

Made2Move:
Designing a Physical Activity Intervention in a university *with,*
for and by students

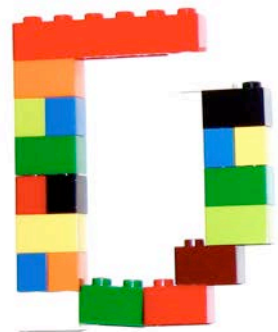
Dr. Fiona Chambers
Professor Deirdre Brennan
Dr. Manolis Adamakis
Gillian O Sullivan

13th June 2019

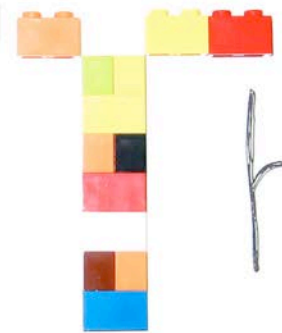




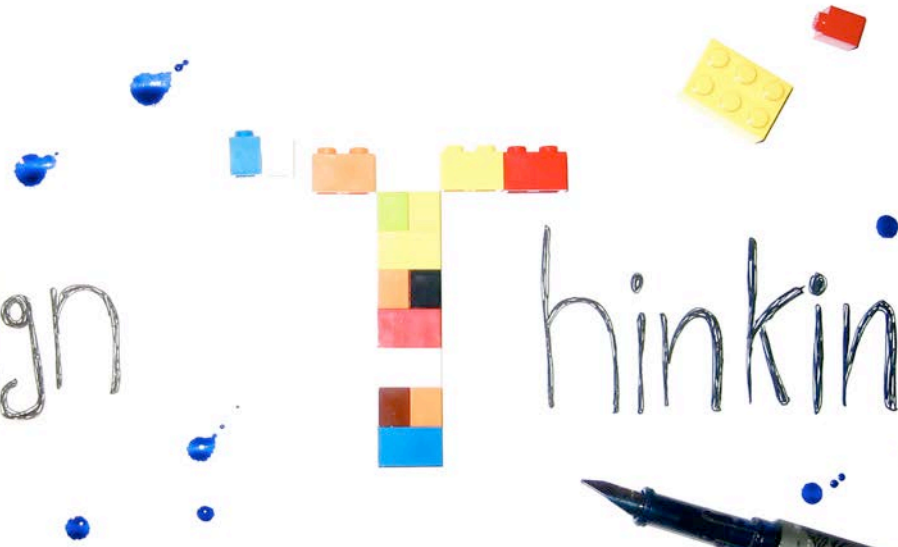
Physical Inactivity



esign



hinking



USING Design Thinking to
define the problem and, *then*,
develop a solution?

Types of Problems

Simplex Crossword No: 14,553
Follow @simplexword on Twitter

THE IRISH TIMES CROSSWORDS

DOWN

- Second house of the Oireachtas (6)
- Agonised over the Californian city (3,5)
- In the open air (8)
- Antigen in vivid blue flower (7)
- Small fragments (6)
- Scaly reptiles (6)
- Outer edge of a settled territory (8)
- It supports a plant (4)
- At the earliest moment, initially (4)
- Unceasing (8)
- Refused to give in (8)
- Sheltered and private (8)
- Feline siesas (7)
- Element in diamonds and graphite (6)

Solution tomorrow

Solution to Simplex No 14,552

C	A	T	R	I	N	S	P	A	R	A	D	E	
B	D	E	L	O	U	R	C						
A	V	O	C	A	D	O	L	I	B	R	A	R	Y
S	B	P	T	I	V	E	P						
K	I	N	D	S	H	R	O	G	P	O	O	R	
E	E	L	S	E	N	L	A	R	U				
T	E	D	I	U	M	B	O	A	S	I	T	S	
S	A	M	U	R	A	I							
S	U	P	P	E	R	E	T	R	A	C	K	S	
A	A	S	V	E	T	E	R	E					
F	E	R	N	C	I	E	D	A	R	P	R	A	Y
E	T	E	R	A	R	E	L						
S	U	N	B	U	R	N	T	M	I	T	A	T	E
T	E	F	A	F	O	L	S						
B	R	A	Z	I	L	F	I	N	I	S	H		

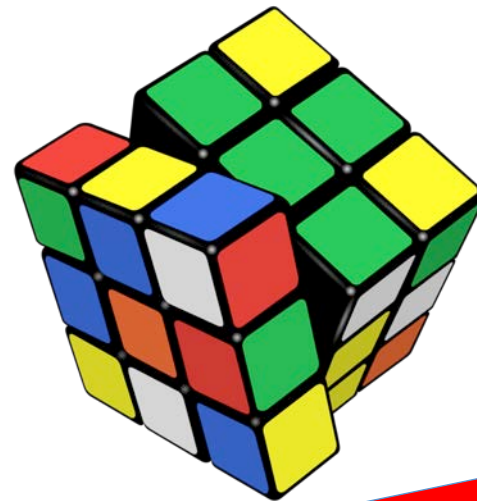
ACROSS

- French general and president (2,6)
- The point equidistant from everything (6)
- Set of steps (6)
- Expressing gratitude (8)
- Temporary suspension of business (6)
- Paid killer (8)
- Special jargon of a group (4)
- Loose Japanese robes (7)
- They rub out (7)
- Came to the highest point (4)
- Admission of guilt by the old Romans (3,5)
- Italian island (6)
- N (8)
- Pair of short oars (6)
- Nearly (6)
- Came before (8)

For today's **Crossword** solution call 1550111695
For today's **Simplex** solution call 1550111696
Calls cost €0.05 per minute (inc. VAT). Calls from mobile cost more.
Service supplied by Phonovision, 8 Clarendon Park North, Dun Laoghaire (0818 217 200)

For **Simplex** and **Crossword** solutions via text message,
text 53307 with the crossword type, followed by the clue number and across
or down tag text: **simplex** & across to 53307.
Texts cost €0.60 per solution (inc. VAT). Standard network charges apply.
Service supplied by Phonovision, 8 Clarendon Park North, Dun Laoghaire (0818 217 200)

Lack of data



Design Thinking

Unknown algorithm
Lack of data

WICKED Problems



We are all in agreement then.

Stakeholders disagreement
Interconnected system
Unclear goals
Poor understanding
No algorithm possible
Data uncertainty

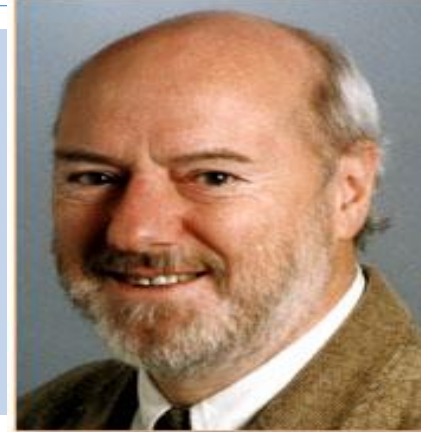
Founding fathers...



Herbert Simon (1969) *The Sciences of the Artificial*



Donald Schon (1983) *'The Reflective Practitioner*



Nigel Cross (2001) *Designeryly Ways of Knowing*

Components of Design Thinking

Practices

- Human-centred approach
- Thinking by doing
- Visualisation
- Divergent and convergent
- Collaborative

Cognitive Approach

- Abductive Reasoning
- Reflective Reframing
- Holistic view
- Integrative

Mindset

- Experimental Explorative
- Ambiguity tolerant
- Optimistic
- Future-oriented



Roadmap

- **Designing Made2Move**
- **Methodology**
- **Findings**
- **Discussion**
- **Future Steps**

WHAT IS THE WICKED PROBLEM?

What do we know already?

- Regular physical activity i.e. 150 minutes of moderate physical activity per-week, or 75 minutes of vigorous physical activity per-week (WHO, 2010) is beneficial for health and well-being (Biddle, Mutrie & Gorely, 2015)
- This threshold is not being reached by 25% of university students (de Almedia et al., 2007)
- Many university students drop-out from organised sports and physical activities, and are *unlikely to undertake new active pursuits later in life* (Telema et al., 2008)

to be best in any
point of view.

Empathy

understanding and
feelings, thought
of another. exper

C  MPASSION

Iterative Design Thinking

(Chambers, 2018, adapted from Goligorsky, 2012)

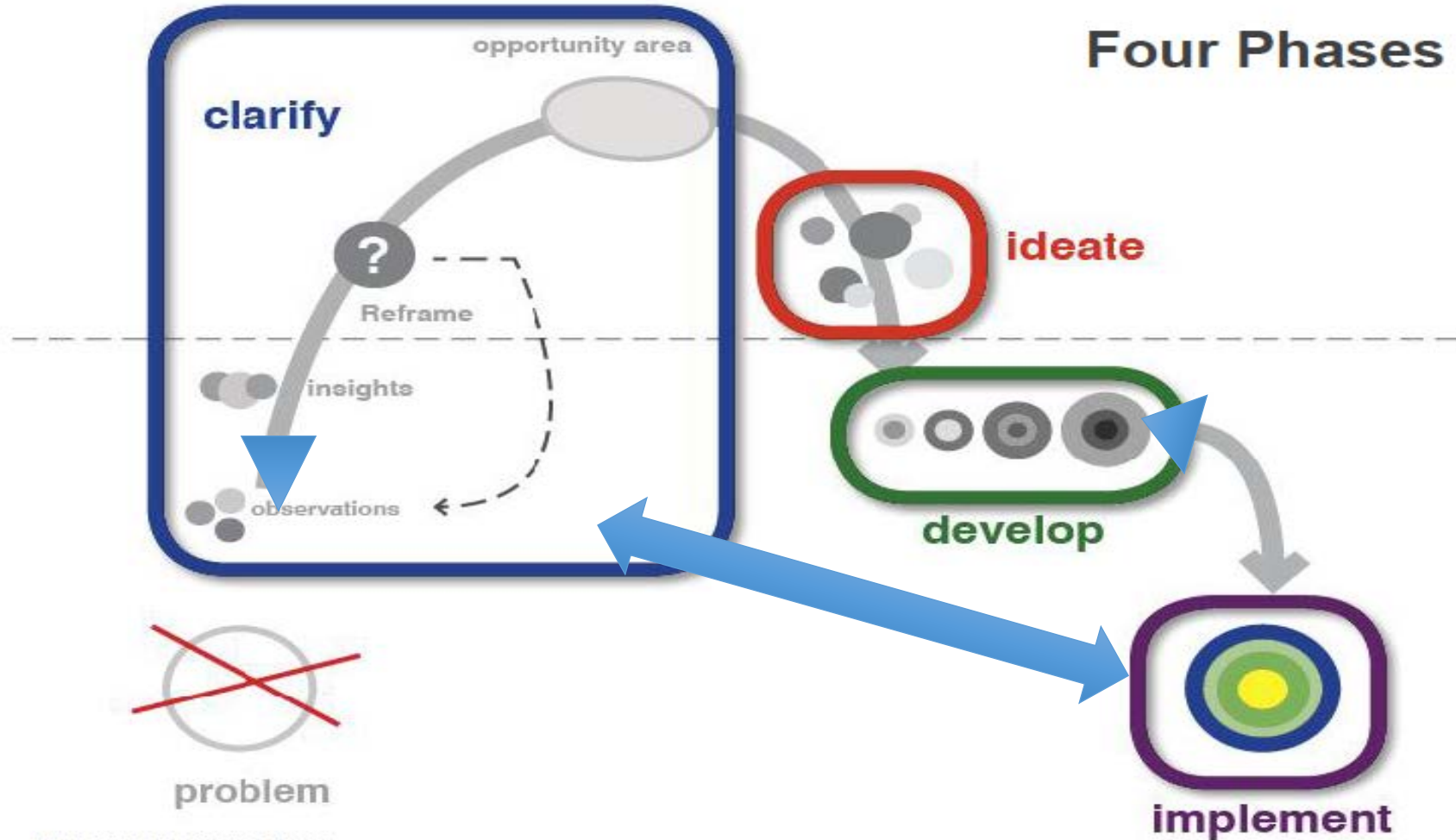


Figure adapted from following sources:

Goligorsky, D 2012 Dec 8, 'Empathy and Innovation: The IDEO Approach,' Lecture, Harvard Business School, Boston, MA.

Puccio, GJ, Mance, M, and Murdock, MC 2010, *Creative Leadership: Skills That Drive Change*, 2nd ed., SAGE Publications, Inc., Woburn

Personas

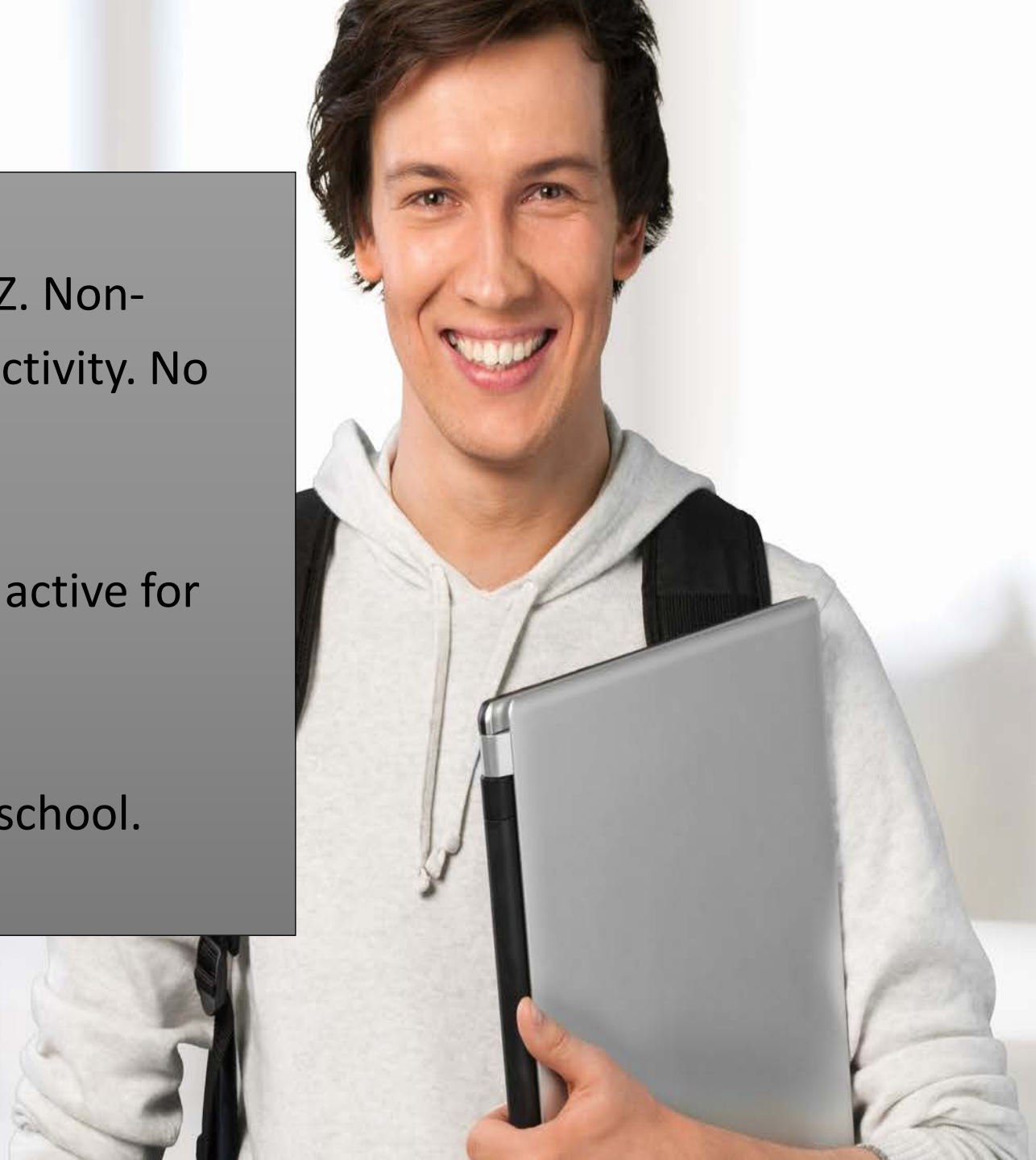


Description:

Tom is Generation Y or Z. Non-participant in physical activity. No interest in sport.

Needs: To be physically active for health.

Insight: He hated PE in school.



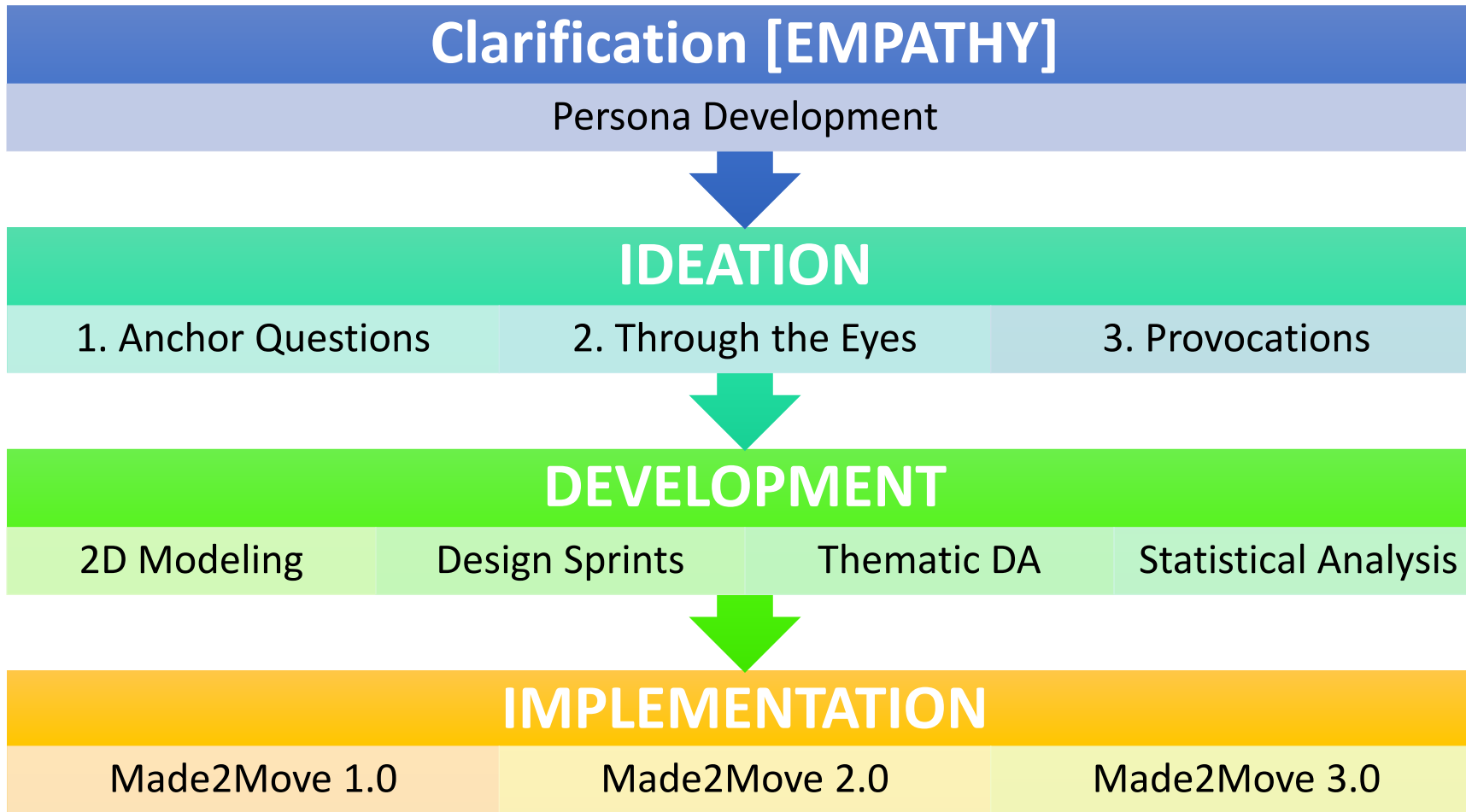
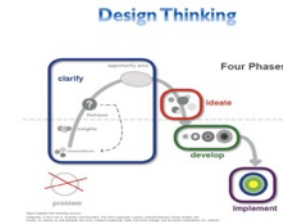
Can an evidenced-based physical activity programme based on self determination theory (Ryan and Deci, 2000) increase physical activity levels among university students in one university in Ireland?

Made2Move Club

UCC Made2Move Club

- **Designers:** 53 *Creativity and Innovation* module students
- **Participants:** 73 MoveMentors; 75 MoveMentees
- **Location:** University College Cork
- **Duration:** 10 week programme
- **Features:** MoveMentor training, MoveMentor support, MoveMentee support, Made2Talk, Made2Move4Charity walk/run

Research Design



Data Analysis

Thematic

[design sprints, texts, questionnaires, focus groups]

Statistical Analysis

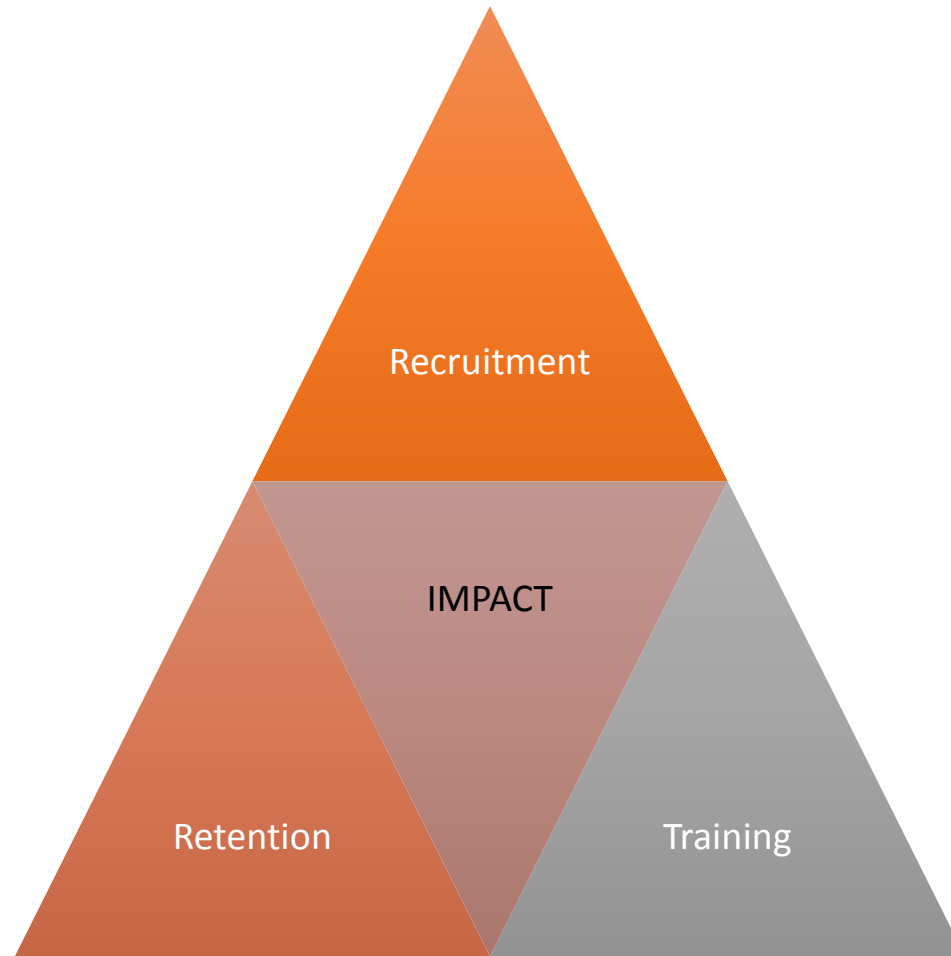
[weekly steps]

Findings



Thematic

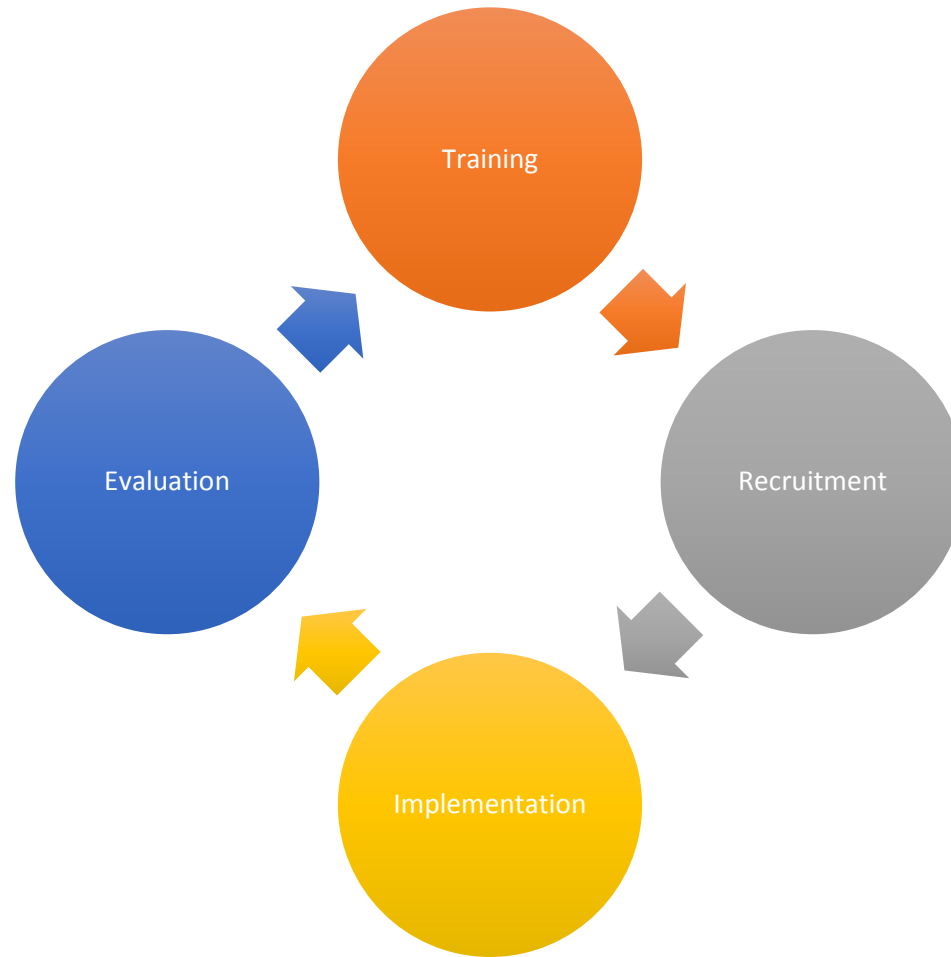
Impact



Effective Mentoring

- Mentoring develops the knowledge, skill and professional identity of educators (Fletcher and Mullen, 2012) and coaches (Cassidy, 2009)
- Effective mentoring is influenced by:
 - Training of mentor
 - Disposition of mentoring
 - The goal of mentoring
 - The context
 - Social distance between mentor and mentee
 - Generational distance between mentor and mentee

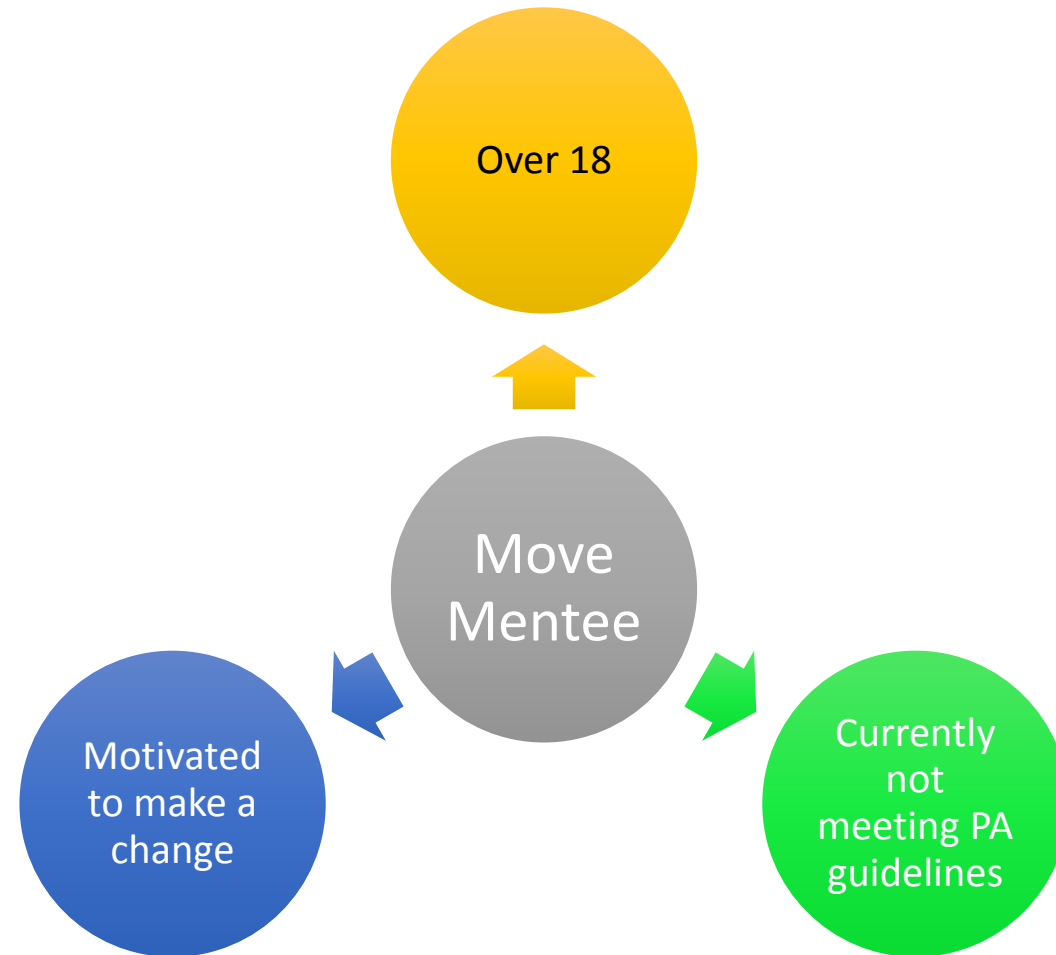
Made2Move Cycle



Features of Training Programme



Recruitment of MoveMentees



Recruitment of MoveMentors



Statistical Data Analysis

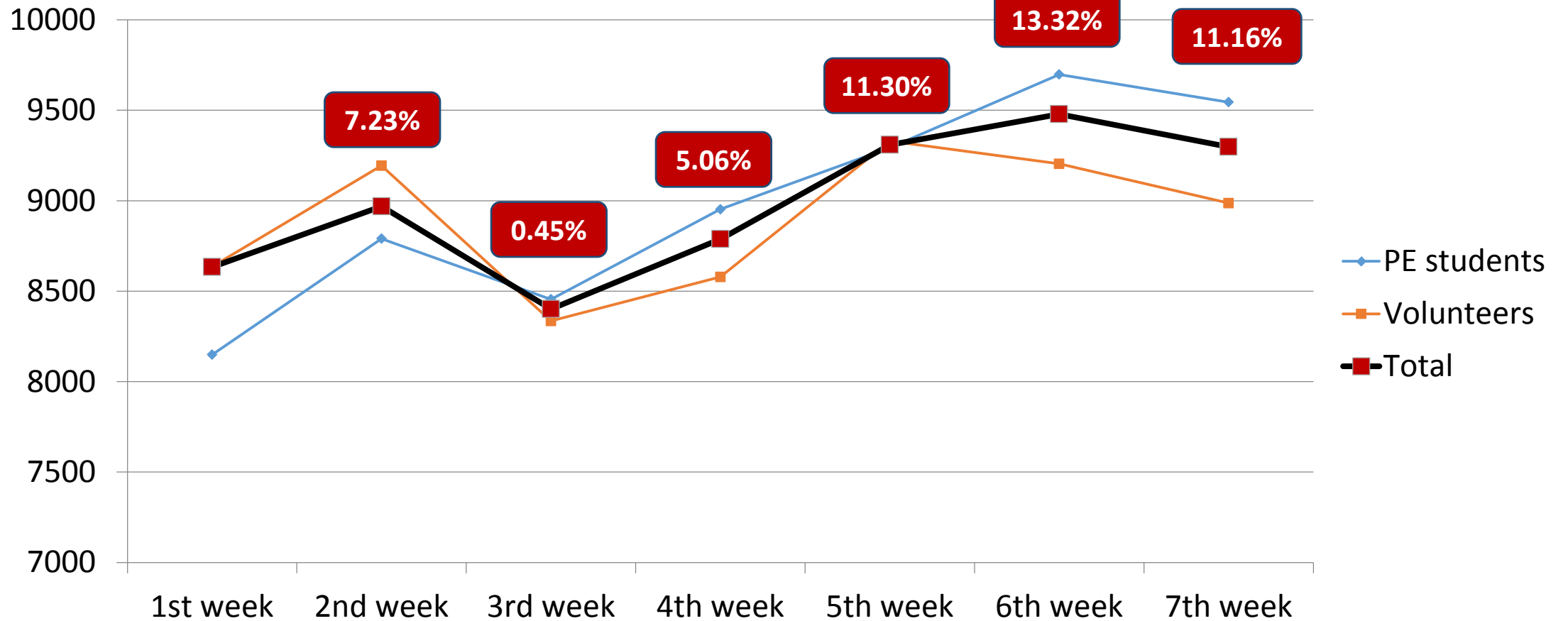
❖ Statistical package **IBM SPSS 23.00**

- Data screening
- Descriptive statistics (*M, SD, %*)
- Inferential statistics (*repeated measures ANOVA; 7 Times x 2 Conditions*)

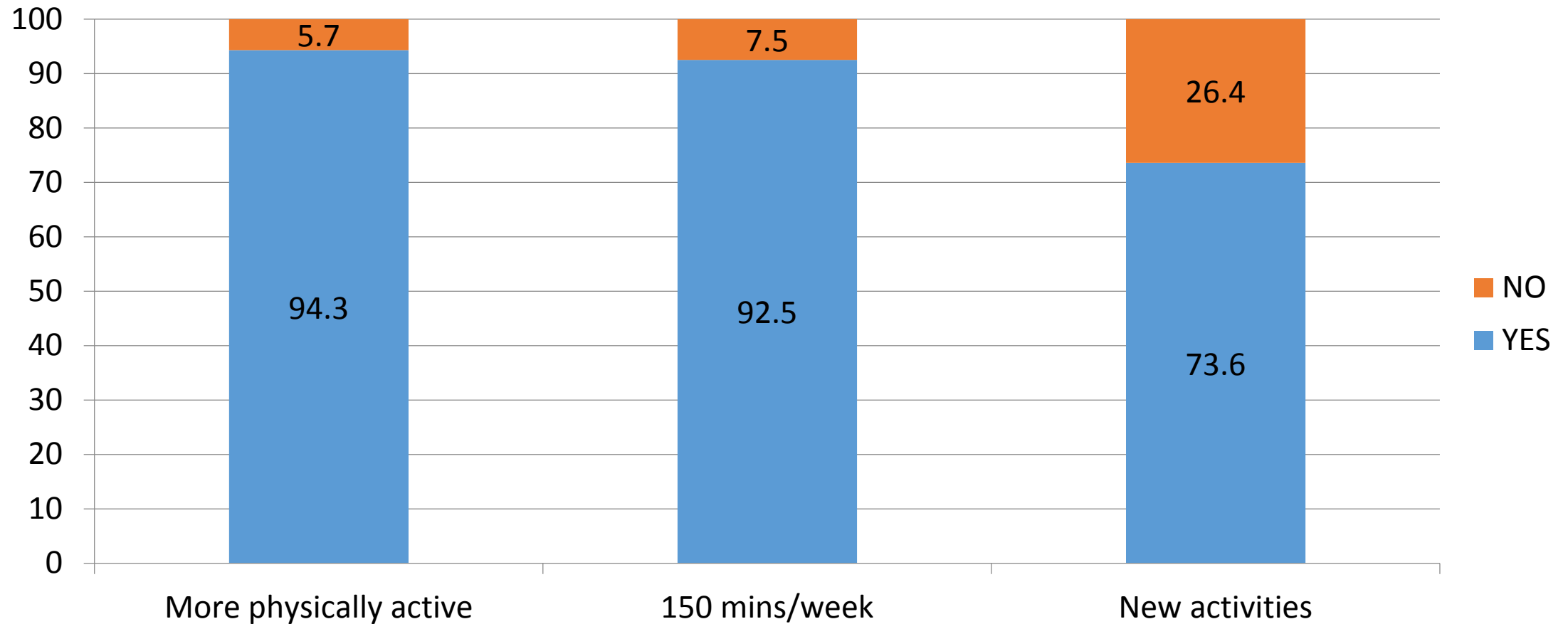
Tabachnick & Fidell, 2007

Finding 1: increase of steps by the MoveMentees

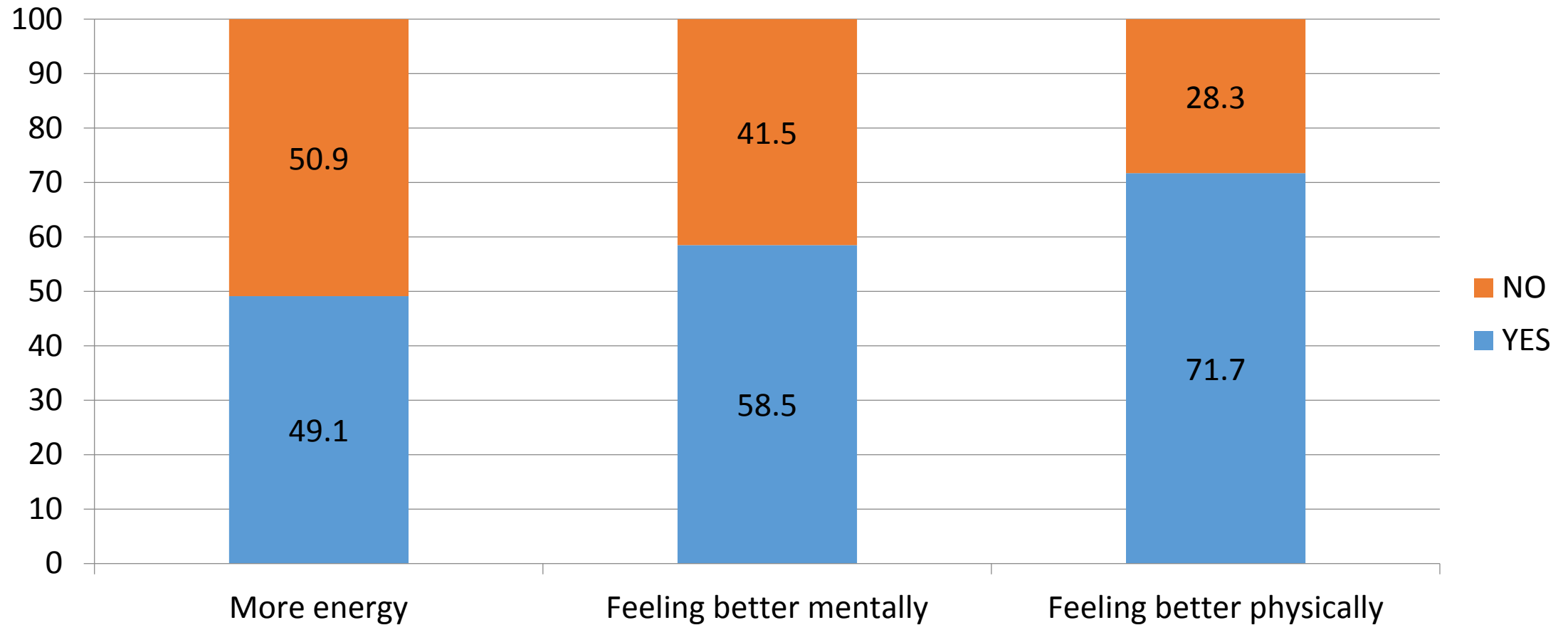
F=2.887, p=.019, $\eta^2=.047$



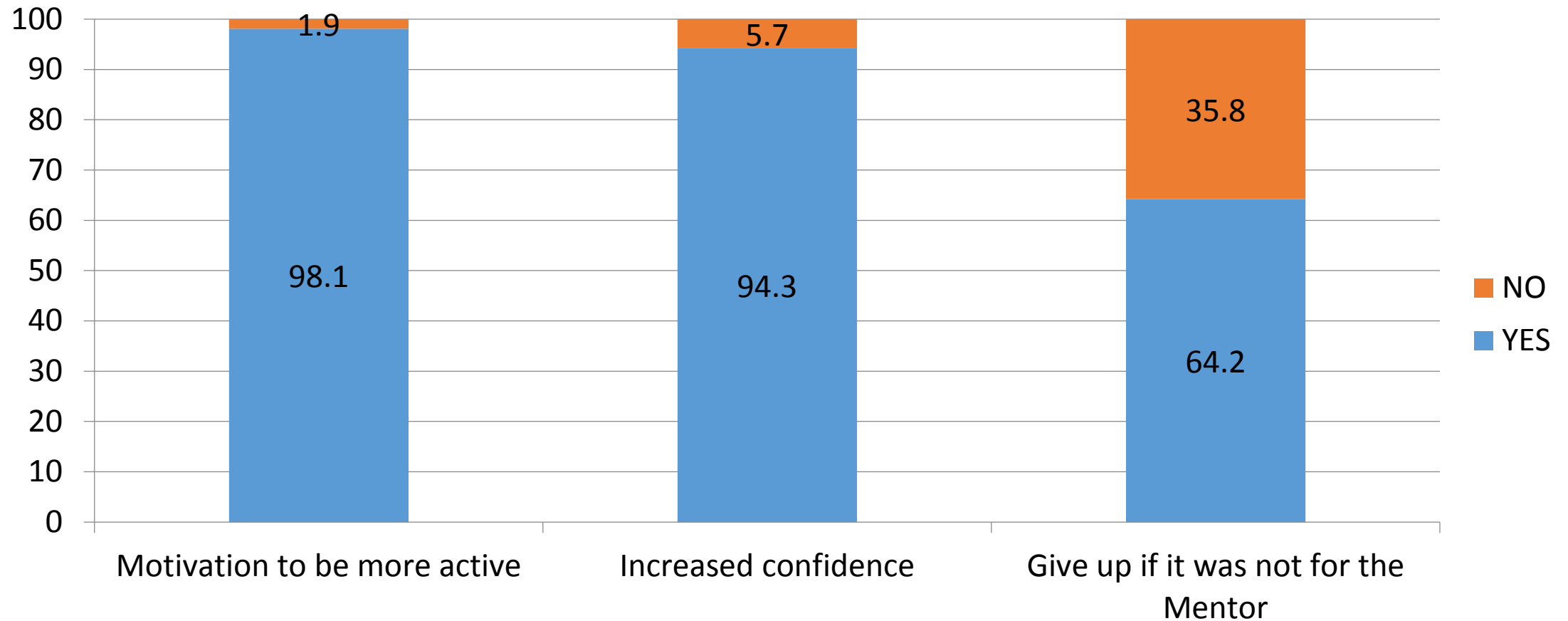
Finding 2: MoveMentees report to be more physically active



Finding 3: Benefits of the Made2Move programme



Finding 4: Support of MoveMentor



Positive MoveMentee Experience

He contacted me regularly to ensure I was keeping up my exercise, met with me in person and was very positive and encouraging

She would message me a few times a week to see how I was getting on and would always encourage me to fit in the activity each week. She would suggest going for a walk and she would come along

It creates a structure to facilitate and encourage people to re-engage with exercise and fit it back into your normal weekly schedule

She gave me the encouragement and push to get started and kept positive vibes going throughout

It was the kick I was looking to motivate me to start exercising again

It made exercise feel less like a chore and instead a fun activity to do with a friend





Discussion/Conclusion



Made2Move 3.0

M2M Design Features – *SERVICE Model*

Selfless

Easy

Rounded

Values-led

Individual

Cheap

Educational

Made2Move Programme

Stage 1: Recruit and Train

- In-class promotion; Clubs Day; Social Media, Website
- Passionate, physically active students volunteer to become MoveMentors
- MoveMentors trained:
 - Physical Activity
 - Motivation
 - Mentoring
 - Holistic

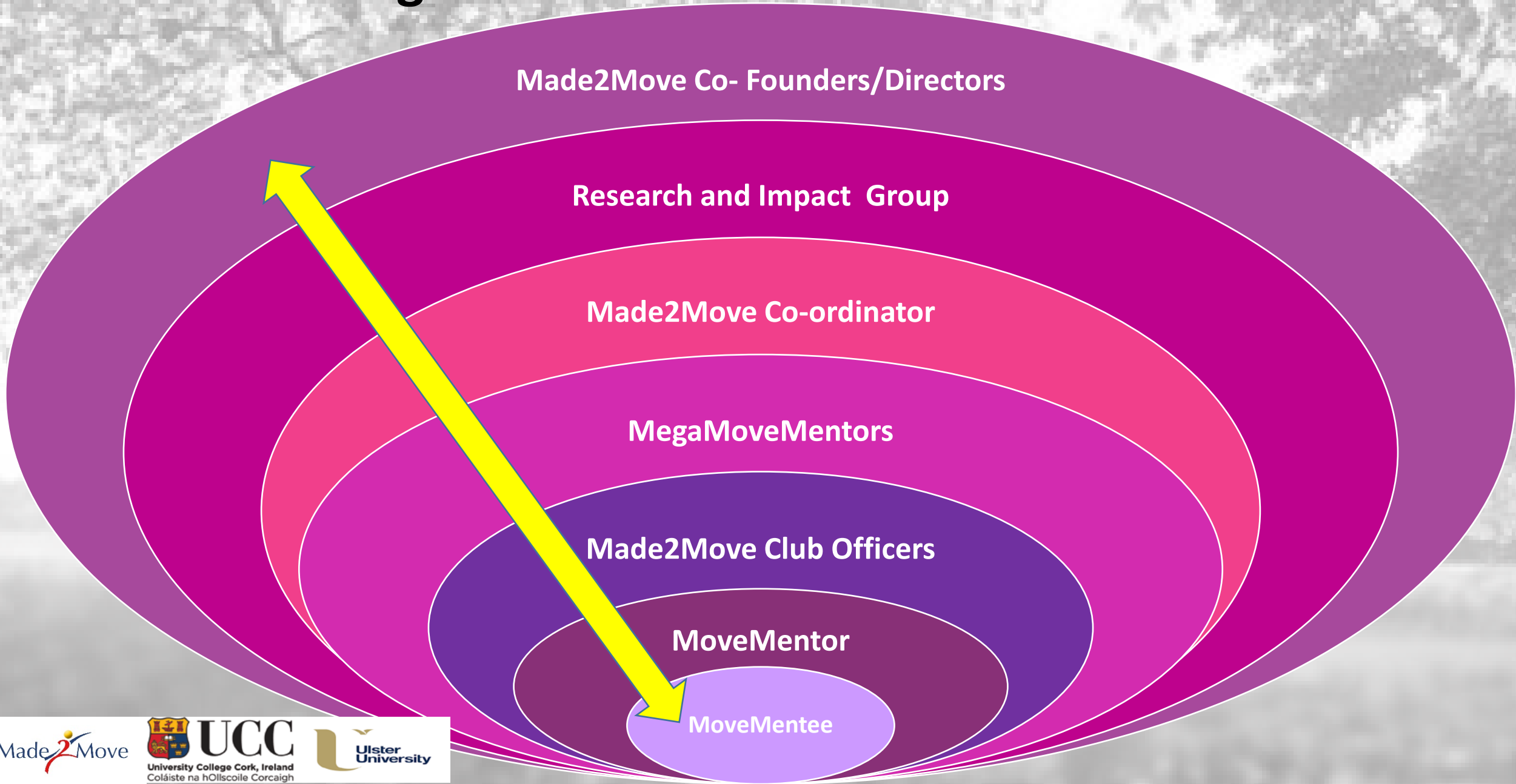
Stage 2: Recruit and Plan

- MoveMentors recruit a student from their social circle to become a MoveMentee
- MoveMentors and MoveMentees join UCC Made2Move Club
- MoveMentee completes PAR-Q & Consent form
- MoveMentor designs 'Physical Activity Plan' to increase daily steps
- MoveMentees were encouraged to join other UCC clubs and/or attend the Mardyke classes

Stage 3: Motivate & Mentor

- MoveMentor exercises with MoveMentee once a week
- MoveMentor monitors and collects the weekly steps achieved by their MoveMentee
- MoveMentor motivates, guides and supports their MoveMentee
- MoveMentor & MoveMentee attend 'Made2Talk' series
- MoveMentor & MoveMentee participate in 'Made2Move4Charity' event
- MoveMentee supported by Made2Move coordinator
- MoveMentor receives UCC Works Award

Made2Move Organisational Chart



Further developments of Made2Move programme

- Revised Organisational Chart
 - Expansion of programme within UCC
- Digital Badges for MoveMentor and MoveMentee
 - Expansion of Made2Talk programme
 - Addition of Made2Move - *Food4Thought*
- Scaling Made2Move using *MegaMoveMentor* Training

Development of Community Made2Move



Made2Move is a walking programme delivered by volunteer community walking mentors who help individuals in the community to become more physically active.

The aim of the programme is:

To simply get people moving more by increasing their daily steps with the support of a volunteer "MoveMentor".



The overall aim is for the person in the community, the MoveMentee to:

- keep up their newly increased physical activity levels
- continue walking after the programme has finished
- and/or join a local walking group

Is this programme for me?

Do you ...

- Walk on a regular basis in your community
- Enjoy being outdoors
- Like to learn new skills
- Want to help people you know in your community to get more active

...then this programme might be for you!



Why walking?

Walking:

- is the oldest and most natural form of physical activity;
- can be done anywhere, at any time!
- is an easy form of activity to achieve a healthy heart;
- is an effective means of increasing physical activity levels;
- is low-cost and is suitable for all ages;
- Is the easiest way to go from being inactive to an active lifestyle.
- has many physical, mental and social benefits for the individual.

How do I get started:



All volunteer MoveMentors will receive a Made2Move Walking Pack, on completion of the training.

Contact Details

Fiona Chambers: F.Chambers@ucc.ie



