

Otterbein University

## Digital Commons @ Otterbein

---

Masters Theses/Capstone Projects

Student Research & Creative Work

---

Fall 2017

### Increasing Fitness Engagement Among OhioHealth Employees

Kristen Goins

Otterbein University, Kristen.Goins@otterbein.edu

Follow this and additional works at: [https://digitalcommons.otterbein.edu/stu\\_master](https://digitalcommons.otterbein.edu/stu_master)



Part of the [Higher Education Commons](#), [Medical Education Commons](#), and the [Public Health Education and Promotion Commons](#)

---

#### Recommended Citation

Goins, Kristen, "Increasing Fitness Engagement Among OhioHealth Employees" (2017). *Masters Theses/Capstone Projects*. 15.

[https://digitalcommons.otterbein.edu/stu\\_master/15](https://digitalcommons.otterbein.edu/stu_master/15)

This Project is brought to you for free and open access by the Student Research & Creative Work at Digital Commons @ Otterbein. It has been accepted for inclusion in Masters Theses/Capstone Projects by an authorized administrator of Digital Commons @ Otterbein. For more information, please contact [digitalcommons07@otterbein.edu](mailto:digitalcommons07@otterbein.edu).

# Increasing Fitness Engagement Among OhioHealth Employees

Kirsten Goins

A decorative graphic consisting of several horizontal lines of varying colors (orange, white, and 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
<b>Total</b>	<b>19</b>
<b>Average per class</b>	<b>5</b>

## 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/>