

# *Marimba Wanda* **FITNESS**

## **BEHAVIOURAL INSIGHTS INTO PHYSICAL INACTIVITY**

A tool to identify barriers that influence **physical inactivity**.





Changing human behaviour is critical to meeting the challenges facing society and workplaces today. **Physical inactivity** is one of those behaviours that is verily entrenched in society and workplaces. It has a significant effect on how we are as individuals and how organizations work as a whole.

MW Fitness has taken a deep dive to try and understand how individuals can identify what needs to change in order for a **behavioural shift** to occur when it comes to physical inactivity. In this model we will attempt to describe how reflective thought processes and emotional and habitual factors interact to influence motivation to act in certain ways.

A recent study by the [healthy heart Africa programme](#) found that approximately every one in two Kenyans has pre-hypertension. Pre-hypertension is associated with an increased risk of progression to overt hypertension and a higher risk of cardiovascular disease and mortality. The study provides a strong basis for national low-cost health interventions centred on lifestyle modifications such as proper diet and physical activity. In short physical inactivity is impacting many Kenyans negatively and something needs to be done.

Below we have made an attempt to identify and categorize certain barriers that influence physical inactivity.

This tool can be used by any one individual or organisation. The purpose of this tool is to help in **identifying barriers** that promote physical inactivity. In order to develop a behavioural approach to effect change both at an individual and communal level the identification of barriers that influence physical inactivity need to be identified.

We have provided examples of possible barriers that might resonate with you or atleast inspire you to see what barriers in your own environment are promoting physical inactivity. We hope the cards below will provide an insight into some of the barriers currently promoting physical inactivity in your environment.

## **PROBLEM**

The rise of non-communicable diseases in third world countries is increasing due to high levels of physical inactivity, among other factors. This means that individuals are less equipped to handle the fast pace of a tech based economy.

Companies are faced with employees who are less capable of performing at high levels with the consistency that is needed.

### **HIGH LEVEL GOAL**

Increase physical activity

### **SPECIFIC BEHAVIOUR TO CHANGE**

Physical inactivity

## **CAPABILITY**

Capability is an attribute of a person that together with opportunity makes a behaviour possible. The greater the capability and opportunity the more frequent the behaviour will occur.

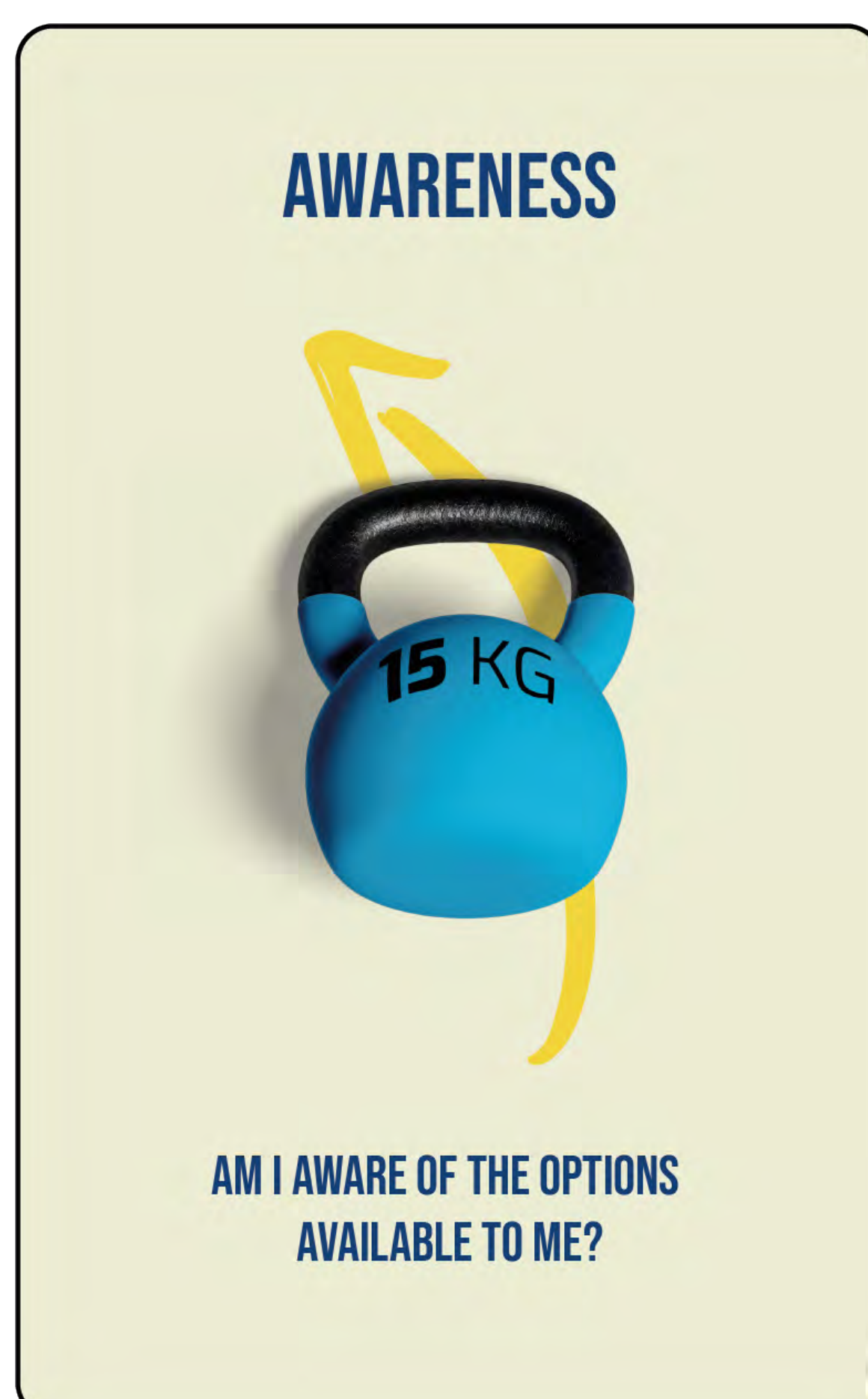
The cards below offer an insight into some of the barriers that exist in forgoing physical inactivity.

## **AWARENESS.**

I did not know the company offers a discount on gym membership and access to mental health services for free.

I did not know there are various types of physical activities that are available that suit my preference.

I did not know i can encourage my company to pay/co-pay for programs that promote individual physical and mental wellness.



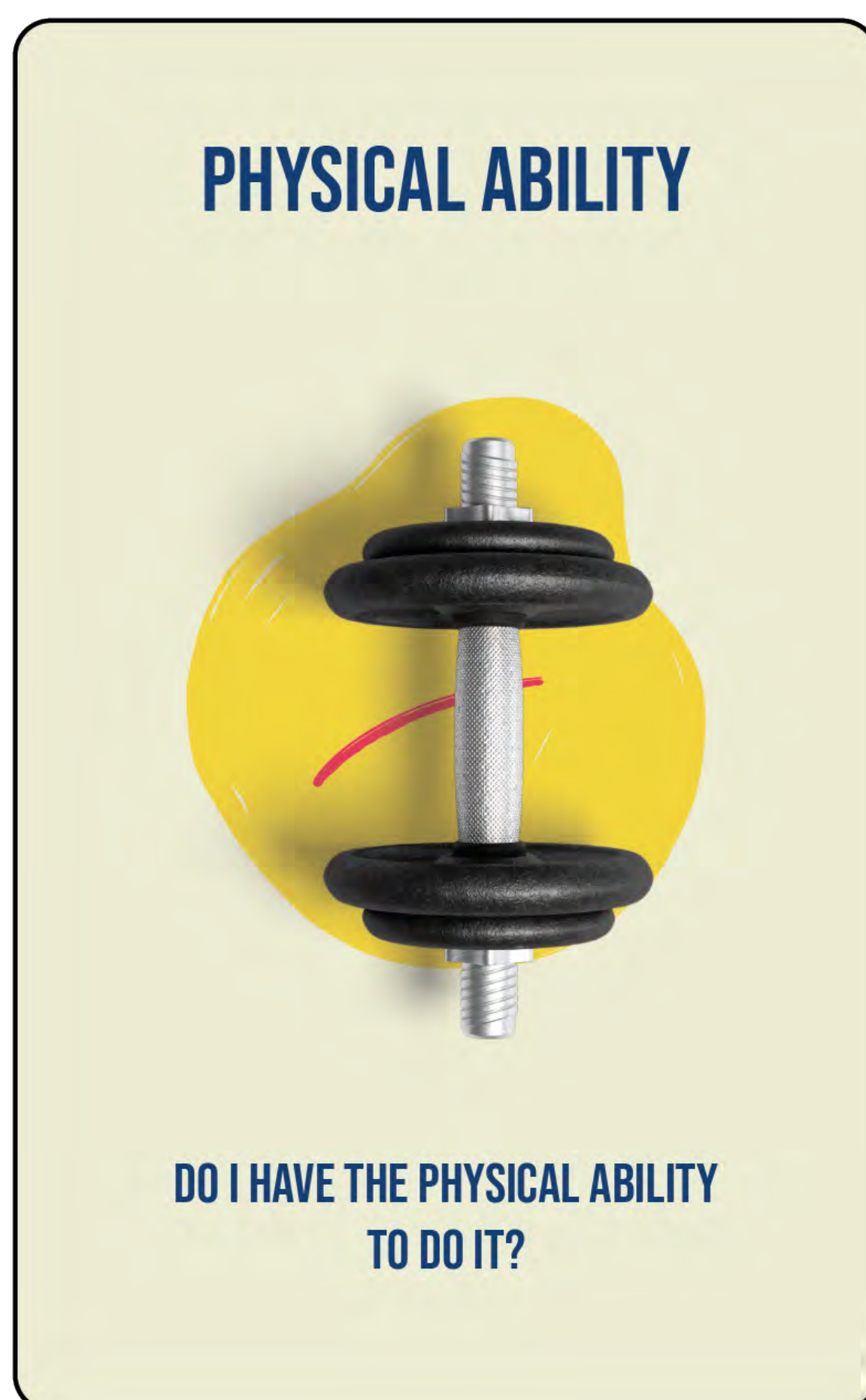


## PHYSICAL ABILITY

I cannot participate in physical activities because i am not fit enough.

I cannot go for corporate wellness retreats because my weight will not allow me to comfortably engage in the physical activites.

I cannot participate in physical activites with my friends because i have underlying health issues.



## OPPORTUNITY

Opportunity is an attribute of an environmental system that together with capability makes a behaviour possible.

The cards below offer an insight into some of the barriers that exist in forgoing physical inactivity.

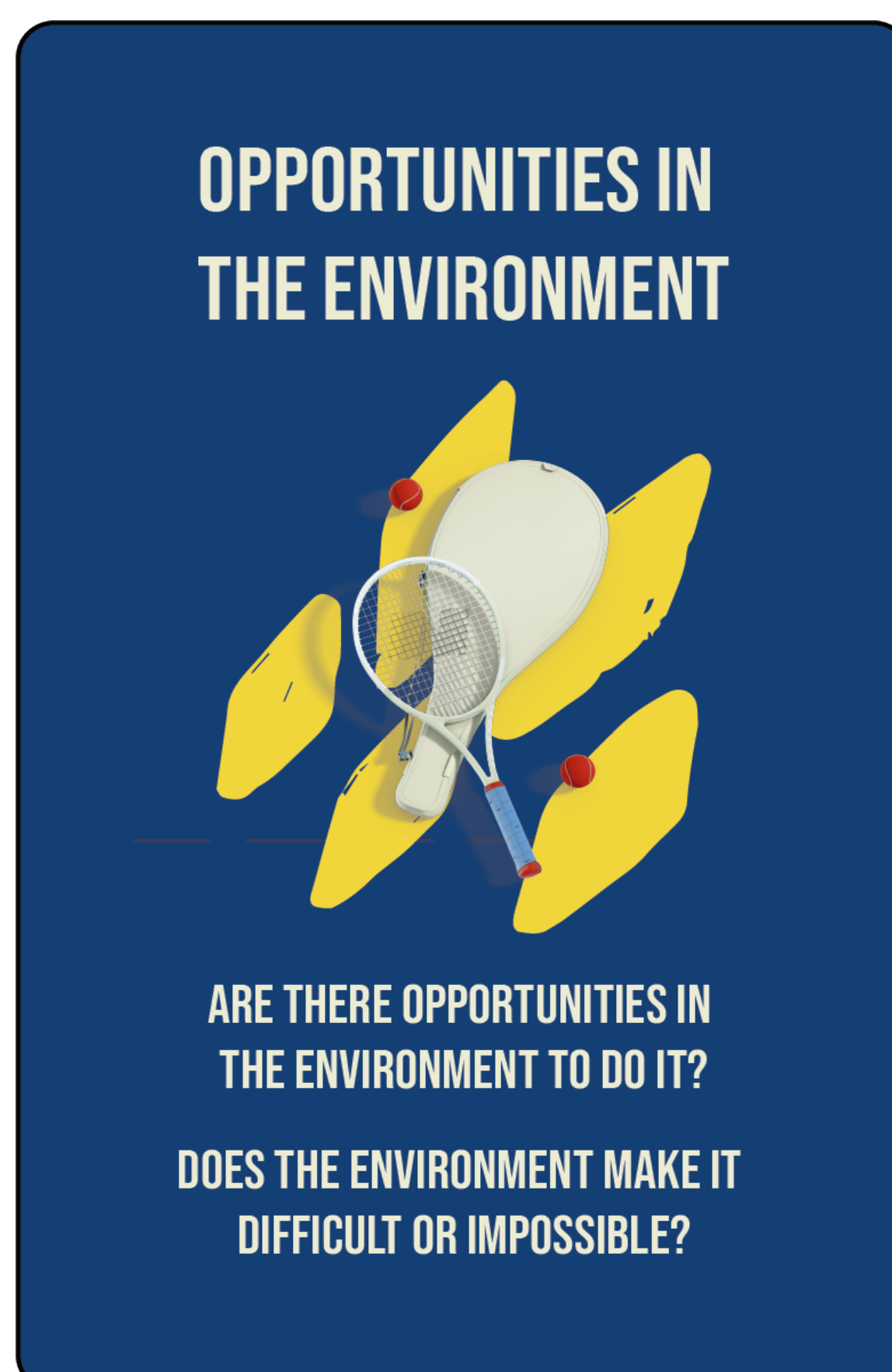
### OPPORTUNITIES IN THE ENVIRONMENT

I can't find a gym or fitness class next to my office or home.

I don't workout because there is too much traffic and i can't get to the gym on time.

I don't go for exercise because i have to get home in time to take care of the kids.

I don't exercise because there are no activities that i enjoy nearby.

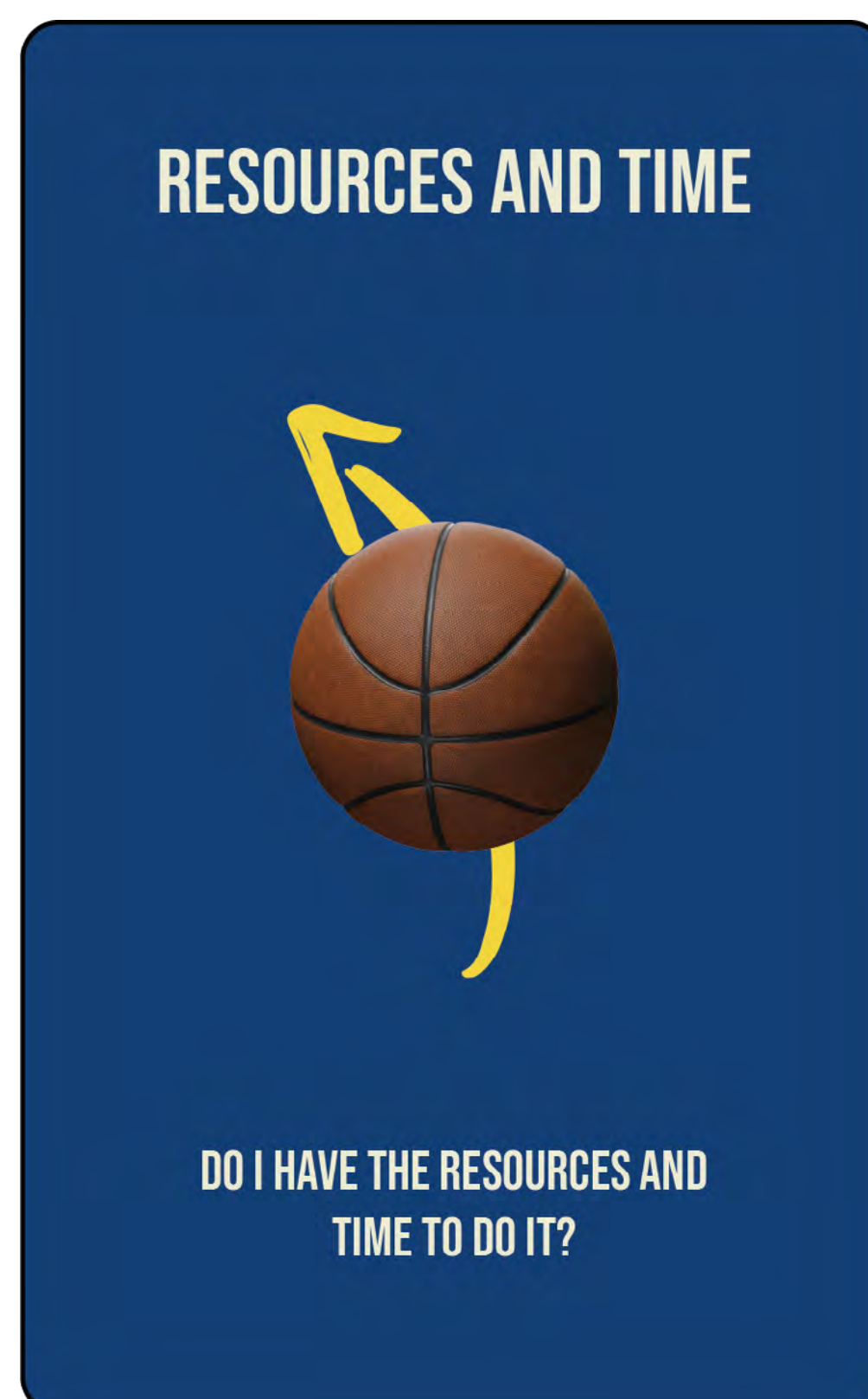


## RESOURCES AND TIME

I would like to exercise but i don't have the extra money to pay for fitness classes.

I leave the house late and get home late so i can't find time to workout.

I can't find fitness activites that suit my schedule.





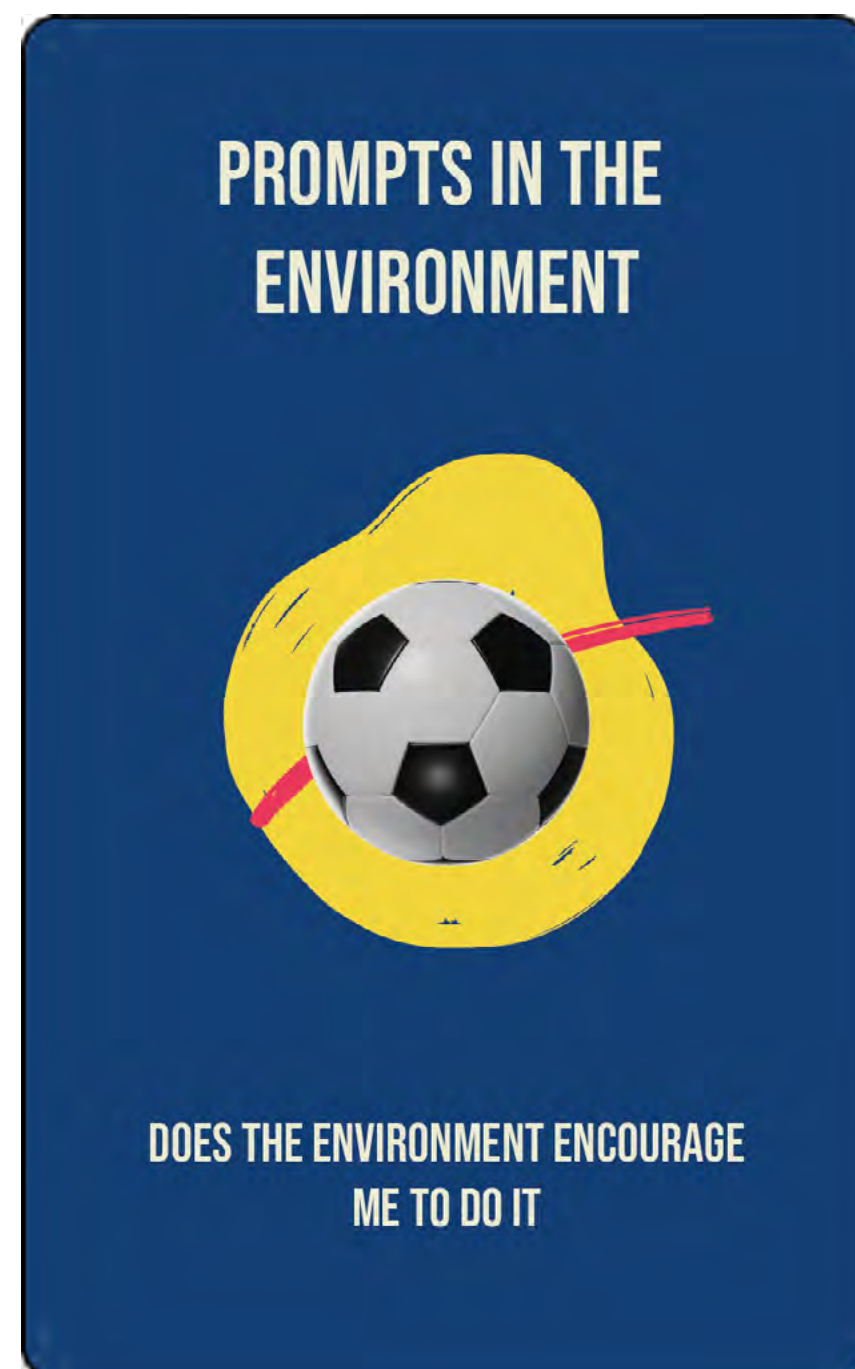
## PROMPTS IN THE ENVIRONMENT

My workplace only offers access to a wellness retreat once per year so i don't have access to different options.

I don't exercise because i leave the office late.

The company doesn't have a gym so i dont workout.

I don't exercise because my colleagues go to the bar after work.



## Role models

No one in my social circle goes to the gym so i don't have any inspiration to go.

All the succesful managers and bosses in the company are not into fitness and wellness and they are doing just fine, i don't see the need for getting active if it will not affect my job position.

My mentor is not really into the fit and healthy life, so it's not a concern for me.

My family has never been into the fit and active lifestyle so i don't really see myself getting into it.





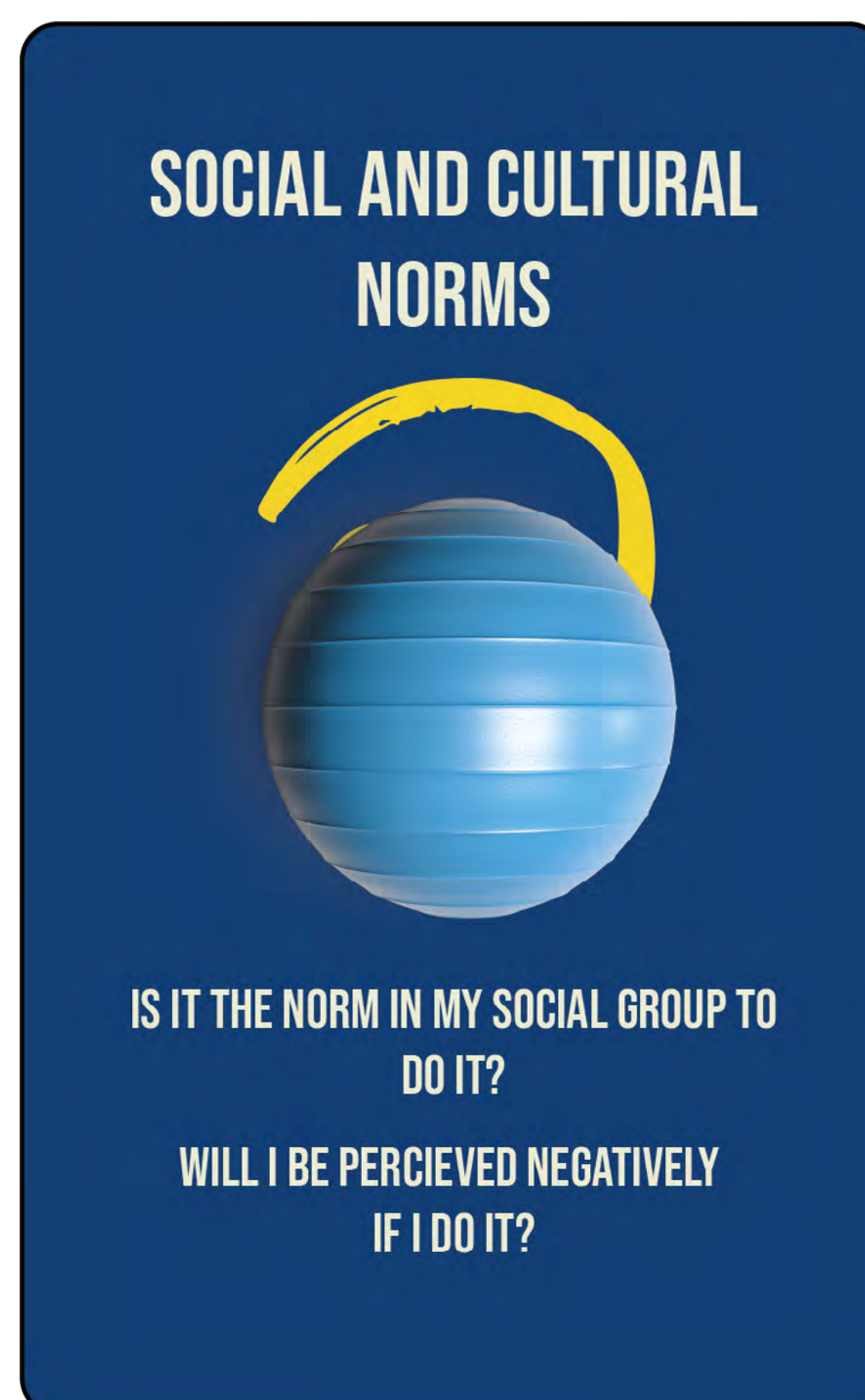
## SOCIAL AND CULTURAL NORMS

No one in my office or social circle workouts.

My workmates work till late so if i leave early to go for a workout session they will feel like i am been disrespectful.

In our office people aren't really into the fit and healthy lifestyle.

People on social media & in the gym make a lot of fun of people who begin working out so i'd rather just not workout.



## MOTIVATION

Motivation is an aggregate of mental processes that energise and direct behaviour.

The cards below offer an insight into some of the barriers that exist in forgoing physical inactivity.

### BELIEFS ABOUT CONSEQUENCES

I don't do exercise because i am generally never sick.

I don't think exercise will change my wellness significantly.

My current level of activity and lifestyle choices is not bad as compared to my friends.

I don't exercise because it does not affect my performance and engagement at work.





## EMOTIONS

I feel ashamed about my weight and hence don't exercise.

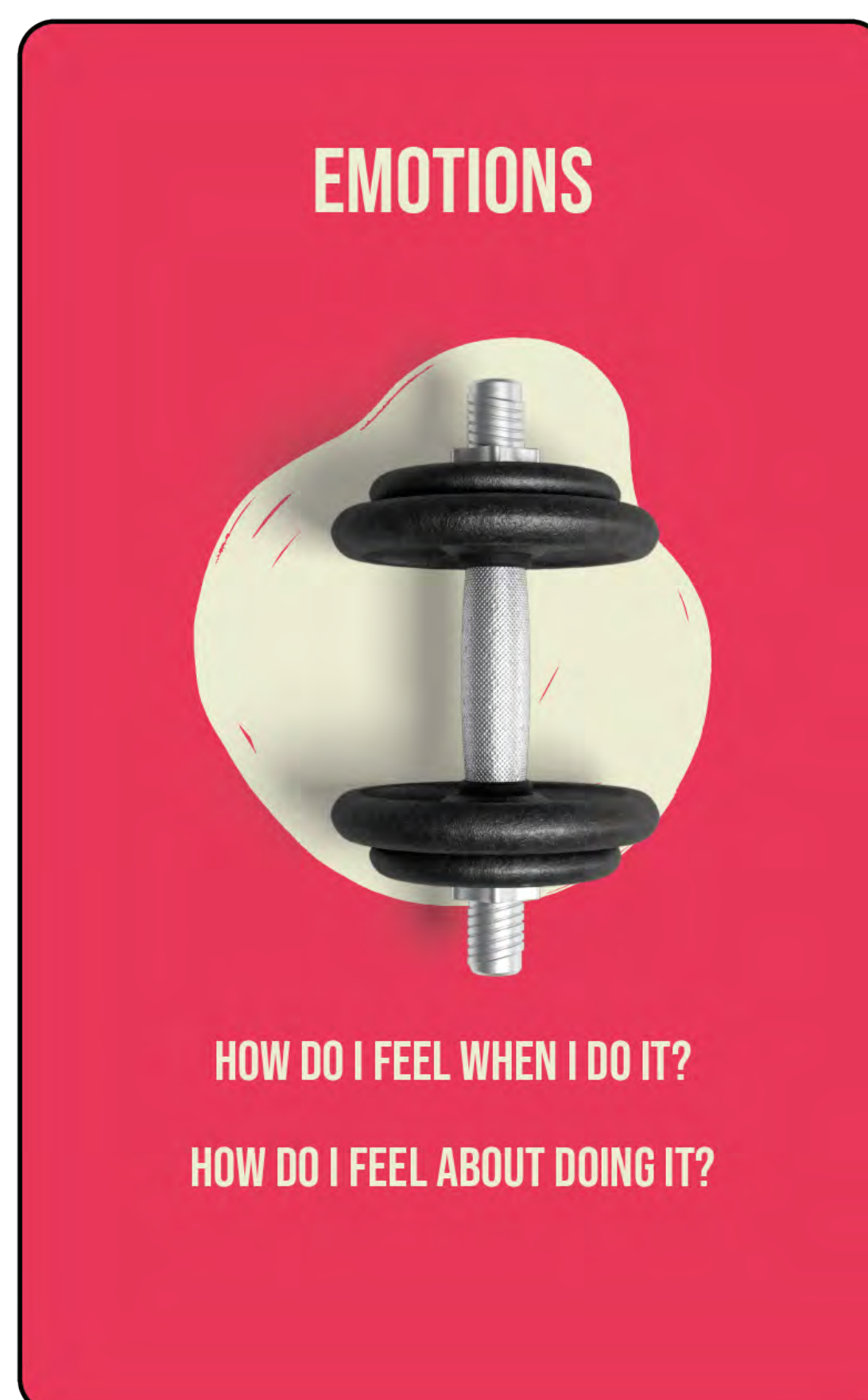
I feel it takes a lot of emotional and physical effort to exercise so i don't exercise for this reason.

I don't have the motivation to exercise.

I don't exercise because it makes me self aware and anxious working out around people.

I feel intimidated working out in gyms.

I feel uncomfortable working out around the other gender.

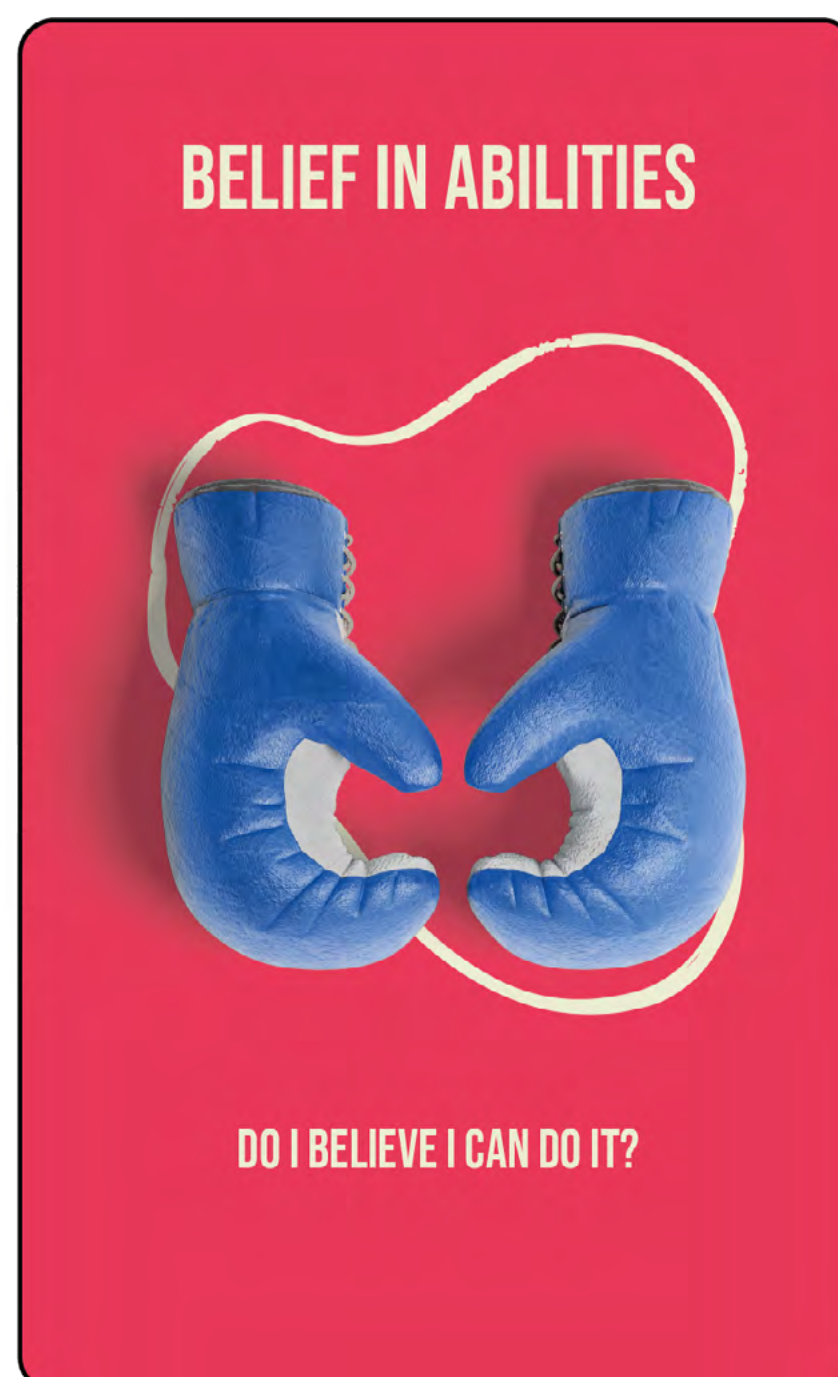


## BELIEF IN ABILITIES

I don't think i have it in me to begin a fitness regime.

I have tried staying active but i  
always give up after a while.

I don't think i'd be able to keep up with the rest so  
I don't enroll for fitness programs.

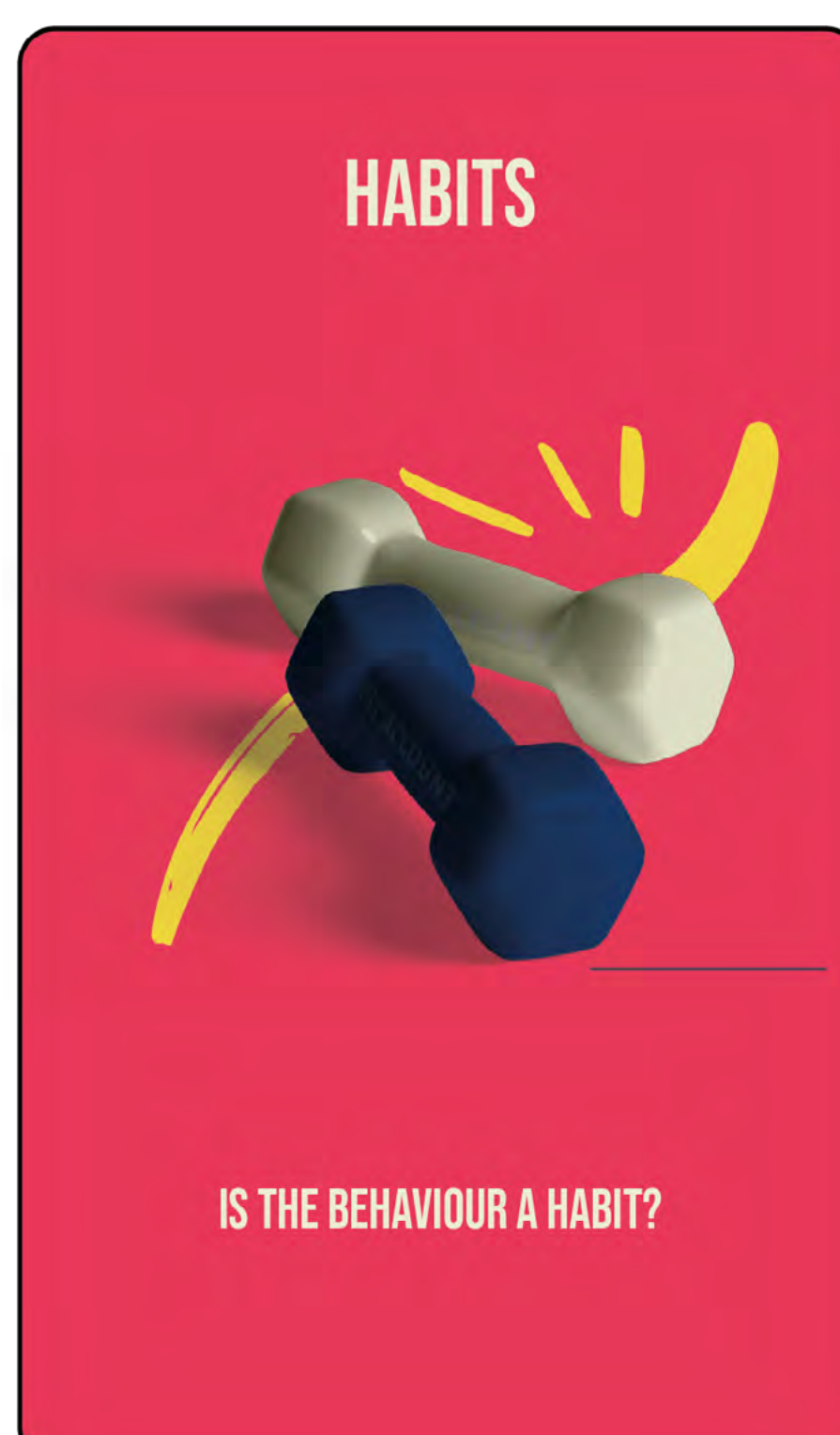


## HABITS

I never participated in sports growing up so fitness  
and wellnes isn't my thing.

I usually go for a drink after work which means  
i don't have time to workout.

I only workout for a few days on january then quit.



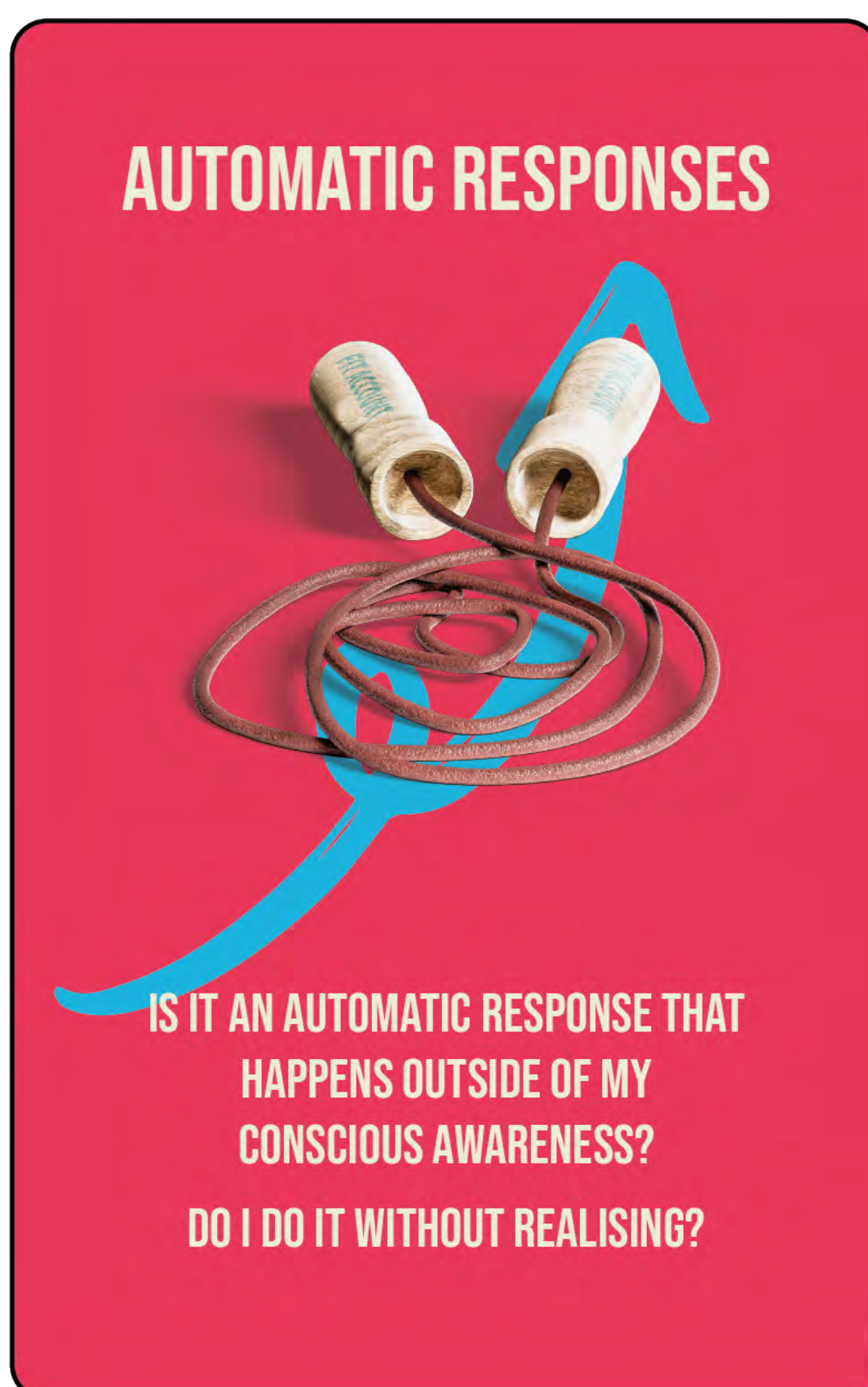


## **AUTOMATIC RESPONSES.**

My health is currently okay so i don't worry about the future.

It's just normal for me to go to the bar after work.

I usually workout for a few days on january then quit.



# **PARTNER**

## **WITH MW FITNESS**

We hope the cards above have assisted you in identifying some of the barriers in your environment that influence physical inactivity. The first step to changing any unwanted behaviour or habit is to identify exactly what factors both external and internal perpetuate this behaviour, thereafter with more awareness of these factors one can begin to seek solutions. There remains a big opportunity for gyms and fitness businesses to grow by targeting and attracting a portion of the population (inactive people) that is evergrowing.

Organizations now have a big role to play in the health and wellness of their employees, it's no longer about just paying your employees and providing them with benefits, companies are increasingly expected to actively participate in the health and wellness of their employees.

MW Fitness provides a platform for companies to get their employees active.

Now we would like to hear your thoughts: what's your no 1 takeaway from these insights?

If you have a question about these findings please feel free to reach out.



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**FITNESS**