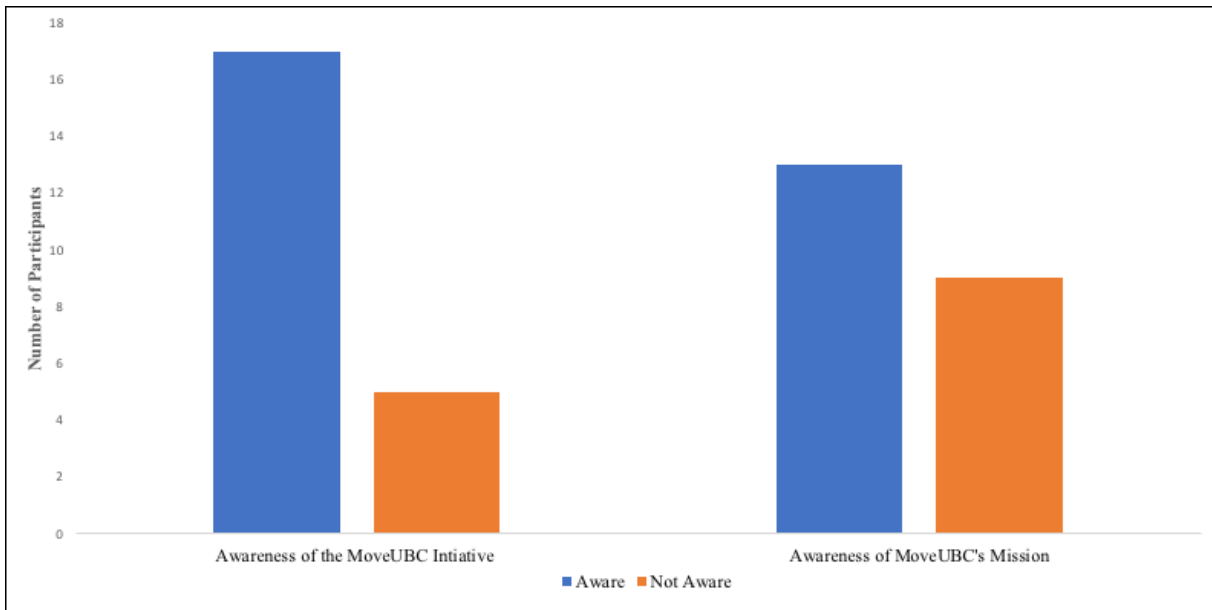


Figure 2. The awareness of the faculty of the School of Kinesiology in response to the MoveUBC initiative and the mission statement. The bar graph on the left compares if the participants are aware or not aware of the MoveUBC initiative. The bar graph on the right compares if the participants are aware or not aware of the mission statement MoveUBC offers.

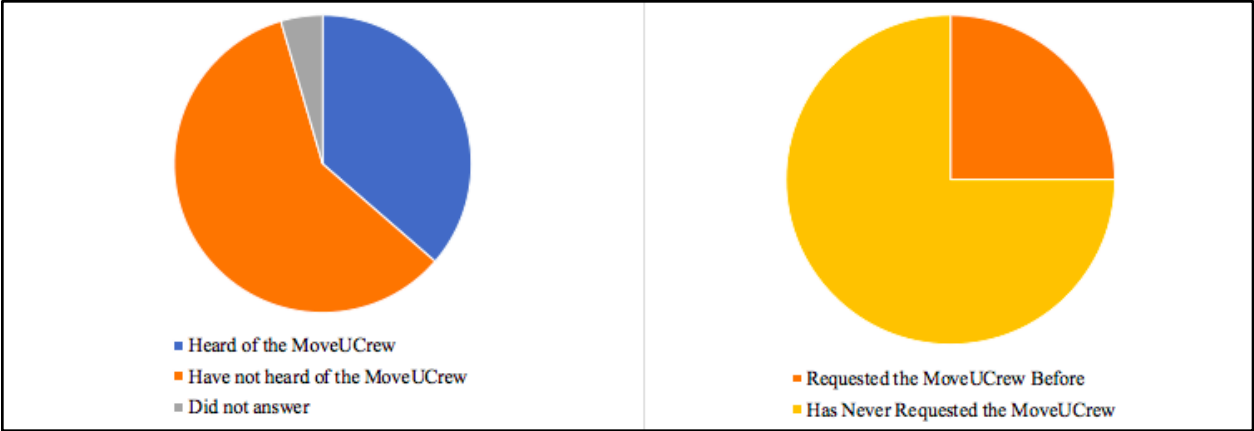


Figure 3. The faculty of the School of Kinesiology who have heard of the MoveUCrew and those who have requested them before. The pie chart on the left is a representation of all participants partaking in the survey. The pie chart on the right takes the 8 participants who have heard of the MoveUCrew and split them up based on those who have requested the group before and who have not.

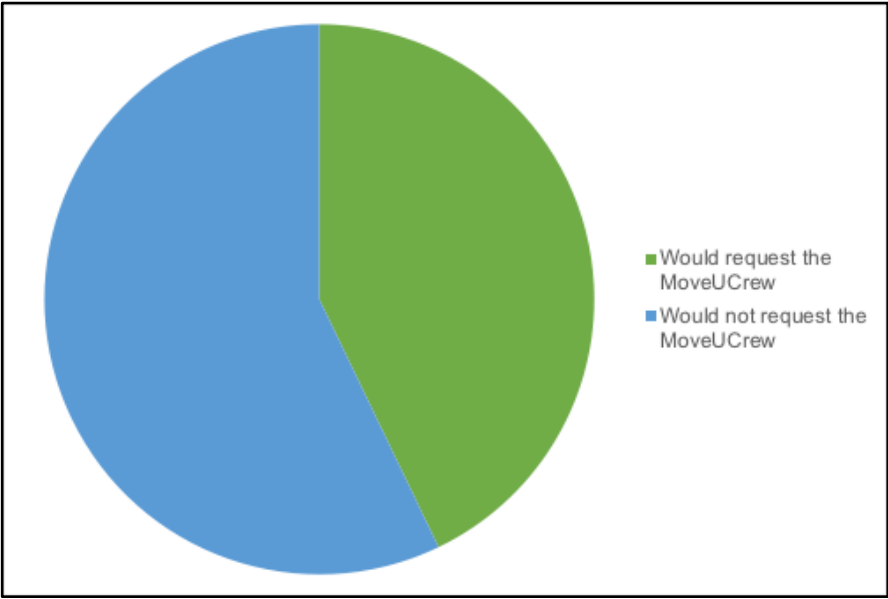


Figure 4. The faculty of the School of Kinesiology and their opinion on requesting the MoveUCrew in their class. This pie chart shows the difference between the faculty who would request the group versus who would not request the group.

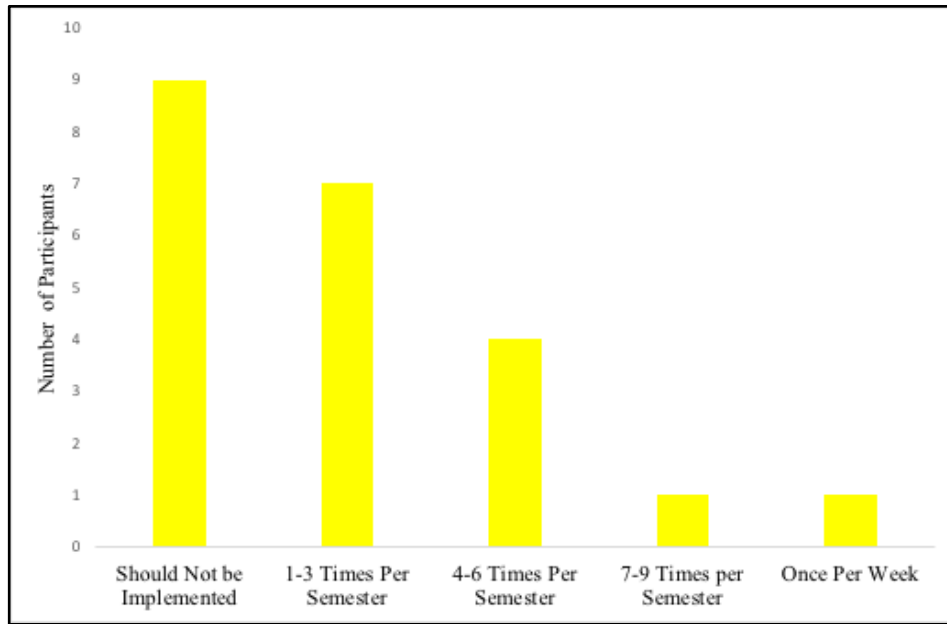


Figure 5. The Number of times the faculty of the School of Kinesiology believes the MoveUCrew should be implemented into the school curriculum. This graph relates the number of participants to the number of times the MoveUCrew should be implemented in classes per semester.

APPENDIX C

Raw Data

The data has been stored on Qualtrics through the UBC database. It has also been sent to our Professors Dr. Andria Bundon and our Teacher Assistant - Jackie Lee for further analysis. *