

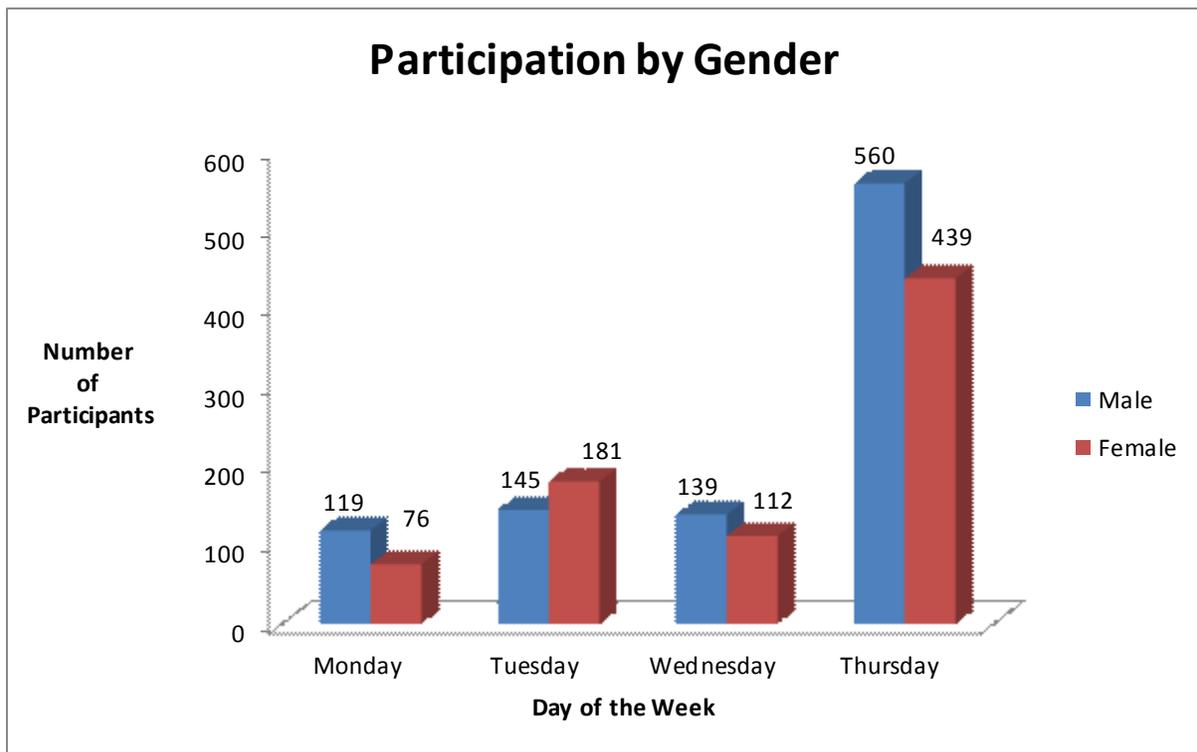
Penn State Exercise is Medicine Week 2013 Results

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EXERCISE IS MEDICINE WEEK 2013

Exercise Engagements measured by survey

- On Monday, a total of 195 participants engaged in EiM. Highlighted special conditions for Monday included the Kick Off Dean's Walk, which officially marked the start of EiM week 2013.
- On Tuesday, a total of 326 participants engaged in EiM. The Collegian made an appearance during this day and interviewed some of the leaders and participants.
- On Wednesday, a total of 251 participants engaged in EiM. Highlights for the day included a visit from the Nittany Lion as well as Men's and Women's varsity soccer and Women's varsity lacrosse.
- On Thursday, a total of 999 participants engaged in EiM. Highlights of the day included visits from Women's varsity volleyball coach Russ Rose as well as members of the team.

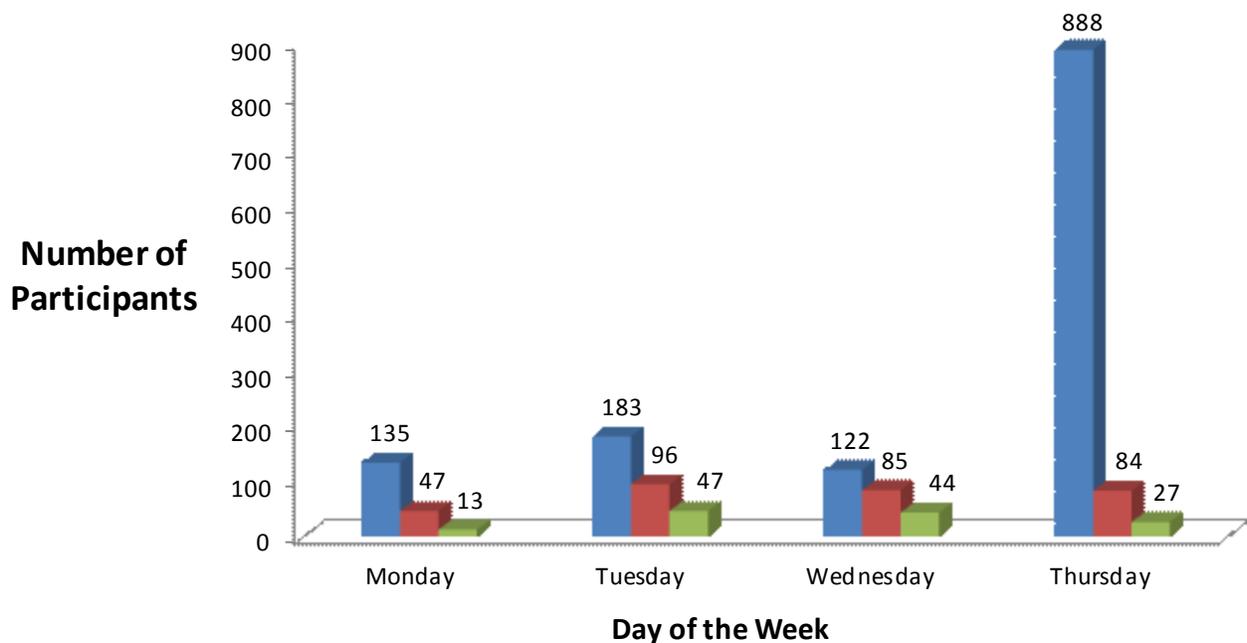


EXERCISE IS MEDICINE WEEK 2013

Exercise Engagements measured by observation

- Very short duration exercise was defined as participants who stopped by to engage in exercise for less than 1 minute, completing activities such as 10 jumping jacks, 5 knee tucks, 5 burpees, 5 squat jumps, agility ladder runs, or 10 lunges.
- Short duration exercise was defined as participants who stopped by to engage in exercise for 2-5 minutes, completing activities such as a short bike ride, multiple exercise sets, BOSU ball toss/squat, or combinations of various sets of different 10 rep exercises.
- Longer duration exercise was defined as participants who stopped by to engage in exercise for longer than 5 minutes, completing activities such as a 10-20 minute bike ride, hula hooping, jump roping, or trampoline jumps.
- Trained research assistants observed the EiM sites and recorded engagements.

Participation by Duration



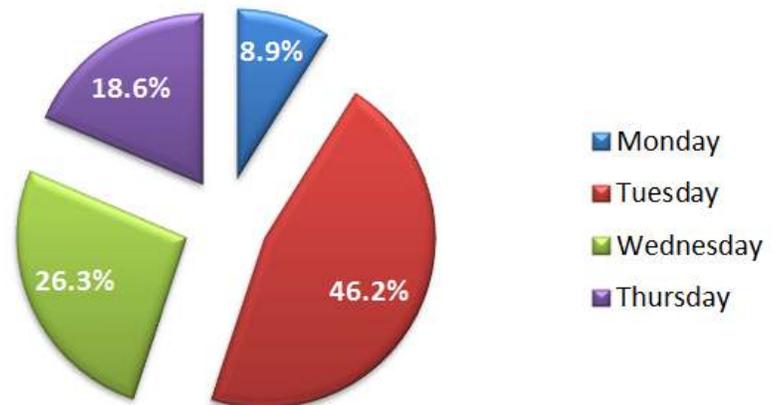
EXERCISE IS MEDICINE WEEK 2013

Student Surveys

Student surveys were conducted to collect information regarding students' knowledge about physical activity, their own personal physical activity habits, as well as facilitators and barriers to their physical activity participation. These results were based on our sample of 589 students.

Surveys Completed by Day

Tuesday had significantly more survey responses than any other day.

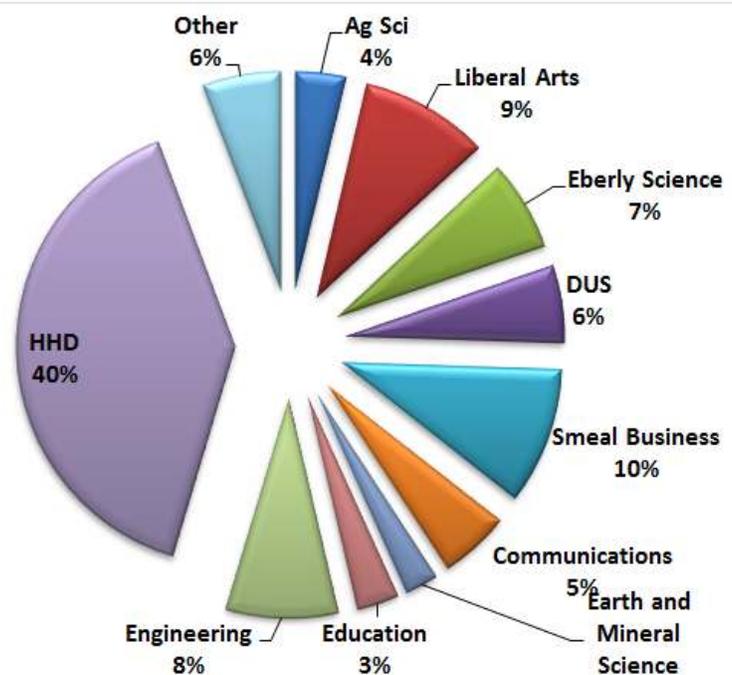


Student Participation by College/ Major

Number of Students from Each Major:

- Ag Sci= 17
- Comm=25
- Liberal Arts=45
- EMS=12
- Nursing=9
- Education=15
- Eberly=32
- Engineering=39
- DUS=27
- HHD=188
- Arts&Arch=4
- IST=12
- Smeal Busuiness=48

HHD students participated in EiM significantly more than other colleges.



EXERCISE IS MEDICINE WEEK 2013

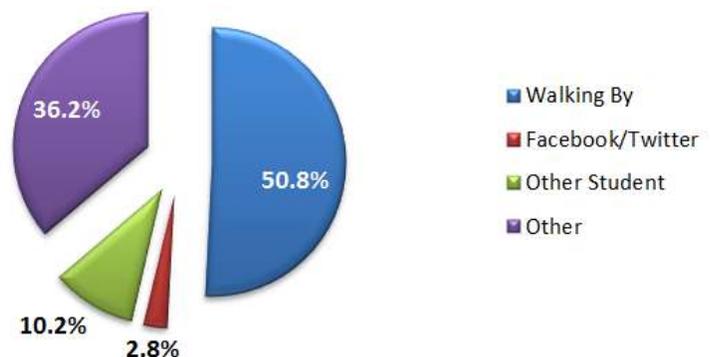
Student Surveys

How Students Were

Notified of EiM Week

- Overall, the majority of students heard about EiM Week by walking by one of the sites on campus.
- Notifications about EiM from classes or professors were reported more frequently than from other students or social media.

Ways Students Heard about EiM



Student Exercise Habits:

- 43% of students reported participating in vigorous exercise 4 or more times per week. 35.9% reported 2-3 times per week, 21% reported participating in weekly vigorous exercise one or fewer times per week.
- 46.4% of students reported participating in moderate exercise 4 or more times per week. 37.9% reported 2-3 times per week, 16% reported participating in weekly moderate exercise one or fewer times per week.
- 40.4% of students reported exercising for at least 20 minutes 4 or more times per week. 20.7% reported exercising for at least 20 minutes 2-3 times per week, 11% of students reported exercising for at least 20 minutes one or fewer times per week.

Knowledge about Exercise Recommendations:

- 41.7% of students correctly indicated that 150 minutes per week of moderate physical activity is needed for health benefits.
- 17.3% of students correctly indicated that 90 minutes per week of vigorous physical activity is needed to achieve maximal health benefits.

EXERCISE IS MEDICINE WEEK 2013

Student Surveys

Reported Facilitators of Physical Activity Participation:

- The most commonly reported reasons for choosing to exercise among students were for weight/appearance, stress relief, enjoyment, and to improve fitness.
- Additionally, males reported the enjoyment of competition as a key facilitator in exercise participation whereas females more commonly than males indicated disease prevention is being an a reason for exercising.

Reported Barriers of Physical Activity Participation:

- Both males and females reported lack of time and lack of motivation as being their two biggest challenges to being active.
- While gender difference were less evident for barriers, females more often than males reported stress to be another main barrier to physical activity participation.

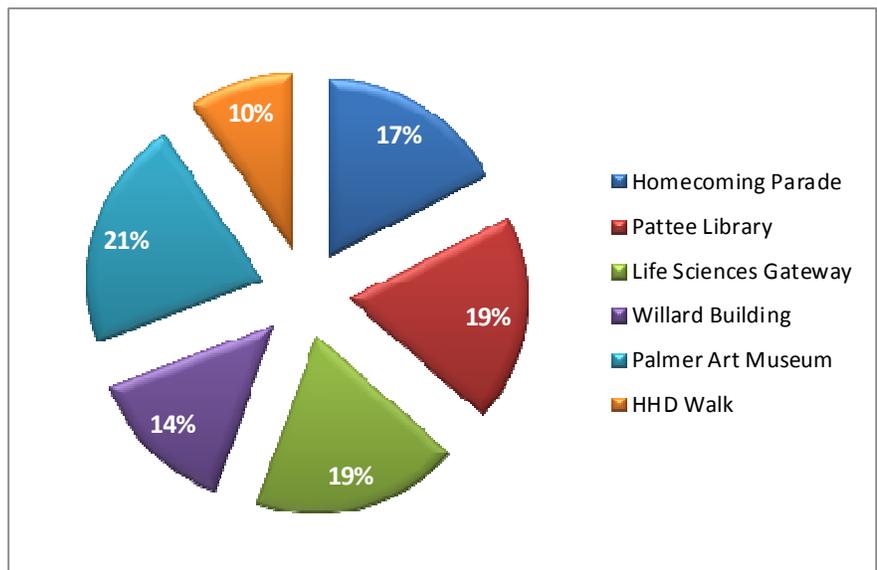


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Weebly Website Results

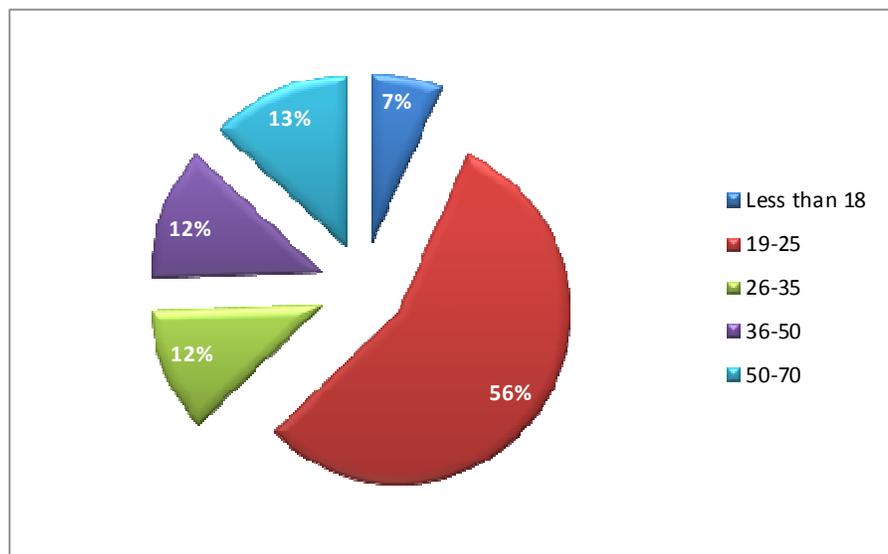
These results are based on a sample of 138 people registered their pedometers on the Weebly site.

Where pedometers were received



Pedometers were distributed fairly evenly across the multiple events of EiM week.

Age breakdown of those who received pedometers



The majority of people who received their pedometers were between 19 and 25 years old.

Other Significant Findings

Pedometer Registration

- A total of 3,000 pedometers were handed out throughout the week's events.
 - Overall, 66.4% of those who registered pedometers were female and 33.6% male.
 - Females were much more likely to register their pedometer than males.
 - The majority of those ages 36-50 and 50-70 received their pedometer during the HHD Kickoff Walk.
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Intercept Interviews

Intercept interviews were conducted post-EiM Week to create a better understanding of the impact and awareness of EiM among students on campus. Students were asked a series of questions about whether or not they had heard of EiM, how they heard about it, their participation in EiM events, their own personal exercise habits, and basic demographic information. These results are based on a sample of 100 students (70 female, 30 male).

- Of the sample, 54 students had heard about EiM.
 - Of those who had heard about EiM, half had heard through the on-campus activities. and 21 had heard through messages encouraging exercise (stair-prompt signs, Facebook page, Twitter or Weebly website).
 - The majority of students heard about EiM from walking by one of the exercise sites.
 - When asked how often they exercise for at least 20 minutes, over half of the students surveyed responded 4 or more times per week.
 - 66% of the sample lived off campus and reported regularly walking to campus on a weekly basis as a form of moderate exercise.
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Homecoming Parade

EiM's appearance in the Homecoming Parade was a new feature of EiM 2013.

- Penn State's Kinesiology Club walked in the parade carrying banners promoting EiM Week and passing out pedometers to the crowd.
- During the parade The Nittany Lion wore a pedometer to count his steps and students were given the opportunity to guess the number of steps he took in the *Nittany Lion Step Challenge*.
- 17.5% of the total pedometers that were registered online were passed out during the Homecoming Parade.
- Of those who received pedometers at the Homecoming Parade, 80% were female and 20% were male. Over half of those who received pedometers at the parade were ages 19-25.

