THE UPLIFT FITNESS CHALLENGE

Presented by
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Encouraging young women to move in ways they enjoy.
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.

To find out more please visit the Institute for Women’s Leadership's website at http://iwl.rutgers.edu.
BEFORE I BEGIN...

allow me to introduce myself

• 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 strength training?
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 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 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 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
  ◦ 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.
UPLIFT FITNESS CHALLENGE

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 at Rutgers NB.

Sign up @ tinyurl.com/UpLiftChallenge
Contact: Upliftchallenge@gmail.com

Register now @ tinyurl.com/uplitchallenge

To earn points, send your photo/video submission to uplitchallenge@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.

Prizes:

100 points
$10 gift card to: (Choose One)
Starbucks, Dunkin Donuts, Gloria Jean’s Coffee, Gong Cha, Insomnia Cookies, Thomas Sweets, Jersey Mikes, Tacoria, Hansel n Griddle, Chipotle, Taco Bell, Halal Guys, Panico’s, Panera

200 points (Choose one)
$15 gift card to:
Starbucks, Dunkin Donuts, Gloria Jean’s Coffee, Gong Cha, Insomnia Cookies, Thomas Sweets, Jersey Mikes, Tacoria, Hansel n Griddle, Chipotle, Taco Bell, Halal Guys, Panico’s, Panera
- Set of 5 resistance bands
- Ankle weights
- Yoga mat

300 points (Choose one)
$20 gift card to:
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, Scarlet Fever
- Pair of workout leggings
- Sports bra
- Extra giveaway entry

*updated point values effective Monday, Oct. 11th
Oct 1-31st

10 Points:
- 1-2 mile walk & send a pic of the mileage
- Go for a bike ride & send a pic with your bike
- Jump Rope for 15 minutes & send a caption to be featured before/after a timestamped selfie using Snapchat
- Bring a friend to the gym*
- Participate in Alpha Chi Omega's Walk a Mile (Oct. 23rd)
- Send your workout playlist*
- Win Playlist of the Week (2 bi-weekly giveaways TBA)
- Get a gym membership & send a photo of your keytag**
- Send a pic of your healthy meal* (1 piece or cup of fruit, 1 cup of veggies = 1 serving)
- Send a pic of you at the gym* - Refer 1 friend*
- Go to the gym 5x in a week (3 photos required)

20 Points:
- 3-4 mile walk & send a pic of the mileage
- 1-2 mile run & send a pic of the mileage
- Share a photo & fitness training session with me*
- Do a Meatless Monday and send pics of each vegetarian meal*
- Eat 5 servings fruits & veggies & send a pic of each serving
- Send a pic of your gym fit*
- Send a pic of you at the gym* - Refer 3 friends*
- Go to the gym 5x in a week (3 photos required)

30 Points:
- Run a 5k
- Attend one of my livestream HiIT workouts (Date & time TBD)
- Attend a strength training session
- Submit a video to be featured on efalfit 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
  ○ 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
    ■ 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 participate
    ■ 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
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 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

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