



Evaluating a Wellness Program for Health-Seekers at the Copley-Price Family YMCA: Barriers, Challenges, and Improvements

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Background

- YMCA KickStart program designed to encourage members to develop and adopt healthy lifestyles
- Consists of three free one-on-one appointments with wellness coaches over a one month period
- Designed to familiarize members with machines, classes, and other available resources
- Most enrollees fail to complete all three appointments

Objectives

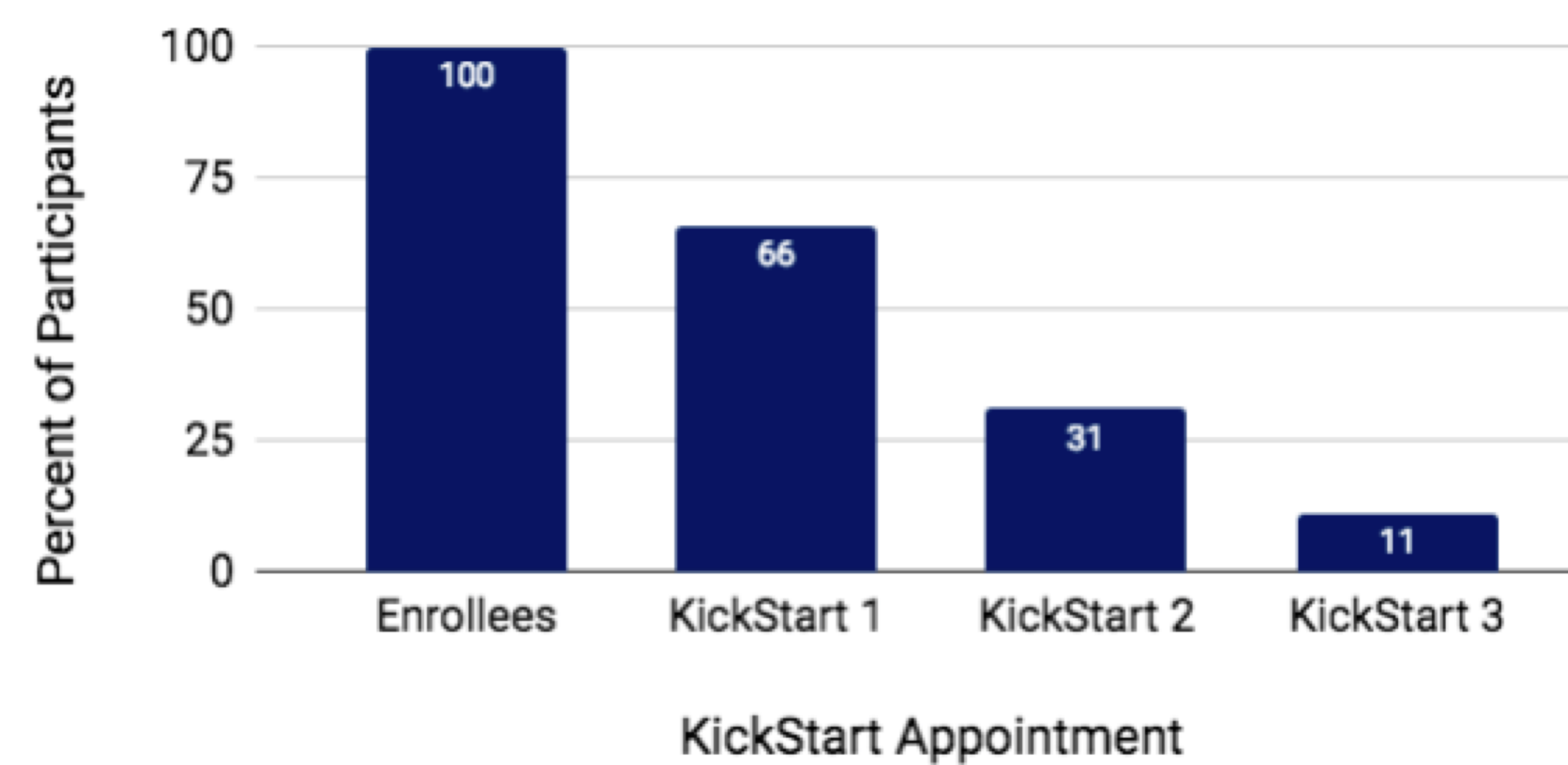
- To determine Kickstart completion rates and identify when program dropout is occurring
- To Identify sociodemographic risk factors for non-completion
- To identify potential gaps in Kickstart participant and wellness coach relationships
- To examine attitudes and experiences of participants and coaches that may influence completion

Methods

- Utilized YMCA's MobileFit tracking system to examine completion rates and demographic characteristics for the 135 participants enrolled between 1/1/18 and 3/31/18
- Surveyed 14 non-completers and 6 completers via e-mail
 - Demographic characteristics and ratings of experience
 - Open-ended questions on personal experiences with the program
- Interviewed 12 of 14 wellness coaches
 - Demographic characteristics
 - Open-ended questions on the training they received, barriers encountered, and personal insight on their experiences working with participants
- Surveys and interviews administered on Google Forms, compiled in Excel, and analyzed in Epi Info

Key Findings

Completion rates and sociodemographic predictors



Of the 135 enrolled, 66% completed one visit, 31% completed two, and 11% completed all three.

KickStart Completion by Age Group

Age	Completers (%) (n=8)	Non-Completers (%) (n=97)
17-34 years	1 (2.4%)	40 (97.6%)
35-49 years	4 (13.3%)	26 (86.7%)
50-69 years	1 (3.3%)	29 (96.7%)
> 70 years	2 (50.0%)	2 (50.0%)

Age and gender were available for 105 members; the highest completion rates were in the 35-49 year (4/30; 13%) and >70 year (2/4; 50%) age groups. The difference in age was significant at the $p = 0.003$ level. Completion rates did not differ by gender.

Wellness coach and participant relationships

- Of the 12 wellness coaches, 83% reported being very confident and 17% somewhat confident in offering the KickStart program
- Using a scale of 1 to 5 to rate their wellness coaches:
 - 70% of non-completers and 84% of completers rated their wellness coach relationship as 4 or 5
 - 61% of non-completers and 100% of completers rated their coach's attentiveness to their needs as 4 or 5 ($p = 0.12$)

Factors influencing completion

Why are participants dropping out of KickStart?

- Lack of tailored approach
- Difficulties in scheduling and follow up
- Inconsistencies in wellness coach training
- Mismatch between program goals and participant expectations

"Communication with my trainer was difficult...I called twice. I never received a follow up from anyone" (Non-completer)

"My second session ended without any info about another session. I didn't know it was something I could keep doing" (Non-completer)

"Staff was knowledgeable about the equipment and picked up on my goals and was sensible about my starting point" (Completer)

"Right now there is a formula,..some people might want something different, more customized...more variety would be good" (Wellness coach)

Conclusions

- Completion rate for Kickstart is 11%, with only 15 of 135 participants finishing all three appointments
- The greatest dropout occurs after first appointment
- The lack of a tailored program, scheduling conflicts, and difficulties in scheduling appear to affect completion
- Overall opinion of coaches generally high, but opinions of completers more positive
- Tailoring program to correspond more closely with individual interests may increase member retention rates
- Adequate and consistent training of wellness coaches may also improve participant experiences