



The Prescription for Wellness is Fun! Driving Participation in Sport



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PROBLEM

Over the past decade, physical activity and sport participation numbers have lowered or become stagnant in developed countries. The Coronavirus pandemic has amplified the lack of physical activity with the introduction of social distancing and isolation encouraging staying at home and being inactive. As a result, many negative physical and mental health outcomes are expected to arise. Steps need to be taken to increase physical activity and fitness to ensure adults and children are reaching their needs.

MASS PARTICIPATION SPORTING EVENTS (MPSES)

Mass participation sporting events (MPSEs) are a popular form of sports event that are focused around community, fun, physical health, and achievement. While the physical activity is performed individually, the scale of MPSEs help to create an engaging activity through which communities can form and individual goals can be achieved. MPSEs have been shown to be great at initiating physical activity participation, however long-term participation in an activity comes from intrinsic and extrinsic motivations within an individual. Understanding the motivations of participants is vital to the continued success of MPSEs.

CROSSFIT GAMES OPEN

The CrossFit Games Open is a virtual MPSE competition that participants from across the globe enter to test physical fitness. Participants engage in weekly fitness activities and assessments weekly over the course of the event. Footage of the participant is submitted to be judged each week and scores are tracked on the CrossFit Games Open Leaderboard for competitors to see. The CrossFit Open Games are a valuable lens to view MPSE's through, as the participants have clear goals and motives for participating each year. Additionally, because this is a virtual MPSE, barriers to participation are limited and the impact of COVID-19 is lessened.

RESEARCH METHOD



A survey was created and distributed to participants of the 2018 CrossFit Games Open to gain an understanding of the levels of motivation and engagement of the competitors. Questions asked in the survey sought information regarding years of participation in CrossFit, demographics, and advocacy for the brand of CrossFit.

VARIABLES ANALYZED

The following variables were examined through the survey. These variables represent extrinsic and intrinsic motivations in relation to starting CrossFit brand Training. (On a scale of 1-5).

COMPETENCY VARIABLES

To perform better in other activities

M=4.30

To perform better in other sports

M=3.67

Skill Level – (refers to self-perceived skill)

M=3.34

WELLNESS VARIABLES

M=4.65 To stay fit

M=4.39 To reduce stress

M=4.64 To get fit

M=3.77 To lose weight

M=4.56 To prevent health problems and improve overall health

M=3.73 To improve my health markers

RESULTS

59.2%

of participants have competed in at least one CrossFit Games Open
Participants on average say they feel 7.6 years younger than their actual age (SD = 9.52).

CrossFit®-brand training, and by extension the CrossFit Games® Open, provides a potential solution to the drop off in physical activity after the completion of the MPSE because a sense of community is tied to sustained participation in physical activity and the sport

See the full article here: <https://journals.iupui.edu/index.php/sij/article/view/25160>

