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Increasing Fitness Engagement Among OhioHealth Employees

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Increasing Fitness Engagement Among OhioHealth Employees

Kirsten Goins

A decorative graphic consisting of several horizontal lines of varying colors (orange, white, blue) and thicknesses, positioned to the right of the author's name.

Introduction

- 13-week practicum
- OhioHealth Benefits & Wellness team
- Two projects:
 - Increasing fitness class participation
 - Wellness kit for Westerville and Pickerington Medical Campuses

OhioHealth Background

- As of May 2017, OhioHealth is made up of 29,000 associates, physicians, and volunteers
- 11 hospital and over 60 outpatient locations across 47 counties
- OhioHealthy
 - Diabetes prevention/management
 - Weight management
 - Move & Improve
 - Health assessments
 - Biometric screening
 - Fitness rewards program
 - Tobacco cessation
 - Financial wellness

Fitness Class Engagement

- Current on-site fitness classes:
 - Zumba at 180 E. Broad St.
 - Zumba at Marion Medical Campus
 - Zumba at Riverside Hospital
 - WERQ at Doctors Hospital

Fitness Class Engagement

- Current marketing strategies
 - eBoards
 - Site contacts
 - eSource announcements
 - Virgin Pulse
- New strategies
 - Posters displayed outside of fitness class rooms
 - Promotional postcard invites

Fitness Class Engagement

Past Attendance

Class	Average Attendance
180 Zumba	5
Marion Zumba	7
Doctors WERQ	4
Riverside Zumba	3
Total	19
Average per class	5

Goal

- Increase the average attendance for group fitness classes by 40%
 - 8 additional participants per week
 - About 2 per class

Fitness Class Engagement

- Projected Timeline

Timing	Activity
11/1/17	Display posters outside of fitness class rooms
11/6/17	Postcards provided to all instructors
11/16/17	Initial attendance evaluation
12/8/17	Final attendance evaluation and recommendations

Fitness Class Engagement

- Complications
 - 1. Unable to display posters outside of rooms
 - 2. Postcards relied on help from graphic designer
 - 3. Requires cooperation from instructors
- New Plan
 - Focus on postcards
 - “Bring a Friend” Days
 - Coordinate distribution and promotion plan with instructors

Fitness Class Engagement

- Current State
 - No significant change in participation
 - Promotion is on-going, so no end data or long-term results are available at this time

Fitness Class Engagement

- Limitations
 - Time
 - Length of practicum
 - Timing of promotion
 - No budget
 - Lack of access to HR share drive

Fitness Class Engagement

- Fitness Class Surveys

- Example:

- Dublin Memorial Hospital

- Number of Respondents: 32

²

Likelihood of Participating in an On-site Fitness Class

Not Likely	Somewhat Likely	Very Likely	Definitely
3%	13%	39%	45%

²

Class Type	Percent of respondents who expressed interest
Dance-based	59%
Yoga/Pilates	59%
Strength/bootcamp	50%
Walking Group	28%

Time Preference:

First Choice: 4:30 p.m. & 5:30 p.m. (tie)

Second Choice: 5:30 p.m.

Wellness Kit

- To provide tools that encourage wellness at smaller OhioHealth locations
 - Westerville and Pickerington Medical Campuses
- Include resources such as:
 - Virgin Pulse demo
 - Educational workshops
 - Fitness/meditation DVDs
 - **Walking paths**
 - **Wellness tip sheets**

Wellness Kit

- Walking Paths
 - Find safe, easy path that associates can use to be physically active
 - Measured distance, time, and steps
 - Overhead view of the campus with the highlighted route
 - Tips for success

Wellness Kit

- Tip Sheets

- 5 Tips for physical activity, eating healthy, and stress

Example:

1. Increase your total steps for the day by making small changes that will be easy to accomplish.
2. Hold walking meetings.
3. Wear shoes that you will be comfortable in all day.
4. Hold a fitness class or walking group.
5. Utilize wearable activity trackers.

Recommendations

- Utilize fitness survey results/feedback
- Promotion and implementation of programs by Wellness Champions
- New Associate Orientations
- Offer combination classes (Durrett, 2004)
- Use testimonials and recognize frequent participants (Monahan, 2014)
- Virtual suggestion box (Kalahiki, 2015)

Questions?

References

- Durrett, A. (2004). Trends in Corporate Fitness. *IDEA Health and Fitness Association*. Retrieved November 29, 2017 from <http://www.ideafit.com/fitness-library/trends-incorporate-fitness>
- Kalahiki, L. (2015). 6 Steps to Effectively Communicate a Wellness Program to Employees. *UHA Health Insurance*. Retrieved November 29, 2017 from <https://wellness.uhahealth.com/blog/well-being/6-steps-to-effectively-communicate-a-wellness-program-to-employees/>
- Monahan, D. (2014). Eight Tips for Increasing Wellness Program Engagement. *Corporate Wellness Magazine*. Retrieved November 29, 2017 from <http://www.corporatewellnessmagazine.com/worksites-wellness/increasing-wellness-program-engagement/>