

1 SquareOne

Ease into Activity

Research Infographic

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Get in Touch:
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The Benefits of Exercise and Movement on Mental Health

Many scientists in recent years have proven that exercise is beneficial to both improving mental illnesses and preventing the onset and worsening of many conditions including depression, general anxiety disorder (GAD) bipolar disorder and obsessive compulsive disorder (OCD).^[1]

Experts argue that as little as one session of physical activity can improve a patient's mood over the course of the next few days^[2]—if this is repeated multiple times throughout the week the benefit will be multiplied and maintained.

In one study where 84% of patients responded at a 12-month follow-up the most effective method at treating depression was Individual Cognitive Behavioural Therapy (ICBT) closely followed by exercise. Usual care (GP appointments) had the smallest benefit.^[2]

The reported results suggest that clinician-supported ICBT and exercise should be considered for the treatment of mild to moderate depression in adults.

[1] - Hodgson, McCulloch, Fox (2010) accessed from: <https://www.sciencedirect.com/science/article/pii/S1755296611000032> on 05/06/2018
[2] - accessed from <http://www.crd.york.ac.uk/CRDWeb/ShowRecord.asp?ID=12011003399> on 05/06/2018

Aim:

- Educate our target audience on the benefits of regular exercise by presenting some scientific evidence.
- Encourage the students who have already shown interest into acting.
- Positively boost those who are doing the recommended amount of exercise.

Use:

- Display in tandem with our marketing poster in The Well-Being Centre and Accessibility.
- Promote the brand in both the Russel Seal Sports Hall and St Luke's Sport Centre.
- Feature infographics during Freshers' and Mental Health Awareness Weeks.

Features:

- Scientific research explained in layman's terms making it more accessible whilst still being informative.

Marketing Poster

Aim:

- Catch the eye of passers-by.
- Introduce the brand and the idea behind it.
- Give key information.

Use:

- Display in key locations, i.e. information boards, The Well-Being Centre and Accessibility.
- Post in study areas during exams.
- Post around the Forum during Mental Health Week.
- Include in the Freshers' welcome pack.

Features:

- Follows the marketing structure of AIDA (attention, interest, desire, action).
- Bold centre to draw attention with more information around the edges, encouraging further brand engagement.
- Colloquial language makes the material accessible to our target audience.
- The colour scheme and encouraging messages project the brand as simple and welcoming.

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Here at SquareOne we know that competitive or high-level sports aren't for everyone, which is why we are here to help!
If you're struggling to get yourself motivated, want to try something new or just meet some new people, join us—from walks to weights we've got all the different options right from beginner's level.

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Want to get moving but don't know where to start?

- Join a Walking Group to socially see the sights of Exeter.
- Try out a new easy-going friendly society.
- Check out the SquareOne newsletter for upcoming and exciting events.
- Join a taster session for beginner's sports societies.
- Get started at the Gym with our custom-made, easy to follow plans.

The SquareOne Team:

Clinton Ng, Jessica Billington, Wyn Firth, YuHui Hsiao, Maša Remškar, Sophia Brockmann-Smith

Who? Jess, Wyn, Sophia, Maša, Clinton and Cindy – the SquareOne team.

What? A campaign that breaks down the barriers preventing students from getting involved in the plethora of organised physical activities on campus.

How? Raise awareness of the benefits of physical activity beyond physical health; signpost students to sports activities taking place on campus; organise some beginner-level activities ourselves. (bulletpoint or text, whatever works with the design).

For Whom? All students, especially those in transitional periods (e.g. Freshers and Erasmus students) and students reaching out to well-being and mental health services.

The Brand: The name SquareOne helps our audience realise that you can be a beginner and still take part in all our activities; our slogan "Ease into Activity" reinforces the idea that it is a gradual way of moving more whilst taking the emphasis away from exercise - something that we feel may be intimidating to our target audience.

Walking Infographic

1 SquareOne Ease into Walking

Walk Through Campus:
Duration: 13 Minutes
Incline: -197ft
Volunteer Leader: Eli Smith
Date: 25th September 2018
Difficulty: ★★★★★

Walk Around Halls:
Duration: 12 Minutes
Incline: Mostly Flat
Volunteer Leader: Ed Reece
Date: 3rd October 2018
Difficulty: ★★★★★

Walk to the Cathedral:
Duration: 23 Minutes
Incline: Mostly Flat
Volunteer Leader: Dan Reid
Date: 21st October 2018
Difficulty: ★★★★★

Walk to Double Locks:
Duration: 1 Hour 3 Minutes
Incline: -28ft
Volunteer Leader: Zoe Gray
Date: 6th November 2018
Difficulty: ★★★★★

Disclaimer: None of this information is real including names, email addresses, times, dates, events and societies.

Aim:

- Present an alternative to structured and "intense" forms of exercise.
- Encourage forming new friendships to allow participation in other activities the campaign promotes.

Use:

- Exhibit in the Forum where the walks start, as well as in the facilities of well-being services.

Features:

- Illustrates the different walks that will be organised alongside the timings and sights en-route.
- Difficulty levels clearly marked to ensure students can choose the one that suits them.
- Contact information allows participants to contact the SquareOne team if they are nervous or looking for a buddy.

Example Gym Plan

Aim:

- Break down the barriers of entry to the gym, e.g. as what exercises to perform or the ratio of cardiovascular to compound exercises.

Use:

- Display in the foyer of both Exeter Uni gyms, the Student Health Centre and the Freshers' Fair.
- Encourage doctors to hand it out as information leaflets to patients who would benefit from the plan.

Features:

- Written in lay terms for novices, so they are able to complete every part of the routine without feeling unsure or embarrassed.
- Include reminders to stretch post-exercise and stay hydrated.

Ease into the Gym **1 SquareOne** Ease into Activity

Day:	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday
Week 1:	20 Press-ups 20 Sit-ups 20 Step-ups (each leg) 30 Squats 30 Jumping Jacks	15 Minute Incline Walk 5 Minute Cycle	Rest	20 Lunges (each leg) 25 Burpees 30 Sit-ups 35 Bunny Hops	Rest	5 Minutes Cycle 10 Minutes Row 10 Minutes Incline Walk	Rest
Week 2:	25 Incline Walk 10 Minute Cycle	20 Lunges (each leg) 25 Burpees 30 Squats 30 Mountain Climbers 35 Sit-ups	Rest	20 Lunges (each leg) 25 Press-ups 25 Bunny Hops 20 Jumping Jacks 20s Plank	Rest	5 Minutes Incline Walk 10 Minutes Cycle 10 Minutes Row	Rest

Notes for Exercises:

- Incline Walk: to be completed on a Treadmill. Minimum recommended incline is 5.0%, an average walking pace is around 5km/h. If this seems too easy, increase speed and/or incline.
- Recommended intensity for cycling and rowing is medium intensity, so that you perspire but are still able to maintain a conversation (50-70% of max BPM for those with heart rate monitors).
- If you are finding these exercises become easier, try doing a few sets of the exercises (so complete the days exercises twice or more if you are not fatigued at the end of the exercises).
- Always ensure you stretch out after exercising and stay hydrated.
- If you feel faint at any stage of these exercises STOP. Please contact your doctor before embarking on this process.

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Plank:	Place your forearms on the ground, with your elbows in line with your shoulders. Stretch your legs out behind you so your whole body is stretched out. Don't allow your bum or lower back to slack/loose—maintain tension by imagining a broom handle laid out, connecting a line from your heels, to your bum, to your shoulders. Make sure to keep your stomach muscles tight while you plank, for maximum benefit! Hold this position for the desired amount of time
Sit-Ups:	Sit on the floor, legs bent, feet on the floor, knees facing the ceiling. Lower your back to the floor, and cross your arms over your chest (so your right hand is touching your left shoulder, and vice versa)—you're now in the starting position. From here, without moving your feet or bum from the floor, raise your chest up until you're in line with your legs. That's one rep. You can place your hands on/behind your head to make them harder.
Step-Ups:	You'll need a step or raised ledge. Starting with both feet on the same surface, bring your left foot up to the step and move up. When your right foot touches the same surface as your left foot, move your left foot to the surface that's free. Do this at a moderate pace until you've done 30 steps.
Squats:	Place your feet shoulder width apart. Keeping your back straight, lower your bum until your back is at a 90° angle to your legs. Bring yourself back up to the starting position—that's one rep. If you struggle to keep your bum and back in line, imagine you're slowly sitting down into a chair from the starting position above.
Jumping Jacks:	Stand up straight—shoulders back and relaxed. Place your arms by your side. This is your starting position. Jump into the air from the starting position—as you jump, raise your arms outwards from your sides until they're over your head. Bring them down as you land. Land in the starting position. That's one rep.
Lunges:	Stand up with your back straight. Step forward with one leg, and ensure your heel hits the floor before any other part of your foot. Lower your body until the thigh of the forward leg is parallel to the floor, and the right shin is vertical to the floor. Push your weight into the heel of the forward foot, to drive back up to the starting position. Continue for desired reps before switching legs.
Mountain Climbers:	Take a plank position, but instead of putting your weight on your forearms, your arms are outstretched—hands touching the floor. This is your starting position. Keeping one foot on the floor, draw the other leg up and in, toward your stomach. Don't let either leg slack. As you bring this leg back out straight, as soon as your foot touches the floor (rep one complete), repeat the above motion with other leg. Continue alternating this movement with both legs for total reps.
Bunny Hops:	Adopt a standing position. Make small jumps from side to side—keep your legs together as you do so. When you land, one rep is complete. Repeat for the desired number of reps. Swinging your arms from side to side might help you stay in the motions of the exercise.
Press-Ups:	Place your hands on the floor, shoulder-width apart—so you're in a plank position. From here, lower yourself to the floor until your nose almost touches the ground. Push back up—that's one rep!
Burpees:	Stand straight, shoulders back. Squat down, and put your hands on the ground just in front of your feet. Kick your legs out straight to a plank. When you reach the floor, tuck your knees in and bring your feet forward, then jump up back into the starting position. Exercise speed and jump height can be adjusted for intensity.

Email Newsletter

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Welcome! 24th September 2018

We hope you enjoyed your summer break and to those of you who are new: welcome to Exeter. At SquareOne we will be keeping in touch with new and exciting ways of enjoying what Exeter University has to offer from Walks to Weights, this is your weekly guide to *Easing into Activity*.

Ease into Walking:

27th September 11am to 2pm

Walk through Exeter with 2nd Year guides to find your way around town (including some of their favourite pubs and shops) and make Exeter feel like your second home. The walk will begin from the Forum and head down into town, stopping at The Boston Tea Party for a chat and any queries about Exeter.
To book your place or for more information contact Eli Smith (eg223@exeter.ac.uk) or SquareOne.

Ease into Societies:

28th September 5pm to 7pm

Newly founded Extreme Frisbee Society will meet at Bury Meadow Park, near the Imperial, for a BBQ, drinks and of course a game of Frisbee! Everyone welcome to join for a chat and a bit of a laugh, no membership required.
For more information or to find a halls buddy to go with contact Harry Russell (harryrussell@exeter.ac.uk) or SquareOne.

Ease into Sports:

30th September 5pm to 5pm

BodySoc has a free trial day for a range of their sports including Zumba, Pole Dancing and X-Fit. For all those who want to try a new sport but are unsure this is the ideal way to get involved, get fit and meet like-minded people. The trial is free, there are no obligations and BodySoc are offering those who get in contact through SquareOne a discount for membership fees this term. Come along in your usual gym-wear for a fun trial!
To book your place or to find a friend to try out with please contact bodysoc@exeter.ac.uk or SquareOne.

Ease into the Gym:

29th, 27th and 30th September 9am to 10:30am

Beginner's Weight Training with personal trainers in Studio 2, away from the other gym users. If you want to develop your form or are new to weighted training, this is the perfect opportunity to learn and develop your skills whilst getting to know other beginners.
To book your place please head to the Exeter Gym website. If you would like to attend a male or female only session or for more information, please either contact Dan Lewin (dlewin@exeter.ac.uk) or SquareOne.

We look forward to seeing you at the events. If you have any questions or need someone to talk to don't hesitate to get in touch.
The SquareOne Team

Aim:

- Remind our target audience of all the different activities on offer and the ways to get involved.
- Encourage students to adhere to a more active lifestyle throughout the year.
- Promote smaller more easily accessible societies and sports.

Use:

- Send to all students bi-weekly via their university e-mail.

Features:

- Encapsulates the campaign's multi-faceted approach in a concise, eye-catching manner.
- Includes easy explanations and engaging photos to motivate students.
- Allows opting out in line with the new data laws.