

University of British Columbia

Social Ecological Economic Development Studies (SEEDS) Sustainability Program

Student Research Report

How can Bodyworks UBC Expand their Clientele?

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Prepared for:

Course Code: KIN 464

University of British Columbia

Date: 13 April 2021

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How can Bodyworks UBC Expand their Clientele?

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April 13th 2021

Executive Summary

BodyWorks gym is part of an outreach program of the faculty of Kinesiology in the University of British Columbia (UBC). Bodyworks UBC uses evidence based practices to create an inclusive and supportive environment for adults to exercise in. Bodyworks also targets individuals who are at risk for chronic diseases. This study aims to find how to increase clientele for the BodyWorks gym. This will be achieved by analyzing barriers and motivators to participating in the Bodyworks program, and curating potential resolutions to the barriers and enhancements to the motivators.

Sedentary lifestyles are common risk factors for several chronic diseases as research indicates that 69% of Canadian adults' time was spent being sedentary (Colley et al., 2011). Given this information, our research will aim to target faculty and staff members of UBC who are of middle-age (within ages 40 - 60, as this is BodyWorks' target age group) and have occupations that require them to be sedentary.

This research study utilizes semi-structured interviews as a qualitative method of data collection. Participants for this study were recruited through the distribution of emails across various faculties in UBC. The emails outlined participation criteria, the interview length, and a general description of the study. The email addresses were obtained using the university faculty and staff directory. The interviews conducted will be held digitally through Zoom in adherence to social distancing restrictions as Zoom is a platform utilized by students, faculty, and staff of UBC in which they are most likely familiar with this platform. Zoom as a platform also allows for meetings to be recorded which will assist in the methodology of data collection and analysis with the consent of the participants. The maximum time allocated for each interview is 60 minutes, in which the 60 minutes is utilized to account for providing participants the time needed to answer the questions as detailed as possible as well as allow for the researchers to probe for more information.

From the interviews, 4 main themes were found, including two underlying barriers and two overarching motivators. The first barrier found was a lack of knowledge of BodyWorks. Participants were not aware of the details of the programs offered at BodyWorks, therefore did not consider joining. Furthermore, despite all participants being within the target age demographic, many of them believed that they were much younger than the population that BodyWorks is catered toward. The second barrier found was the location of BodyWorks. The establishment is located on the periphery of the UBC campus, which entails long transit from multiple parts of the city as well as costly parking rates.

The first motivator to participate in exercise that was identified was the social aspect. Participants of the study expressed that an important part of physical activity for them was being able to interact with peers. It is known that BodyWorks has an established and welcoming community of individuals. Secondly, participants stated that they viewed exercise as preventative medicine as they approach older age. BodyWorks is specifically catered to this concept and utilizes evidence based practices into their programming.

Based on these findings, 4 recommendations were curated, including: implementing and diversifying advertising, altering the reputation that BodyWorks has about being solely for older adults to make it more in line with their true mission, persisting with online delivery of programs and initiating online personal training, and partnering with other gyms at UBC to deliver group classes.

Introduction

Bodyworks UBC is a gym aimed for the adult demographic. Due to the on-campus location of Bodyworks, it is often a challenge for adults to reach the facility. This is because individuals would be required to transit from different parts of the city, entailing significant independent travel time. The cost of parking may also dissuade these individuals from using a personal vehicle to transit to the gym. However, an off campus facility location would make it difficult to find students who have the flexibility to transit off campus in the middle of the day. Therefore, the primary challenge for Bodyworks is to find ways to expand their clientele given the on-campus location of the facility. Due to the current global-scale difficulties presented due to the COVID-19 pandemic, it is imperative that newfound barriers to exercise are taken into account when promoting physical activity to adults.

There are various concepts that play a significant role in one's motivation or lack thereof when it comes to being physically active. These concepts include agency, structure, equality vs. equity, and intersectionality (Bundon, 2021). The former two are oriented towards the individual; agency refers to one's capability to make decisions independently, whereas structure places limits on agency due to the organized routines most people engage in on a regular basis such as work and/or school (Bundon, 2021). The latter two broaden the perspective to a systematic level. Equality vs. equity reflects on the differences between a uniform approach for everyone and an adaptable one that accounts for individual and group differences. Intersectionality builds upon that by addressing the multiple categories that simultaneously cause a lack of equality and equity as a result of oppression (Bundon, 2021). The target population is certain to face some of these difficulties. The population includes adults between the ages of 40-60, who are on campus daily and possess at least one risk factor for chronic disease, which once again reinforces the

importance of the promotion of services like Bodyworks taking into consideration all individuals regardless of differences. This age range will face unique structural and personal barriers and practice agency in decision making in regard to exercise.

Literature Review

In the endeavor of expanding Bodyworks' clientele, it is more than essential to discover the underlying reasons for their absence in the first place. Identifying these obstacles are a necessary first step to take in order to devise specific solutions to overcome them, and make the choice to be physically active as easy as possible. Manaf et al. (2013) conducted a study among middle-aged and elderly adults with a similar goal in mind. In addition to identifying barriers, the study divided the barriers into internal and external categories which provided insight as to how much control the individuals had over said barriers (Manaf et al., 2013). With respect to the middle-aged adults the most recurring external barriers were lack of time, lack of facilities, and lack of someone to exercise with. In terms of the internal barriers, the prevalent obstacles were fatigue, laziness, a perception of being active enough already, as well as lack of exercise knowledge (Manaf et al., 2013). Across most of the literature we reviewed, it seems that lack of time is always a major barrier to physical activity for middle aged adults.

Wanda C. Stutts (2002) suggested that this perception may possibly be more connected to a lack of interest instead, because individuals who exercise regularly are likely to view time as a barrier as well (Stutts, 2002). Additionally, the prevalence of increased barriers can be attributed to low self-efficacy levels; Stutts referenced Bandura's theoretical framework to solidify this notion. As one's self- efficacy increases, obstacles are viewed as challenges to be overcome as opposed to barriers that prevent an action or behaviour (Stutts, 2000). Therefore, not only does a

certain level of interest need to be fostered amongst potential clients, but they must be educated in a way that leaves them feeling capable of participating in physical activity as well.

The COVID-19 pandemic has limited individuals in carrying out their lives as usual. This has massively affected the ability to participate in physical activity. Ammar et al. (2020) claims that the imposed restrictions have compromised the general public's fitness levels and therefore hindered their ability to cope with the infection. In their study, Ammar et al. (2020) found a significant decrease in moderate to vigorous exercise, and almost all other forms of physical activity during the pandemic, as compared to before. A prominent statistic was an increase in sitting time from 5 to 8 hours per day, which is related to an increased risk of disease and mortality (Ammar et al., 2020).

It was concluded that this decrease in physical activity was attributed to a lack of access for opportunities to be active as a consequence of pandemic-related restrictions and regional policies, with the newfound online home options having been found inadequate in maintaining the same levels of physical activity as prior to COVID-19 (Ammar et al., 2020). This information is relevant to our research as it gives us an insight into specific pandemic related barriers to physical activity for adults while we attempt to promote exercise to a related middle age demographic while still navigating the pandemic. It also informs us of the current global trend of declining levels of physical activity linked with increased risk of mortality and disease, which highlights the importance of promoting exercise programs at this time. Additionally, the Ammar et al. (2020) study provides an insight into physical activity behaviours and lifestyle changes during COVID-19. This can help give us an understanding of physical activity and health guidelines and teachings to administer when providing exercise programs to this demographic, taking into consideration the onset and related effects of the pandemic.

Ayotte et al. (2010) found that people who perceived many barriers and lesser positive outcomes of participation in physical activity were not likely to have any physical activity or fitness goals and plans. Their study tested the association between self-efficacy, perceived barriers, outcome expectancies, self-regulatory skills and social support, and variability in physical activity among middle aged adults. Those who perceived fewer barriers and expected more positive outcomes from exercise generally showed greater self-efficacy and self-regulatory behaviours, and reported higher levels of physical activity (Ayotte et al., 2010). As perceiving more barriers is related to perceiving less positive outcomes of physical activity, this study highlights the importance of identifying these barriers and finding effective solutions to account for such barriers. This would help break down these barriers and maximize physical activity participation. As this study was catered to middle aged adults, some similar barriers and patterns of self-efficacy, outcome expectancies, perceived barriers, and physical activity may exist through this demographic. This study also highlights the significance of perceived barriers on participation in physical activity, which premises our research that will build upon identifying such barriers and finding effective solutions.

The gap in this research involves finding solutions to the barriers of physical activity, as discussed above. Through this study, we aim to find what we can do to make Bodyworks more available to individuals by finding realistic and attainable solutions to barriers to physical activity that adults face, while taking COVID-19 into consideration. In order to achieve this, our research question is “What are some of the barriers to physical activity that middle-aged faculty and staff members at UBC face, and how can BodyWorks be of assistance in finding solutions to such barriers?”

Methods

Description of relevant population/scope

This research study is focused on expanding the clientele of BodyWorks. BodyWorks is located on the periphery of the UBC campus, entailing a long transit from many parts of the city and parking is costly. Because it is challenging to access, it limits individuals from participating in the program. It is difficult to find students who have the flexibility to transit during the day to off campus locations, hence limiting BodyWorks from expanding to community centers.

Although these factors may be limiting, UBC itself is a very large community, consisting of many adults who would benefit from the offered programs; for this reason, we aim to find ways to engage those who are already coming to campus regularly with the BodyWorks program, ergo, UBC faculty and staff.

BodyWorks UBC also aims to target individuals who are at risk for chronic disease. Sedentary lifestyles are a common risk factor for several chronic diseases (Dogra & Stathokostas, 2012); including: “cardiovascular disease, some types of cancer, osteoporosis, diabetes, obesity, high blood pressure, depression, stress and anxiety” (Colley et al., 2011). It has been found that 69% of Canadian adults time was spent being sedentary (Colley et al., 2011). For these reasons, our research will include UBC faculty/staff who are between the ages of 40-60 years (as identified by BodyWorks) and have occupations that require them to be sedentary. Those who do not fall under all these requirements will be excluded from the study.

Research Design and Plan

For the purpose of this research, a study will be conducted using interviews as a qualitative method of data collection. Interviews will allow researchers to pick up on non-verbal

cues and get an insight into personal views of the participants, in relation to overcoming barriers to physical activity, since it allows for direct live conversation (Adams, 2015). This also provides researchers with the ability to probe the participants for further relevant information. Conversely, it would be difficult to detect non-verbal responses and personal opinions if the method of data collection did not involve direct conversation, like with online surveys. Thus, the interview method will be used. Middle aged (40-60-year-old) faculty and staff members will be recruited for this research provided that they are already on campus daily and have at least one risk factor for a chronic disease. Participants were recruited via departmental emails. Emails for the reception of several departments were obtained through the UBC faculty and staff directory. An email including general information about the study, the participation criteria and the approximate length of the interview was sent to the department emails, with a request to distribute the email across the faculty. If individuals wished to participate there were instructions in the message to email a group member directly. Once participants reached out, we once again confirmed with them that they met the participation criteria before scheduling an interview.

For the purpose of gathering enough data to inform the study, the goal was to interview 4-5 participants who fit the criteria of the target population. Although that quantity appears to be minimal upon first glance, it is important to keep in mind that the process of an interview requires meaningful dialogue, as well as the analysis of words, tone, emotions and other non-verbal cues that are complex in nature. Accomplishing such analyses accurately is time consuming, therefore with the resources available at this time, five individuals will be the limit for this study.

The interviews were conducted digitally via Zoom in adherence to social distancing restrictions. Zoom has been the most well known and utilized platform for personal and

professional communication during the COVID-19 pandemic. Since the participants are members of faculty and staff, it was expected for them to be familiar with its usage. Additionally, Zoom has a feature that allows meetings to be recorded, which significantly assists in the methodology of data collection and analysis with the participants' consent.

A maximum length of an hour was allocated for each interview, allowing enough time for the participants to elaborate on each question without haste. It was not mandatory for each participant to use the allotted time as people differ in their willingness to speak as much as others. The goal was to make the participants comfortable enough to be as detailed as possible. Once the interviews were completed, the recordings transcribed verbatim. Zoom records both the audio and video files, the video files were deleted and the audio files were used for analysis. Participants were informed that the audio was to be utilized and this was outlined on the consent form. The recordings were used to detect recurring themes or varying perspectives that guided the following steps in suggesting possible solutions to break down the barriers to physical activity for the target population.

Data Collection and analysis

The aim of this project is to understand individual's experiences with physical activity, identify their barriers and motivators to exercise and to provide BodyWorks UBC with recommendations on how they could expand their clientele. Our questions will focus around whether they know of BodyWorks, how they think we can better advertise for BodyWorks, and what additions BodyWorks can add to make it encouraging to join. We have chosen to do a qualitative research design and as such, we will be conducting interviews to get an in-depth response from our target population. Furthermore, we would ask questions regarding their

current physical activity levels such as how often, what duration and what intensity. Lastly, we would focus on the topic of barriers to participating in physical activity. The first set of questions help expand their knowledge of BodyWorks and what kind of services they provide. The second set of questions gives us an idea of their current activity levels, whether they are very active or sedentary or somewhere in the middle. The final set of questions allows the interviewee to reflect on what is preventing them from being more active and what BodyWorks may be able to offer to get around those challenges. The gathered data was used to determine what the highest response rates for how well-known BodyWorks is, current activity levels of the interviewee, and their barriers to physical activity.

Interview Guide

- As the interview format is semi-structured, information obtained from the interviews was based around the questions provided and participants are encouraged to reflect on the questions and their answers throughout the interview.

Scheduling:

- Getting in touch with individuals that demonstrate interest in participating in our interviews: provided a copy of the consent form and provided them opportunities to ask questions about the project.
- Upon confirmation that they wished to continue, have the individuals send us a copy of the signed consent form (done through a digital signature, emailed copy of the signed form, or a photograph of the signed form)
- Prepared a scheduled time for the interview and provided the Zoom link (under the UBC Zoom account)

Before the Interview (While on Zoom and after the confirmation of interview scheduling)

- Reminded participants that:
 - They should sign in Zoom under a fake name or a nickname for additional anonymity.
 - Participants were welcome to keep their camera on/off depending on their choice.
 - Participants will remain anonymous so they can feel free to express themselves fully and also skip any questions that they do not feel comfortable answering.
- Ensured the Zoom Meeting was set to record to the Zoom Cloud for transcribing.
 - Prepared a backup recording application in case the Zoom recording encountered technical issues or the Zoom's Cloud took too long to process the interview. The backup recording only records the audio of the zoom meeting.

During the Interview:

- When the interview started, participants were reminded that the interview will be recorded and participants were required to verbally confirm that they consented to the interview and were ready to proceed with the interview.

After the Interview:

- The audio files of the interview recordings were saved on the Zoom Cloud and the backup recording application. The video files were deleted.
- Consent forms of the participants were collected and saved.
- Avoided using the participant's name, instead participants were numbered by the interview order.
 - E.g. The first interviewee was assigned as P1, and the second interviewee was assigned as P2.

Interview Questions:

First Set of Questions (Current knowledge of BodyWorks):

- The first set of questions were used to help expand the knowledge of BodyWorks to the participants, as well as what types of services BodyWorks can provide to them.

Questions:

1. Have you ever heard of BodyWorks (whether it is from attending to sessions prior, or hearing about it from people like family, friends, coworkers, or from working around campus, or with advertising/promotion of BodyWorks) ?
 - If the participant answers yes: ask if they had any intention in joining, or if they didn't ask for certain reasons why they do not have intentions in participating.
 - If the participant answers no: an explanation of BodyWorks will be provided to the participant.
2. How much do you know about Bodyworks?
3. Do you know what BodyWorks provides to its clientele?
 - a. If the participant answers with no: an explanation of BodyWorks and its programs were given to the participant.

Second Set of Questions (Current Activity Levels):

The second set of questions are used to determine if the participant participates in fitness and physical activity, as well as questions related to their current physical activity levels.

Questions:

- 1. Do you participate in physical activity?
 - If the participant answers yes: ask participants briefly on what forms of physical activity they participate in.
- 2. Ask if the participants are satisfied with their current physical activity levels.
 - Do they want to do more? Are they content with the level of physical activity now?
- 3. Ask the participants about their physical activity levels (reassure them to be completely truthful, there is nothing to lose/wrong if they say that they are sedentary or did not exercise much)
 - If they do participate in physical activity, ask about:
 - How often they participate in physical activity.
 - The duration / average duration of each physical activity session.
 - How often they participate in physical activity on a weekly basis.
 - The relative intensity of physical activity in each session.
 - The type(s) of physical activity that they participate in.
 - Ask for any particular reason in why they chose to participate in these types of physical activity.
 - Ask what they like and not like about the physical activity that they participate in?
 - If the participants do not engage in physical activity, ask:
 - If they would participate in PA in the future.
 - Ask for a reason in their decision (yes/no).

- Ask for reasons why they are not currently participating in PA (this question will lead to the third question set).

Third Set of Questions (Physical Activity Barriers and Motivators):

The final set of questions allow for the participant to reflect on what prevents them from being more active and what BodyWorks may be able to offer to move around those barriers/challenges.

Questions:

1. Ask the participants about their barriers to physical activity:
 - Ask what factors they feel prevents them from engaging in intense physical activity?
 - What types of physical activity do they partake in: e.g. do they go on walks or bike or workout at a gym?
 - Look for reasons from Assignment 1
 - E.g. not knowing what to do, lack of professional help, etc; while allowing time for the participant to ponder the question.
 - Other prompts that can be used:
 - “Tell me more about that”
 - “Is there anything else you want to expand on about that?”
- 2. Ask about motivators to physical activity:
 - If they want to participate in physical activity, what factors make them want to participate?
 - What are they looking for if they want to participate with physical activity?

- What BodyWorks offers to its clientele meet the needs/motivators for our participants?

Findings and Discussion

4 interviews were conducted. All participants currently participate in some type of physical activity ranging from moderate to vigorous intensity. All the participants currently work from home and do not commute. 75% of our participants were Caucasian and 25% were Asian. The results of our study showed that all our participants have heard of BodyWorks prior to the interviews. 4 main themes were identified from the interviews. These themes were categorized into factors that act as barriers and factors that act as motivators to participate in BodyWorks.

Barriers

The two main barriers that were found across all interviews were the lack of knowledge of the programs offered at BodyWorks and the inaccessibility of the location and hours of Bodyworks.

Although all participants were aware of the bodyworks establishment, few knew any details about the programs that are offered and what they achieve. One participant was able to name the “changing aging” program but was not able to offer any further information about it. Furthermore, despite all participants being within the targeted age demographic of BodyWorks, they were all under the assumption that BodyWorks was catered toward an older demographic and that they were too young to participate. One participant stated that she would “consider joining in a decade.” Frequently, when the programs that BodyWorks offered were described to the participants, they showed an increased interest in joining the program; with one participant stating that “they all sound really good, I feel like I need to get over there.”

BodyWorks seems to have a false reputation across the UBC campus of the establishment being catered toward 'old people'. From our interviews, we have found that this has hindered individuals from the target age range of 40-60 years old to participate. Research states that middle aged adults are more likely to fear ageing (Brunton & Scott, 2015). Brunton et al., suggest that fear of aging for middle aged adults is related to "general functioning" including memory and health status for men and appearance for women (Brunton & Scott, 2015). This was evident in our study as a male participant stated that "maintaining health" was his biggest motivator to participate in exercise, whereas a female participant stated that vanity was a motivator for her to participate in physical activity. The anxiety related to aging could lead adults to shy away from things that require them to accept the aging process. Peters et al., suggests that older adults tend to maintain a younger subjective age identity as a form of "defensive denial by which they can dissociate themselves from the stigma attached to growing old" (Montepare & Lachman, 1989). Due to BodyWorks commonly being misassociated with the aging population, this could be a hindrance for participating as individuals do not want to categorize themselves as being 'old.

Furthermore, many participants' intention to participate was hindered due to the location and working hours of the BodyWorks gym. The establishment is located at the periphery of the UBC campus with minimal access through public transport and costly parking. The working hours of BodyWorks is 7:45am until 7:30pm. One participant stated that the only reason he is apprehensive to join was because the programs and gym hours do not align with his work schedule. Another participant stated that "it is so far from the bus stop, you have to pay for parking, somehow paying for parking is a barrier." A third participant said "it is a little bit out of the way, a bit too far for lunch time, so it wouldn't be convenient."

These findings are consistent with literature in that, previous research has found that location of the exercise facility is a common barrier to exercise. Biedenweg et al., conducted a study to find motivators and barriers to exercise and concluded that one of the greatest motivators that encouraged individuals to consistently participate in exercise was that their facility was accessible to their sample via walking or taking the bus (Biedenweg et al., 2013). Another study that explored barriers to exercise for middle aged adults found that 30% of their sample said that they did not participate in physical activity because it “interferes with work” (Justine et al., 2013). From the literature we see that accessibility to the location and hours of work are common and known barriers to exercise for the target age group.

Motivators

The two main motivators that were found across all interviews were that the social aspect of physical activity and using physical activity as preventative medicine.

Participants spoke about the fact that one factor that they enjoy about participating in physical activity is the social aspect of exercise. According to Schrempft et al. (2019) total activity counts over a twenty four hour period were lower in isolated compared with non-isolated respondents. The study indicates that people who are more likely exercise are ones that have a social companion. One participant stated that she enjoys exercise because she “gets to interact with her friends.” Another participant included “meeting up with friends” when describing behaviours he viewed as “being healthy.” The conclusion that Schrempft et al. (2019) brought up is that “findings suggest that greater social isolation is related to reduced everyday objective physical activity and greater sedentary time. Although unaware of the details of the programs offered, participants knew of the great community that Bodyworks has. When asked about her background knowledge of BodyWorks, one participant stated that she knew it was a place where

individuals “build a network of people that connect socially as well.” This acts as a motivating factor for individuals to join BodyWorks.

Furthermore, participants frequently commented on physical activity being a form of preventative medicine. This is backed by the study done by Taylor (2014), that states “there is an inverse relationship between physical activity, health and all cause mortality”. When asked why they participated in physical activity, one participant stated “I’ve heard many people say - oh i’ve hurt my back or i’ve pulled my back out - So I wanted to make sure that never happens to me.” Another participant stated that “to keep and maintain good health is my biggest motivator to participating in physical activity.” In the study done by Taylor (2014), it was stated that “improvements in muscle strength and aerobic fitness resulted in improved functional independence”, which ties in with what our participants’ motivator. They are aiming to keep themselves healthy and functional through the use of physical activity. Another study that provides evidence on physical activity as a preventative medicine was conducted by Lee et al. 2014, where the study focused on leisure time running compared to non runners. The study showed that “runners were 30% and 45% lower adjusted risks of all-cause and cardiovascular mortality, respectively, with a three year life expectancy benefit. BodyWorks UBC utilizes evidence-based practices to enhance wellness in their facility. This is a factor that acts as a motivator for individuals to participate in BodyWorks’ programs.

Recommendations

1. Develop and implement more effective advertising strategies.

The majority of the participants we interviewed were aware of the Bodyworks establishment, but lacked knowledge of its programs and services. One participant had not heard of it. Bodyworks does not have an instagram page or a facebook community. At the moment, the only places to

find out more information about Bodyworks is from their website and pamphlets available at the location of the establishment, Osborne Centre. This would not be effective to reach a large audience as the pamphlets are only available at Osborne Centre and it is unlikely that individuals would venture to the Bodyworks website unless prompted to. A recommended advertising strategy would be to create a larger presence on social media, including an Instagram page and Facebook community, to try to reach a greater audience. Facebook may encourage the community to engage with each other online, showcasing their great community, and thus attempting to grab the attention of individuals motivated to exercise for social reasons. Moreover, another recommendation would be for Bodyworks to make direct contact with different departments and units at UBC, to provide knowledge of their services to faculty and staff directly. This would help increase awareness of the establishment across the different faculties and departments at UBC. A third recommendation relevant to advertising would be for Bodyworks to also include advertising about their staff, so that faculty and staff at UBC have a feeling they're contributing to the education and benefit of the UBC student community, while also being assured that the students are well-trained and certified.

2. Remove the connotation of BodyWorks being for 'old' people

From the interviews, it was found that BodyWorks holds a reputation that the gym is catered toward the aging population. From their website it is evident that BodyWorks aims to create an inclusive space for people of all ages; they offer a variety of programs, some being for individuals 18+ and others for 65+.

Although BodyWorks itself does not perpetuate this message, when asked, participants described their knowledge of BodyWorks as a gym for 'old' people. Participants of this study

tended to believe that they were much too ‘young’ to participate in the BodyWorks programs, even though they were all within the targeted age demographic. Unfortunately, the word ‘old’ is falsely associated with negative connotations of health and fitness.

Our recommendation is that BodyWorks works to reframe the stigma of the being ‘old’ and remove the association of the establishment being catered toward ‘old’ people. This can be achieved by diversifying advertising (as stated in the previous recommendation). BodyWorks lacks in advertising, hence the UBC community is misinformed in their perception of the establishment. If BodyWorks promotes their true mission and vision in formats that reach more people, this perception can be altered. Moreover, BodyWorks can make staff and volunteers aware of this goal to ensure that they are using terminology that perpetuates inclusivity when speaking to clients, peers and others.

3. Persist with online platforms

Participants in this study frequently stated that a barrier for participating in BodyWorks was the location of the gym. Two participants said that paying for parking was a hindrance to their motivation to join and one said that the hours were not conducive to his work schedule because of the travel time involved in commuting to the gym.

Since COVID-19, BodyWorks has initiated online classes. This makes the programs that BodyWorks offers accessible to those who consider the location a barrier. Rogeeveen et al., claim that it is likely that habits and lifestyle changes that have been adopted during the pandemic will persist after the pandemic due to the convenience and development of technology (Rogeeveen et al., 2020).

For these reasons, we recommend that BodyWorks continues to offer online classes after the pandemic, and initiate online personal training. Online training will make BodyWorks more accessible for those who are not able to reach the physical establishment.

As BodyWorks classes do not always align with an individual's work schedule, we believe it would benefit BodyWorks to offer online personal training. BodyWorks staff have varying class schedules, therefore a client would have options for scheduling sessions while removing the factor of reaching the establishment. Online personal training has also become much more prominent and widely used after the pandemic. By offering online personal training BodyWorks would be able to target a farther reaching clientele base and also allow trainers to take clients from their homes, making them more available to support additional clients.

4. Partner with UBC gyms to deliver select programs at more locations

Participants frequently commented on the location of bodyworks and about it being a barrier to their participation in the programs. Therefore, a recommendation would be for Bodyworks to partner with the other gyms at UBC so as to offer their programs in specific spaces of other gyms and in more locations around UBC. This could help increase the accessibility of Bodyworks' programs to reach a greater number of people in different locations around campus. Both the Birdcoop and ARC gyms are located very close to the UBC bus loop, this also ensures that their services are being offered in accessible locations in the main part of campus. Additionally, this would also help increase awareness of Bodyworks and its services. Offering these programs at other gyms around UBC will also work to remove the connotation of BodyWorks being solely the older generations as several age groups use these facilities.

Although Bodyworks offers some of its services in locations outside campus like community centres in Dunbar, Kitsilano, and Kerrisdale, offering them on other locations of the UBC campus could be an effective strategy to target faculty and staff, who may already be on campus everyday, but unable or unmotivated to travel to the main location of the establishment, Osborne Centre. Although class sizes may need to be adjusted based on available space, both the Birdcoop and Arc gyms have the facilities required to deliver certain programs like Community Fit, Spin, Fit Over 50, and Changing aging. Additional equipment, that is easy to transport, could also be brought to the specific classes based on requirement.

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Appendix

Appendix A: Email sent to various UBC departments

To whom it may concern,

We are Kin 464 students conducting a study in cohesion with UBC BodyWorks about addressing barriers to physical activity for adults.

This study aims to make physical activity more accessible to faculty/staff of UBC. Participating in this study would allow for faculty to voice their concerns about barriers to exercise that they experience, and contribute to the wellness of the UBC community. We hope to gather detailed knowledge in order to find realistic solutions to these barriers.

We are looking for individuals who are:

- Faculty/staff
- Between the ages of 40-60
- Occupation requires them to be sedentary
- Willing to participate in a 1 to 1, 45-60 minute interview over zoom

It would be much appreciated if you could forward this email to the staff within the faculty of _____, thank you for your help.

To those who are interested in participating in this study, please email jshivani@student.ubc.ca stating your name, faculty, and availability within the 22nd of March - 31st of March.

Appendix B: Consent forms



THE UNIVERSITY OF BRITISH COLUMBIA

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

Participant Consent Form

How can BodyWorks Expand their Clientele? [Group 21 Project J]

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 community members on [expanding the clientele for BodyWorks to staff and faculty who are working on campus].

Study Procedures:

With your permission, we are asking you to participate in an interview. Interviews will be conducted using a UBC-hosted Zoom account. All interviews will be recorded and then transcribed verbatim. You are asked to sign into Zoom using a 'nickname' and not your real name. You have the option of keeping your camera off. Your microphone can be muted when you are not speaking.

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. *No personal information/information that could identify participants will be included in these reports or shared with campus partners.*

UBC SEEDS Program Library:

<https://sustain.ubc.ca/courses-degrees/alternative-credit-options/seeds-sustainability-program/seeds-sustainability-library>

Potential benefits of class project:

There are no explicit benefits to you by taking part in this class project. However, the interview 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 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 phone at 604-822-9168 or 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.

Subject signature _____

Date:

February 22, 2021

Project ID: H17-03560

2

Appendix C: Interview Questions

First Set of Questions (Current knowledge of BodyWorks):

- The first set of questions were used to help expand the knowledge of BodyWorks to the participants, as well as what types of services BodyWorks can provide to them.

Questions:

4. Have you ever heard of BodyWorks (whether it is from attending to sessions prior, or hearing about it from people like family, friends, coworkers, or from working around campus, or with advertising/promotion of BodyWorks) ?
 - If the participant answers yes: ask if they had any intention in joining, or if they didn't ask for certain reasons why they do not have intentions in participating.
 - If the participant answers no: an explanation of BodyWorks will be provided to the participant.
5. How much do you know about Bodyworks?
6. Do you know what BodyWorks provides to its clientele?
 - a. If the participant answers with no: an explanation of BodyWorks and its programs were given to the participant.

Second Set of Questions (Current Activity Levels):

The second set of questions are used to determine if the participant participates in fitness and physical activity, as well as questions related to their current physical activity levels.

Questions:

- 1. Do you participate in physical activity?
 - If the participant answers yes: ask participants briefly on what forms of physical activity they participate in.
- 2. Ask if the participants are satisfied with their current physical activity levels.
 - Do they want to do more? Are they content with the level of physical activity now?
- 3. Ask the participants about their physical activity levels (reassure them to be completely truthful, there is nothing to lose/wrong if they say that they are sedentary or did not exercise much)
 - If they do participate in physical activity, ask about:
 - How often they participate in physical activity.
 - The duration / average duration of each physical activity session.
 - How often they participate in physical activity on a weekly basis.
 - The relative intensity of physical activity in each session.
 - The type(s) of physical activity that they participate in.
 - Ask for any particular reason in why they chose to participate in these types of physical activity.
 - Ask what they like and not like about the physical activity that they participate in?
 - If the participants do not engage in physical activity, ask:
 - If they would participate in PA in the future.
 - Ask for a reason in their decision (yes/no).

- Ask for reasons why they are not currently participating in PA (this question will lead to the third question set).

Third Set of Questions (Physical Activity Barriers and Motivators):

The final set of questions allow for the participant to reflect on what prevents them from being more active and what BodyWorks may be able to offer to move around those barriers/challenges.

Questions:

1. Ask the participants about their barriers to physical activity:
 - Ask what factors they feel prevents them from engaging in intense physical activity?
 - What types of physical activity do they partake in: e.g. do they go on walks or bike or workout at a gym?
 - Look for reasons from Assignment 1
 - E.g. not knowing what to do, lack of professional help, etc; while allowing time for the participant to ponder the question.
 - Other prompts that can be used:
 - “Tell me more about that”
 - “Is there anything else you want to expand on about that?”
- 2. Ask about motivators to physical activity:
 - If they want to participate in physical activity, what factors make them want to participate?
 - What are they looking for if they want to participate with physical activity?

- What BodyWorks offers to its clientele meet the needs/motivators for our participants?