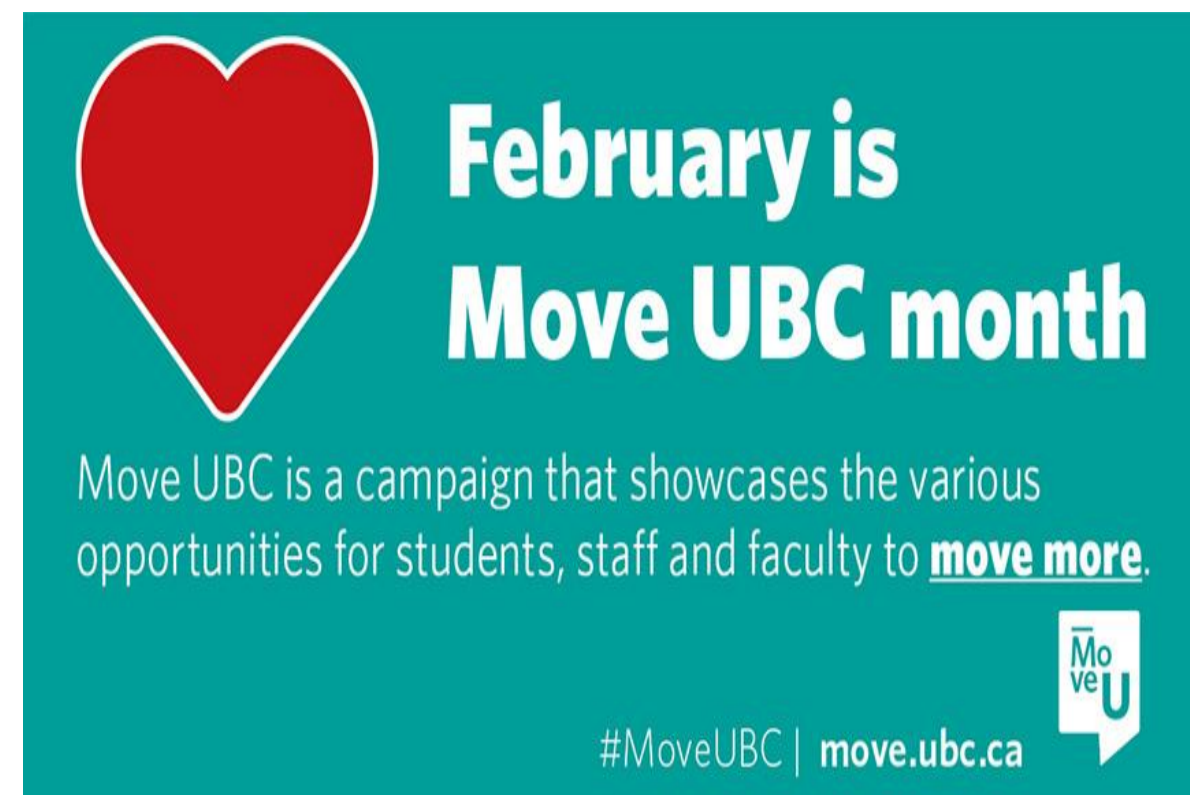


Purpose

The purpose of this project was to identify the potential barriers to physical activity participation and produce recommendations for Move UBC, which would generate greater participation next year.



Methods

A mixed methods research approach was used. Data was collected through an online survey created with Google Forms. The survey consisted of 3 qualitative questions and 7 quantitative questions for a total of 10 questions. A total of 22 responses were collected, 13 of which were students and 9 staff/faculty.

KIN 464 Barriers to Move UBC Survey

**\*\*PLEASE READ BEFORE STARTING THE SURVEY\*\***  
 Your participation in this study is entirely voluntary and you may refuse to participate or withdraw from the study at any time.  
 Completion of the survey indicates that you consent to participate in this study.

**\* Required**

Which group best applies to you? \*

Student

Staff/Faculty

Were you aware of the Move UBC campaign last month (February) promoting physical fitness throughout campus with various events? \*

Yes

No

Did you participate in any Move UBC events? \*

Yes

No

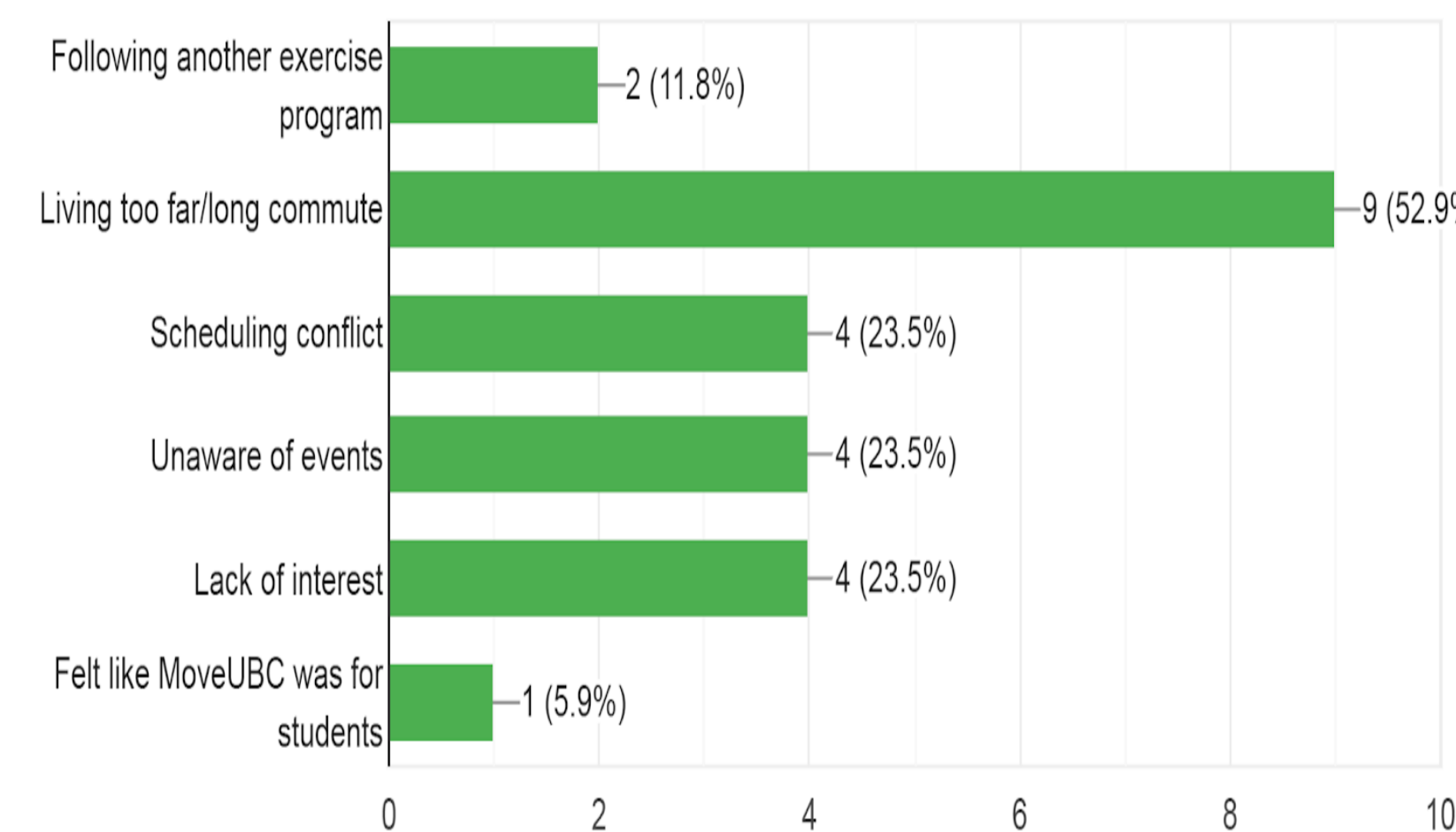


Barriers

Non Move UBC participants were given several options to explain why they did not participate in the physical activity movement.

If you answered "No", please select which barrier(s) applies to you.

17 responses



Results (key data)

- 67% of staff/faculty and 62% of students showed non-participation at Move UBC events
- 68% of Staff/Students were aware of Move UBC Events

Major Barriers to Physical Activity

- Living too far/having a long commute
- Scheduling conflicts
- Lack of time due to family and life commitments
- 82% of participants met the PA guidelines (92% of students, 66% of staff/faculty)
- 23% of students and 44% of staff reported being unsatisfied with their current PA levels



52.9% of those who do not participate in any Move UBC events acknowledge that the long commute to and from school was a discouragement.

The lack of time due to life commitments was also a major barrier to physical activity.

Recommendations

- Hosting off campus physical activity events to develop a sense of UBC community
- Class incentives for participation
- Develop a Move UBC app similar to the Carrot Health Rewards App
- Yearly promotion throughout social media

