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DIGITAL PUBLIC HEALTH MARKETING OF PHYSICAL ACTIVITY AND ITS EFFECT ON WELLBEING IN SAUDI ARABIA

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Abstract:

Background: Developing countries experienced insufficient levels of physical activities, particularly Saudi Arabia. In recent decades, Saudi Arabia has been experiencing a significant change in economic, urbanization, modernization, extensive and rapid demographic changes, and lifestyle transformation. These changes had negatively increased sedentary behavior's, increased inactivity physical activity and lifestyle. Physical inactivity increased the risk of non-communicable and disease chronic diseases.

Aim: To highlight the gap in information's such as gender inequality, cultural sensitivity, social norms, including geographic.

Methods: Saudi Digital library, Google scholar, and UOW library. The terms used are “physical activity”, and “exercise” and research strategy were also adopted.

Results: The recent Household Sports Practice Survey Bulletin in 2019 showed significant inequality between males and females. Also, the data showed different results relative to school type and gender. There are specific socio-cultural factors that limit women to participate in physical activities. Females have a low rate of total labour participants in the country. Geographical factors should be considered when establishing a promotion plan physical activity, and there are no studies that focus on the effect of climate on participation in physical activity.

Conclusion: The Saudi country has commenced numerous initiatives to improve people’s health and wellbeing and hope to achieve by 2030. It is important to build a community health center for females because there is a segregation policy to separate males from females in public places and workplaces. Having a national policy or promotion plan and collaborate with governments parties is important. In addition, monitoring and evaluating the programs is important to ensure it success.

Keywords: Physical activity, Saudi Arabia, Health, Promotion, Exercise, and Wellbeing

Introduction

The purpose of the study conducted in Saudi Arabia is to understand the reason behind high cases of unhealthy behaviour among adults and adolescents. According to the study, a significant percentage

of adults and adolescents have developed health problems such as obesity, among other health problems like chronic diseases, because they have embraced sedentary lifestyles. Women are more likely to develop unhealthy changes than men because they are less active. The study used a 2019 Saudi National data survey to analyse individual behaviour to engage them in an appropriate co-designed activity. It involved sampling selection. The survey sample identified 26000 households as the selected sample representing the survey population. The study describes an implementation process specifically of digital social media through volunteers regarding high rates of unhealthy behaviours. It promotes individual mental wellbeing in Saudi Arabia through an adult's physical activity.

The Saudi National Survey was used to conduct secondary data analysis. For instance, the bulletin's data from the survey relied on (Household Sports Practice Survey) or the field survey of households conducted yearly. Under this field of the household survey, a sample of households was visited to gather information explicitly withdrawn from the 2010 census frame and represent households in Saudi's administrative region. An electronic questionnaire containing questions was used to provide indicators and estimators associated with sports activity essential for helping beneficiaries gain insights that enable them to develop the activity. During the survey, individuals of different ages were chosen and asked varied questions.

For instance, a specific percentage of individuals aged 15 years and above in the kingdom, practicing sports activity were chosen. Under the indicator, individuals aged 15 years were asked several questions about sports activity. For example, Saudis, both males and females aged 15 years and above and practicing sports, were asked in the survey sample about sports activity practice conducted in minutes or more in a week. Afterward, Saudis' percentage of practicing the sport for 150 minutes per week in the kingdom was identified. The Saudi males practicing sports and aged 15 years in the kingdom out of all Saudi males were separately asked about sports activity. While the Saudi females of the same age out of the total number of the Saudi females in the survey sample were also asked questions about sports activity done for 150 minutes, and the Saudi sport activity practitioners were identified. Besides, the questionnaire contained questions asking reasons as to why some individuals aged 15 years kingdom-wide do not practice sports activity. The process is done by asking individuals questions like why they do not practice sports activity.

METHOD:

Sample Selection

The survey was chosen after identifying 26000 households, which were selected samples that represented the survey population at the level of the kingdom and distributed among administrative regions shown in the table below:

Administrative Region	Number of Households	Administrative Region	Number of Households	Administrative Region	Number of Households
Riyadh	4040	Asir	1800	Najran	1260
Makkah	4720	Tabuk	1420	Al-Baha	1160
Madinah	1800	Hail	1280	Al-Jouf	1300
Qassim	1280	Northern Borders	1300		
Eastern Province	3220	Jazan	1400	Total	26000

Data collection methods

In this field research, the survey candidates were selected based on various standards related to working like fieldwork experience and educational level. The research candidates were also chosen based on their personal attributes, such as good senses, psychological fitness, and good conduct. All candidates who met the selection criteria, especially from (GASTAT staff collaborators from some government entities) and qualified were trained to handle various tasks. Trained individuals use direct contact to reach each household to fill the survey questionnaire while collecting data. The first households to be visited were those located near the survey sample. The researchers managed to reach homes by using coordinates and guiding maps on the tablets. They first introduced themselves by

showing their IDs bearing official GASTAT documents. They clarified their aim to households visited, presented the overview of their survey and objectives. After giving a vivid introduction and clarification of their visit, researchers used their electronic questionnaire to collect data.

Each field researcher used his or her tablet device to collect data of the survey questionnaire regarding the specified timeframes and the specific number of family members, the social characteristics, and economic characteristics and demographic. All field researchers located at different work locations used the feature called synchronization on their tablet devices to transfer or download completed data of any household to and from the database of GASTAT's headquarters. They also used electronic check rules to confirm and guarantee that the data keyed from each household's sports practice survey questionnaire is accurate and consistent. The electronic rules identify contradictions because they are designed with logical links that help field researchers to detect errors from answers provided in the questionnaire and variables when completing the household's survey data. The rules are programmed to prevent mistakes from going through if an answer contradicts another answer or piece of information provided in the questionnaire. Once the data had been collected, the field researcher, the inspector, and the survey supervisor in charge of the particular control region checked the data's authenticity. The Data Quality Room always monitored work locations from the GASTAT headquarters to ensure that no errors are committed during the survey. The Room controlled and frequently reviewed fieldwork performances during the collection of data until the last day.

Results

The first results under the Household Sports Practice Survey findings are that only 20.04% is the percentage of Saudis who are aged 15 years or more and practice sports activity in the kingdom for a period of 150 minutes and more per week at the kingdom level. The pie cart used to display and compare results for both practitioners and non-practitioners in the survey shows that non-practitioners occupy the largest percentage, which is 79.96%. Based on the results, it is vivid that non-practitioners in the total kingdom population occupy the largest percentage on the pie chart because they do not practice sports activity.

The second results under the Household Sports Practice Survey findings show that both males and females from Saudi Arabia aged 15 years and above occupy 22.34% out of the total Saudis in the kingdom practicing sports activity. The pie chart clearly shows that only 22.34% out of the total Saudis aged 15 years or more practice sports activity for a period of 150 minutes per week. The other percentage of Saudis, representing 77.66%, has the largest number of males and females of Saudis who are non-practitioners of sports activity. The non-practitioners do not engage in any sports activity, and their behaviour raises the alarm.

The third results found show that Saudi males only aged 15 years or more and practicing sports activity in the kingdom from the total Saudi males occupy 32.67% of the total number of male individuals on the pie chart. The percentage mentioned above of males of Saudi engage in sports activity for 150 minutes or more per week at the Saudi male's kingdom level. The remaining percentage, 67.33% of the Saudi males, is non-practitioners who, under no circumstance, practice sports activity.

The fourth results comprised of practitioners and non-practitioners among Saudi females who are aged 15 years or more. According to the results showing females who practice sport in this particular kingdom, only 11.62% of the total females practice sport for 150 minutes and more per week out of the total number of females at this particular kingdom level. The non-practitioners amounted to 88.38% out of the total number of females practicing sports activity. From the results, there is no doubt that the largest percentage of females in Saudi Arabia is non-practitioners because they do not practice sports activity.

According to the study, there are many factors that contribute to high sedentary behaviours between males and females of Saudi Arabia. As a developing state, Saudi Arabia has a unique culture, geography, and social norms. In its urban areas, society has modernity combined with conservative values, social norms, and traditional roles specifically expected, especially from women (Alsubaie 2015). The culture, socioeconomic, environmental context, social norms, among other traditions, is

significant contributors to non-practitioners who do not want to engage in active roles. The national survey also shows that lack of time is one of the common reasons among the Saudis as to why they are inactive. Lack of time accounts for 40.88% of the reasons why there is inactivity among the Saudis. On the other hand, the least reason accounting for 0.43% of sedentary behaviours among males and females is financial costs. Other reasons for being inactive include lack of facilities to use in the neighbourhood, health reasons, and not desiring to play sports.

Discussion and Conclusion

The nation must develop a plan under which both males and females in Saudi Arabia will get encouraged to live an active lifestyle to curb the sedentary lifestyle in Saudi Arabia. Saudi Arabia can encourage individuals to incorporate physical activity programs in their lifestyle. For example, culture physical activity programs must be tailored to culture, norms of individuals and address inactivity determinants within their locality and cultural sensitivity. Males and females must acknowledge their variables and behaviours impacting lifestyles.

Considering that there is an existence of segregation between females and males in gyms or health clubs and public places, Saudi Arabia should build community centres for fitness specifically for females. If the ministry of health and the government collaborate and build adequate community fitness centres, many women are likely to engage in sports activity (Bajamal et al. 2017). Similarly, the government should increase health clubs (gyms) for men to prevent them from developing sedentary behaviour. Furthermore, the use of social media such as 'Twitter celebrities can significantly help in promoting public health. The process saves time because all a person is required to do is post the message, which will reach the millions of people using social media. The study shows 98% of people use social media, and this means if one person posts a message on media, there is a chance that the message will reach several people who will also reply to the post, forward, or retweet. And the end, more social media users can read the message.

In conclusion, practicing sports activity enhances one's health and wellbeing. Unfortunately, the study shows that in Saudi Arabia, many Saudis have embraced sedentary lifestyles. Most males and females from the age of 15 years and above are inactive for different reasons. For example, some are inactive because they have no time to practice sports activity while others lack interest in playing sports activities such as football and cycling. Adolescents are also physically inactive, including children from the age of 10, which raises a significant concern because their sedentary behaviour makes individuals prone to mental health issues. Females and girls still in adolescence are less active when compared to men and boys. Consequently, there is segregation between men and women, and this justifies why many women are inactive.

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