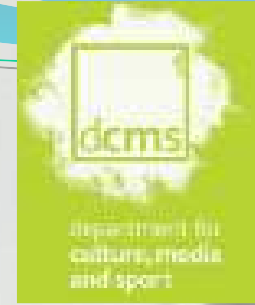




The Beijing Challenge and the Road to 2012: Engaging and measuring community physical activity participation

Jo Fiore

Legacy Aims – Aspire to Inspire



- “We want to use the Games, and the athletes who compete at them, to inspire children and young people to lead healthy and active lives too. “

Healthy and active lifestyles – Partner programmes, 2012

<http://getset.london2012.com/go-further/healthy-and-active-lifestyles>

- Getting more people active: help at least **two million** more people in England be more active by 2012.

Before during and after: making the most of the London 2012 Games, DCMS 2008

Spectator Screen – 2012; Encouraging participation?



The Beijing Challenge and the road to 2012

Designing Communities Initiatives

“If we build it, will they come?”

Lavizzo-Mourey and McGinnis, 2003

..... Encouraging change in attitudes and behaviours

Understanding Physical Activity Patterns

Seefeldt, Malina R.M, Clark M.A, 2003 – determinants of PA participation

- Invariable factors (e.g. race, gender, age)



The Active People Survey

- Modifiable variables (behavioural and personality characteristics, environmental circumstances and community settings)



Event Evaluation



Participant Characteristics

Physical Activity behaviour
PA associations
Motivations
Obstacles

Event Assessment

Success?
Involvement and
engagement with event
Stakeholder opinion



Event Evaluation

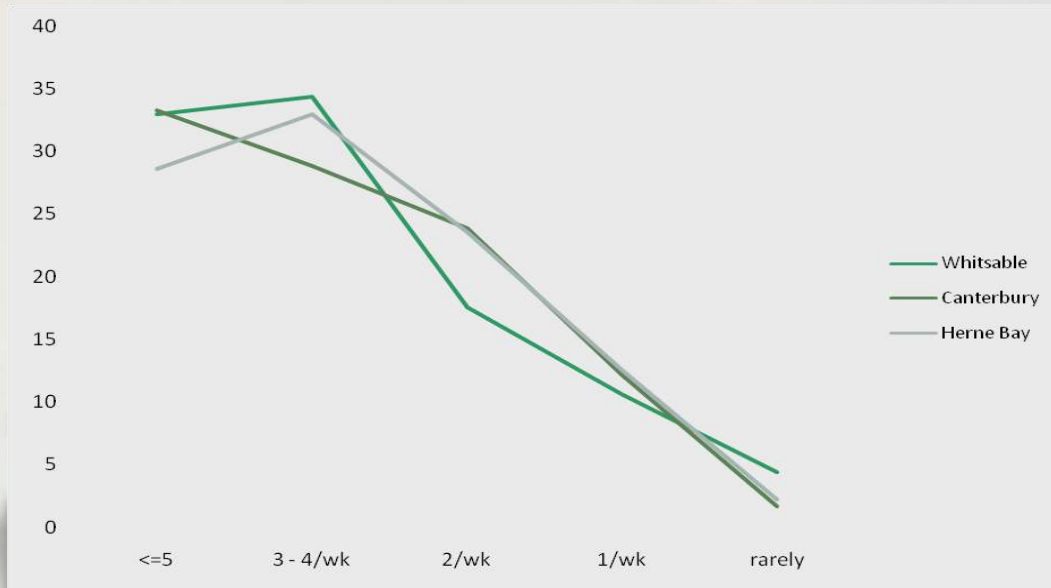
Who Came? (Participation)

Perceived Lifestyle Activity Level (PLAL)



- Respondents completed a rating scale 1 – 7

Rating The Events – Impact of Achieved Activity Level



Rating of
the event,
1-7

AAL/PLAL

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PLAL and Rating of Event and Event Activities - Conclusion

- * MARKET IMPLICATIONS
- * INCREASE ENGAGEMENT WITH PA FOR LOWER ACTIVITY INDIVIDUALS??



Event Evaluation

Why? (Motivation)

Motivation - Questionnaire

- Respondents asked to rate (1-7, 7 being very important) the following on how important they were as reasons for attending event:
 - *To improve health/fitness*
 - *Enjoy day*
 - *Try new sport/activity*
 - *Support community event*
 - *Find out about more opportunities in your area*

Why Did People Attend – Motivation By Age

Age

55+ ENVIRONMENTAL; motivated by **Supporting Community**, not by *To Improve Health and Fitness/Try New Sport or Activity*

40 – 54 INCLUSIVE; similar pattern, gradual increase in rating of motivation towards trying **new sports/activities** with increase in age

30 – 39 SOCIAL; favouring **social motivation**, although further increase in trying new sports as before

Why Did People Attend – Motivation By Age

Age Category

20 – 29 EXPERIMENTAL; a number significantly motivated to try new **sport/activity**, and **find out more on local opportunities**

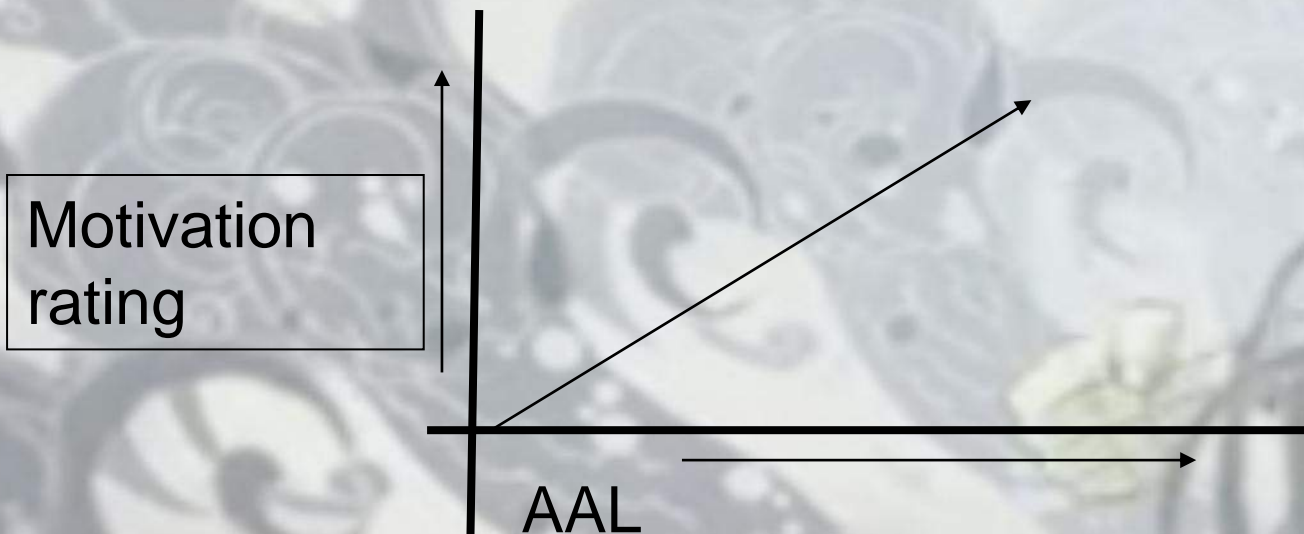
11 – 19 & 10's FUN & FULFILMENT; fun/enjoyment, and **local opportunities**

Motivation to Attend - Conclusion

- **Low Attained Activity Levels** encouraged/switched on by link with local opportunities and supporting community events

Motivation to Attend – Relationship with PA Level

- Trend – the higher the Attained Activity Level, the higher the rating of motivation





Event Evaluation

The Consumer? (Behaviour)

Types of Activities Involved In

% participating in activity
by activity level, 5 =
rarely

- Looking at sports: **Football, Swimming, Cycling and Gym**

AAL	Swim	Cycle
1	37.6	27.7
2	52	30.7
3	38.8	18
4	46.5	16.8
5	40	20

Activities Participants Involved in – Results by Activity Level

Activities with a relationship to high activity

- Cycling*
- Gym
- Running**
- Rugby **
- Skating
- Boxing
- Walking **
- Dance **
- Other team sports
- Tennis
- Housework & Gardening**

Activities with a relationship to low activity

- Swimming
- Aerobics
- Golf *
- Yoga
- Gymnastics (children)

**Football/
Martial Arts**

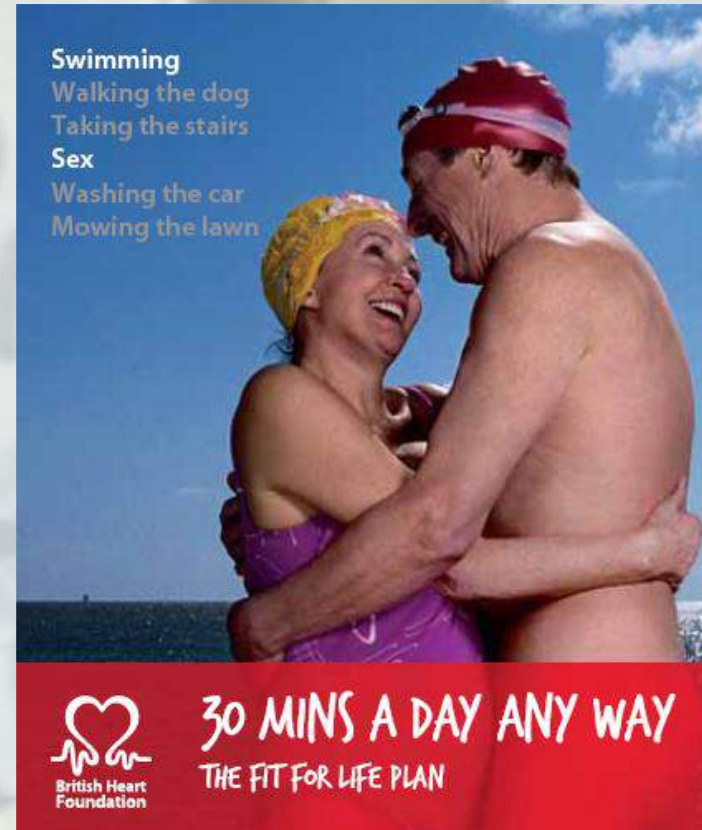
•*Strong relationship

•** Very strong relationship

Activities Participants Involved in - Questions

Questions

- Very strong relationship between high AAL, and housework and gardening, is this due to increased engagement → awareness of when/being active
- Certain number of the activities that have a relationship with low AAL, take time, money and skill, why popular?



Activities Participating In – By Gender

Females

- Aerobics*
- Walking**
- Dance**
- Housework**

(swimming, gardening, gym, running, skating, horse riding, gymnastics, yoga)

Males

- Football**
- Rugby**
- Golf**
- Tennis**
- Team Sports**
- Boxing**

(cycling, martial arts)

Activities Participating In – By Age

30+

- Gardening**
- Walking**
- Yoga**
- Housework**
- Aerobics**
- Cycling**

<=29

- Football**
- Rugby**
- Tennis**
- Tennis**
- Team Sports**
- Boxing
- Gymnastics
- Dance**

Reasons for Non-participation

Reasons for not participating in PA (other than illness and injury):

- 1) Too expensive
- 2) Do not know how or where to start
- 3) Low priority
- 4) Do not enjoy/Appearance
- 5) Did not enjoy at school/Confidence to

Barriers to Participation – Low Activity Levels

- **More time**
- **Childcare problems or crèche required**
- **Cost – cheaper or free classes/memberships**
- **Exercise Buddy- someone to be active with**
- **Activities appropriate to age or health**
- **More classes or activities for whole family**

Barriers to Participation – Higher Activity Levels

- **More time**
- **Childcare problems or crèche required**
- **Cost – cheaper or free classes/memberships**
- **Someone to be active with**
- **Activities appropriate to age or health**
- **More classes or activities for whole family**

Local Barriers to Participation

Local barriers to participation/additional support required:

- Quality & availability of local facilities/more advertising and info

Local additional support required:

- Availability of enjoyable activities, Social opportunities, Opportunities for family-based activity/exercise, Support from family and friends, Ladies only
- Also medical/healthcare support



REASONS TO PARTICIPATE

Reasons/Motives to Be Active - Results

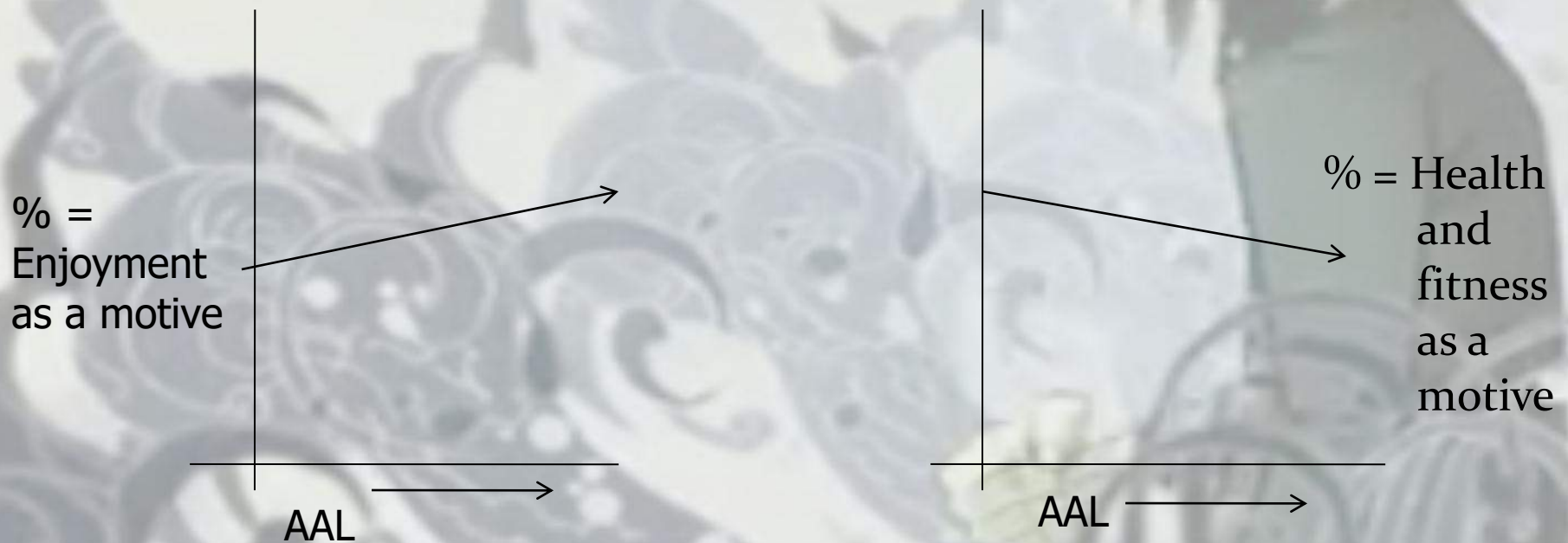
HIGH ACTIVITY PARTICIPANTS, MOTIVES =
ENJOYMENT AND SOCIAL

1. Joining friends and family
2. Social Reasons
3. Enjoyment

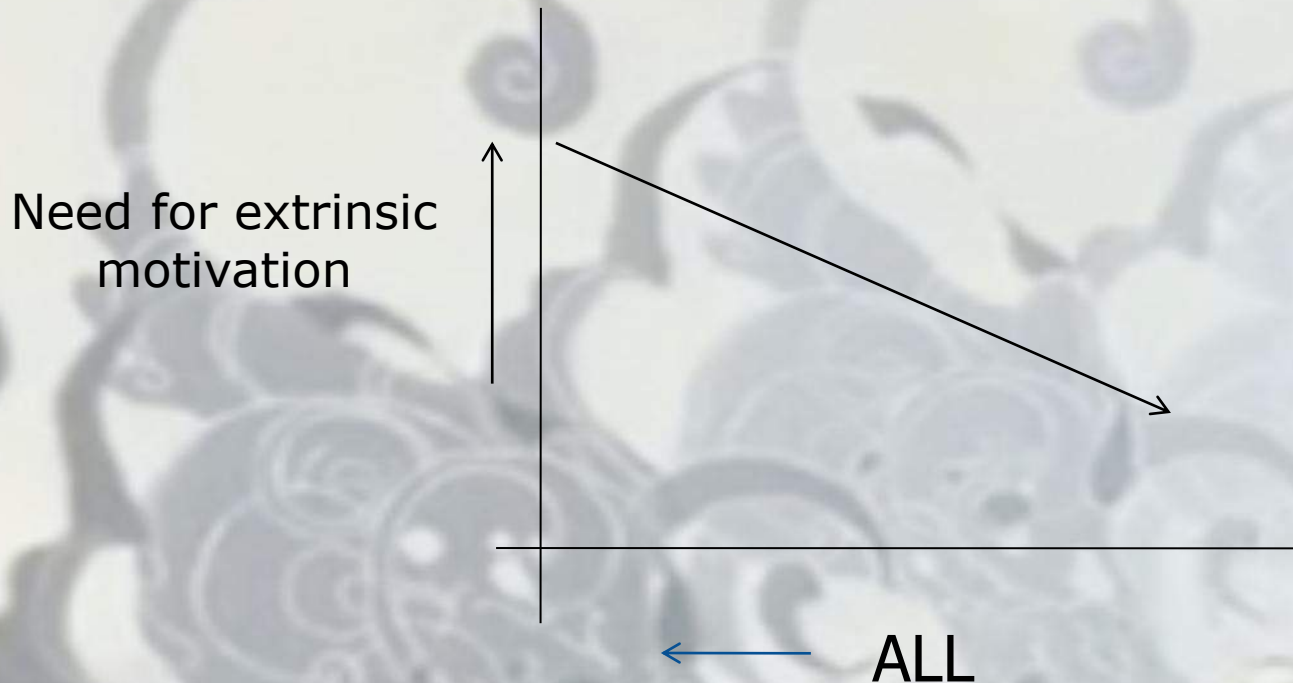
LOWER ACTIVITY PARTICIPANTS, MOTIVES =
Switch in weight of motives.....

Reasons/Motives to Be Active

- Overall, only small difference in motives/pattern

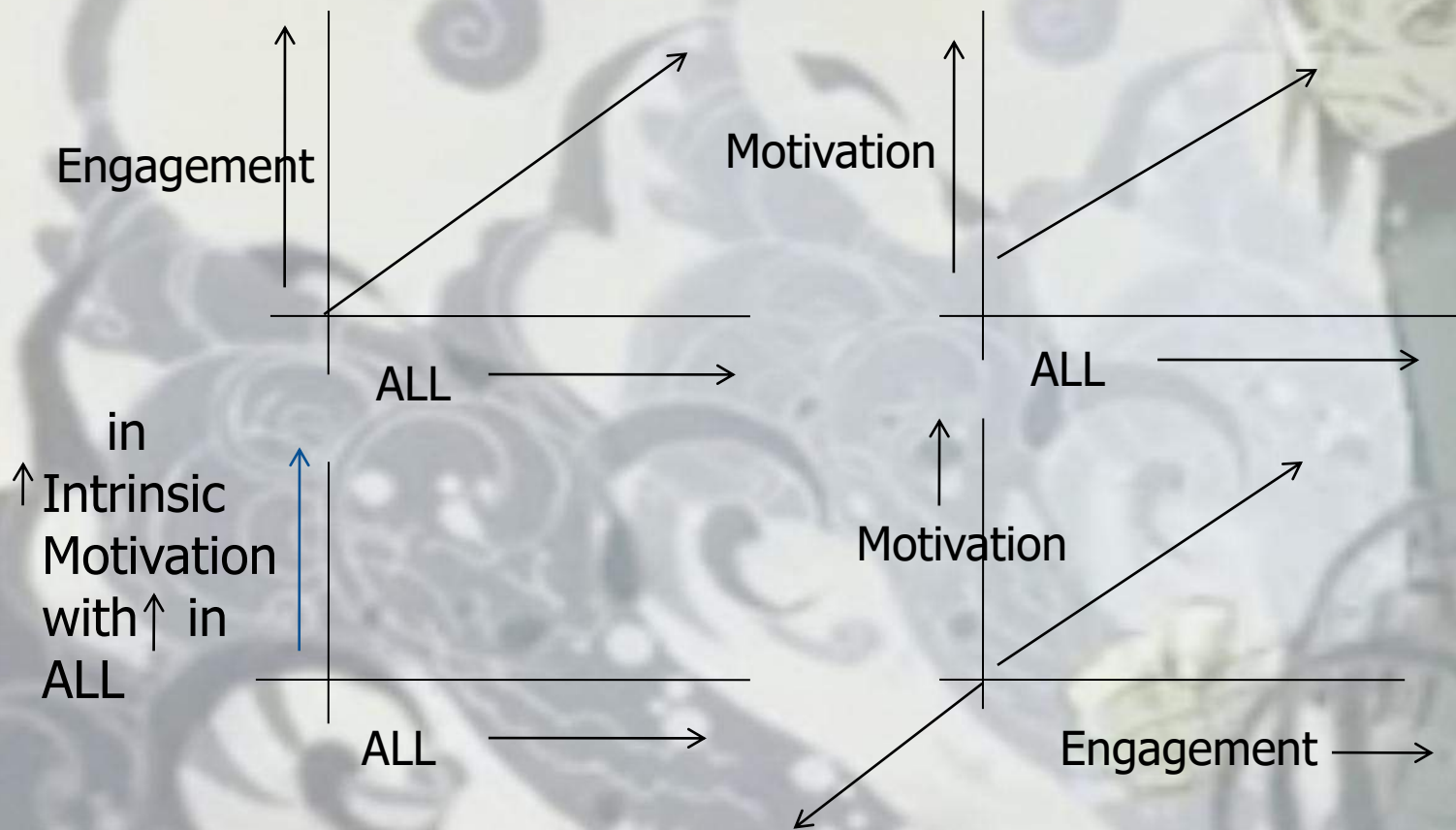


Lower Activity Group – Conclusions?



- **Extrinsic motivation plays a greater factor for lower AAL, particularly between 1x/wk and the rarely**

A) Can a pattern be proposed?





6/10/2021

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Long term engagement

- What support can be offered - The less active individuals are, the more they propose they need support to be more active
- Link to community and locality
- Foster enjoyment