

EMUA Sport Research Symposium

Sport, exercise, health and the community Behavioural Change

The group discussed a variety of areas which affect behavioural change and why behaviours don't seem to change in the long term.

There appears to be a lot of research into childhood obesity the change of the behaviour and education of healthy living but overall stats still show no improvement to figures.

The group felt that it was worthless to go over old ground with new research but to try to look at behaviour change in a different format.

What influences behaviour to change?

Social influences to change behaviour;

Close relation with others to influence attitude/social inclusion

Positive influence

Social/peer pressure

Parental pressure

e.g. race for life, enables women from all backgrounds and abilities to achieve something, motivates them and gives them a goal.

Education/information

To see the benefit of a behaviour change now rather than a negative outcome of what may happen to your health in 20 years.

Not to just focus on weight loss or ill health but the process and benefits of the change as well.

Help with planning and goal setting

Sometimes difficult to find a route to a club as an adult maybe; cost, time, inclusion, confidence.

Same with gym memberships, maybe feel not fit enough, don't want to be seen by others.

Why do people join gyms and not go?

Goal setting and planning

Social support network-don't let others down

Doing nothing to something is the greatest benefit

What motivates people to achieve their goals

How to promote changes

Can this be promoted through sport & exercise

Body image-research

Environmental change links to behavioural change

e.g. sign in towns saying how long it will take to walk to the train station/bus station

More bike lanes, reclaim bikes, recycle bikes scheme

To identify meaningful benefits now relatively quickly.

Long term change

Use successful peoples experiences and find out what has helped them to achieve long term change. Create a network of knowledge across Europe to help inform other and understand the complex experiences of individuals/motivations/goals/desires/plans/achievements

In conclusion the group felt there were 2 areas that they would like to explore more fully:

- What affects the long term changes in behaviour
- Look at the link and relationship between environmental changes and behavioural change and the effect on them.