

Institute For Women's Leadership

December 1st, 2021

# THE UPLIFT FITNESS CHALLENGE

Presented by

**Emily Foltiny** 

Encouraging young women to move in ways they enjoy.

Rutgers University: New Brunswick

The Leadership Scholars Certificate Program is a two-year selective, interdisciplinary certificate program that prepares Rutgers undergraduate women to be informed, innovative, and socially responsible leaders.

Leadership Scholars design and implement social action projects to expand their understanding of issues and problems and to develop leadership skills.

This project gives Scholars the opportunity to apply the theoretical knowledge they have gained about leadership, advocacy, and social change with the practical and experiential knowledge they have developed about a particular policy issue or problem through the field site placement. It also further develops leadership skills by giving undergraduates the opportunity to practice leadership through action.





## BEFORE I BEGIN... allow me to int

- 2nd year scholar studying Economics & HRM
  - Policy areas: Media & Communications, Law & Advocacy
- My why...
- Research Questions:
  - To what extent do college women participate in physical activity, in terms of type, duration, intensity, and
    - frequency?
  - What, if any, differences exist between college men and women's physical activity participation rates?
    What are the physical and mental benefits of regular
  - What are the physical strength training?

allow me to introduce myself

# KEY FINDINGS...

- Out of a sample of 472 female college students aged 18-21+, 35% were sedentary, 34% were in poor physical condition, 13% were active/healthy, and a mere 7% were in very good physical condition (Radu et al 1763)
- 159 subjects reported no physical activity at all, accounting for more than 1/3 of the sample (1766)
- majority of participants preferred walking or running as their form of exercise (1766)
- In another study conducted on 606 students enrolled in general education health/wellness classes at a large northeastern university, the authors examined exercise habits in their relation to gender, race, and sexual orientation via an online survey and found...

# KEY FINDINGS...

- "Among all participants, 71.0% met aerobic PA recommendations, whereas 44.4% met muscle-strengthening recommendations, and 40.3% met both aerobic and muscle-strengthening activity recommendations" (Wilson et al. 2)
- No statistically significant link was found between physical activity participation and race or sexual orientation, but in regards to gender...
  - "men reported significantly greater vigorous PA and muscle-strengthening 0 activity compared to women" (Wilson et al. 2)
- They also reference previous research indicating that college women are less likely to take advantage of their university's recreation facilities, participate in intramurals, and utilize strength training equipment (Wilson et al. 1)

# The Problem:

- College women are not getting nearly enough exercise, and far less than their male counterparts
  - Possible causes: Time constraints, lack of education surrounding fitness, fear of becoming too "bulky", fear Ο of entering a male-dominated space, avoidance of the male gaze
  - This is problematic, as regular strength training provides an extensive list of health benefits, including but not Ο limited to...
    - Improved cardiovascular health (Westcott)
      - reduced risk of heart disease
    - Reduced risk of Type 2 Diabetes (Add)
    - Increased bone density (Westcott)
      - decreased risk of osteoporosis (Add)
    - Increased resting metabolic rate (Add)
      - (calories burned while the body is at rest)
    - Increased muscle mass
      - prevention of age related muscle loss, which occurs at a rate of 3-8% per decade, leading to a lower • resting metabolic rate (Westcott)

# The Solution: The UpLift Fitness Challenge

- In order to address the lack of physical activity among college women, my social action project was comprised of a one-month points-based fitness challenge in which participants earned points upon the completion of fitness activities, which were redeemed for gift-cards to businesses on campus
  - $^{\circ}~$  each activity was assigned a point value of 10, 20, or 30 points
    - 100 points: \$10 Gift Card
    - 200 points: \$15 Gift Card
    - 300 points: \$20 Gift Card
- Mission Statement: The UpLift Challenge was created to motivate female students at Rutgers to move in ways that they enjoy, so as to empower them with the physical and mental benefits exercise has to offer.

### Register now @ tinyurl.com/upliftchallenge

To earn points, send your photo/video submission to upliftchallenge@gmail.com with a description of the task(s) you completed. To redeem them, email your prize selection and specify your clothing size if applicable.

**MOVE IN WAYS YOU ENJOY. EARN** POINTS. GET REWARDS. WIN BIG.

OCT 1ST-31ST

### **Complete fitness tasks to earn**

### points redeemable for prizes

from gift cards to beauty products, fitness apparel, and more.. Open to female undergraduate students @ Rutgers NB.

### Sign up @ tinyurl.com/UpLiftChallenge

Contact: Upliftchallenge@gmail.com





Sweets, Jersey Mikes, Tacoria, Hansel n Griddle, Chipotle, Taco Bell, Halal Guys, Panico's, Panera 200 points (Choose one) \$15 gift card to: Mikes, Tacoria, Hansel n Griddle, Chipotle, Taco Bell, Halal Guys, Panico's, Panera

Starbucks, Dunkin Donuts, Gloria Jean's Coffee, Gong Cha, Insomnia Cookies, Thomas Starbucks, Dunkin Donuts, Gloria Jean's Coffee, Gong Cha, Insomnia Cookies, Thomas Sweets, Jersey

Starbucks, Dunkin Donuts, Gloria Jean's Coffee, Insomnia Cookies, Thomas Sweets, Jersey Mikes, Tacoria, Hansel n Griddle, Chipotle, Halal Guys, Panico's, Panera, Hidden Grounds,

100 points \$10 gift card to: (Choose One)

- Set of 5 resistance bands

- Ankle weights

-Yoga mat

300 points (Choose one)

\$20 gift card to:

Scarlet Fever

-Pair of workout leggings

-Sports bra

- Extra giveaway entry

## \*updated point values effective Monday, Oct. 11th

### CT 1-31ST O 10 POINTS: 20 POINTS: 30 POINTS:

pic of the mileage a pic of the mileage pic of the mileage - Share a photo & minutes & send a caption to be featured on efoltfit about...\* 1)Why you love fitness 2)How you've progressed 3)Your favorite way to work out (Oct. 23rd) - Go for a hike & send playlist\* - Hit 10,000 steps in a

day & send a pic -Do a Meatless of each vegetarian meal\*

veggies & send a pic of each serving healthy meal\* (1 piece or cup of fruit, 1 cup of veggies = 1

> serving) week (3 photos required) - Refer 3 friends\*

- 1-2 mile walk & send a - 3-4 mile walk & send - Go for a bike ride & -1-2 mile run & send a send a pic with your bike - Jump Rope for 15 before/after timestamped selfie using Snapchat - Bring a friend to the

gym\* - Participate in Alpha Chi Omega's Walk a Mile

- Send your workout a pic of the trailhead

- Win Playlist of the Week

- Participate in giveaway (2 bi-weekly giveaways Monday and send pics TBA)

- Get a gym membership & send a photo of your - Eat 5 servings fruits & keytag\*\*

- Send a pic of your

- Send a pic of your gym fit\*

- Send a pic of you at the - Go to the gym 3x in a gym\*

- Refer 1 friend\*

# -POINT

# VALUES-

- Run a 5k - Attend one of my livestream HIIT workouts (Date & time TBD) -Attend a strength training session with me\* (DM for sign-up) - Attend a Rutgers fitness class (virtual or in-person)\* -Submit a video to be featured on efoltfit about why you love fitness, how you have progressed, or why you decided to start this challenge\*\* - Go to the gym 5x in a week (5 photos required) - Refer 5 friends\*

\*redeemable 1x/wk \*\*redeemable 1x only

# WHAT I ACCOMPLISHED...

Measuring my project's success

## Participation

29 registrants

## Engagement

- 7 active participants
- o 9 referrals
- 9 giftcards distributed
- +34 followers, 1,295 accounts reached (+341% in October vs September)
  - generated by Instagram's insights feature

## Partnerships

Alpha Chi Omega, Theta Tau Chapter

# HOW I DID IT...

- Challenge details advertised via Canva graphics
  - disseminated via Instagram (@foltfit) and GroupMe Ο
    - Alpha Chi Omega member groupchat
      - supplemented by announcement to the chapter at our weekly Sunday meeting •
      - collaboration with VP Membership Programming to provide incentive for sisters to ulletparticipate
    - Strength in Numbers Groupchat
      - group of female Rutgers students interested in supporting one another's fitness journeys
    - Her Campus Groupchat
      - Campus publication directed towards my target audience •
- Content creation: informational posts, recipes, and short videos to engage participants via Instagram

## LESSONS LEARNED ALONG THE WAY....



Women need other women.

A feminist leader builds other women up, rather than seeing them as competition. No one wins until we all win. I have come to experience this for myself, given that my goal was to empower other women through fitness.

Trust your gut.

I've always been one to turn to others for advice, afraid to trust my own judgement for fear of being wrong. However, upon the completion of my SAP, I've become an independent decision maker.

Less is more.

In order to avoid burnout and a poorly executed SAP, I set reasonable expectations for myself regarding the scale and timeline of my project.

# NEXT STEPS...

- Personal Training Prep Course & Certification
  - Either this spring, or next fall, I plan to enroll in Rutger's NASM Personal Training 0 Certification prep course
    - provides coverage of exam material and 2 exam takes (1 retake free of charge)
- One week mini-challenge (extension of UpLift Challenge)
- Expanding @foltfit
  - As I continue working towards my fitness goals, I will begin creating more content for my fitness Instagram, with an emphasis on filmed workouts
    - Having my NAASM certification will enable me to be a more credible resource

# Acknowledgements

Thank you to...

- Ismelka Gomez, for all the guidance she provided as my Faculty Advisor Professor Trigg, for her unwavering support and thoughtful feedback on my field notes Sasha Taner, for encouraging me to revise my initial SAP to align with my passion for
- fitness, when I thought it was too late
- My fellow scholars, for their words of encouragement and advice, and for never failing to amaze me
- The Institute for Women's Leadership, for making this all possible, and being the catalyst to my personal and academic growth

## Bibliography

"Add Strength Training to Your Fitness Plan." Harvard Heart Letter, vol. 25, no. 10, June 2015, pp. 1–7. EBSCOhost, search-ebscohost-com.proxy.libraries.rutgers.edu/login.aspx? direct=true&db=aph&AN=102811119&site=ehost-live.

Ainsworth, B. E., Richardson, M., Jacobs, David R.,, Jr, & Leon, A. S. (1993). Gender differences in physical activity. Women in Sport & Physical Activity Journal, 2(1), 1. https://wwwproquest-com.proxy.libraries.rutgers.edu/scholarly-journals/gender-differencesphysical-activity/docview/230678834/se-2?accountid=13626

Irwin, Jennifer D. "Prevalence of University Students' Sufficient Physical Activity: A Systematic Review." Perceptual and Motor Skills, vol. 98, no. 3, 2004, pp. 927–943., https://doi.org/10.2466/pms.98.3.927-943.

Kowalski, N. P., Crocker, P. R. E., & Kowalski, K. C. (2001). Physical self and physical activity relationships in college women: Does social physique anxiety moderate effects? Research Quarterly for Exercise and Sport, 72(1), 55-62., doi: http://dx.doi.org/10.1080/02701367.2001.10608932 Priest, D. L., Karageorghis, C. I., & Sharp, N. C. C. (2004). The characteristics and effects of motivational music in exercise settings: The possible influence of gender, age, frequency of attendance, and time of attendance. Journal of Sports Medicine and Physical Fitness, 44(1),77-86. https://www.proquestcom.proxy.libraries.rutgers.edu/scholarlyjournals/characteristics-effects-motivational-music/docview/202682077/se-2? accountid=13626.

## Bibliography

Radu, Liliana-Elisabeta, et al. "Physical Activity Index of Female University Students." Procedia - Social and Behavioral Sciences, Elsevier, 18 June 2015, www.sciencedirect.com/science/article/pii/S187704281502635X. Suminski, Richard R., et al. "Physical Activity among Ethnically Diverse College Students." Journal of American College Health, vol. 51, no. 2, 2002, pp. 75 80.https://doi.org/10.1080/07448480209596333. Westcott, Wayne L. "Resistance training is medicine: effects of strength training on health." Current sports medicine reports vol. 11,4 (2012): 209-16 doi:10.1249/JSR.0b013e31825dabb8

Wilson, Oliver W A, et al. "Differences in College Students' Aerobic Physical Activity and Muscle-Strengthening Activities Based on Gender, Race, and Sexual Orientation." Preventive Medicine Reports, U.S. National Library of Medicine, 30 Aug. 2019, www.ncbi.nlm.nih.gov/pmc/articles/PMC6734176/.