

Research Article**Explanation of Factors Affecting Physical Activity of Women in Yazd City:
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ABSTRACT

Background and goal: Regular physical activity is one of the most important factors in creating and maintaining physical and mental health. Regular physical activity can improve the health of women and the creation of conditions preventing the diseases and the leading cause of death and disability for women around the world. The purpose of this qualitative study is explanation of factors affecting physical activity among women in Yazd.

Materials and Methods: This study was conducted with qualitative approach and content analysis for six months from January 2015 to June 2016 year in health centers in Yazd, Shahid Sadooghi University of Medical Sciences, Yazd. Purposive sampling and data through focus group discussions performed. Structure-based social marketing theory and semi-structured interviews of 25 women referred to health centers. The interviews were recorded and transcribed and implementation. Analysis of data collected at the same time they were analyzed using Landman and Granhaim content analysis.

Results: Women's experiences in relation to physical activity in four main categories due to insufficient physical activity on life, favorable climatic conditions, business vitality and health with physical activity and facilities for physical activity were detected.

Conclusion: According to research findings lack sufficient knowledge and planning and attention to physical activity and specific cultural conditions prevailing in the environment of insufficient physical activity and whereas physical activity leads to happiness, freshness and feel better, you will be responsible for facilities and sport and required women to provide a favorable environment and joyful.

Keywords: physical activity, qualitative research, women

INTRODUCTION

Regular physical activity is one of the most important factors in creating and maintaining physical and mental health. (1). Regular physical activity can improve women's health and prevent the development of diseases and the leading cause of death and disability for women around the world. The women's mental health by reducing levels of stress, anxiety and depression and increase self-esteem and confidence improved (2). Women than men physiological reasons such as pregnancy, lactation and menopause have a greater chance of diseases and disabilities, women also suffer from diseases associated with lack of physical activity. The physical activity level in women is less than men in most areas (3). Physical inactivity is a known risk to public health must be monitored at the community level (4), according to research Sisson and Katzmarzyk, the lowest level of physical activity in adults in Thailand, Saudi Arabia, Brazil and Iran have been reported (5). Regular physical activity reduces the risk of wider health problems such as obesity, cardiovascular disease, stroke, type II diabetes, colon and breast cancer, osteoporosis and back pain. Regular physical activity also strengthens the immune system, however, the results of some studies of women's inactivity. One study of physical activity in non-insulin dependent diabetic women in the city of Isfahan and the survey results showed that 90% of women are sedentary diabetic spare time (6). The inactivity and poor nutrition are two of the most important modifiable risk factors for cardiovascular disease in women are enormous (7). Extensive research has revealed that people of all ages can your health just by performing moderate physical activity each day and upgrade (8). Sedentary lifestyle burden on public health, strongly suggest interventions required the ability to attract enough women to the extent that they can widely effect on public health, have (9).

Acute coronary syndrome is a leading cause of death in the modern world. A sedentary lifestyle now at 85 percent of the Brazilian population, as a risk factor for coronary artery disease has been

prevalent (10). According to epidemiological study of physical activity in the urban population of Yazd, sedentary lifestyle in women is 54.4 percent (11). Since the physical activity of women in Yazd with qualitative approach, according to a study conducted by researchers not been investigated and despite the fact that the majority of women are aware of the health benefits of exercise, but still do not pay enough attention and the need to address the issue through a qualitative research is needed to represent the hidden aspects of this issue. Hence, this qualitative study determines the factors that influence physical activity among women in Yazd.

ANALYSIS METHOD

Qualitative research study conducted content analysis based on the theory of social marketing. According to the researchers explain the factors influencing the physical activity of women in Yazd. Directed content analysis approach is appropriate in this study can be used. To collect data from two focus group discussions and semi-structured one based on marketing theory of social structures over a period of six months from January 2015 to June 2016 was used years and continued until data saturation so that new ones come in the last 3 interview. Interviews conducted in health centers and the study was explained to women if the women were interviewed. A total of 17 women and three interviews, group discussions held the average number of participants in the discussion groups of 8 people. Women Inclusion criteria were: age at least 19 years, consent, sedentary lifestyle and lack of physical activity, no history of participation in educational programs with a focus on physical activity, good communication capabilities and also has sufficient power to deliver rich and complete information to the researchers. 25 women referred to health centers in Yazd participants were studied. 19-52 years women elected from among the names in health care offices, purposeful (according to colleagues working in the center) and the maximum participation of different age groups, and their

selection to participate in the interview, was invited. Sampling in qualitative research-based target was more representative of the phenomenon under study or people who have experience or are there lessons that researchers are trying to find information about it, make up samples (32). Interviews face to face for 45-30 minutes to collect data on the participants' physical activity was experienced. Interviews with participants in the health centers were agreed.

People to participate in the interview, they expressed no desire or ability to participate in the interview was omitted. Demographic and physical activity was collected from each of the participants. Using in-depth interview guide based social marketing model structures, The participants were asked to express their experience of physical activity, for example, "What factors limiting physical activity prevents you? Tell me, "" what factors facilitate physical activity makes you do?" And then according to the aims, the interview continued.

In cases where ambiguity in the words of the participants, research to better understand and follow up the issue of probing questions such as "may explain" "What do you mean?", "In this case, check" and "What did you mean?" used. At the same time data collection and data analysis were carried out. This method was used Landman and Granhaym which involves transcribing verbatim interviews and study them several times to get an overall feel the text is divided into semantic units summary, abstract semantic units and tagging summarized by code, breakdown sub-themes codes by comparing them based on their similarities and differences and set the theme as an indicator of hidden text content (39). In this study, immediately after the interview, the interview transcripts were typed and several times was called. Original code extract, the integration code was classified on the basis of similarities and finally lies in the concept and content of the data. To evaluate the reliability and validity of

the data, Lincoln and Guba (12) was used. This article is part of the results of a Shahid Sadooghi University of Medical Sciences, Yazd which is approved before the start of the study, was taken by officials in the respective centers. At the beginning of the interview participant's aim of the research, interviews, data confidentiality and autonomy of entry and exit from the study explained oral and written consent was obtained from them to participate in the study. Confidentiality and anonymity of participants were obtained. Interviews with participants time and space coordinates so that the opportunity to have an interview.

FINDINGS

Overall, the study participants included 25 women who were referred to health centers in Yazd age range of 19-52 years. The samples in three focus group discussions and interviews were semi-structured. According to the research findings experiences of women in relation to physical activity in four main categories due to insufficient physical activity on life, favorable climatic conditions, business vitality and health with physical activity and facilities for physical activity were identified (Table 2.3). Demographic characteristics of participants are shown in Table 1.

Table 1 : demographic characteristic of participants

Number	Demographic characteristics of women
	average age of 28.38±7.2
1	Education
4	second
1	Fifth grade primary school
10	third year in High school
4	Diploma
8	Associate Degree
1	Bachelor
	MA
21	Job
3	housewife
2	Employee
1	Teacher
2	Student
	Free
2	marital status
27	Single
	Married

Table 3. The process of initial codes

Semantic units are summarized	code
It's my laziness that prevents physical activity was a little" Every time I did not get bored, looking for something else I do not go for that walk."	- lack of physical activity due to laziness - lack of physical activity due to laziness and impatience
I do lab work that should have been there for so busy that I cannot physically When I got home things cannot be too busy is not exercise"	- lack of physical activity due to busy tending to household chores - lack of physical activity due to lack of planning for sports
"I cannot go because the club is away from home." "The park is not close to coming period"	- lack of physical activity in the gym because of being away from home - lack of physical activity due to the lack of parking near home
"The club's other high costs that cannot go all the clubs" "For example, it's expensive club, one of the sport's financial problems"	- lack of exercise in the gym because of the high cost of tuition - lack of exercise in the gym due to high costs

Participants view about barriers to physical activity and reasons for concern inadequate physical activity in two main categories and 12 sub-categories in this and the factors facilitating physical activity in two main categories (business vitality and health with physical activity and associated facilities physical activity) and 4 subclass were classified as follows:

Table 2 below shows the process of determining the categories and classes of barriers and facilitating factors for women's participation in physical activity of Yazd

Primary codes	sub class	Class
- lack of physical activity due to laziness - lack of physical activity due to laziness and impatience	Tolerance	Due to insufficient physical activity on life
- lack of physical activity due to busy working and taking care of household chores - lack of physical activity due to lack of planning for sports	Busy work and lack of time	
- lack of exercise due to talking on the phone - lack of exercise due to sit at a computer	Lack of appropriate	
- lack of physical activity due to the presence of people in the park and embarrassment - lack of exercise and jogging in the park and because of embarrassment	Shame	
- belief in the necessity of having to do with physical activity - belief in the necessity of having a companion for mountaineering	No family	
- lack of family head (male) precludes registration exercise in the gym - lack of family head (male) from going to the gym at night	Lack of supervisor	Favorable climatic conditions
- lack of physical activity due to physical health problems and a herniated disc - anemia, low operating getting enough exercise	Physical problems and disease	
- lack of physical activity in the park because of opposition from wife - lack of physical activity in the park because of pessimism wife	Restrictions on family and community	
- lack of physical activity in the gym because of being away from home - lack of physical activity due to the lack of parking near home	Avoid outdoor exercise	
- lack of exercise in the gym because of high prices	Economic problems and	

- lack of exercise in the gym due to high costs	lack of money	
- may not run in the street because of the necessity of hijab - may not be running in the parking because of the prevailing cultural climate	Observe covering and veil	
- lack of physical activity due to the bustle of the park and the belief in the possibility of harassment - Accepted insufficient done by women in society cycling	Belief in the possibility of harassment	
- lightheadedness after physical activity - felt a surge of energy after physical activity	Feel comfortable with physical activity	Business vitality and health with physical activity
- mental fatigue after physical activity - physical activity and achieving peace of mind	Achieving relaxation with physical activity	
-Perform more exercise and use of sports facilities -Perform sports shoes of a rod and prevent back pain	Sports facilities provided by Sport	There are facilities for physical activity
-exercise in parks and open space due to the presence of oxygen environments -Perform walk in the park with passion and authority	The desire to exercise	

As listed in Table 2 of the category 'inadequate attention to physical activity in the life "of the 5 sub-categories and favorable climatic conditions of the class is 7, described below.

Due to insufficient physical activity on life

- 1) Tolerance: One of the barriers to physical activity and exercise in women lethargic, lazy, sleepy and bored mentioned. (9) participants their experiences in these states: "When the raw early morning wake up and go out for walks and physical activity, well it's hard for me sometimes it's hard for me waking up "on physical activity (20) participating in club said. "I did not get bored sometimes I did not care club this month, for example, every day I go, months after leaving"
- 2) busy work and lack of time participants in this study is one of the reasons that prevent physical activity in women is much busy working women were discussed. 28 Number of participants said their experience this way: "When I work at home jobs are high I cannot do physical activity is busy "participant 15 in this regard stated: "No, I do not exercise at home, housework too" participants in this study is one of the reasons for lack of time as their physical activity.
- 3) participants their experiences with sentences like "" No, you do not brew house physical activity, not time "," I do not draw that I did not have time can't walk "were discussed. 3) lack of physical activity due to lack of

appropriate programs: Lack of proper Another reason for the lack of physical activity in women experiences in this regard with sentences such as participant 5 "Dos leaving the house, the family home was full of anyway morning for example, I go home, my friends, I call, the computer sit, watch television, these are all prevented my physical activity "were discussed.

- 4) embarrassed: Another reason for the lack of physical activity in women was the embarrassment of others. (10) participants their experiences in this regard with sentences like "Usually you do not Rome park to do physical activity because you are public parks park was a little hard for me to shame."
- 5) failure to perform due to lack of physical activity together: Another reason was the lack of physical activity in women No. 7 participants their experiences in this regard with sentences like " Do not know who to go up the mountain, only I'm not the same for Rome, "said.

Favorable climatic conditions

- 1) Absence of the head of the other reasons for physical activity in women. (16) participants their experiences in this regard with sentences like "I told him that my mom's night out I have nine brothers, not father, for example, cannot go to the night club, which

nobody wanted that kept me with my mother and sister live"

- 2) physical problems and disease: Another reason for the lack of physical activity in women. (4) participants their experiences in this regard with sentences like "Usually my impatience that I am bored I exercise or physical activity that you bring a major cause of the anemia was low."
- 3) restrictions on family and social constraints of family and community participants in this study is one of the reasons for insufficient attention to physical activity participants expressed opposition to wife 11 In this regard, said his experience this way: "Let's heal a hard only to go to the park to walk and do physical activity." Participants in this study are another reason for inadequate efforts to limit physical activity of participants expressed their experiences of such No. 8 stated: I personally do not like cycling very much like you Yazd. Nice bike you have, but the conditions of society. In Yazd watching too badly they thought that they were guilty. A few years ago I went on a bike you could always go Yazd 4 am, the streets deserted two months. My neighbor's daughter went because we were two ladies are too embarrassed bad we did not go, I had other.
- 4) Avoid outdoor exercise participants in this study due to lack of exercise in the hall away from home expressed the participant 14 in this regard, said: "The club cannot go home I exercise period".
- 5) Lack of physical activity due to economic problems and lack of money: inflation, fiscal and monetary problems of time that participants had insisted on contributing their experiences with sentences like (6) "I cannot because of economic problems and that sort of thing my club", participant 29 "club high costs they cannot put all the club" Participating No. 12, "for example, expensive clubs, sports and physical activity after One of the problems" were discussed.
- 6) Lack of physical activity due respect and modesty cover: Another reason was the lack of exercise in women No. 9 participants their experiences in this regard with sentences like

"we have other good ladies who are suffering veil and that's no way I therefore we have to follow, so it's hard for us to run street or park."

- 7) lack of physical activity due to the belief in the possibility of interruptions: another reason for the lack of physical activity in women. 7 participants their experiences in this regard with sentences like other parks that are busy or did not know who annoys me that Roman influence chipped Bam knock I cannot do physical activity. "

Product (to achieve joyfulness mental health with physical activity)

See women doing physical activity for good health as their spiritual joyfulness. One factor in facilitating physical activity and the main floor of the building was on the theory of social marketing and subcategories, including physical activity were a feeling of achieving peace. Participants in response to the question are how do you exercise? To achieve happiness, spiritual joy and peace were mentioned. 17 participants their experiences in this regard with sentences like "I'm happy, Was very open spirit when you do physical activity "," When I exercise, such as swimming I'm happy, it was mentally relaxed state"," When I exercise I'm happy my spirit "were discussed.

Facilitating factors (conditions for physical activity)

Women do physical activity is facilitating factors as the conditions for the exercise. The main categories and subcategories were related to facilitating factors include sports facilities provided with the sport and the desire to exercise. Participants asked what factors encourage you to do physical activity? The conditions cited for physical activity. 12 participants their experiences with sentences like "sports facilities and sports equipment also chipped influence exercise more is more" were discussed. 9 participants their experiences with sentences like "physical activity you love the park because parking space is oxygen period to exercise" was mentioned.

DISCUSSION

Physical inactivity is one of the most important issues in the 21st century, leads to non-

communicable diseases such as cardiovascular disease, diabetes, osteoporosis, psychological disorders and malignant (30). This study aimed to determine the factors influencing physical activity among women in Yazd. The findings of this study indicate that women face many barriers to physical activity. Lack of time, busy work at home to support families and children, as was a common problem for women. The result of the study Motameni (13) on the identification and prioritization of barriers facing women in sports activities, Najaf Aghaee (26) and Naderian (18), Romza, Hoffmann (25), Skran (29) and Rye JA (31) consistent. Despite all documents concerning the benefits of physical activity in promoting health and wellbeing of women, is still not resolved barriers and the need to improve awareness and their ability to plan for life to coincide with the practicalities of daily physical activity in daily activities to be included. The importance of physical activity and the need to overcome the obstacles facing women regarding physical activity is not known. The obstacles arising from the external environment to the internal environment, such as the time limit and the individual require careful planning and the right to participate actively in physical activity be provided. Another reason of women from physical activity and exercise laziness is lethargy and boredom. The result of the study Motameni (13), Mehdi Zadeh (24) and Crambie (42) is consistent. In this regard, it must be said cultural factors, socio-economic, such as low income, having multiple responsibilities such as housework, childcare and multiplicity of roles as mother, wife, daughter and staff share a lot of stress and depression in women which leads to lazy, sleepy and bored them, and they are prone to a sedentary life. One of the effects of physical activity less depression is that women are more susceptible to health problems. The result of the study is compatible for other reasons Zarepour (40). In most welcome women from physical activity was not associated with the study concludes Naderian (18) consistent. Belief in the possibility of interruptions another reason for the lack of women's participation in physical activity was the result of a study Bagherzadeh (23) and Mir Ghafuri (21) consistent. Shy and

other reasons the lack of women's participation in physical activity was the result of a study Serly and Jakosola (22) and ASihl (24) on the limitation of participation in sports students in South Africa's match. Lack of proper another reason for the lack of women's participation in physical activity was the result of a study Mahdizadeh (24) consistent. Ere and keep the veil of the reasons for the lack of women's participation in physical activity was the result of a wish (37) consistent. In this study, the effects on women's physical activity include family members (children, spouse, parents), was a doctor and friends similar to the results of Norman about those influencing the behavior of participants in the study. In these studies, influencing the behavior of individuals, family members, friends, and health care professionals includes doctors and their colleagues (16-14). Women in the study of economic problems, lack of money and the high cost of the club is another reason for the lack of physical activity; these results by studying Ghahremani (19) and Nicholas Holt et al (35) consistent. Participants in this study is one of the causes of physical activity in the hall announced this conclusion by studying Ashghali (18), Casey (27) and Sabzmakan (41) on the determinants of physical activity in patients with metabolic cardiovascular risk factors on the basis of model education asked a consistent combination study. Participants in this study are another reason to oppose wife expressed concern with inadequate physical activity as a result of the study Motameni (13) consistent. As a catalyst and product characteristics desired behavior is that women are expected to do (in this exercise). Participants in response to the question are how do you exercise? To achieve happiness, spiritual joy and peace were mentioned. The result of the study Rashidi (17) the effect of exercise on depression in women's groups, Alavsky and Mac Eli (34) the impact of exercise on quality of life and happiness of the elderly and study wong (28) on the VERB social marketing campaign to increase physical activity among young people is consistent. There are other conditions for physical activity catalyst that women in physical activity were discussed. Participants asked what factors encourage you to do physical activity?

The conditions cited for physical activity. The result of the study Porranjbar (20) on the correlation facilitating factors and disincentives to participation in sports students in Kerman University of Medical Sciences, Galsosky study (33), the findings of the systematic review Salis (38), which access to one of the determinants of physical activity Budo also review Hamm Paul (36) which determines such as access to sports facilities as environmental factors associated with adult physical activity is known is consistent. According to the results, as with all qualitative studies, is time-dependent. Also, because of this study, a group of women with specific geographic and cultural conditions have been considered; the results should be generalized caution to other geographical and cultural terms. Some women may be the subject of cooperation duration and interview sessions could hinder the participation of some women in the study. The researcher tried to explain the objectives of the study for each of the participants and repeated at various times and get the contact number of interviewees and ask them additional questions at the right time, partially reduce the scale of the problem.

CONCLUSION

The results showed Barriers and facilitators of physical activity are effective for women. Recognizing these factors, educators and other health professionals in appropriate intervention programs can help. Therefore, the findings would be valuable information to researchers and planners provide health promotion programs to reduce barriers to physical activity and providing facilitating factors (sports facilities) required women in a favorable atmosphere and lively action. Researcher intended to promote women's physical activity, it should provide the facilities necessary to carry out physical activity targeting women and women's experiences, negative experiences pale and destroy and emphasize the positive experiences mentioned, the most appropriate methods and strategies to reduce barriers to their choice. According to the findings of the present study is the lack of adequate knowledge and planning and attention to physical activity and cultural circumstances prevailing in the environment of insufficient

physical activity, and whereas physical activity leads to joy, happiness and feel better is required planning for culture in relation to physical activity in women is done by the media and authorities.

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