



Abstract

- There is a perceived lack of sanitation due to malpractices by the Recreation Center users
- Our research reveals that sanitation policies should not be the focus, instead behavioral changes should be targeted through awareness campaigns

Methods and Materials

- Conduct psychological research to identify effective marketing strategies
- Interview staff of the Recreation Center and the local YMCA to compare sanitation policies
- Survey Recreation Center users to learn their perception of the building's hygiene



Image by Crystal Trivedi

Psychological Research

Studies have identified that men respond best to messages that invoke disgust, and women respond best to notices that impart knowledge.^{3 4}

Project Objectives

- To identify the need for sanitation at the Recreation Center
- To implement better hygiene practices
- To compare the sanitation policies at the YMCA
- To promote behavioral changes



Image by Crystal Trivedi

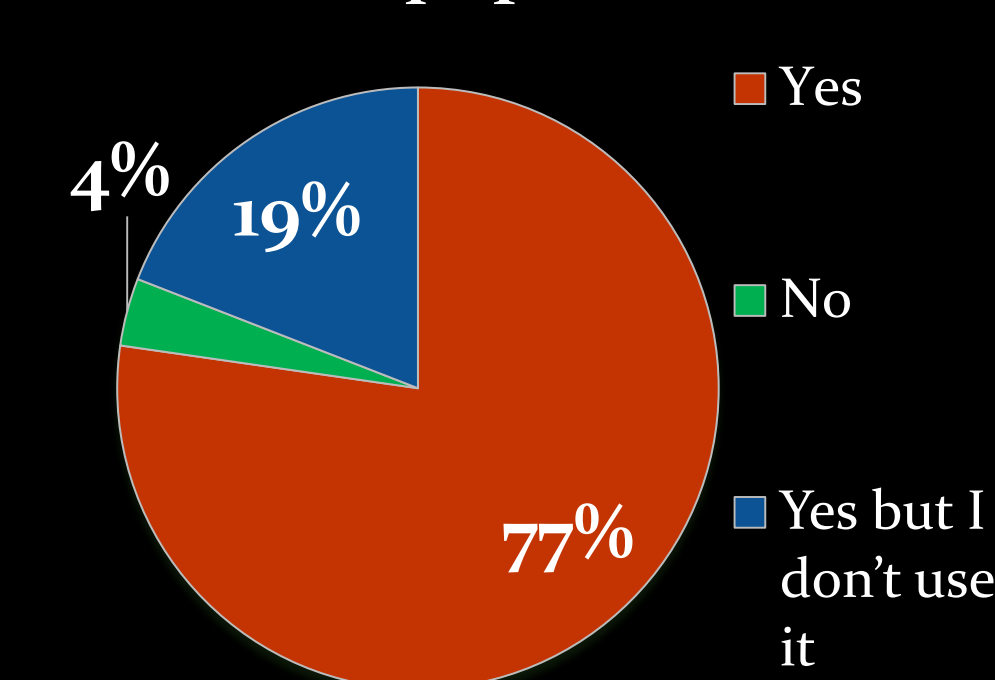
Interviews

- Meredith Merchant: WPI Facility Coordinator⁶
 - ✓ Staff uses Pure Green 24 Disinfectant Cleaner to clean the machines 2-3 times a day
- Paul Bennett: WPI Aquatics Director⁵
 - ✓ The pool is cleaned 3 times a week
 - ✓ Water is filter and passed under a UV light
 - ✓ Swimmers must shower before entering
- David Elliott: Local YMCA Facilities Director⁷
 - ✓ Use prescribed chemicals that kill pathogens
 - ✓ Cleaning company hired to deep clean gym

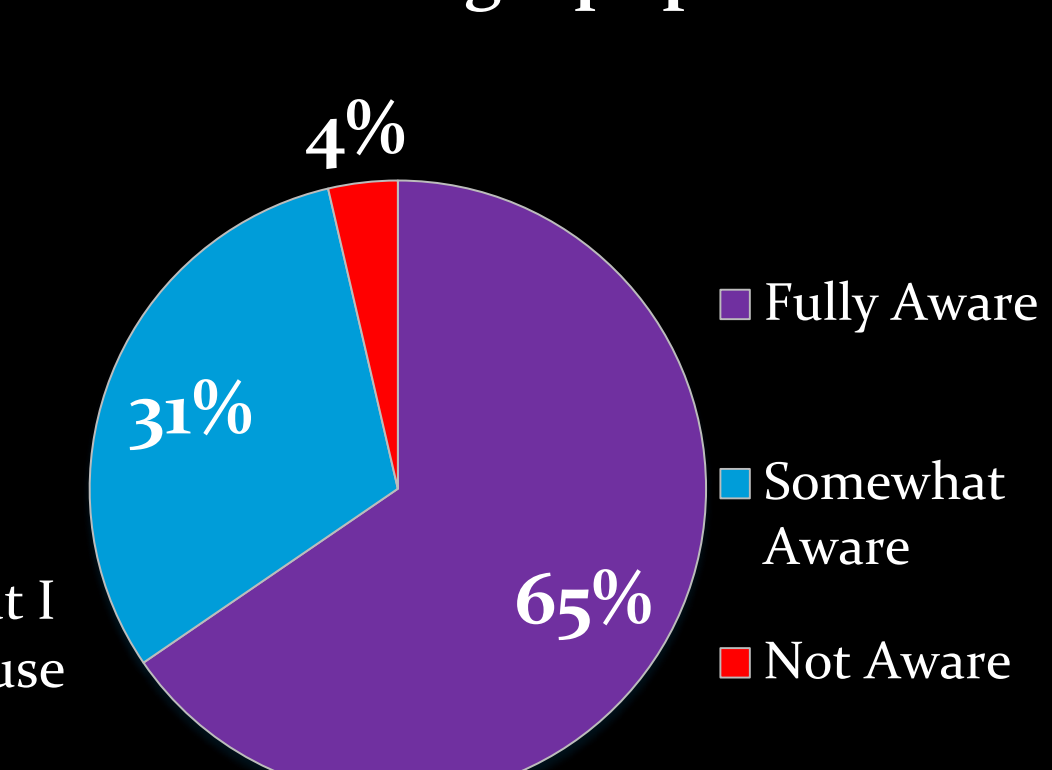
Surveys

(n=110)

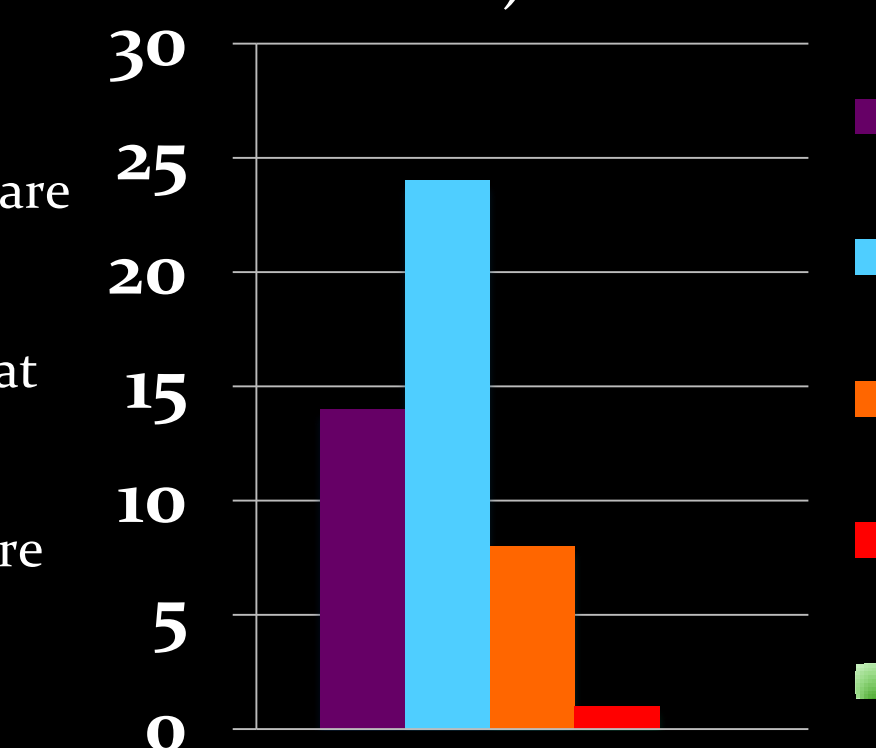
Are you aware that the gym offers disinfectant spray and wipes for the equipment?



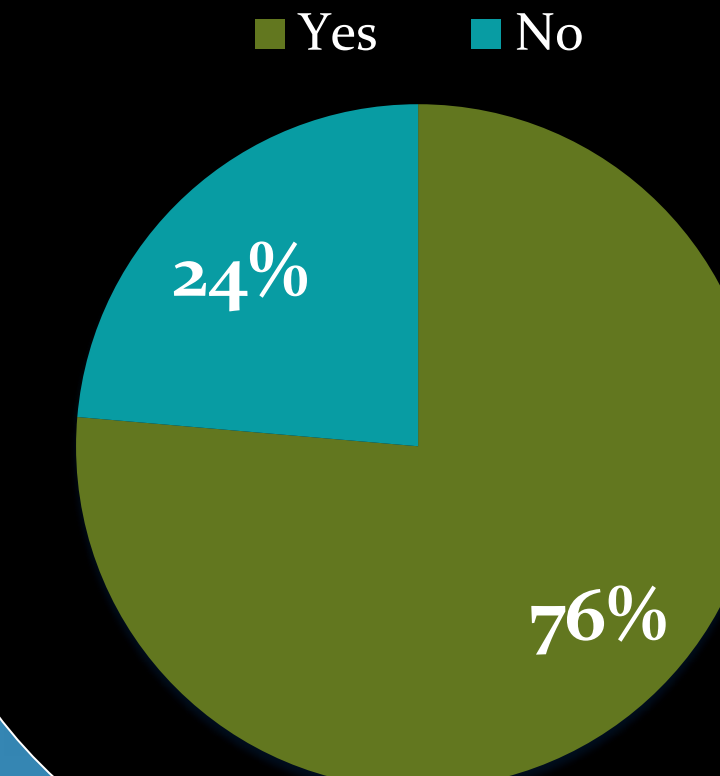
Are you aware of the importance of sanitizing equipment?



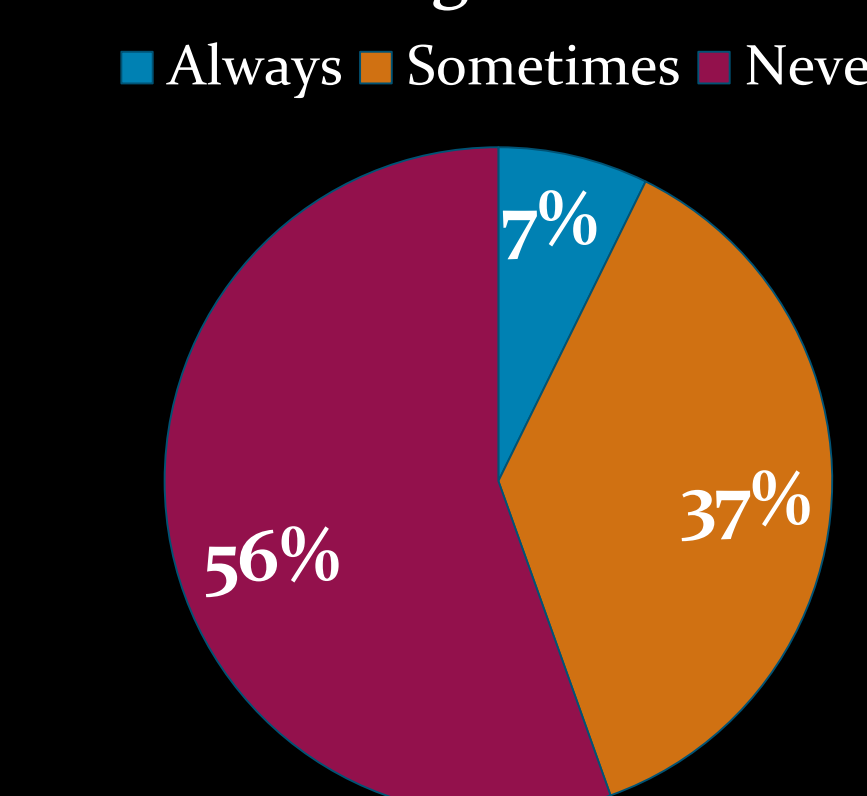
Rate the hygiene levels of the pool deck (Where 5 is extremely hygienic and 1 is not hygienic at all):



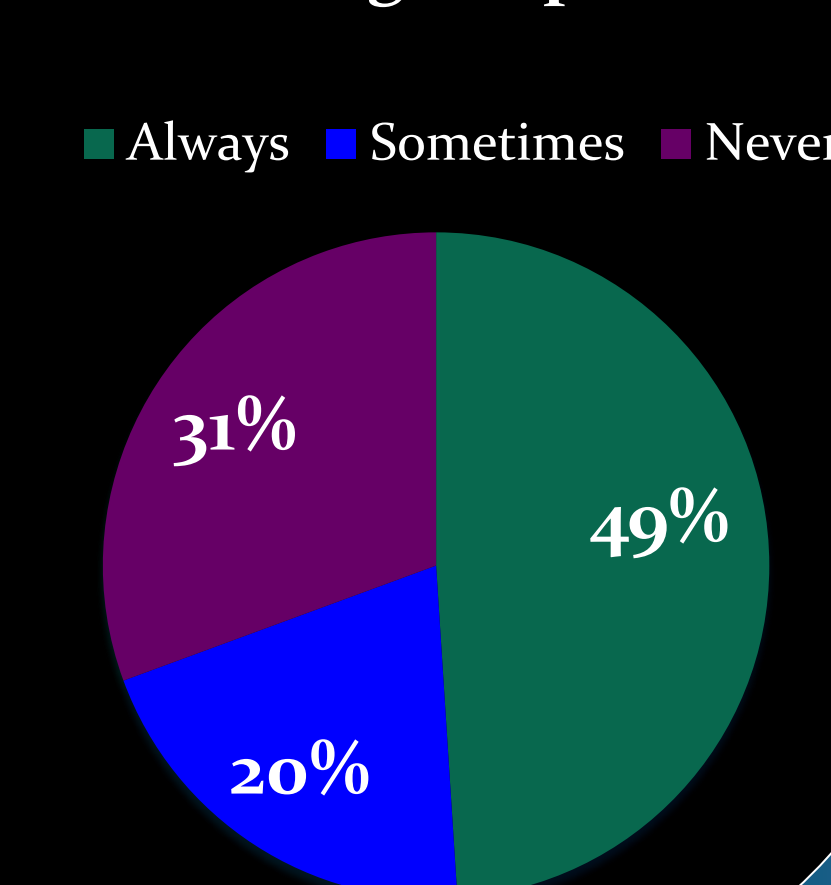
Do you feel that the equipment is adequately sanitized?



Do you sanitize the equipment BEFORE using it?



Do you shower before using the pool?



Results and Outcomes

The sanitation policies in the Recreation Center are not the issue. The surveys reveal that behavior issues are more important. Therefore, in order to implement better hygiene practices, we need to raise awareness.^{1 2}

Possible interventions include:

- Laminated posters: \$0.30 to print, \$1.50 to laminate⁸
- Hand sanitizer dispensers: \$8.50 + \$64.95 (refill)

References

1. Austin, M. (2009, 2009/12/). Sanitation might save your season: keep your athletes safe by maintaining cleanliness in your facilities. Coach and Athletic Director, 79, 36+.
2. Johnson, T. D. (2011). Stay healthy and infection-free at the gym. The Nation's Health, 41(6), 32-32.
3. Kmletowicz, Z. (2009). Public health messages that invoke disgust work best for men, study finds. Retrieved from https://my.wpi.edu/bbcswebdav/pid-61314-dt-content-rid-1300_1/courses/FY1100-A11-W3/Course Materials/disgusting public health messages and men/disgusting public health messages_0001.pdf
4. Witte, K., & Allen, M. (2000). A meta-analysis of fear appeals: Implications for effective public health campaigns. Health Education & Behavior, 27(5), 591-615.
5. Bennett, Paul. Personal interview. 15 Nov. 2012.
6. Merchant, Meredith. Personal interview. 12 Nov. 2012.
7. Elliott, David. 17 2012. E-mail.
8. Fox, Natalie. Personal Interview. 30 Nov. 2012.