

## Poster – #EIE2021

### Exploring the motivations and barriers of employees regarding the implementation of a lifestyle program and a health promoting work environment

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#### *Research aim*

This study aims to explore the motivations and barriers of low and middle SEP employees regarding:

- 1) Lifestyle behavior
- 2) Conditions under which a lifestyle program is offered and implemented by the employer
- 3) The implementation of a health promoting work environment

#### *Methods*

This study consists of a mixed-methods design. First, 255 low SEP employees in an online panel filled in a questionnaire on lifestyle behavior and participation in a lifestyle program. Furthermore, 202 low and middle SEP employees in a physical panel filled in the questionnaire section about participation in a lifestyle program. Second, the results of the questionnaires were discussed in five focus group interviews. They served to explore the motivations and barriers for participating in a lifestyle program and attitudes towards a health promoting work environment in greater detail. The data analysis involved both a quantitative and qualitative analysis of the data. First, the quantitative analysis involved descriptive statistics to describe motivations and barriers for lifestyle behavior and conditions for participation in a lifestyle intervention. Further, the analysis checked for differences between demographic subgroups in terms of their motivations and barriers by means of a multinomial logistic regression analysis. Second, the qualitative analysis involved the verbatim transcription of focus group interviews and the usage of a modified grounded theory approach. Focus group interviews were coded independently by two researchers and a code tree was developed in consensus. Accordingly, the data were analyzed.

#### *Key findings*

Preliminary quantitative findings indicate that 37% of the 457 employees (n=169) in both panels wanted their employer to offer a lifestyle program at work. Main conditions under which the program should be implemented were participation during working hours and coverage of costs by the employer. Preliminary qualitative findings showed divergent reasons for participation during working hours and showed confirmative findings regarding the coverage of costs by the employer.

#### *Discussion*

Can these results contribute to the implementation of health promoting activities in other real-life settings? How can the results of this study be implemented in a way that suits individual needs?