

COUNCIL GROVE AREA FOUNDATION
APPLICATION FOR GRANT

1. Organization Name: Kansas State University

2. Address: Kinesiology Department, 920 Denison Avenue, Manhattan, Kansas 66506

3. Organization's Officers:

4. Contact Person, Title, Phone: Sarah Cosgrove, Postdoctoral Research Fellow, 480 326-7912

5. Is this a tax-exempt organization? If so, date tax exempt status received:

6. Title of Project and Brief Description:

Understanding Interest and Value of Physical Activity in Rural Communities.

Physical activity is essential for healthy aging. Regular physical activity serves to increase one's health and is associated with a number of benefits (i.e., lowered mortality risk, reduced risk of cardiovascular disease and type 2 diabetes, improvement in mental health and mood). A better understanding of rural supports, as well as affect (feelings) and cognitions (thoughts) of rural community members can help to increase physical activity behaviors, and ultimately help rural adults to achieve better health.

The current recommended physical activity guidelines are that healthy adults, aged 18-64 should avoid inactivity. Some activity is better than none. To obtain health benefits, adults should engage in at least 150 minutes each week of moderate-intensity, or 75 minutes of vigorous-intensity aerobic activity. An equivalence of moderate- and vigorous-intensity aerobic activity is also acceptable. Adults should also engage in muscle strengthening activities at a moderate- or vigorous-intensity. For muscle strengthening, all major muscle groups should be targeted on two or more days each week.

Physical activity levels can vary by a number of factors, like race and ethnicity, educational attainment, socioeconomic status, sex, and age. Some groups report more activity than others – women are less active than men, and women with children are less active than their childless counterparts; non-Hispanic white adults are more likely to be active than blacks and Hispanics; adults with more education are more likely to meet recommended levels of activity compared to those with less education; rural residents are less likely to meet recommendations compared to urban and suburban residents; and finally, adults with a family income above the poverty level are more likely to be active than those who are at or near the poverty level.

Research suggests that rural residents are disproportionately affected by rates of physical inactivity. These lowered rates of physical activity may be a result of limited walkability, and the built environment (e.g., accessibility to sidewalks, parks). Research examining the facilitators and barriers of physical activity has generally been conducted in urban communities. Given the differences in rural and urban culture, it is necessary to understand how rural attributes affect participation.

Recent employment statistics indicate 80.4% of families had at least one employed family member. It was reported that families maintained by women remained less likely to have an employed member (76.6%) than families maintained by men (83.6%). Among married-couple families, both the husband and wife were employed in 48.0% of families; in 19.5% of married couple families only the husband was employed, and in 7.1% only the wife was employed.

Life transitions like residential independence, marriage, and children have been shown to affect regular physical activity participation. It is important to understand how these life transitions affect physical activity levels in rural communities. Several common barriers to regular participation exist. Adults commonly reports the perception of 'time' as a key barrier to regular physical activity. Additional barriers to regular physical activity participation

include: family and household responsibilities, access to childcare, lack of support, scheduling constraints, and feelings of guilt. It is important to understand factors related to changes in physical activity participation in not only parents, but in working parents in rural communities.

It has been reported that moderate to vigorous intensity physical activity decreases during the transition to parenthood, with increases in light activity rather than sedentary behavior. There has generally been a lack of literature examining the link between activity participation and fatherhood. A better understanding of physical activity in rural communities may lead to the development of better strategies and interventions to encourage regular participation.

To further my research interests, I am proposing to conduct focus groups with working parents in rural communities to delve into understanding the interplay of physical activity, work status (e.g., employment), and family characteristics (e.g., significant others, children) among U.S. adults. An advantage of using focus groups is the ability to collect quality, in-depth information in a relatively short amount of time. To account for a wide range of rural residents, participants will be recruited from a variety of groups, including those who do and do not currently meet the physical activity guidelines, adults who are and who are not employed, and individuals from differing socioeconomic backgrounds, educational attainment, race and ethnicity.

7. Geographic Area to be served: greater Morris County, Kansas

8. What group will be benefited: adults in Morris County (potentially other surrounding areas)

Size of Group: ~ 4,500 adults (potentially)

9. Anticipated Project Period: spring/summer 2018 for initial data collection. If an intervention is requested, length of the project will be determined at a later time.

10. Is this a request for Capital, Operating Support, or a Special Project? Request for operating support to incentivize participation in the focus groups. I would like to offer focus group participants (n=30, 15 men and 15 women) each a \$20 gift card for their one-time participation in the 90-minute focus group.

11. Total Project Cost: 30 participants x \$20 gift cards = \$ 600.00; provision of health meal and drinks for participants = \$150.

12. Amount Requested from Foundation: \$750.00

13. Amount and Source of Pledges or Commitments to Date: none

14. Other Grant Applications or Funding Requests made for this project: My faculty mentor may have indirect funding from the federally-funded research grant (Institutes of Health, R01DK099516). If funding for this project is not approved by the Area Foundation, I will use a discretionary professional development fund in addition to funding from my faculty mentor to pay participants and provide a meal. These funds will not be available until fall 2018 which would affect the date for data collection. As of now, I anticipate collecting data in late-spring or summer 2018, pending Institutional Review Board submission and approval.

15. What action has been taken on the other applications or requests? Requests have been made. If discretionary funds are to be used, no action is required.

16. What is the purpose of this project; what specifically will it accomplish?

According to the 2018 Kansas County Health Rankings, adult obesity and physical inactivity are trending upward (not the desired direction) for Morris County, Kansas. In fact, the Morris County adult obesity rate is indicated as 40% (+/- 4%). The top U.S. counties report adult obesity rates of only 26% and the Kansas average rate is 32%, suggesting there is a need for understanding, and possibly an intervention. A similar trend exists for physical inactivity in Morris County, 32% (+/- 6%), compared to top U.S. counties which report a rate of 20% and the Kansas average rate of 25%.

Based on the findings of the focus groups, I intend partner with appropriate community organizations to develop and implement a physical activity intervention, utilizing motivation theory, with the ultimate goal of utilizing physical activity to promote better health among working parents. Research suggests that increased community involvement in conducting formative research can help to facilitate the effectiveness of interventions and programs to promote physical activity. This project will serve to expand my research agenda, and capacity to conduct quality research. Additionally, the project may result in improved health for Morris County residents. Publications and presentations will be used to communicate research findings. An infographic will be generated and shared with community partners addressing the promotion of physical activity in the community.

17. What are the problems this project will attempt to solve? This project will examine values and interest in physical activity participation in adults living in a rural, Midwestern community.

18. How will this project be implemented? Focus group participants will be recruited using a variety of methods, to include social media, posted flyers, word-of-mouth, etc. Based on the findings of the focus group, I will work with community partners to develop a physical activity program and intervention targeted at working parents in the greater Morris County area.

19. What local support is there for this project? Local support has not yet been solicited.

20. Who else in the community is working on this problem? To my knowledge, no entity or person (group) is working to directly resolve the issue of physical inactivity in the community.

21. How will you coordinate with others working on this problem? I will work with community partners to organize a location to conduct the focus group. After data are collected and analyzed, I will prepare reports (e.g., written, oral) for interested community partners.

22. If awarded, how will the grant you are requesting be used? If awarded, funding will be used as incentives for participation in focus groups. Funding will also provide a healthy meal for focus group participants.

23. Is there any additional information you would like to be considered in our determining whether to make this grant? To further my research interests, I am proposing to conduct focus groups with working parents in rural communities to delve into understanding the interplay of physical activity, work status (e.g., employment), and family characteristics (e.g., significant others, children) among U.S. adults. An advantage of using focus groups is the ability to collect quality, in-depth information in a relatively short amount of time. To account for a wide range of rural residents, participants will be recruited from a variety of groups, including those who do and do not currently meet the physical activity guidelines, adults who are and who are not employed, and individuals from differing socioeconomic backgrounds, educational attainment, race and ethnicity.

Signature 

Date April 30, 2018

(PLEASE RETURN APPLICATION TO FARMERS & DROVERS BANK, P.O. BOX C, COUNCIL GROVE, KANSAS, 66846)