

To: Dr. Erika Paterson
From: Christine Pang
Date: February 23rd, 2019
Subject: Proposal of Rewards System for 30 Minute Hit Burnaby

Introduction

Despite the flexible 30 minute hit is a women's only kickboxing and boxing gym consisting of a circuit with 13 stations that are each 2 minutes long, creating a 30 minute workout. The gym is catered to women with busy lifestyles, who prefer short sessions of intense interval training, or are unmotivated or intimidated by traditional gym settings. As a fitness trainer, the increasing prevalence of sedentary behavior is evident, which is one of the leading risk factors of health problems including cardiovascular disease, obesity, and premature death. As of December 2018, only 17% of Canadian adults meet the weekly physical activity guidelines of at least 150 minutes of moderate to vigorous physical activity per week (Statistics Canada, 2018). Encouraging adults to adhere to a regular exercise program is vital for the preventing chronic diseases and promoting wellness.

Statement of problem

Despite the flexible schedule of the gym, less than 22% of the members are using the gym more than once each month. There is little adherence to a consistent workout schedule even though most of the members reside or work within close proximity to the gym, and are not partaking in any other forms of physical activity. A regular exercise regimen becomes a hinderance to those around them and their lack of perceived ability, time, and energy gradually weans them away from their goals. Health implications of inactivity escalate with age, and includes hypertension, diabetes, and osteoporosis.

Proposed Solution

To increase attendance rates, a rewards system that tracks attendance progress to a monthly goal that is assigned to them according to their attendance in the previous month. Each member will be assigned to one of four categories, which represent four distinct number of days they will aim to workout. For instance, if a member worked out for 20 days or more, they will belong in the 1st tier the following month, 15 days or more will be assigned to the 2nd tier, and so on. purpose is to exceed the number of days they had exercised the previous month, which will place the member in the tier above. The goal for the 1st tier would be 26 days or more, the 2nd tier would aim for 21 days, and so on. Each member that reaches their goal for the current month will be entered into a draw to win 1 of the 3 prizes of their tier.

Scope

In order to assess the feasibility of implementing rewards system, I will pursue 6 areas of inquiry.

1. Based on the gym's monthly profit, what are economically feasible rewards?
2. How can social rewards serve to be a cost-effective alternative?
3. What tangible and social rewards are the most effective in increasing exercise adherence?

4. How have other facilities promoted exercise adherence through various forms of rewards?
5. What is the cost and time required to replace the large sheets of tracking paper?
6. How will increasing member attendance rates be socially and economically beneficial for the gym?
7. Are there companies that we can be affiliated with who are willing to sponsor products for our rewards?

Methods

I will acquire primary source data by consulting my manager, Teri Brewer, owner of 30 Minute Hit Burnaby, about the feasibility, economic and social benefits, and limitations of the rewards program. I will also conduct surveys with members regarding their opinions on a rewards system. Thematic analysis will be used to determine dominant themes in the members' responses.

Secondary sources will consist of literature regarding the psychological and social aspects that contribute to physical activity adherence, exercise and health promotion, physical activity barriers, and goal setting strategies.

My Qualifications

I am an ACSM-certified personal trainer, and have been a trainer at 30 Minute for over four years. I will receive my B. Kin in April 2020, and along with work experience in multiple physical activity facilities, I am familiar with barriers of exercise. However, I am also aware of the copious biopsychosocial benefits of exercise that supersede many overridable barriers. My experience in creating movement opportunities for people of all backgrounds, and enthusiasm for health promotion allows me to conduct a comprehensive study.

Conclusion

The major health implications associated with inactivity is a serious matter that is often overlooked due to women prioritizing career and family goals ahead of their own health. Since gym memberships are no longer indicative of actual physical activity being performed, action must be taken to promote the importance of exercise and increase the low attendance rates in 30 Minute Hit. I will develop an cost-effective rewards system that increases members' activity levels and enthusiasm towards the workout.

References

Statistics Canada. (2018, December 19). Health Reports: Comparison of self-reported and accelerometer-measured physical activity in Canadian adults. Retrieved January 30, 2019, from <https://www150.statcan.gc.ca/n1/daily-quotidien/181219/dq181219d-eng.htm>