GROUP PRESENTATION

by Brijal Abhimanyu Patil

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RECHARGE
REFRESH
RENEW

UNLOCKING VITALITY THROUGH EXERCISE

DR. AISHAT T. BAKRE

Topic - Health & Physical Activity
Age Group - 25 - 45 Years

Presenters:
Name 1 - Bhawna Dagar (2238957)
Name 2 – Mittalben Rathava (2237310)
Name 3 – Brijal Abhimanyu Patil (2240173)

6 Week Plan







Week 01 Introduction to Moderate-intensity Aerobic Activities

Week 02 Incorporating Strength Training Exercises

Week 03 Enhancing Flexibility and Range of Motion

Week 04 Introducing High-Intensity Interval Training (HIIT)s

Week 05 Engaging in Outdoor Activities and Recreational Sports

Week 06 Sustaining a Regular Exercise Routine

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UNLOCKING HEALTH (Activities)

WEEK 1



- Introduce moderate-intensity aerobic activities, such as brisk walking or cycling, for at least 30 minutes, five days a week (Berkman & Kawachi, 2000).
- Encourage participants to gradually increase their activity duration and intensity over the course of the week.

WEEK 2



- Incorporate strength training exercises, such as bodyweight exercises or weightlifting, two to three times a week.
- Emphasize the importance of resistance training for building muscle strength and bone density (O'Donnell & O'Donnell, 2012).

WEEK 3



- Introduce flexibility exercises, including stretching and yoga, to improve range of motion and joint flexibility (O'Donnell & O'Donnell, 2012).
- Encourage participants to engage in flexibility exercises at least two to three times a week.

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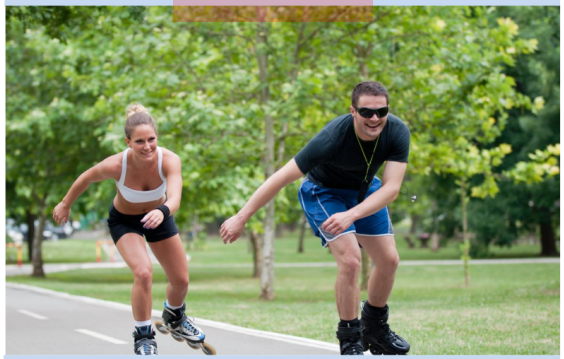
UNLOCKING HEALTH (Activities)

WEEK 4



- Integrate high-intensity interval training (HIIT) into the routine, involving short bursts of intense exercise followed by periods of rest or lower intensity (Berkman & Kawachi, 2000).
- Educate participants on the potential cardiovascular and metabolic benefits of HIIT workouts.

WEEK 5



- Incorporate outdoor activities and recreational sports, such as hiking, swimming, or team sports, to make physical activity more enjoyable and diverse (O'Donnell & O'Donnell, 2012).
- Emphasize the social and mental health benefits of engaging in group activities and connecting with nature (Marmot, 2005).

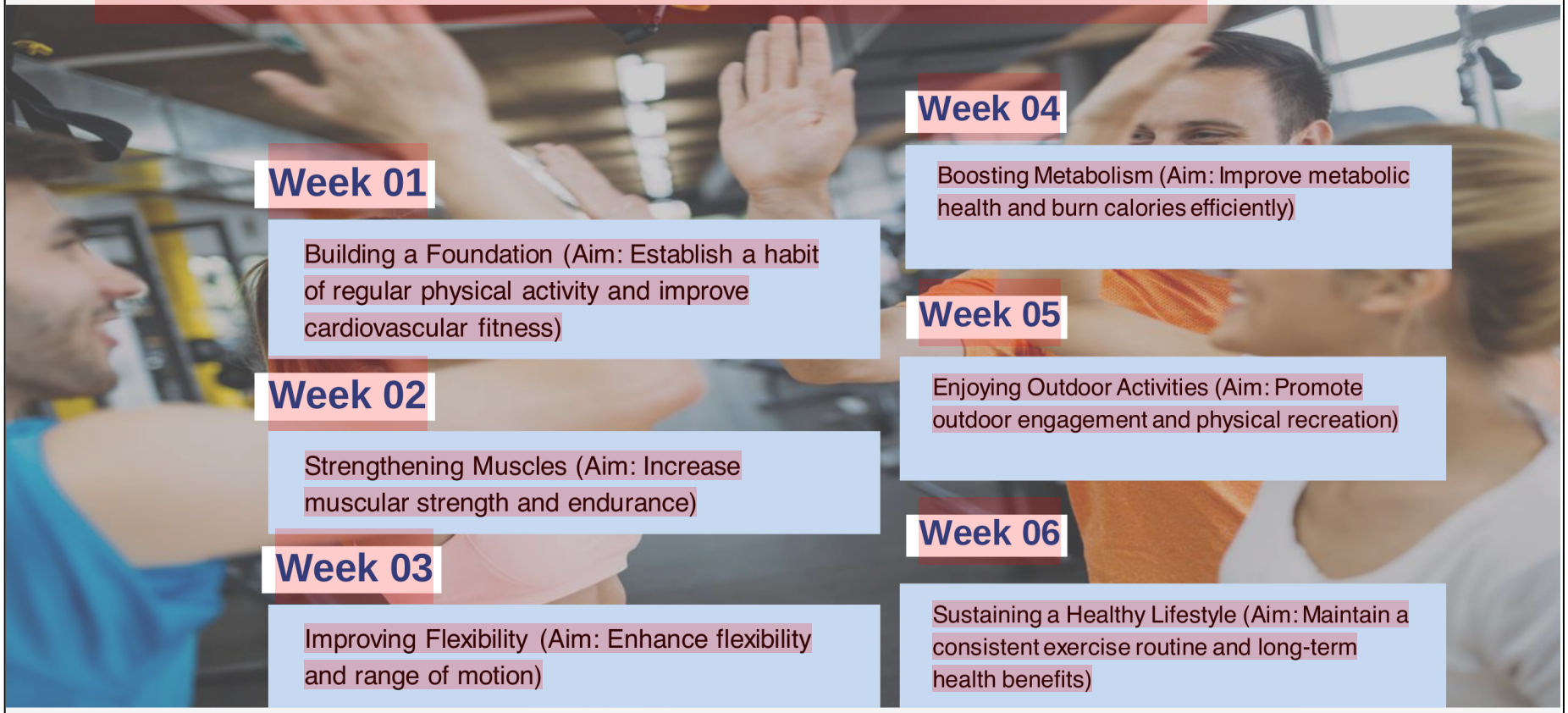
WEEK 6



- Consolidate the learned skills and habits by maintaining a regular exercise routine.
- Emphasize the importance of long-term commitment to physical activity for sustained health benefits (Berkman & Kawachi, 2000).

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UNLOCKING HEALTH (Aims)



Week 01

Building a Foundation (Aim: Establish a habit of regular physical activity and improve cardiovascular fitness)

Week 02

Strengthening Muscles (Aim: Increase muscular strength and endurance)

Week 03

Improving Flexibility (Aim: Enhance flexibility and range of motion)

Week 04

Boosting Metabolism (Aim: Improve metabolic health and burn calories efficiently)

Week 05

Enjoying Outdoor Activities (Aim: Promote outdoor engagement and physical recreation)

Week 06

Sustaining a Healthy Lifestyle (Aim: Maintain a consistent exercise routine and long-term health benefits)

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Rationale & Focus

Health Impact of Inactivity

Physical inactivity has become a pressing public health concern, particularly among adults aged 25-35.

- According to the World Health Organization (WHO), insufficient physical activity is one of the leading risk factors for global mortality, contributing to various health problems (Pega, Naik, & Baker, 2017).

- In the United Kingdom, the National Health Service (NHS) states that lack of exercise and physical activity is associated with increased risk of chronic conditions such as cardiovascular disease, obesity, and mental health disorders (Berkman & Kawachi,2000; Marmot, 2005).

National Guidelines

National guidelines recommend at least 150 minutes of moderate-intensity aerobic activity per week for adults. However, studies indicate that a significant proportion of adults aged 25-45 fail to meet these guidelines, leading to adverse health outcomes.

- "Adults aged 19-64 should aim to be active daily. Over a week, activity should add up to at least 150 minutes of moderate-intensity activity in bouts of 10 minutes or more, or 75 minutes of vigorous-intensity activity spread across the week" (NHS, 2020).
- "Engage in at least 150 minutes of moderate-intensity aerobic activity or 75 minutes of vigorous-intensity aerobic activity per week" (Department of Health, 2019).
- "It is important to do activities that strengthen your muscles at least 2 days a week" (NHS, 2020).
- Perform muscle-strengthening activities on two or more days per week (Department of Health, 2019).
- "Avoid sitting for long periods. Aim to get up and move every 30 minutes" (NHS, 2020).
- "Minimize sedentary behaviors and aim to break up long periods of sitting or inactivity" (Public Health England, 2017).

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STATISTICS

- "Engaging in regular physical activity can reduce the risk of developing certain types of cancer, such as breast and colon cancer, by up to 50%." (World Cancer Research Fund & American Institute for Cancer Research, 2018)
- "Exercise can help improve cognitive function and reduce the risk of cognitive decline and dementia. People who are physically active have a 30-40% lower risk of developing Alzheimer's disease." (Alzheimer's Association, 2020)
- "Physical activity can lower the risk of falls and fractures among older adults by up to 30%." (Centers for Disease Control and Prevention, 2020)
- "Regular exercise can improve mental well-being and reduce symptoms of depression and anxiety by up to 30%." (Mammen & Faulkner, 2013)
- "Engaging in moderate-intensity exercise for at least 150 minutes per week reduces the risk of type 2 diabetes by 40%." (American Diabetes Association, 2020)
- "Regular physical activity reduces the risk of heart disease by 35%." (World Health Organization, 2018)

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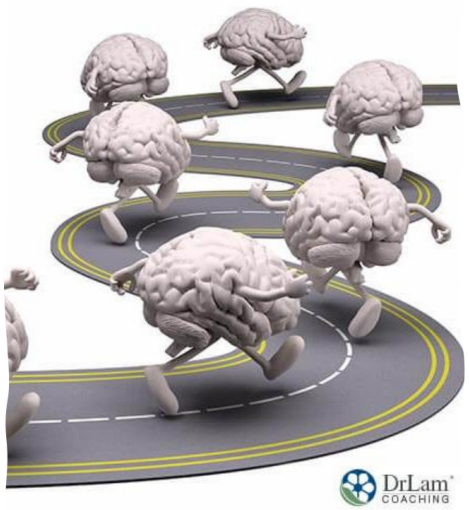


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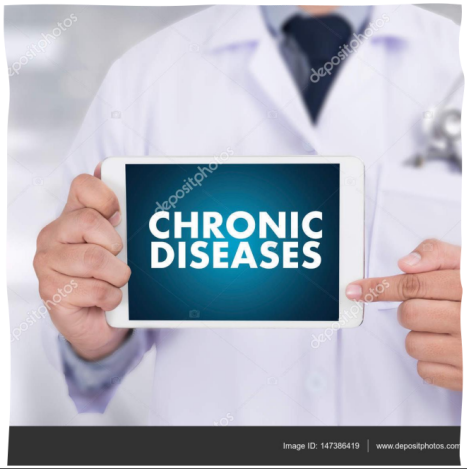
SHORT TERM CONSEQUENCES

- Decreased energy levels and fatigue.
- Poor sleep quality
- Increased risk of weight gain
- Reduced cardiovascular fitness
- Muscle weakness and loss of flexibility









Long Term Consequences

- Decline in cognitive function
- Poor mental health outcomes
- Reduction lifespan
- Increased risk of chronic disease

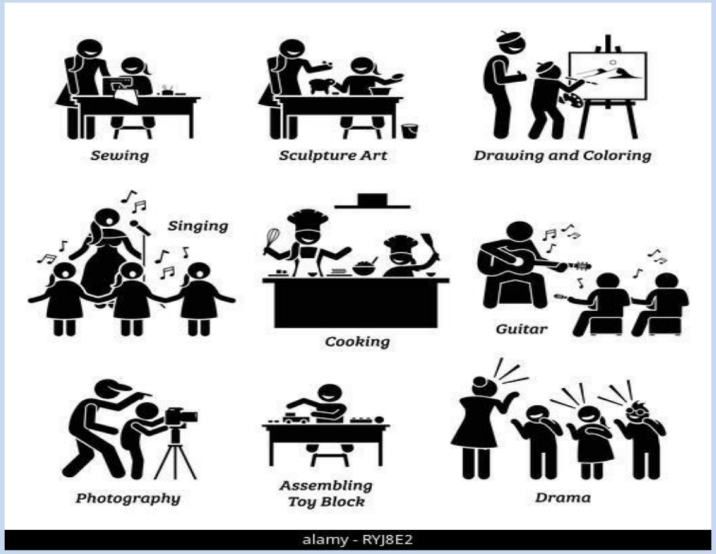
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3 KEY AIMS

- Aim 1: Increase participants' weekly physical activity duration by 30 minutes.



WHO (2018)



- Aim 3 : Enhance participants' social connections and support networks through group physical activities.

- Aim 2 : Improve participants' flexibility and mobility through targeted stretching exercises.



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BENEFITS

- Benefit: Regular physical activity has numerous health benefits, including improved cardiovascular fitness, increased muscle strength and endurance, enhanced mental well-being, and reduced risk of chronic diseases such as heart disease, diabetes, and certain types of cancer. By increasing weekly physical activity duration by 30 minutes, participants can experience these benefits and improve their overall health and well-being.

- Benefit: Flexibility and mobility are important components of physical fitness. By incorporating targeted stretching exercises into the campaign, participants can improve their joint range of motion, muscle elasticity, and posture. Increased flexibility can enhance athletic performance, reduce the risk of injuries, and improve daily functional movements, such as bending, reaching, and lifting.

- Benefit: Social support and connections play a significant role in promoting physical activity adherence and overall well-being. By engaging participants in group physical activities, such as team sports, group fitness classes, or outdoor recreational activities, the campaign aims to foster a sense of community, provide a supportive environment, and create opportunities for social interaction. This can boost motivation, accountability, and enjoyment of physical activity, leading to increased participation and sustained behavior change.

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AIM MEASUREMENT

- Weekly physical activity duration: Participants will be provided with activity logs or wearable devices to track and record their weekly physical activity duration. Regular progress check-ins and data collection will allow for measurement of the aim.

- Flexibility and mobility: Pre and post - assessments using standardized flexibility tests, such as sit-and-reach or shoulder mobility tests, can be conducted to measure improvements in participants' flexibility and mobility.

- Social connections and support networks: Surveys or questionnaires can be administered to assess participants' perceived social support, sense of belonging, and connectedness with other participants before and after the campaign. Qualitative feedback and participant testimonials can also provide insights into the impact of the campaign on social connections.

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EVALUATION

Type of Evaluation	Description	Evaluation Method	Measurement Method
Outcome Evaluation	Assessing the results of an intervention and measuring changes brought about by the intervention.	Conducted by collecting and analyzing data on specific outcomes influenced by the campaign.	1. Surveys/questionnaires to assess participants' physical activity levels before and after the campaign. 2. Use of wearable devices to track participants' physical activity duration.
Process Evaluation	Assessing whether the campaign was implemented as intended and identifying what worked well and why.	Conducted alongside outcome evaluation to evaluate the delivery and effectiveness of the campaign.	1. Observation and documentation of campaign activities and interventions. 2. Interviews or focus groups with participants and stakeholders to gather feedback and insights on their experiences and perceptions of the campaign.
Economic Evaluation	Assessing the value gained from and costs of resources used to implement the campaign.	Conducted to understand the cost-effectiveness of the campaign and inform resource allocation.	1. Calculation of campaign costs, including personnel, materials, and promotional expenses. 2. Comparison of costs with the achieved outcomes, such as increased physical activity duration, to determine the value gained from the campaign.

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RECHARGE
REFRESH
RENEW

Developed as per:

UK active More people More active More often

NHS nhs.uk

Public Health England

SPORT ENGLAND

6 WEEKS PLAN TO BETTER BODY & BRAINS.

DEVELOPED BY PUBLIC HEALTH PROFESSIONALS

UNLOCKING VITALITY THROUGH EXERCISE.



LEARN FITNESS AS A HABIT.



INCREASE STAMINA & ENDURANCE



FOR HOLISTIC HEALTH



DEVELOP PHYSIOLOGICAL AND PSYCHOLOGICAL HEALTH.

BECOME A SOCIAL CHAMPION.



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ORGANISATIONS

Sport England is a public body responsible for promoting and increasing participation in sport and physical activity across England. They work with various partners and stakeholders to create opportunities for people of all ages and abilities to engage in physical activities.

UK Active is a non-profit organization that aims to improve the health of the nation by promoting physical activity. They collaborate with various sectors, including government, businesses, and communities, to develop initiatives and campaigns that encourage people to be more active.

The National Health Service (NHS) in the UK emphasizes the importance of physical activity for overall health and well-being. They provide guidelines, resources, and support to encourage individuals to engage in regular exercise and promote healthy lifestyles.

Public Health England (PHE) is an executive agency of the Department of Health and Social Care in the UK. PHE works towards protecting and improving the nation's health and well-being. They provide guidance and resources on physical activity promotion and support initiatives to increase physical activity levels.

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RESOURCES

Printed Materials: pamphlets, posters, fylers, and brochures that provide guidelines, workout advice, and campaign information.

Use popular social media channels to publish campaign updates, educational, educational materials, and fitness videos, such as Facebook, Instagram, Instagram, Twitter, or Youtube.

Community Events: To publish the campaign and encourage participation, organize community events like exercise classes, sporting competitors, or mass walks.

Create instructional exercises videos or tutorials that show appropriate form and give step-by-step instructions for a variety of physical exercises.

Websites and Blogs: Establish a specific campaign website or blog to offer participants in-depth information, resources, and interactive elements.



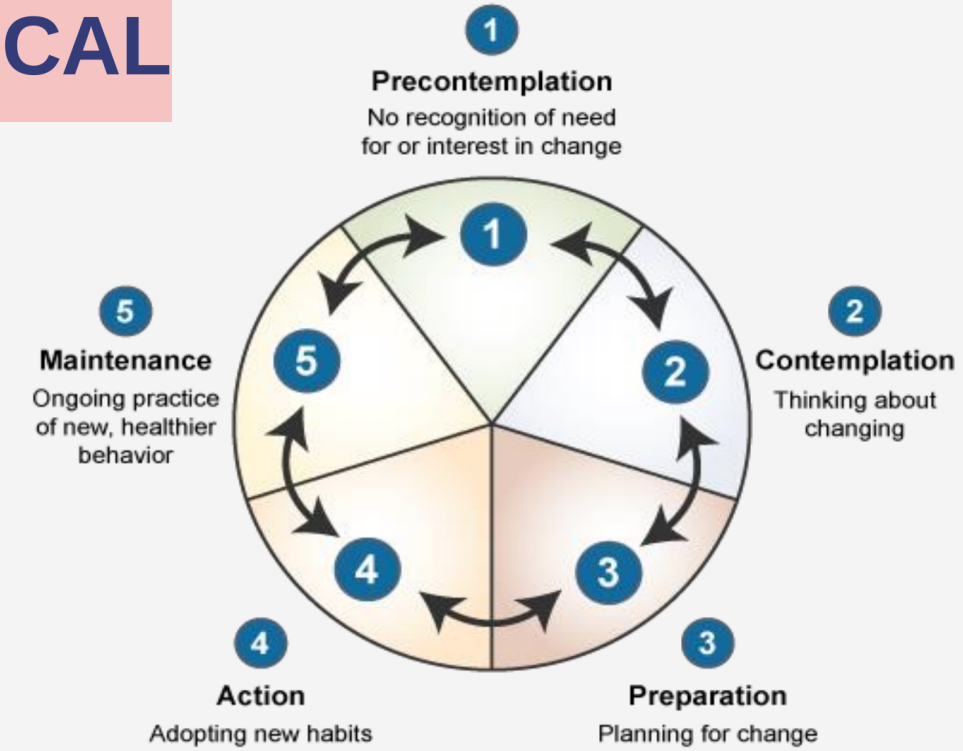




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THE TRANSTHEORITICAL MODEL (TTM)

Physical Activity & Health Outcomes



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THE TRANSTHEORITICAL MODEL (TTM)

The TTM consists of five stages of change:

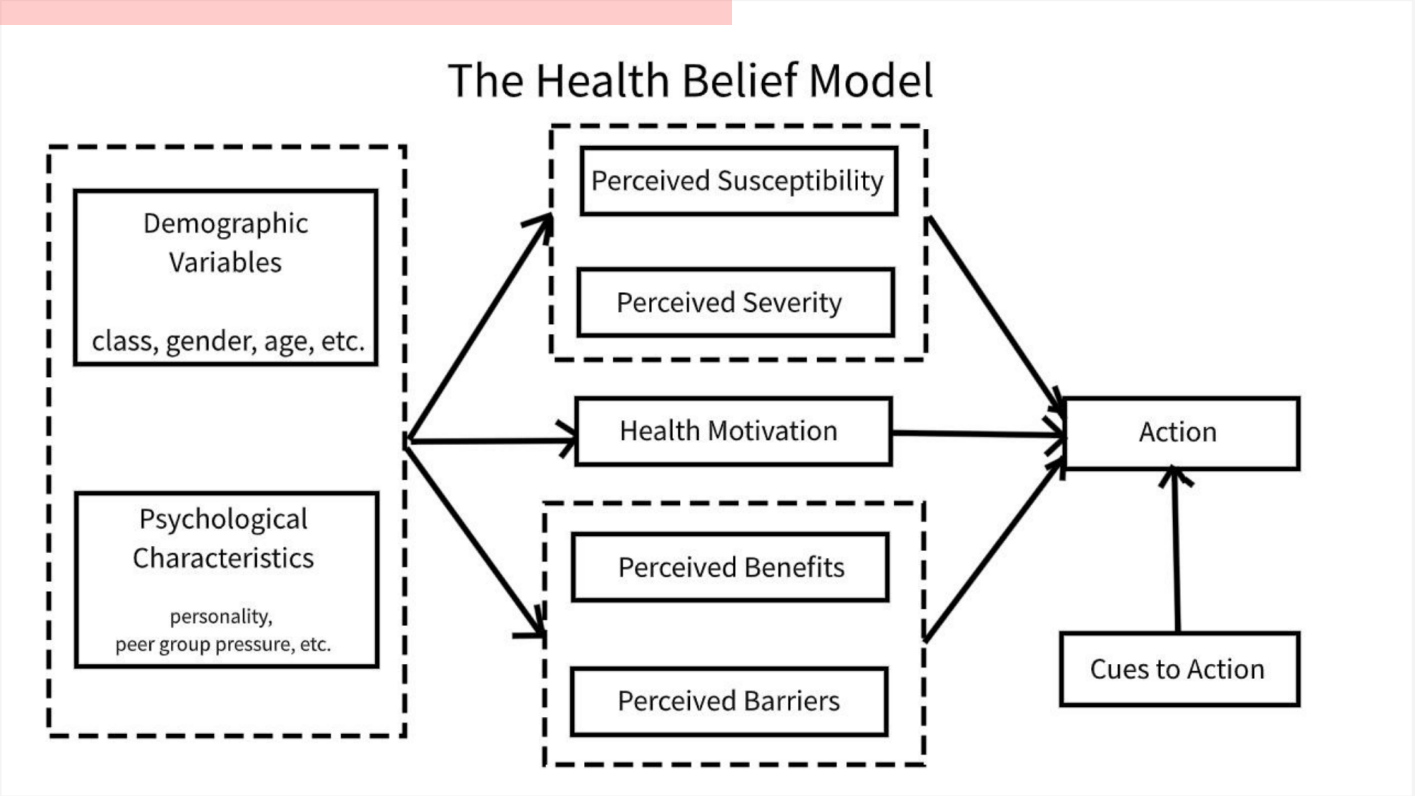
Precontemplation > Contemplation > Preparation > Action > Maintenance

To adapt a planned daily exercise routine for better health outcomes for 25 - 45 years old using the TTM, it is important to consider the following strategies:

- Tailor interventions: Recognize that individuals may be in different stages of change. Offer information and support that is specific to their current stage, addressing their concerns and motivations for exercise.
- Increase awareness: Provide educational materials, workshops, or counseling sessions that highlight the benefits of exercise, such as improved cardiovascular health, weight management, stress reduction, and increased energy levels. Help individuals understand the potential risks of sedentary behavior and the long-term impact on their health.
- Set realistic goals: Work with individuals to set achievable and measurable goals based on their current fitness level and preferences. Break down the exercise routine into manageable steps, gradually increasing intensity and duration over time.
- Provide support and encouragement: Offer ongoing support, whether through group exercise programs, buddy systems, or virtual communities. Encourage social support and accountability, which can help individuals stay motivated and committed to their exercise routine.
- Address barriers: Identify and address common barriers to exercise, such as lack of time, competing priorities, and access to facilities. Provide practical solutions and strategies to overcome these barriers, such as time management techniques, home-based exercise options, or recommendations for local fitness resources.

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Health Belief Model (Physical Activity)



The Health Belief Model(the model with self-efficacy represents the modified HBM suggested by Rosenstock et al. (1998)

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The Health Belief Model (HBM)

The Health Belief Model (HBM) is a psychological model that seeks to explain and predict health-related behaviors. It suggests that individuals' likelihood of engaging in health-promoting behaviors is influenced by their beliefs about the severity of the health issue, their susceptibility to the issue, the benefits of taking action, and the barriers or cues to action.

Applying HBM to Physical Exercise for Health Outcomes and Increasing Participation

- Perceived susceptibility: Sedentary individuals may not perceive themselves as susceptible to health risks associated with physical inactivity, leading to a lack of motivation to change their behavior.
- Perceived severity: If sedentary individuals do not perceive the potential consequences of physical inactivity (such as increased risk of chronic diseases), they may not feel the need to adopt a more active lifestyle.
- Perceived benefits: Sedentary individuals may not be aware of the numerous benefits of physical activity, such as improved cardiovascular health, weight management, and increased energy levels. Lack of awareness about these benefits can hinder behavior change.
- Perceived barriers: Barriers like lack of time, lack of social support, or environmental constraints (e.g., lack of safe and accessible exercise facilities) can discourage sedentary individuals from initiating or maintaining regular physical activity.

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PHYSIOLOGICAL BENEFITS

- **IMPROVED CARDIOVASCULAR HEALTH**: Regular exercise and physical activity can enhance cardiovascular function, improve heart health, and reduce the risk of cardiovascular diseases. It helps strengthen the heart muscle, lowers blood pressure, improves blood circulation, and increases aerobic capacity.

- **WEIGHT MANAGEMENT**: Engaging in regular physical exercise helps maintain a healthy weight and prevents weight gain. It can contribute to increased energy expenditure, improved metabolism, and reduced body fat.

- **INCREASED MUSCULAR STRENGTH AND ENDURANCE**: Exercise and physical activity promote the development of muscular strength and endurance, enhancing overall physical performance and functional capacity. It can improve muscle tone, increase muscle mass, and enhance muscular endurance.

- **ENHANCED BONE HEALTH**: Weight-bearing exercises, such as walking, running, and resistance training, stimulate bone growth and help maintain bone density, reducing the risk of osteoporosis and fractures. Regular physical activity can improve bone mineral density and strengthen the skeletal system.



(Image source: Air University, 2020.)

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SOCIOLOGICAL BENEFITS

- **ENHANCED SOCIAL CONNECTIONS**: Engaging in physical exercise and activity provides opportunities for individuals to connect with others, fostering social interactions and building social support networks. Participating in group fitness classes, team sports, or exercise communities can contribute to a sense of belonging and social integration.

- **IMPROVED MENTAL WELL-BEING**: Regular physical activity has been linked to improved mental well-being and overall quality of life . It can help reduce symptoms of stress, anxiety, and depression, enhancing emotional resilience and psychological well-being.

- **ENHANCED COMMUNITY WELL-BEING**: Physical exercise and activity can promote community engagement and involvement. Participating in local fitness events, charity runs, or recreational sports activities provides opportunities for individuals to connect with their community and contribute to a collective sense of well-being.

- **INCREASED PRODUCTIVITY AND WORK PERFORMANCE**: Regular physical exercise has been associated with improved productivity and work performance. Engaging in physical activity can enhance cognitive function, focus, and concentration, leading to increased efficiency and effectiveness in professional endeavors.



Image Source: Exercise.co.uk, 2019.)

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PSYCHOLOGICAL BENEFITS

- **REDUCED ANXIETY AND STRESS**: Regular physical exercise has been shown to reduce stress and anxiety levels in individuals. Engaging in physical activity stimulates the release of endorphins, which are known as "feel-good" hormones, promoting relaxation and a sense of well-being.

- **IMPROVED MOOD AND EMOTIONAL WELL-BEING**: Physical exercise and activity have a positive impact on mood and emotional well-being. Research suggests that exercise can help alleviate symptoms of depression and improve overall mental health (Marmot, 2005). It can also boost self-esteem and self-confidence.

- **ENHANCED COGNITIVE FUNCTION**: Engaging in regular physical activity can lead to improved cognitive function, including enhanced memory, attention, and problem-solving skills. Exercise promotes blood flow to the brain, supporting the growth of new neurons and improving cognitive performance.

- **INCREASED ENERGY AND VITALITY** : Physical exercise and activity can increase energy levels and overall vitality. Regular exercise improves cardiovascular health and boosts the efficiency of the body's energy systems, resulting in increased stamina and a greater sense of vitality.



(Image source: Health Benefits Times, n.d.)

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Solutions to Overcome Individual Challenges

- **TIME MANAGEMENT STRATEGIES**:

Encourage individuals to prioritize their health by allocating specific time slots for exercise.

Provide resources and tips on effective time management techniques, such as scheduling workouts in advance, breaking exercise into shorter sessions, or integrating physical activity into daily routines (e.g., walking or cycling to work).

- **ACCESSIBILITY AND CONVENIENCE**:

Promote the use of home-based exercise options, such as workout videos, online fitness classes, or exercise apps that offer flexibility and convenience. Collaborate with local fitness facilities to negotiate discounted membership rates or trial periods for campaign participants. Highlight nearby parks, trails, or recreational areas where individuals can engage in outdoor activities.

- **SOCIAL SUPPORT AND ACCOUNTABILITY**:

Foster a sense of community by organizing group exercise sessions or virtual workout challenges.

Encourage participants to find exercise buddies or join fitness groups to provide mutual support and motivation.

Establish a campaign online platform or forum where individuals can share their progress, seek advice, and celebrate achievements.

- **BEHAVIOUR CHANGE TECHNIQUES**:

Utilize behavior change strategies such as goal-setting, self-monitoring, and rewards to enhance motivation and adherence. Provide educational materials or workshops on overcoming barriers and developing positive exercise habits.

Use reminders, prompts, or apps to encourage individuals to stay on track with their exercise routine.

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GROUP PRESENTATION

ORIGINALITY REPORT

99%	30%	18%	99%
SIMILARITY INDEX	INTERNET SOURCES	PUBLICATIONS	STUDENT PAPERS

PRIMARY SOURCES

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Exclude quotes	Off	Exclude matches	Off
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