Aerobic Exercise DVDs as a Mechanism for EFNEP Behavior Change

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Energy Balance – Our Energies Have Been Heavy on the Left
Barriers to Exercise

- Time constraints
- No accessibility to exercise equipment
- Lack of space
- Childcare issues
- Climate issues
- Unsafe neighborhoods
- Weight
Might Aerobic Exercise DVDs Be One Answer to Our Problems?
Examined 124 DVDs to assess:
• cast members’ demographics
• levels of intensity & complexity
• adherence to safety guidelines and exercise recommendations
• space and equipment needs
Also, of the 515 cast members:

- 400 (78%) were White
- 72 (14%) were Black
- 24 (4%) were Hispanic
- 15 (3%) were Asian
- none were judged as being from India
- 4 (1%) were too difficult to discern
In terms of:
- Intensity
- Complexity
- Safety

Consensus was Walking DVDs = best
Television

The Today Show
- Leslie has been featured multiple times
- Today has about 5.5 million viewers per week

QVC
- Leslie’s Walk Slim is a QVC top rated product
- Leslie and QVC have been partners for 20 years
- 95% of customers recommend this system
- QVC reaches more than 166 million homes worldwide

The Big Idea with Donny Deutsch
- Walk at Home program was featured
- CNBC reaches more than 95 million households in US and Canada
Let’s Walk!
<table>
<thead>
<tr>
<th>No change expected</th>
<th>Change expected</th>
<th>Inappropriate</th>
</tr>
</thead>
<tbody>
<tr>
<td>My family member do not encourage me to exercise</td>
<td>There are too few places to exercise (P&lt;.05)</td>
<td>Exercise facilities do not have convenient schedules for me</td>
</tr>
<tr>
<td>Takes too much time away from family relationships</td>
<td>Places for me to exercise are too far away</td>
<td>My spouse/ significant other doesn’t encourage exercising</td>
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<tr>
<td>Takes too much time from my family responsibilities</td>
<td>Costs too much money</td>
<td>I am too embarrassed to exercise</td>
</tr>
<tr>
<td>Takes too much of my time</td>
<td></td>
<td>People in exercise clothes look funny</td>
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<td>Fatigues me</td>
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<td>Is hard work for me</td>
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<tr>
<td>Tires me</td>
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<tr>
<td></td>
<td>% Worsened</td>
<td>% No Change</td>
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<td>-----------------------------------</td>
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</tr>
<tr>
<td>There are too few places to</td>
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<td>11</td>
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<tr>
<td>exercise</td>
<td>Control</td>
<td>22</td>
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<tr>
<td>Costs too much money</td>
<td>Experimental</td>
<td>12</td>
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<td></td>
<td>Control</td>
<td>16</td>
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<tr>
<td>Places for me to exercise= far</td>
<td>Experimental</td>
<td>10</td>
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<tr>
<td>away</td>
<td>Control</td>
<td>16</td>
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</tbody>
</table>
What Do We Want To Do?

CHANGE THE WORLD!!!