



MOVE UBC POST-CAMPAIGN EVALUATION

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INTRODUCTION

Move UBC is a health initiative program that promotes campus wide health with activities targeted at reducing sedentary behaviour and chances to participate in physical activity (PA).



FEBRUARY IS MOVE UBC



Move UBC was created to break up sedentary time through PA. The purpose of the UBC post-campaign evaluation is to develop a tool that can evaluate the effectiveness of the Move UBC program and assess involvement of UBC students. Our goal was to develop an evaluation tool that is universal for all program members to use in future Move UBC years.

METHODS & MATERIALS

- The UBC post-campaign evaluation collected data from 10 UBC students who have partaken in at least one Move UBC event
- The evaluation was an online survey with 20 questions directed at evaluating the following measures:

Participant Responsiveness

- Measuring participant dependent components
- Examination of the participants' engagement during the program
- Level of participation in Move UBC events
- Time, socioeconomic factors, and interest

Program Quality

- The quality of a recreation program refers to the delivery of the program
- Staff behaviours
- Staff-participant interactions
- Whether the participants' expectation of program quality were met

Program Adaptation

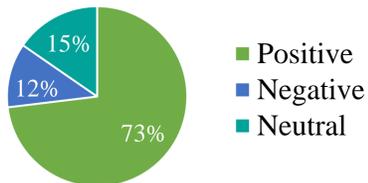
- Whether the instructor adapted the program to suit participant needs.
- Did program adaptation occur during the session?
- Were the suggested adaptations helpful?

Program Fidelity

- Correlation between intended program outcomes and actual program outcomes
- Was the Move UBC program successful in reducing sedentary behaviour?
- Did it provide an opportunity for participants to increase their daily physical activity?

RESULTS

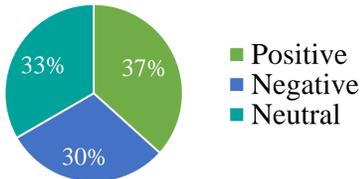
Participant Responsiveness



Participant Responsiveness:

Most students agreed the events were scheduled at convenient times (Question 2) and they were easily accessible to all locations for community members. 90% of participants said they would be less likely to attend an event if they had to pay.

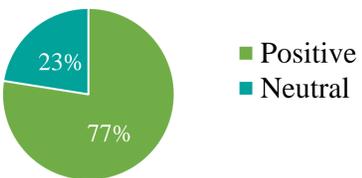
Adaptation



Program Quality:

90% of participants had a positive response that Move UBC met their expectations (Question 10) and majority of students agreed that they would attend another event based on their experience. On average, participants were excited to attend another event due to the level of engagement produced by the instructor.

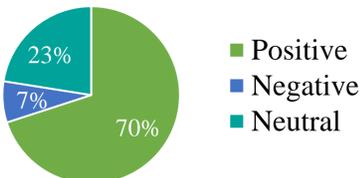
Program Quality



Adaptation:

Only 40% of participants had a positive response to the statement that the event(s) they had attended were well adapted to suit all levels of ability (Question 14). Participants did feel that instructors provided modifications for the activities; however, responses were primarily "somewhat agree" or "neutral".

Program Fidelity



Program Fidelity:

70% of participants believed the events improved the health and wellness of students, staff, and community members. 80% of students said they spent more time exercising due to the events

80% of Participants already exercise regularly***

DISCUSSION

Conclusions

UBC students had an overall positive experience participating in the Move UBC campaign which was reflected in participant responsiveness, quality, and fidelity. Participants enjoyed the locations, times and level of engagement the instructors provided.

Program adaptation scored the lowest of the four factors tested. Some participants felt the events were not suitable for all levels of physical ability and the instructors did not accommodate for this variability through program adaptations.

Move UBC participants felt they were more active because of the event they attended, however we found that Move UBC events targeted an already active population.

Recommendations



➤ *Move UBC should target a less active population through leisure events and educational advertising*

➤ *Move UBC should increase inclusivity for all ability levels through program adaptations*

➤ *Move UBC should continue to develop a similar event schedule (times and locations)*

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