

PHYSICAL ACTIVITY PARTICIPATION IN UBC STAFF AND FACULTY

OBSERVING UBC STAFF AND FACULTY PARTICIPATION IN PERSONAL TRAINING

RYAN KAINTH, DEREK IP, JEFFREY CHEOK, RACHAEL ZHANG, WENNY LIN

PURPOSE

The purpose of this study is to understand why UBC Staff and Faculty participation in personal training is low and how it can be increased. We hope to do so by recommending certain adjustments to the UBC Recreation website, specifically the personal training page.

BACKGROUND

Physical activity has been shown to reduce risks of many diseases and increase quality of life. Knowing this, UBC Recreation's goal is to be the physically healthiest campus in Canada. Being such a large university, UBC has a large number of staff and faculty. Therefore, to reach their goal, UBC Recreation has to find ways to increase staff and faculty participation in physical activity. Personal training is a form of physical activity that encourages exercise while also providing education on techniques and healthy living.

PARTICIPANTS AND RECRUITMENT

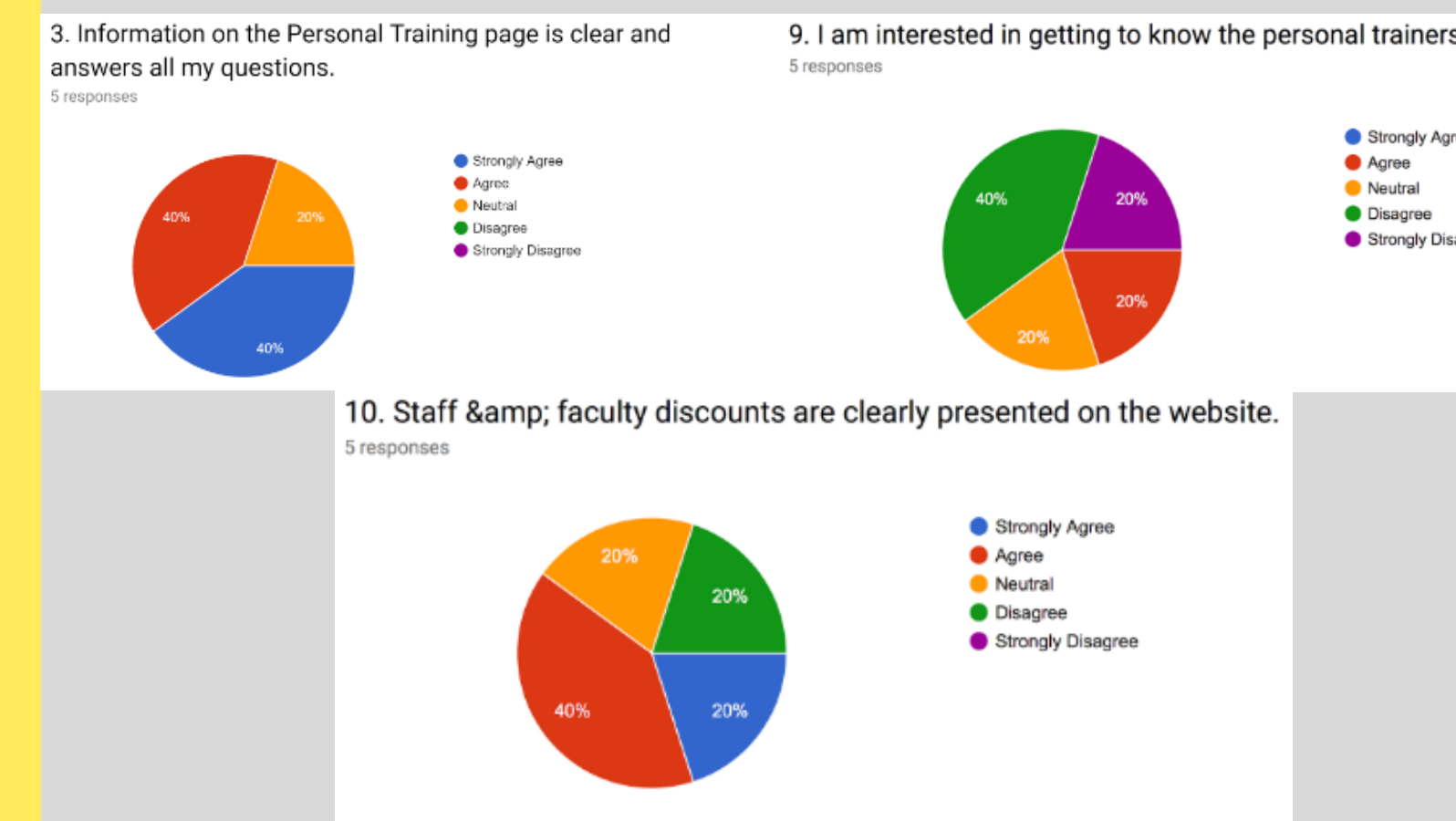
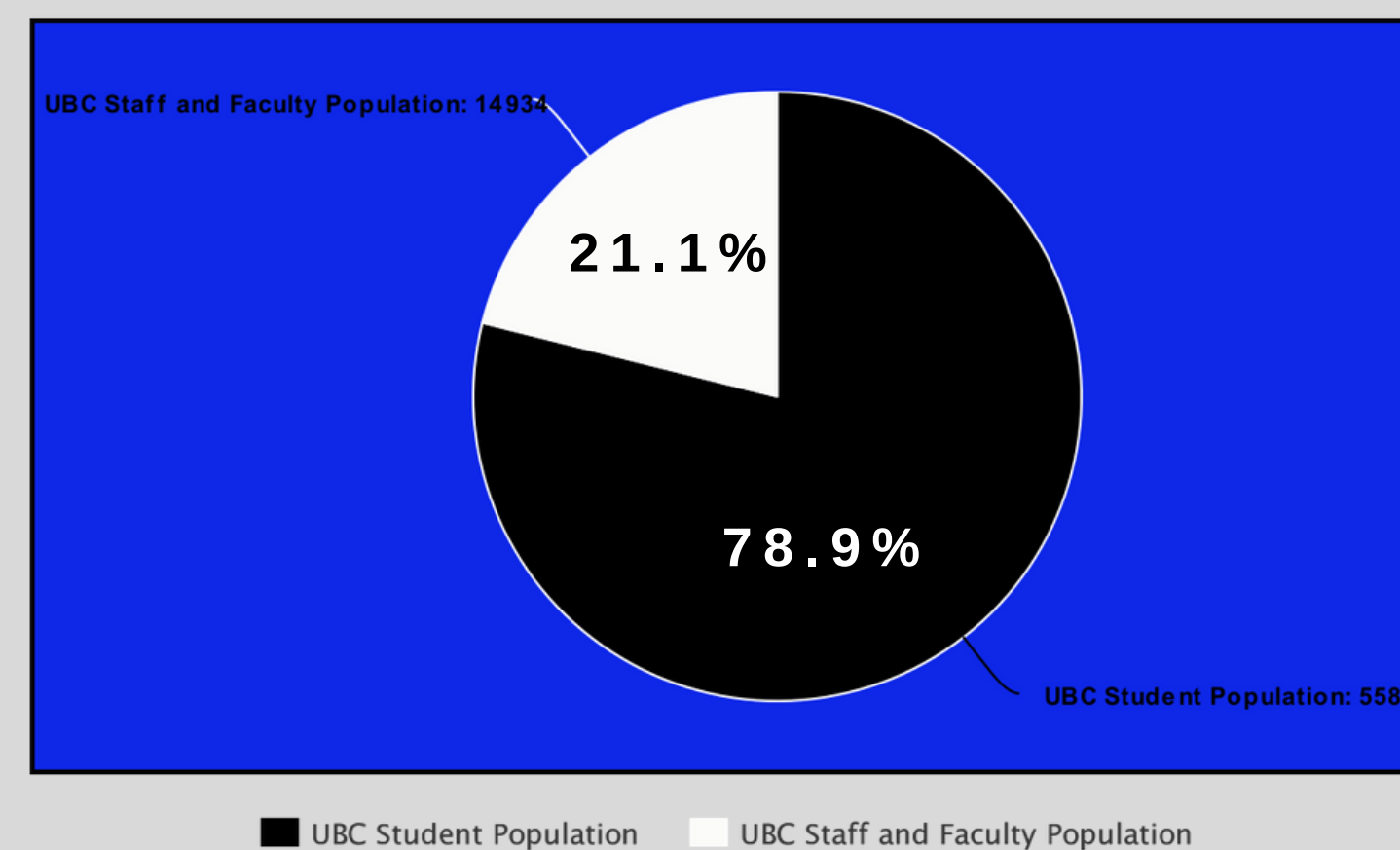
Participants of this study were members of the UBC staff and faculty community. In this study, we were hoping to understand individual contexts with meaningful recommendations from participants. As such, we decided to use a convenience sampling strategy to recruit staff and faculty.

n = 5

“FROM THE PICTURES, IT’S GEARED TOWARDS STUDENTS... SEEMS LIKE FACULTY AND STAFF ARE AN AFTERTHOUGHT.”

BARRIERS TO PARTICIPATION IN PERSONAL TRAINING PROGRAMS

- 1) NO VALUE IN PERSONAL TRAINING PROGRAMS
- 2) UNCOMFORTABLE TO SHARE WORKOUT SPACE WITH STUDENTS
- 3) PROGRAMS ARE MORE GEARED TOWARDS STUDENTS



RECOMMENDATIONS

- 1) PROVIDE MORE INFORMATION IN A CLEAR AND WELL-ORGANIZED MANNER
- 2) TARGET DIFFERENT MOTIVATIONS FOR PHYSICAL ACTIVITY
- 3) INCREASE STAFF AND FACULTY CENTRED PROMOTIONAL MATERIAL

“I DON’T THINK THERE’S ANY KIND OF FOCUS ON FACULTY AND STAFF.”

RESULTS

- 0 out of 5 participants have participated in personal training.
- Personal training page is easy to locate, informative and aesthetically pleasing.
- Registration process is easy to navigate.
- Participants were not interested in knowing more about personal training or personal trainers.
- A significant percentage of participants were not aware of staff and faculty discounts and deals.
- Staff and Faculty felt under-represented on the UBC Recreation website and the personal training webpage.
- Participants believe that the personal training webpage can be more informative, clear and organized.

REFERENCES

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