

# Assessing the Impact of Repeat Participation in a Workplace Wellness Challenge



# Presenter Disclosures

Kurt Konda

- (1) The following personal financial relationships with commercial interests relevant to this presentation existed during the past 12 months:

No relationships to disclose

# Exercise



- A Little Bit of History . . .

- ❑ 2006 partnership between the Sedgwick County Health Department (SCHD) and the Kansas University School of Medicine-Wichita (KUSM-W)
- ❑ SCHD partnered with local businesses to sponsor health challenges at each business
- ❑ KUSM-W partnered with SCHD to monitor data from these challenges and assess the efficacy of the challenges



# SCHD Health Challenges

- Take Charge of Your Health
  - Physical Activity & Nutrition Focus
  - Participants completed weekly logs of activities
  - 10 week challenge
  - Participants set own goals
  
- ‘Steppers’ Challenge
  - Pedometer based challenge
  - Physical activity focus only – steps
  - 10 week challenge
  - Participants set own goals

# KUSM-W Evaluation

## Take Charge of Your Health

- Pre-Evaluation

- Weekly Logs

  - Participants completed a physical activity log (# of minutes)

  - Participants completed a nutrition log (# of daily servings)

- Post-Evaluation

## ‘Steppers’ Challenge

- Pre-Evaluation

- Weekly Log

  - # of steps taken each week

- Post-Evaluation



**“Welcome to the Weight Loss Forum.  
To lose one pound, double-click  
your mouse six million times.”**

- A Little Bit of History Repeating itself . . .
  - ❑ Program grew from small program in 2006 to one with 27 different worksites by 2007
  - ❑ Worksite Wellness partnerships were well established by 2007-08
  - ❑ KUSM-W began to see repeat worksites and repeat individuals
  - ❑ What did the ‘frequent flyers’ have in common?



# Methods

- ❑ Stepper Challenge Only
- ❑ Registered during 2007 *and* 2008
- ❑ ‘Active’ Participants
- ❑ Pooled all participants in 2007-08 to compare outcomes
- ❑ Compared outcomes for everyone taking part in their first challenge to everyone taking part in an additional challenge

# Methods

- Define Outcomes:

- Step Goal
- Steps Taken
- Goal Achieved (Y/N)

- Comparisons Difference between repeat and first-time participants on:

- Demographic characteristics
- Goal Setting
- Participation
- Outcomes

# Results

## ❑ Demographics:

- ❑ Majority female overall (87.2%)
- ❑ Significant difference in gender when comparing repeat (91.1%) to first-time participants (85.8%)
- ❑ 86% of repeat participants were over the age of 35; 74% of first-time participants were over the age of 35

# Results

## □ Goals

- Repeat participants set significantly higher daily goals for themselves than first-time participants (7,861 steps v 7,300)
- Repeat participants more likely to achieve total step goal (33% vs 26%)
- Repeat participants no different than first-time participants in achieving weekly step goal (54% v 53%)

# Results

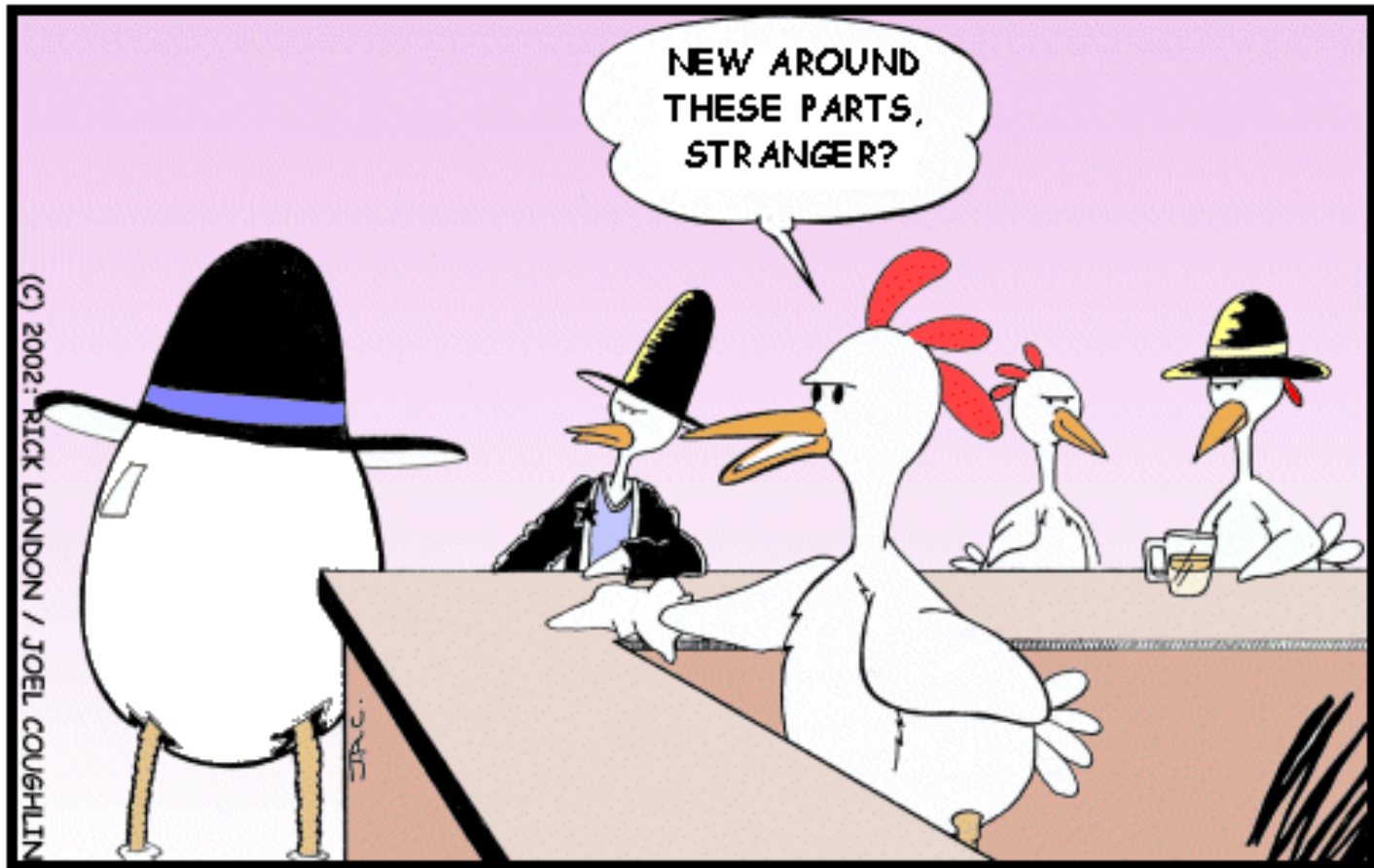
## □ Participation:

- Repeat participants were more likely to stick with the ten weeks challenge as repeat participants logged more weekly results than first-time participants (6.34 v 5.26)
- 40% of repeat participants logged results for at least 9 of the challenge's 10 weeks; 29% of first-time participants

# Discussion

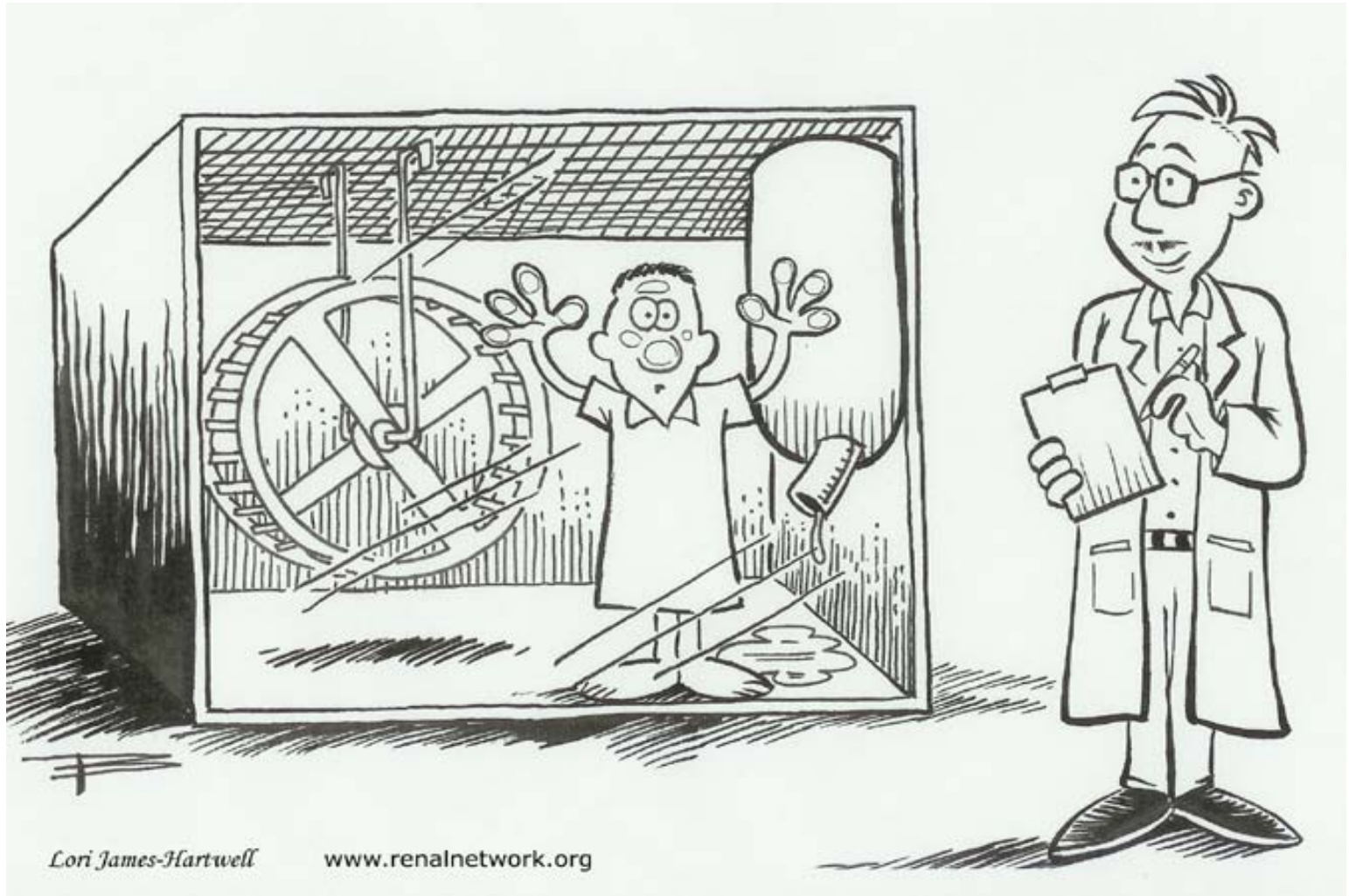
- ❑ Ascriptive personal characteristics such as age and gender made a slight difference
- ❑ Personal characteristics such as BMI did not differ between repeat and first-time participants
- ❑ Goals were more ambitious for repeat participants than first-time participants
- ❑ Repeat participants were more faithful in logging results than first-time participants

# Discussion



AND YET THE QUESTION REMAINED:  
"WHO CAME FIRST?"

# Limitations



*Lori James-Hartwell*

[www.renalnetwork.org](http://www.renalnetwork.org)



# Limitations

- Subject Attrition
- Selection Bias
- Pedometer Issues
- Sample largely one gender
- Retrospective rather prospective

# Conclusions

- ❑ Regardless of why, repeat participants logged results more faithfully, set more ambitious goals, and were more likely to achieve their goals
- ❑ Presence of a prior challenge or past success on a previous challenge may ‘prime the pump’ of future success
- ❑ Diminishing results versus the need to stay fresh in participants minds

Questions?

# Contact Information

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