

THE HEUGA CENTER

PROMOTING HEALTH, CREATING HOPE



The Next Step: Understanding Motivation to Exercise

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The “Heuga Effect”

- Participants verbalize strong motivation to exercise and excitement about getting started after program



The Big Questions

- What are the motivators?
- Could this be a modeling effect?
- Does the motivation last?
- Why?



A Heuga Goal

To establish a positive cycle of achievement,
where each achievement leads to
higher goals, better performance and
enhanced self-efficacy



Barriers to Success

INTERNAL

- Psychological distress
- Fear of change and “the new”
- Pessimism and inactivity
- Cognitive impairment
- Other health problems (e.g., fatigue)



Barriers to Success

EXTERNAL

- Isolation
- Lack of training in strategy development
- Disagreement with person setting goal
- Negative verbal and behavioral feedback
- Life changes



5 Basic Motives for Exercise

The “WHY”

- Fitness
- Appearance
- Competence/ Challenge
- Social
- Enjoyment

*Ryan, *et.al.* Motives for Physical Activity Measure- Revised (MPAM-R), 1997



Fitness

I like to exercise...

- Because I want to be physically fit
- Because I want to have more energy
- Because I want to improve my cardiovascular fitness



Appearance

I like to exercise...

- Because I want to define my muscles so I look better
- Because I want to improve my appearance
- Because I want to be attractive to others



Competence/Challenge

I like to exercise...

- Because I want to obtain new skills
- Because I want to improve existing skills
- Because I like the challenge
- Because I want to get better at any activity



Social

I like to exercise...

- Because I want to be with my friends
- Because I like to be with others who are interested in this activity
- Because I want to meet new people
- Because my friends want me to



Enjoyment

I like to exercise...

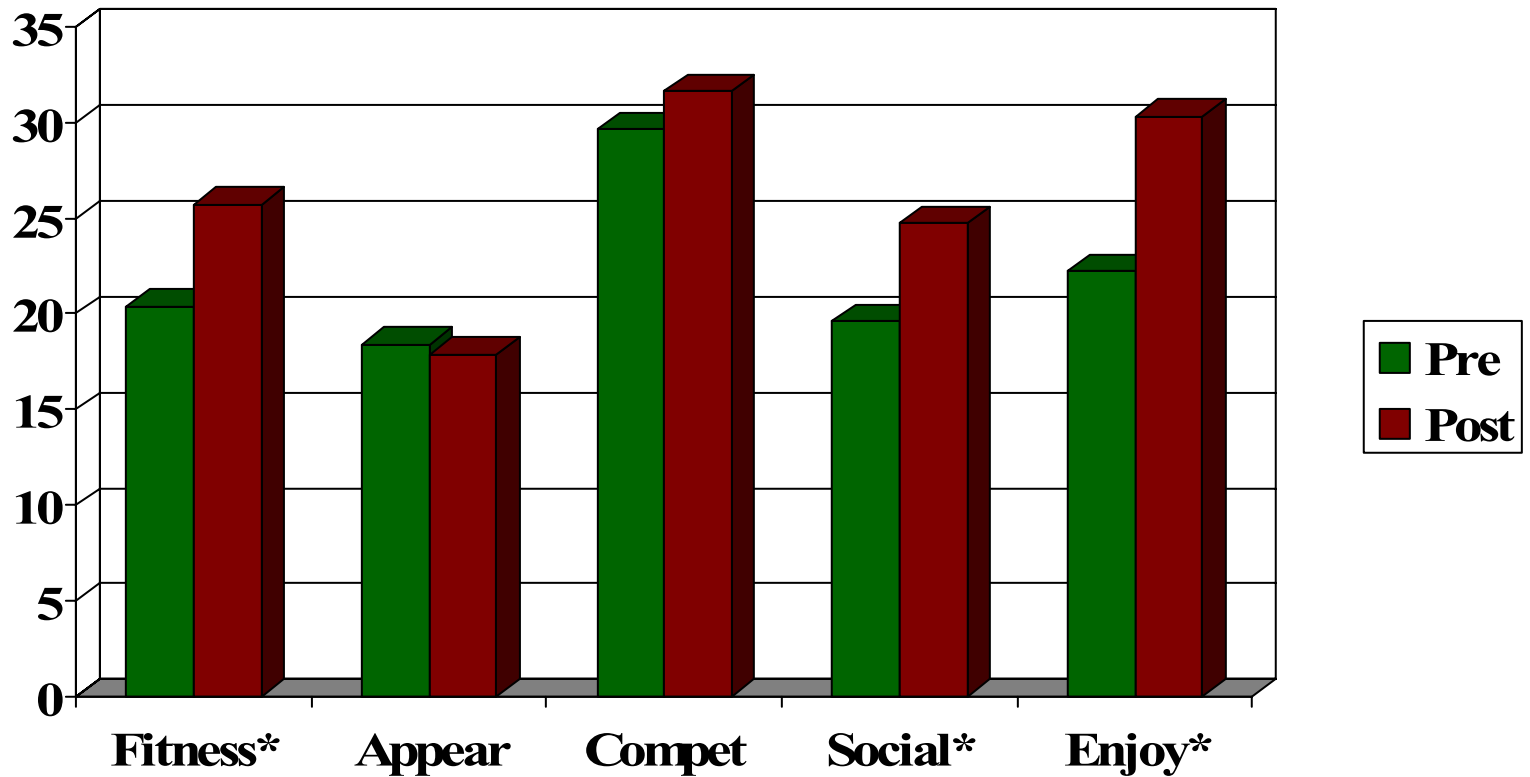
- Because it's fun
- Because I like to do this activity
- Because it makes me happy
- Because I think it's interesting



Methods

- We administered the MPAM-R to all participants in 3 Heuga programs at 2 time intervals:
 - Pre-program (1-12 days)
 - Post-program (0-74 days)

Changes in Types of Motivation Before and After Program





“Ideal” Sources of Motivation

- Self-determined
- Autonomous
- Volitional



Dynamics of Motivation

The “HOW”

- External regulation
- Introjected regulation
- Identified regulation
- Intrinsic motivation

* Ryan, et.al. Exercise Self-Regulation Questionnaire (SRQ-E)



Theory

- Exercise adherence will be greater the more motivation is internalized



External Regulation

No choice; others make me do it

I try to exercise on a regular basis...

- Because others would be angry at me if I did not
- Because I feel like I have no choice about exercising; others make me do it



Introjected Regulation

Taking on other's values

I try to exercise on a regular basis...

- Because I would feel bad about myself if I did not
- Because people would think I'm a weak person if I did not



Identified Regulation

Identify with values and goals

I try to exercise on a regular basis...

- Because I feel like it's the best way to help myself
- Because feeling healthier is an important value for me



Intrinsic Motivation

A challenge, fun, enjoyable

I try to exercise on a regular basis...

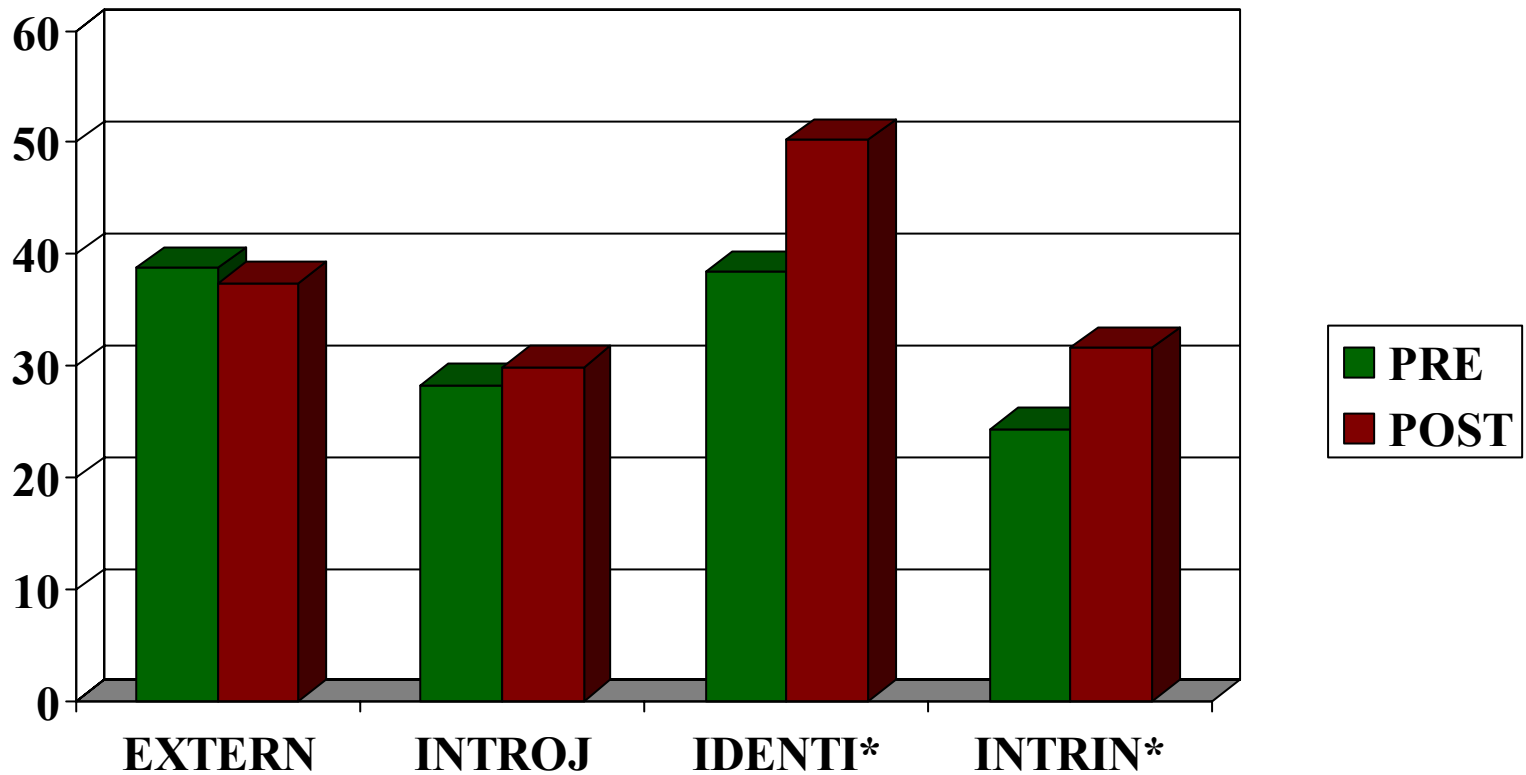
- Because I enjoy exercising
- Because it is a challenge to accomplish my goal



Methods

- We administered the SRQ-E to all participants in 3 Heuga programs at 2 time intervals:
 - Pre-Program (1-12 days)
 - Post-Program (0-74 days)

Changes in Motivation Dynamics Before and After program





Conclusions from Data

- The WHY: Motivation for fitness, social and enjoyment reasons increased significantly after program attendance
- The HOW: Identified and intrinsic motivation increased significantly after program attendance



Motivation Dynamics

External

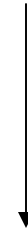
Less autonomous

Introjected

Identified

Intrinsic

More autonomous





Goal-Setting

- Essential to motivation
- Stages of readiness for change
- SMART goal-setting
- The question of small goals (outcome vs. process goals)



The Stages of Readiness for Change

- **PRE- CONTEMPLATION** “NEVER”
“No problems...I haven't thought about it”
- **CONTEMPLATION** “SOMEDAY”
“I'm thinking about change, but I'm not sure”
- **PREPARATION** “SOON”
“I've decided to make changes in the next 2 weeks”

* Prochaska & Declemente



The Stages of Readiness for Change

- **ACTION** “NOW”

“I’m doing what I need to do to meet my goals”

- **MAINTENANCE** “FOREVER”

“I’m continuing to renew my commitment to my goals”

* Prochaska & DeClemente



“SMART” Goals

- Specific (not vague)
- Measurable (can you count it?)
- Attainable (are they realistic?)
- Relevant (to the problem?)
- Time-based (so you can't “put off”)



Large and Small Goals

*For those who are inactive, pessimistic,
depressed and/or anxious:*

LARGE GOAL → Fear →

Delayed feedback → **FAILURE LIKELY**

SMALL GOAL → Fear bypassed →

Immediate feedback → **SUCCESS LIKELY**



How to “Get” Motivation

- Do something! (Don't wait for motivation):
Behavior change leads to motivation...
not the other way around!
- The power of rituals in our lives
- How do you eat an elephant? (small bites)
- Realistic, measurable, short-term goals



Implications

- A better understanding of motivation for exercise in Heuga participants will help determine ways to increase adherence after program participation
- These results may generalize to other populations



The Next Steps

- Expand sample size
- Longer-term follow-up
- Assess effects of modeling
- Assess types of goals set
- Measure effects of internal motivation
- Compare with non-Heuga MS and non-MS populations