

10,000 Steps Case Report 31

Pine Rivers Slimmers Club 10,000 Steps Challenge

Background:

The Pine Rivers Slimmers Club, which this year celebrated its 30th anniversary, weighs approx 80-90 members each week on a Wednesday morning in the Lion's Hall at the Lawnton Showgrounds. The average age of our members is 45 upwards with several members turning 80 in 2008. Our Club aim is to support and encourage members in their efforts to lose weight. As well as a 1200 calorie (5000kj) diet provided by a dietician, we strongly recommended being more active to assist in the battle to lose weight.

Objectives:

The main aim of this project was to encourage our members to become more active. In the week before the challenge started members were encouraged to check how many steps they could add up on their pedometers during their daily activity and the aim, if not 10,000 steps a day, was certainly to increase their daily activity during the challenge.

Implementation Strategies:

Pedometers were purchased through the supplier recommended and members were issued with a Personal Step Log. Each member participating in the challenge zeroed their pedometer with our competition secretary on Club day (Wednesday) and each day they registered their steps in their logs until the following Wednesday where their total steps for the week were checked and initialised. Then the pedometers were reset for the following week. The challenge continued throughout the month of October, 2007.

Participants were asked to achieve a minimum of 25,000 steps a week to be included in the competition. This was to encourage inactive members to get more active but not so active they caused themselves injuries. There was also a contingency plan on what to do if (a) you reached 99,000 steps within the week and (b) if your pedometer dropped and lost the battery and your total.

Outcomes:

The totals for each week were added and the person with the most steps was the winner of the challenge. The remaining Step Logs became part of a draw and the winner of the draw, irrespective of the total steps walked, also won a prize. Overall:

- 16 members completed the challenge satisfying all the rules and regulations.
- The winning member completed 550,525 steps.
- Four members completed more than 300,000 steps.
- All members walked more than 120,000 steps.
- It is unknown how many people stopped participating after starting.

Where to from here:

I would like to say that walking 10,000 steps a day will help with a weight loss program, but on the very sketchy results I have there was not a significant display of group weight loss. But walking 10,000 steps a day over a period of time has many benefits and added to that exercise a sensible diet for weight loss we should see a beneficial effect.

Lessons Learnt:

1. The personal step log was adequate but we would like more room for comments etc.
2. We need to let members know that if you can't walk each day, your general activity around the home will add to your steps.
3. The idea of the Challenge generated enthusiasm among the group and we decided to run the challenge for the month of November.

Total Project Costs:

- Prize money for the winners (2) was \$20 each
- This money came from our competition funds which are funded by our fundraising activities within our club such as Bring and Buys, Meat voucher raffles etc.

Timeframes:

- The monthly challenges seem to work for our group, and although we stop over the Christmas and New Year period we will be holding another challenge sometime in 2008. The 10,000 Steps Challenge is just one of a variety of competitions we use.

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10,000 Steps Case Report 32

Team Happy Feet's 10,000 Steps Challenges

Background:

In January 2007, the South Australian Government through the "Be Active" campaign ran a 10,000 Steps Challenge. Ten staff in our Department participated as Team Happy Feet and we walked to the South Pole and back during the four week campaign. Along the way we had Pengie BBQs, regular updates and of course, the mandatory celebrations with the raising of the Team Happy Feet flag at the South Pole and on our return at Igloo Central (formerly know as the workplace kitchen!!). We were lucky enough to win that challenge so it encouraged us to bigger and better things.

When we received the information regarding the Parisian Challenge we quickly accepted the challenge and became The InSeines. Our 10 team members over the 8 week period walked a staggering 9,923,061 steps and we were lucky enough to come in first in that challenge as well. During the 8 week period there was constant pressure for team members to keep up with their steps. To achieve this, partners got fitter, cars were being parked further and further away from the office and dogs eagerly waited each night for their walks etc. We have now, as 13 individuals, completed the The Tropical Fiji Walking Journey and despite the onset of the Christmas Season we have again taken up the challenge as Team Happy Climbing Feet and will complete the Mt Everest climb together.

Partners Involved:

Initially we became involved through the SA Government Department For Families and Communities 10,000 Steps idea. The Parisian Challenge saw us involved with the Adelaide and Central Eastern Health Authority and their major sponsor National Pharmacies. Now we have all simply become hooked on the 10,000 Steps website (www.10000steps.org.au) which we would all have to agree is just fantastic.

Objectives:

- Fitness and awareness of the need for physical activity.

Implementation Strategies:

The challenges we have participated in so far since our walk to the South Pole at the beginning of the year, has been the Parisian Challenge and the November Tropical Fiji Walking challenge. The project is never far from everyone's minds because we have weekly updates placed on the noticeboard in the kitchen and constant reminders with each member always asking how many steps each other has done in a particular day. We also use the 10,000 Steps website to record our steps and monitor our results.

Outcomes:

The outcomes have been fantastic so far. People feel that they have joined the team and that they have to achieve their daily allotted steps and if they don't they are letting the team down with their overall results. It has not only resulted in increased physical activity for all members, it has resulting in a common interest that has increased the morale of the office. The team challenge has made us work more effectively as a team.

In addition as time goes on more and more people in the Department have become interested in the exercise and what we are achieving as a team. Most people in the original team have invited other members to join the crusade and it just gets bigger and bigger.

Where to from here:

- Each member is keen to continue our journey with new I-Challenges each month.
- The interest keeps increasing and we hope to include other areas of our Department over the next few months.

Lessons Learnt:

1. I don't think we can suggest any improvements but each of us have definitely learnt that walking is easy and good for you and we all intend to keep going.

Total Project Costs:

- Costs have been negligible with the only costs being the \$10 per person for the Parisian Challenge and the cost of a pedometer here and there.

Timeframes:

- We intend for the project to be ongoing for us, with our team joining a particular I-Challenge each month.

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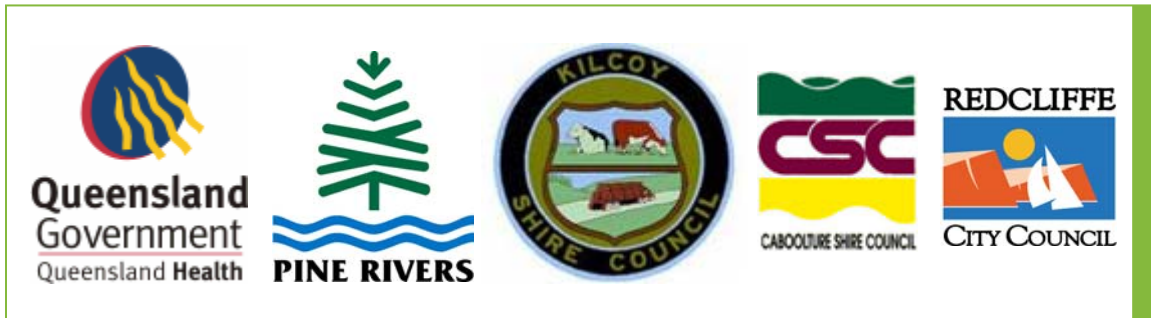
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Examples of Team Posters



10,000 Steps Case Report 33

10,000 Steps Pine Rivers, Redcliffe, Caboolture and Kilcoy Library Pedometer Loan Scheme



Background:

The partnerships of the Moreton Bay Coast and Country Nutrition and Physical Activity Network and the Kilcoy Physical Activity Taskforce were established as initiatives of Queensland Health's Brisbane Northside Population Unit. Each was created with the objectives of increasing participation levels in physical activity and improving access to physical activity opportunities.

The introduction of a coordinated walking program was identified as a key strategy in reaching the objectives. The 10,000 Steps Pedometer Loan Scheme was selected as an appropriate means to reach the wider population of each community across the region. The regional approach was considered to add strength and resources to the health promotion message. Participating local government areas included Pine Rivers Shire, Caboolture Shire, Kilcoy Shire and Redcliffe City.

Partners Involved:

The project was initiated by the Moreton Bay Coast and Country Nutrition and Physical Activity Network (NUPAN) and the Kilcoy Physical Activity Taskforce (KPAT), with both groups being chaired by Queensland Health's Brisbane Northside Population Health Unit. The Pedometer Loan Scheme was collaboratively implemented by Pine Rivers Shire Council, Redcliffe City Council, Caboolture Shire Council and Kilcoy Shire Council. Additional partners included the Community Renewal, Redcliffe-Bribie-Caboolture Division of General Practice, Sport Recreation and Racing, Active After School Community Program, Esk and Kilcoy Community Support Association, Aloaka Lodge, Kilcoy 50+ Group, Kilcoy District Football Club and the Kilcoy Christian Outreach Centre.

Objectives:

The 10,000 Steps Pine Rivers, Redcliffe, Caboolture and Kilcoy Library Pedometer Loan Scheme was implemented with several aims:

- To raise community awareness of the health benefits of moderate physical activity;
- To strengthen the capacity of the community to provide improved opportunities, social support, policies and environments for physical activity; and
- To strengthen the capacity of individuals to be more active, by addressing modifiable individual, social and environmental determinants of inactivity.

Implementation Strategies:

The Pedometer Loan Scheme was introduced as a viable, sustainable method of promoting walking as a healthy activity to the wider community. The loan scheme was implemented in libraries identified by the individual Shires/Cities based on administration requirements and population dispersion. A single combined launch occurred with representation from elected officials in all partnering Local Government Areas and some Queensland State Government representatives.

Outcomes:

Library records across all Shires/Cities indicate consistent borrowing rates of approximately 50%. Self-reported feedback from borrowers has indicated successful use of the pedometers, leading to:

- increased physical activity levels;
- increased physical capabilities;
- increased awareness of level of daily activity required to meet physical activity guidelines; and
- increased motivation to participate in physical activity on a daily basis.

Where to from here:

Successful implementation and borrowing rates resulted in Pine Rivers Shire Council purchasing an additional 100 pedometers for distribution to all Shire libraries. Other Shire Councils are considering expansion of the Scheme to all libraries, if not already complete.

Lessons Learnt:

- Greater coordination in terms of marketing and promotion is required.
- Engaging library staff in a workplace challenge is a great way to increase buy-in from library staff and to promote the pedometers.

Total Project Costs:

- Queensland Health's Brisbane Northside Population Health Unit funded the joint project, with funds being allocated to the purchase of pedometers, pedometer kits and launch activities.

Timeframes:

- The launch of the regional-focussed pedometer loan scheme occurred on 21 March 2007.

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10,000 Steps Case Report 34

Brisbane 10,000 Steps Project



Background:

The Brisbane 10,000 Steps Pilot Project aimed to build on the framework developed in Rockhampton to determine if this regional community physical activity project could be translated to a metropolitan region of Brisbane. The aim of the Brisbane 10,000 Steps Pilot Project was to raise awareness of the importance of regular physical activity for health benefits and motivate individuals 45 years and over residing in the pilot area in Brisbane North to increase walking. Unpublished data from the 2001 Queensland Health Omnibus Survey indicated that 40-50% of Brisbane residents were insufficiently active, with 12% of men and 12% of women identified as sedentary.

In 2004/5, Brisbane City Council, the University of Queensland and Queensland Health were unsuccessful in an application for Australian Research Council (ARC) Linkage Grant and NHMRC funding for a Brisbane wide project. However, continued partner support allowed for the implementation of a pilot 10,000 Steps project within the Brisbane area.

Partners Involved:

Led by Queensland Health and Brisbane City Council, the project involved a number of stakeholders: Brisbane City Council, Queensland Cancer Fund, Queensland Health, Heart Foundation Queensland, RSPCA, Arthritis Queensland, Sports Medicine Australia Queensland, University of Queensland, Brisbane North Division of General Practice and Diabetes Australia Queensland.

Objectives:

The aim of the Brisbane 10,000 Steps Pilot Project (February to April 2006) was to raise awareness of the importance of regular physical activity for health benefits and motivate individuals residing in the target area in Brisbane North and particularly those born in the baby boomer era (now aged 45-64 years) and older, to increase walking. The objectives of the Pilot Project were to:

1. Increase the target group's awareness and knowledge of the benefits of regular physical activity, including the key messages of 10,000 Steps, with a view to increasing the target group's physical activity levels;
2. Establish a network of organisations and links with existing infrastructure, networks and physical activity services to encourage increased physical activity of the target group in the pilot area; and
3. Evaluate the strategies and determine the effectiveness of delivering similar strategies on a broader scale within Brisbane.

Implementation Strategies:

Five strategies were developed for the Brisbane 10,000 Steps Pilot Project. These included a:

- **Pedometer Library Loan Scheme:** to raise awareness and increase motivation; to increase pedometer access; and to reach an identified population group.
- **Dog Walking Strategy:** to raise awareness of health benefits for dogs and owners; to encourage participation; to reach an identified population group; and to promote responsible

dog ownership. Additionally, this strategy involved engaging with veterinarians, developing a Just Walk Me brochure, conducting a survey and holding a 4 Paws Fun Day.

- **Healthy Ageing Strategy:** to develop a network of community organisations/agencies to strengthen partnerships and increase capacity; to embed physical activity into their core business; to raise awareness; to reach an identified population group; and to identify gaps.
- **Community Organisation Workshops:** to deliver educational and informative workshops to community organisations; increase awareness and knowledge; and to develop a network of community organisations.
- **Marketing Strategy:** to raise awareness; and engage partners and community.

Outcomes:

Ongoing evaluation and a pre- and post- CATI surveys were used to evaluate the project.

- **Pedometer Library Loan Scheme:** increased access to pedometers; increased steps made; and increased motivation. The library tracking system confirmed a significant increase in pedometer borrowings within the pilot site during the pilot period for people aged 18 years and over.
- **Dog Walking Strategy:** Engagement with veterinarians was limited. Survey results did not adequately capture the impact of this strategy, though it provided valuable information about Brisbane City Council facilities such as dog off leash areas, parks and open space, as well as street lighting. The 4 Paws Fun Day captured the attention of 3000 people and promoted key messages.
- **Healthy Ageing Strategy:** Meeting the objectives of the strategy was difficult due to the limited timeframe of the project. There was limited success with this intervention.
- **Community Organisation Workshop:** Workshop content was well received and rated as appropriate by participants. There was limited engagement with the target organisations.
- **Marketing Strategy:** Key messages of the pilot were consistent with the National Physical Activity Guidelines and further enhanced by including both the mode (walking) and volume (10,000 Steps) of activity to be achieved for the target audience. The media launch was successful and there were 16 media hits over the three months.

Where to from here:

Next steps for the 10,000 Steps Brisbane Project include extending the project to all of Brisbane. This will include the following strategies:

- Pedometer Loan Scheme - extending the pedometer loan scheme to all Brisbane City Council libraries.
- Social marketing campaign - including radio and print media, and bus advertising.
- Dog walking strategy.
- Walkway signage.

A visioning workshop will be held with all project stakeholders to further scope these and other strategies.

Lessons Learnt:

General

1. Ensure the focus of the pilot best meets the needs of the target group, stakeholders, funding bodies and organisational environment.
2. Clarify roles and responsibilities of the key people/organisations involved (stakeholders).
3. Clarify the resources available and whether these are sufficient for the scale and scope of the pilot.
4. Ensure the strategies are realistic, achievable and acceptable in the current organisational context and time available for the pilot.
5. Ensure that evaluations are more rigorous to gain a more full and complete picture about the effectiveness of the strategies and overall pilot project.
6. Future trials may benefit by taking a wider geographical area to enable marketing and promotional opportunities to access mainstream media to improve the reach of the target group.

7. Future trials may benefit by being longer than 3-months duration so that the target group can achieve a sufficient dose of the pilot's strategies and promotional and marketing activities.

Pedometer Library Loan Scheme

1. Advertise and promote the pedometer library loan scheme over a longer period of time so library members achieve a greater dose about the availability of the resource.
2. Supply of pedometers in libraries should be offered on a 1:1000 ratio of population, as utilised in the Rockhampton 10,000 Steps Project, to reduce the amount of processing for librarians.
3. Empty VHS casings should be displayed to increase visibility.
4. Explore and develop greater synergies in cross promotion with both the Gone Walking and Just Walk It Programs.

Dog Walking Strategy

1. Engage the Brisbane Branch of the Australian Veterinary Association and local veterinarians in the planning stages of the project so that they might identify how best to contribute to the strategy.
2. Review the survey instrument and its effectiveness.
3. Investigate the possibility of merging the 4 Paws Fun Day with the Brisbane City Council's existing K9 Capers event.
4. Utilise the current Brisbane City Council's Department of Regulatory Services to promote messages at dog off leash areas and in Council dog publications and online features.
5. Utilise pilot partner's networks and other promotional avenues including newsletters and online links.

Healthy Ageing Strategy

1. The target populations in which organisations/networks engage with, should be used as a screening process to determine their appropriateness in contributing to future projects.
2. Once selected, they should be included in the planning stages of the project to provide advice and feedback, identify their needs and where they might best contribute to the project.
3. Increased time for project consultation and development, implementation and evaluation is required to ensure project focus and effectiveness.
4. Engage established networks for general distribution and promotion of project material where appropriate.

Community Workshops

1. Through the activities of the healthy ageing strategy, organisations/networks selected should be consulted as to the best way in which they might be engaged to achieve workshop outcomes.
2. To achieve a wider health promotion reach, future workshops need to engage representatives from more community organisations rather than individuals.
3. A more realistic timeframe is required to organise, market and promote future workshops.
4. Expertise within the Pilot Stakeholder Group should be utilised to deliver workshops.
5. Links with the Pilot Stakeholder Group to develop a professional package of workshop materials would be beneficial for future presentations.
6. Keep workshops short and to the point.

Marketing Strategy

1. Strategies need to be clear about what they aim to achieve and have consistent branding for ease of promotion.
2. An improved coordinated approach between each of the strategies would be beneficial so that links are made and capitalised upon by media.
3. Future projects should be longer than 3 months in duration for consumers to achieve a greater dose of the project strategies through marketing opportunities.
4. Future projects need to take in a wider geographical area so that the maximum amount and reach of marketing is realized.
5. Multiple delivery channels and sources should continue to be utilized.
6. Future promotion to include key messages that is 'Physical Activity - Every Step Counts' in addition to 10,000 Steps.

Total Project Costs:

- Total project cost for the three month pilot project was \$140,000. Queensland Health provided \$70,000 for project evaluation and Brisbane City Council provided \$70,000 for the development and implementation of the project.

Timeframes:

- The project was conducted over 3 months from February to April 2006.

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10,000 Steps Case Report 35

Australian Taxation Office 10,000 Steps Challenge

Background:

This year, 2007, is the fourth year that the ATO has participated in the 10,000 steps challenge.

Objectives:

The aim of this challenge was to encourage people to increase their levels of activity and to promote the benefits and awareness of the health benefits from regular exercise such as:

- Reduced risk of heart disease, diabetes, colon cancer and high blood pressure
- Reduce feeling of depression and anxiety
- Help weight management
- Build and maintain healthy bones , muscles and joints and
- Promote psychological well being

Implementation Strategies:

We decided to have one challenge for 2007 that included Senior Executive Management and it was open to all permanent and temporary employees and contractors.

To make it easy to track progress we had an electronic recording system that was updated daily. This recorded the progress of all teams and individuals and flagged the Top 10 teams and Top 10 individuals. Participants were also able to include other exercise activities towards there 10,000 step quotas such as cycling, swimming and other non-stepping activities. Advice about warming up and cooling down was provided along with tips regarding suitable footwear, clothing and intake of fluids.

Outcomes:

We had a fantastic response with a record number of teams 633, registering to pound the streets. This was an increase of 54 from the previous year with 6330 participants, which equated to 29% of employees being involved.

Where to from here:

We will be looking at running the Challenge again in the future and looking at new ways of promoting it with particular focus on encouraging people who lead sedentary lives to participate.

This Case Report was developed by:

Australian Taxation Office

10,000 Steps Case Report 36

10,000 Steps Brisbane 2008 CBD Workplace Challenge



Dedicated to a better Brisbane

Background:

The need for Brisbane to address physical inactivity and to become an Active and Healthy City has been highlighted with Brisbane City Council's Vision for Living in Brisbane 2026. Workplaces can contribute to this theme as they have been identified as an important setting for the promotion of physical activity to reach high risk individuals who do not undertake sufficient physical activity to receive a health benefit. The 10,000 Steps program has an emphasis on incidental activity and is an ideal way to encourage workers to incorporate physical activity into their daily lives. As a result the two week 10,000 Steps Brisbane 2008 CBD Workplace Challenge was formed under the broader 10,000 Steps Brisbane Project implementation. The program was used to promote 10,000 Steps messages and increase CBD employees' awareness of the health benefits of physical activity. Evaluation of the success of the program was done through impact and process evaluation measures.

Partners Involved:

Internal:

- Active and Healthy Brisbane Team
- Neighbourhood Planning Section
- Stronger Communities Section
- Library Services
- Customer Contact Centre

External:

- National Heart Foundation
- Health Management Group

Objectives:

- To increase awareness of 10,000 Steps Brisbane and its key messages in Brisbane CBD workplaces.
- Register a maximum of 80 CBD workplace teams to participate.
- Increase traffic to the 10,000 Steps website via Brisbane City Council's website.
- Increase the number of organizations initiating their own 10,000 Steps workplace challenge.
- Raise awareness of the Library Pedometer Loan Scheme.
- Promote the Gonewalking program to Brisbane CBD workplaces and recruit volunteer walk leaders.

Implementation Strategies:

Participants were recruited through advertisements in local newspapers, 10,000 Steps website, ourbrisbane website, Brisbane City Council's corporate website, posters distributed around the CBD and workplace invitations sent to CBD organisations. Interested participants obtained an overview and guidelines form, FAQ sheet, a registration form, and terms and conditions information off the corporate website. Participants had to form teams of between eight to ten people with a nominated team captain and team name and register on the 10,000 Steps website. Teams had to complete the registration form and send it to the Program Officer 10,000 Steps Brisbane one week before the challenge launch.

One week prior to the commencement of the 10,000 Steps Brisbane 2008 CBD Workplace Challenge, team captains were sent a “team pack” via mail consisting of 10,000 Steps carry bags for each team member, Gonewalking brochures, Walktober brochures, an Active and Healthy Flyer, 10,000 Steps logbook bookmarks, a Fantastique poster, a Southeast Queensland Tourism brochure, and a letter to the team captain signed by the Chair for Families and Community Services. The team captain letter confirmed the team’s registration in the challenge and important dates to remember including the launch date, challenge period, and end of program event.

The CBD Workplace Challenge launch was held on 3 October 2008 in conjunction with Walk to Work Day breakfast at Reddacliff Place. The Chair of Families and Communities Services was able to officiate the challenge at this event.

The CBD Workplace Challenge was conducted from 6 October through to 19 October 2008. Teams were instructed to work together to accumulate 1.4 millions steps (1120 km) to virtually walk around Southeast Queensland starting and ending at the Queen Street Mall, Brisbane. Each participant was required to have a pedometer to participate in the challenge. Pedometers could be borrowed from any Brisbane City Council Library or a list of stockists of 10,000 Steps pedometers could be obtained from the 10,000 Steps website. Individuals were asked to record their daily steps on the 10,000 Steps website. Stepping progress of individuals, their team, and other teams in the challenge could be tracked and viewed on the 10,000 Steps website. Individuals had until 12 midnight on 21 October 2008 to record all steps. Emails were sent throughout the challenge period to the team captain updating them on the challenge happenings and physical activity related information. On 17 October 2008 teams could find out who was on track to complete the challenge at the Big City BBQ.

The end of program event was held on 24 October 2008. Participants were offered a light lunch and a chance to win random prizes. The Chair of Families and Community Services concluded the challenge and issued the random major prize winners.

To encourage participation in the program, prizes were handed out at the beginning of the challenge. These included 10,000 Steps carry bags for all participants and Heart Foundation cookbooks for each team member in the team with the best team name.

Prizes issued at the end of the challenge included:

- Two nights accommodation for two people including dinner at the 4 ½ star Lillydale Farmstay randomly drawn from all participants in the challenge. (This prize was sponsored by Lillydale Farmstay.)
- Two story bridge climbs randomly drawn from all individual participants who completed 140,000 steps during the challenge period.
- Group kayaking activity at Riverlife randomly drawn from all teams who completed the entire course during the challenge period.
- 10,000 Steps Brisbane trophy for the workplace with the largest number of individuals participating in the challenge.
- 10,000 Steps Brisbane certificates for each team that participated.
- Random prizes at the end of program event consisting of a 10,000 Steps stress ball, water bottle and a hat.



Outcomes:

A number of resources were used to obtain outcome measures. Statistics were gathered through our records (from conducting the challenge) or through databases of other areas within Brisbane City Council (e.g. hits on the Council's website were obtained from IT).

Impact:

- From the workplace packs sent, ten organisations or 11% of the organisations joined the challenge. These ten organisations had a total of thirty-three teams participate in the challenge, which comprised 64% of the total number of teams participating in the challenge.
- There was an increase of 310 calls to the call centre during the promotion and challenge period.
- The media coverage included six advertisements and five articles in local newspapers and one radio interview.
- There were a total of 1,500 visits, of which 1,279 were unique visits, to Brisbane City Council's 10,000 Steps Brisbane webpage: www.brisbane.qld.gov.au/10000steps during the promotional and challenge period. The highest number of hits was during the marketing period of September. After the challenge, the number of hits on the Council's website significantly dropped during the November and December period with only a total of 283 hits.

Process:

- There were a total of 52 teams and 495 individuals from 22 different organisations involved in the challenge. Twelve of the organisations were from the public sector and ten were from the private sector. The percentage of female participants, 72%, was greater than the male participants, 28%.
- There were a total of 262 or 53% of individuals and 35 or 67% of teams that completed the challenge within the two week time frame.
- The average number of steps taken per person per day was 12,660 steps.
- There was a 56% increase in the number of new individuals from Brisbane registered on the 10,000 Steps website during the intervention period, with a 67% increase of new registered males. Over 70% of new individuals who registered were middle aged female.
- There was a 57% increase in the number of new Brisbane providers registered on the 10,000 Steps website during the intervention with government and private organisations. The majority of new providers were from workplaces that participated in the challenge or were sent a workplace pack.
- There were 7 Brisbane workplace challenges intended to start 2 months after challenge completion to increase staff physical activity and team moral, with the majority wanting the challenge to last 6-12 weeks.
- There were no new Gonewalking workplace groups formed but there was a 20% increase in the number of new contacts and 3 new walk organisers formed in Brisbane during the intervention.
- There was an increase in the number of pedometers borrowed from the two month pre promotional period (228) to the promotional and challenge period (570). The 222 pedometers borrowed during the month of October is the fourth largest figure since the pedometer loan scheme started in September 2006.
- The 52 pedometers borrowed during the month of October is the largest figure of pedometers borrowed at Brisbane Square Library. This was the same scenario in Annerley and Bracken Ridge Libraries.
- 10,000 Steps pedometer sales during the promotion and challenge dates increased by 62.5% compared to the 2 months prior. Sales after the challenge dates increased by a further 84.6%. Sales after the challenge period were 200% up on those before the promotion and challenge period.
- A range of positive feedback was received including thank you emails from participants and a thank you to the Lord Mayor commending on how well the program was run.
- There was no evaluation survey sent to participants as the form was not approved internally in time to be given to participants (even though the form was given 4 weeks for approval).

Where to from here:

A 6 week challenge to the broader Brisbane community will be run in the 2009 period.

Lessons Learnt:

1. It helps to highlight from the beginning the objectives of the program and how each of those objectives will be measured.
2. To further enhance the value of sending workplace packs out to organisations, future challenges should send them out at least four weeks in advance to allow enough time for senior management of organisations to endorse and market the challenge and for individuals to form teams.
3. Allow around eight weeks for internal approval processes.
4. Place advertisements in local newspapers along with media coverage one to six weeks prior to the launch and more than once per week.
5. Further investigate how to target and market to the male population to participate in 10,000 Steps programs.
6. Continue to promote the Library Pedometer Loan Scheme and work with libraries to increase the awareness of this service.
7. Allow a minimum of four months to plan any future pedometer challenges to meet timeframes and approvals with marketing and Council processes.
8. Promotion and marketing on the 10,000 Steps website and through government and private workplaces should be utilised.
9. Evaluation is important as it can help decide if the intervention was worthwhile and if not, why. It can justify why the money spent was worthwhile and if more money is needed, which can make senior management/politicians happy. In many cases with communities, resources (either money or people) prevent evaluation from being done.

Timeframes:

- 4 months: Planning, preparation including internal approval processes.
- 6 weeks before start: Marketing and promotion period.
- 1 week before start: Registrations closed.
- 3 October 2008: Launch of challenge on Walk to Work Day. Challenge started on following Monday.
- 6 October - 19 October 2008: Challenge period.
- 17 October 2008: Update of which teams are on track to complete challenge.
- 21 October 2008: Last day to enter all step data.
- 24 October 2008: End of challenge event.
- 3 months after: Evaluation.

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Workplace Indigenous Physical Activity Project (WIPA)



Background:

The most recent data indicate that 74% of Aboriginal and Torres Strait Islanders participate in no or very low levels of physical activity. Given the well recognised health benefits of physical activity, there is a need to develop physical activity interventions for Aboriginal and Torres Strait Islander Queenslanders. The workplace is one such setting through which to deliver physical activity interventions, however currently there is limited knowledge around workplace physical activity interventions focusing specifically on Aboriginal and Torres Strait Islander populations. The WIPA project has been delivered in six Aboriginal and Torres Strait Islander Community Controlled Health Service settings located in south east Queensland.

Partners Involved:

- University of Queensland (School of Human Movement, School of Exercise and Sport Psychology and UQ Sport)
- Queensland Health (Southside Population Health Unit, Inala Indigenous Community Health Service)
- Brisbane Aboriginal and Torres Strait Islander Community Health Service
- Goolburri Health Advancement
- Kalwun Health Service
- Queensland Aboriginal and Islander Health Council (QAIHC)
- Yulu-Burri-Ba Aboriginal Corporation for Community Health

Objectives:

- Initiate staff participation in a workplace physical activity challenge.
- Identify barriers and enablers to increasing staff physical activity levels.
- Increase the number of staff involved in planning and developing future initiatives.
- Increase in the number of future physical activity initiatives run by health setting workplaces.
- Increase in staff membership of locally run programs, eg. gyms, clubs, walking groups, etc.
- Identification of health status, physical activity levels and general well-being of staff.

Implementation Strategies:

- **Project Design:** The project included a 12-week pedometer challenge, utilising the custom workplace challenge web facility, physical activity group counseling sessions (via 'Talking Circles') facilitated by Exercise Psychologists and receipt of weekly bulletins, to determine if they bring about an increase in physical activity levels among staff.
- **Participants:** All casual, part-time, full-time, Indigenous and non-Indigenous staff, working for Brisbane AICHS, QAIHC, Kalwun, Yulu-Burri-Ba, Goolburri and Inala were approached and invited to participate in the project.
- **Recruitment:** Participants were asked to complete three questionnaires; pre-questionnaire, post-questionnaire and a three month follow-up questionnaire. The information will be used to determine whether the project has had an impact in addressing its overall goal.

Each participant was offered a fitness assessment, one-on-one counseling based on their assessments and 'fitness status' before the project and three months after the completion of the project. All participants were fully informed about the project and were invited to participate via project advocates.

- **Interventions:** The interventions included the development and dissemination of a weekly bulletin for staff for the term of the project, the implementation of a staff pedometer challenge and involvement in Physical Activity Group Counseling sessions ('Talking Circles').
- **Ethics:** Formal ethics approval had been approved from the University of Queensland's Ethics Committee and from Queensland Health, for staff from the Inala Indigenous Health Service to participate as the control group.

Outcomes:

66% of all staff from all the workplaces registered to participate in the project and of those 49% participated in 3 or more of the 8 evaluation tools.

Preliminary findings indicated the majority of staff do not meet the National Physical Activity guidelines and have multiple risk factors for developing a chronic condition. The mean minutes of moderate and vigorous activity increased at post and follow up from the pre assessment, which indicates that overall, more staff were meeting the National Physical Activity Guidelines.

We found the mean minutes of moderate and vigorous physical activity per week increased during the project. When accounting for all forms of physical activity it was found that there was also an increase at follow up, which includes daily incidental activity, however a decline in moderate and vigorous.



Where to from here:

- We aim to increase the evidence base of physical activity interventions among urban Aboriginal and Torres Strait Islander populations.
- There is further potential to develop physical activity workplace policies as part of a broader chronic disease prevention initiative.
- The health and fitness assessments conducted by the exercise physiologists anecdotally left participants more informed about their health status and motivated to change to improve their health.
- Build workforce capacity, including adequate funding to recruit and train relevant positions (eg. Sport and recreation officers, health promotion officers), to provide ongoing support and training, and provide access to specialist expertise.
- Support the establishment and evaluation of comprehensive, community wide demonstration programs and the dissemination and implementation of effective physical activity programs in the local communities.

Lessons Learnt:

1. Flexibility: Being able to modify timelines and work around existing staff commitments.
2. Ongoing support: More interaction with facilitators assisting with motivation.
3. Engage: Identify project advocates/key players and have them assist with planning and promotion.
4. Ownership: Identify key people within the organisation to lead and communicate project objectives.
5. Knowledge of physical activity: Do not to assume that health service staff are up to date with physical activity information and practice.
6. Workplace setting: Difficult to get physical activity on the agenda with competing priorities and work commitments, particularly in larger organizations and clinically focused settings.
7. Participants: Focus should remain with those who are not active and greater support provided.
8. Evaluation: Staff turnover must be considered.

Total Project Costs:

QAIHC Population Health Hub provided a project coordinator.
Funding was received through Queensland Health via ABHI.

Item	Cost (\$)
Pedometers for QAIHC staff* (55 pedometers @ \$30pp)	1,665
Assessments with Exercise Physiologists (80 staff @ \$100pp x 2)	16,000
Facilitation of 'Talking Circles' by Exercise Psychologists	600
Catering - Talking Circles and end of project presentation	300
Major individual prize - Rebel Sport Gift Card valued at \$150	150
Launch (catering and activities)	300
TOTAL	19,000

*an additional 95 pedometers were purchased across the five participating workplaces – with their internal funds.

In kind support	Cost (\$)
Minor Individual Prizes – Terry White Chemist Gift Packs x 2	80
Major Team Prize - One month Fitness First Membership x 4	320
TOTAL	400

Timeframes:

- October 2007 – January 2008
 - Consulted with stakeholders regarding project design and evaluation.
 - Email sent to staff via advocates regarding the project.
 - Gained ethics committee approval from stakeholders.
 - Designed health survey and participant consent forms.
 - Negotiated for Talking Circle facilitators (Exercise Psychologists – Masters students).
 - Negotiated for Exercise Physiologists to conduct assessments.
 - Recruited participants.
 - Negotiated with local services, prizes and incentives.
- February 2008
 - Set up teams.
 - Participants completed consent form and pre questionnaire.
 - Launched 10,000 Steps challenge.
 - Assessments conducted.
 - Designed weekly newsletter.
- March 2008 – June 2008
 - Started 10,000 Steps 12 week challenge.
 - Conducted Talking Circles (May 2008).
- June 2008
 - Participants completed post questionnaire.
 - End of Challenge BBQ and team/individual awards.
- September 2008
 - Participants completed 3 month follow up questionnaire.
 - Completion Report: Compile findings, including presenting findings to staff.



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10,000 Steps Case Report 38

Rabbit Proof Fence 10,000 Steps Challenge — Darumbal Community Youth Services Inc.



Background:

Working as the Physical Activity Project Officer with Darumbal Community Youth Services Inc. in Rockhampton, I am required to develop and implement programs within the Indigenous community to raise awareness and increase physical activity. The health issues that the Aboriginal and Torres Strait Islander population face here in Australia have been well documented in recent times. It is also well known that the majority of these issues can be reduced with physical activity and good nutrition. With the 10,000 Steps program being such a great initiative, it was the perfect way for sedentary people in the community to start getting active.

The true story of 3 Aboriginal girls in 1931 escaping a reserve in Western Australia and following the Rabbit Proof Fence 1600km to return to their home and family holds a special place with all Indigenous Australians. By creating a custom challenge with this connection to Indigenous history, participants were inspired and determined to participate in the program. To enhance this connection, teams were made up of just 3 members to try and get a feel for what the girls accomplished.

Partners Involved:

Bidgerdii Community Health Services

Objectives:

- Increase awareness of the national physical activity guidelines.
- Increase physical activity within the Indigenous community.

Implementation Strategies:

- Forged a partnership with local Indigenous health services.
- Identified a large number of Indigenous organisations in Rockhampton.
- Contacted 10,000 Steps project office to gain ideas and feedback for the Rabbit Proof Fence Challenge.
- Contacted and invited staff of all the Indigenous organisations to participate in the challenge.
- Launched challenge with a bush walk and morning tea at Dreamtime Cultural Centre.
- Conducted an 8 week challenge with team captain's reporting steps to the project coordinator at the completion of each week.
- Distributed weekly newsletters with challenge standings and facts about the real journey along the Rabbit Proof Fence.

Outcomes:

- A total of 35 teams and 105 participants signed up for the challenge.
- Out of the 35 teams, 24 teams competed for the entire 8 weeks of the challenge.

Where to from here:

The Rabbit Proof Fence Challenge created positive interest within the Indigenous community. This was evident by the number of participants involved. After consulting with the organisations the majority would welcome an annual challenge. The challenge would also be opened up to the greater Central Queensland region.

Lessons Learnt:

1. The duration of challenge could be reduced to 6 weeks to maintain involvement. It was around the 4-6 week stage when numbers in participation started to fade.
2. Weekly prizes could have been used to sustain participation.
3. The partnership with Bidgerdii Community Health Services worked well, as they were able to contribute the nutritional aspect of the project to coincide with the physical activity aspect.

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Rabbit Proof Fence Challenge Flyer



10,000 Steps Case Report 39

10,000 Steps 'Life. Be in it' Northern Territory Challenge



Background:

'Life. Be in it' Northern Territory (NT) initially implemented the 10,000 Steps Challenge as a health promotion tool to highlight the need to increase incidental activity and as a program that could be offered across the NT despite locations, as long as internet access was available. The initial challenge in 2011 was conducted as a Custom Challenge from Darwin to Alice Springs (for teams) and again in 2012 with an additional challenge Darwin to Katherine (for individuals).

Partners Involved:

Darwin City Council, Palmerston City Council, Alice Springs Town Council, Heart Foundation, Mothers Day Classic, Million PAWS Walk, NT Department of Health, Hot 100, Mix 104.9, Sun 969, 8ha, 8ktr, Radio Larrakia, ABC Radio, Southern Cross Television, NT Chamber of Commerce, NT News, Healthy Living NT, Darwin Life Magazine, Darwin Sun, Athletes Foot, Zip Print, Palmerston Rural Business Association.

Objectives:

- Promote physical activity
- Encourage people to become aware of how much/little physical activity they are doing
- Offer a program that the whole of the NT can participate in
- 50 teams

Implementation Strategies:

Promotion

- TV advert on SCTV, 7Mate, 7Two and 7Central (Sponsorship)
- TV promotion on Around Palmerston
- Radio CSA on all stations across NT
- Radio interviews on Hot 100, Mix 104.9, ABC, 8ktr and Sun 969
- Radio jocks competing on Hot 100, Sun 969 and 8ha
- Editorials in Darwin Life Magazine, Darwin Sun, Centralian Advocate and various club/association newsletters
- Adverts in NT News Classifieds (Sponsorship)
- Posters at public markets and downloadable from our emails/website
- Posters, emails and adverts in our newsletters, website and Facebook
- Group email through other groups running fun runs/walks in May (Heart Foundation, Mothers Day Classic and Million PAWS Walk)

Challenge

Teams and individuals registered online through our website, which then directed them to register on the 10,000 Steps website. A link to the 10,000 Steps website called 'Log Steps Here' was added to the Life. Be in it website to save confusion between the sites during the challenge.

A weekly newsletter with an update was sent to Team Captains each week with overall results posted on the Life. Be in it website. Results were altered from the 10,000 Steps website as team numbers varied from 4 to 8 and results were re-calculated based on a team of 5 to get an accurate winner.

Ideas of walks in Darwin, Katherine, Alice Springs, Jabiru and Palmerston and their step counts were posted on the Life. Be in it website for inspiration. Life. Be in it sold tracking maps pedometers and logbooks which were challenge specific. A 10,000 Steps NT Challenge Facebook group was started and a blog was kept during the challenge by the Life. Be in it team.

Outcomes:

2011

- Aiming for 50 teams, we far exceeded this with 127 teams registered with over 700 participants. 90% were corporate teams.
- Geographical reach – Darwin, Palmerston, Katherine, Jabiru, Gove and Alice Springs.

2012

- Aiming for 200 teams, we got 144 teams and 137 individuals with over 900 participants. 90% were corporate teams.
- Geographical reach – Darwin, Palmerston, Batchelor, Katherine, Jabiru, Gove, Tennant Creek and Alice Springs.

Where to from here:

We would like to continue this program indefinitely as it is very popular and a great opportunity to include the remote locations. Word of mouth and in kind promotion seems to be enough promotion although without funding to cover the administration we will not be able to continue.

Lessons Learnt:

1. Registration was the hard part as there was a lot of confusion about registering on the website and in our custom challenge.
2. There was also confusion about how to add team members.
3. Six weeks is too long! There was an obvious decline in enthusiasm after about three to four weeks. In future, four weeks will be recommended.
4. The team challenge was far more successful than the individual challenge as motivation was maintained.
5. 90% were corporate teams. Non-corporate teams struggled to maintain enthusiasm.
6. Group walk was unsuccessful.

Total Project Costs:

2011 Challenge – Funding was sourced from The Trust Foundation with a one off grant to implement the program and set up as much as possible in 2011.

Item	Cost (\$)
Advertising – Banners	500
Advertising – Posters	100
Advertising – Promotional stalls	50
Admin – Office expenses	3,000
Admin – Salaries	10,000
Admin - Laptop	1,500
Pedometers	6,000
TOTAL	21,150

In kind support	Cost (\$)
Advertising – TV (Channel 9)	1,000
Advertising – Radio (various)	2,000
Advertising – Newspaper	1,000
Advertising – Magazine	1,000
TOTAL	5,000

2012 Challenge – Advertising was paid for with a grant from the Community Benefit Fund and sponsorship. Administration costs were absorbed by 'Life. Be in it' as we were unable to source funding in 2012.

Item	Cost (\$)
Advertising – Facebook	270
Advertising – Posters	65
Advertising – Promotional stalls	20
Admin – Office expenses	3,000
Admin – Salaries	5,000
TOTAL	8,355

In kind support	Cost (\$)
Advertising – TV (SCTV)	0
Advertising – Radio (various)	759
Advertising – Newspaper	700
Advertising – Magazine	0
TOTAL	1,459

Timeframes:

- October
 - Source sponsorship
 - Source prizes
 - Design challenge
- November
 - Register challenge
 - Design print material
- December
 - Create registration form and process
 - Make contact with partners and sponsors
- January
 - Create TV commercial and CSA
 - Create marketing schedule
- March
 - Upload registration forms on website
 - Update website information
- April
 - Start marketing
 - Collate registrations
- May
 - Challenge starts

This Case Report was developed by:

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10,000 Steps Case Report 40

Woorabinda Community Workplace Challenge

Background:

Woorabinda is an Indigenous community located in central Queensland. Due to the many health benefits that come from physical activity, the Woorabinda community was very interested in promoting and running a program for the community's workplaces.

Partners Involved:

Woorabinda Council, Woorabinda Hospital, Boongara Radio Station, Yumba Binda Aged Care Facility, Woorabinda Community Justice Group, Woorabinda Alcohol, Tobacco and Other Drugs Service (ATODS) and Red Cross Woorabinda.

Objectives:

- To encourage community participation.
- Increase awareness and physical activity levels of workplace employees.
- Acknowledge the town's history. In 1926 Indigenous residents of Taroom were displaced and ordered to walk to the place that is now called Woorabinda.

Implementation Strategies:

In collaboration with the participating workplaces, Native Title Archivists and a CQUniversity mapping expert, 10,000 Steps created a unique challenge for the Woorabinda community challenge. The unique "virtual" journey was the 1926 walk from Taroom to the place that is now known as Woorabinda. Each individual participant was given a copy of the map and using a pedometer they individually retraced the steps of the original residents of Woorabinda representing the journey each person took in 1926. As computer access was limited for some of the workplaces involved, it was deemed that a paper based challenge would work best, so participants recorded their steps on log sheets rather than using the 10,000 Steps website.

Outcomes:

Seven workplaces in the Woorabinda community participated in the challenge, with a total of 42 individuals participating. This was a good level of participation in a community of only 851 residents.

Where to from here:

- The Woorabinda community intends to complete the challenge again in 2014.
- Community members are interested in completing the actual walk from Taroom to Woorabinda using the challenge map as a guide.

Lessons Learnt:

1. One of the workplaces found it difficult to maintain motivation as only one person works per shift so there was limited interaction between workers.
2. Other workplaces maintained motivation for their participants with updates and a friendly competition between employees and between each workplace.
3. Woorabinda Hospital proved that a passionate team captain is extremely valuable. This team captain provided regular updates and ensured members were logging their steps.
4. It was found that the paper based challenge was an excellent choice as it made it easier for workplaces to keep track of the steps their participants were doing.

Total Project Costs:

- The Woorabinda Council purchased 10,000 Steps pedometers, safety straps and logbooks for all the workplaces and individuals who participated in the challenge. This cost approximately \$3,000.

Timeframes:

- Pedometers were purchased about 5 months prior to the challenge starting.
- Creation of the challenge, including the map, took 2 months to complete as archival information was accessed to ensure the accuracy of the challenge map.

10,000 Steps Case Report #41

Whitsunday Regional Council

Background:

Ten million Australians spend on average eight hours per day in workplace settings (ABS, 1007). The World Health Organisation has identified workplaces as a priority setting for Health Promotion, stating that program which promote healthy lifestyle behaviours are effective in reducing risk factors for chronic disease and facilitating organisational changes, such as reducing absenteeism and increasing productivity (WHO, 2013).

10,000 Steps is an evidence based program developed by Central Queensland University.

The '10,000 steps' goal puts a focus on the accumulation of activity across the whole day. With continual advances in technology and our workplaces becoming more sedentary it now takes a concerted effort to make active choices.

The Whitsunday Regional Council 10,000 Steps Workplace Challenge will encourage staff to be more active and provide increased opportunities for information about the 10,000 Steps program to be disseminated into the broader community.

Partners Involved:

The Workplace Challenge was organised by four staff from Human Resources, Community and Planning, Libraries and Corporate Services sector. Two of the staff were registered with the 10,000 Steps website as Providers and the other two staff were added as Challenge organisers. Staff were provided the Workplace Challenge Guide by 10,000 Steps at Central Queensland University.

Objectives:

- To increase individuals awareness of their physical activity levels
- To encourage staff to increase physical activity levels
- Provide staff training on how the 10,000 Steps website can be utilised for 10,000 Steps programs, to increase sustainability of the 10,000 Steps program
- Pilot a Challenge which could be repeated by other community teams.

Implementation Strategies:

A Custom Challenge was designed called the 'Workplace Race from the Coast to Coolon'. Using the calculations below a member of staff designed a map showing the scenic locations which would be included and these destinations were included as Towns to visit along the way in the online Step Log section of the website.

Staff were notified of the challenge through emailed invitations, flyers and posters displayed in the workplace. Registrations for the challenge opened on 5 September 2013 with the challenge commencing on 18 September 2013 and concluding on the 9 October 2013.

Team Captains were issued with a Captains Guide and a Participants Guide. It was the responsibility of the Captain to ensure all their team members became registered participants with 10,000 Steps. The Challenge organisers added each team name and the team captain add the team members in the online section of the challenge.

Participants were encouraged to borrow a free pedometer from the Whitsunday Regional Council libraries. Whitsunday Regional libraries have a total of 70 pedometers available for loan and these can be distributed from one location if requested by future challenges.

Calculating the scenic locations (entered as a Town) and distance of the Challenge:

Example calculation for teams of 4 for 3 weeks

To calculate 1km = 1,250 steps

1. 10,000 steps per day
2. 4 team members x 10,000 steps per day = 40,000 steps per team per day
3. 40,000 steps x 21 days (3 weeks) = 840,000 steps
4. 840,000/1,250 = 672km journey

Total of virtual walk is 672km around the region

Each day is close to 40,000/1,250 steps = approximately 32km

Week 1 = 224km Goal is 280,000 steps

Week 2 = 448km Goal is 560,000 steps

Week 3 = 672km Goal is 840,000 steps

Town	Steps	Kilometres
Whitsunday Gold Coffee Plantation	Start	0
Conway Beach	33,750	27
Cedar Creek Falls	53,750	43
Brandy Creek to start the Great Whitsunday Walk	85,000	68
Airlie Beach Lagoon	117,500	94
Shute Harbour	131,250	105
Whitehaven Beach (via Hamilton Island)	183,750	147
Shingley Beach (via South Molle Island)	246,250	197
Gregory River	278,750	223
Montes Reef Resort	317,500	254
Eden Lassie Creek	382,500	306
Big Mango	413,750	331
Horseshoe Bay (via Cape Edgecumbe Walking Track)	438,750	351
Merinda Hotel (via Delta Farms)	460,000	368
Abbott Point	472,500	378
Guthalungra Rest Stop	508,750	407
Gumlu Fruit Stall	528,750	423
Evolution Gold	573,750	459
Bogie River Bush House	638,750	511
Collinsville Coalface Experience	683,750	547
Bowen River (Picnic at the Bridge)	712,500	570
Mt Coolon	840,000	672

Outcomes:

A total of 48 participants and 12 teams were involved in the challenge. Eight teams completed the challenge goal to walk to Mt Coolon in 21 days.

Awards were provided for the first three teams to reach Mt Coolon and the team which accumulated the most steps. Spirit of the Challenge Awards were presented to people who showcased innovative ways to increase physical activity and certificates were awarded for the Best Team Names.

Evaluation findings from the 27 participants who returned evaluation forms included:

- 77% reported the pedometer kept them motivated to achieve their goals
- 100% enjoyed the Challenge
- 88% felt encouraged by their co-workers
- 89% would recommend the challenge to other workplaces
- 77% agreed they are now likely to continue being active without the Challenge

Lessons Learnt:

1. Conducting a Challenge across co-locations is achievable.

2. Staff enjoyed the Challenge and reported it highlighted how physically inactive there were while at work.
3. To increase the number of staff, explore the option of staff purchasing their own pedometer.
4. Collect the names of the people who are not in a team so the organisers can help staff members find a team. Some staff did not have quite enough to submit a team.
5. Include a focus on the social challenge with prizes for a lucky draw for all teams who complete the Challenge or enter the Challenge.
6. Consider including contractors in the Challenge to be more inclusive.
7. Host a launch event, lunch time walk and other events to increase fun components of the Challenge.

Total Project Costs:

- In-kind costs included staff time to organise and evaluate the Challenge, printing of promotional flyers for display in the workplace and certificates were printed internally.
- Pedometers were free to hire from the Whitsunday Regional Council Library
- Prizes were donated for the first three teams from Healthy Active Whitsunday Region project.

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10,000 Steps Case Report #42

Transdev Brisbane Ferries Pty Ltd

Background:

A 10,000 Steps Workplace Challenge, the first to be offered within a Transdev business, took place from 5 August to 6 September 2013, as part of a healthy workplace initiative entitled 'Be Fitter, Be Safer' offered to all three Queensland subsidiaries – Transdev Brisbane Ferries, Transdev Queensland and VIVO Connect.

The program appealed to employees of all ages and fitness levels to take the first steps towards improving health and wellbeing, by working towards a goal of taking 10,000 steps each day. The first part of the Be Fitter, Be Safer initiative involved rolling out free, confidential '5 Point Health Checks' to employees at all work sites. This served as a motivator to help attract participants to the 10,000 Steps Workplace Challenge. A total of 16 teams of 10, comprising cross departmental participants from each of the three Transdev businesses signed up.

Weekly prizes for the individuals with the highest step counts were awarded throughout the challenge as incentives and weekly e-updates were circulated to maintain engagement and provide feedback on the progress of each team. Major prizes (with a health / wellbeing theme) for the Best team name, Best overall team with the most steps, Best individual stepper with the most steps and Most Improved stepper were awarded at presentation BBQs held at each business at the end of the event.

Partners Involved:

Workplace Health and Safety Queensland (WHSQ)

Objectives:

- To provide a wellness initiative which would increase physical activity amongst employees (in an industry deemed 'high risk' by Workplace Health and Safety Queensland).
- To offer a keep fit campaign which was easily accessible to all fitness levels and age groups and could be easily integrated into daily lives.
- To attract at least 25% of the workforce to take part. (The challenge attracted a total of 160 participants, representing 35% of the total workforce).
- To encourage team work and staff engagement.
- To improve staff health and wellbeing and therefore maintain or reduce staff absenteeism levels.
- To encourage participants to embrace more active choices in their daily lives and to continue with these after the challenge.
- To provide a pilot project for other Transdev companies to consider as part of future health and wellbeing initiatives for staff.

Implementation Strategies:

A 10,000 Steps Workplace Challenge was conducted in August/September 2013. Transdev Brisbane Ferries also implemented a free 5-point health check at work to identify current health risks to take a proactive and preventative approach to health and wellbeing in the workplace.

Outcomes:

- 160 participants (35%) of the total workforce of Transdev participated in the Workplace Challenge.

- Participant evaluation was completed after the challenge revealing 95% of participants enjoyed the challenge.
- 81% of participants reported that they would continue with some form of physical activity after the Challenge was completed.
- Evaluation also showed an improvement to staff morale, engagement, wellbeing and attendance.
- Improved awareness of and engagement in physical activity as a pathway to improved health and wellbeing.
- Building goodwill and positive teamwork amongst employees at all levels of the organisation.
- Staff absenteeism was reduced for the July and August period (2012 – July/August 2.7%; 2013 – July 2.3%, August 2.2%).

Where to from here:

- The outcomes of this intervention have been shared with and recommended to other Transdev businesses.

Lessons Learnt:

1. A long recruitment phase to sign up team captains and team members is desirable; people may be slow to get on board at first but the 'if you can't beat 'em, join 'em' ethos wins out in the end!
2. Keep the challenge length within an achievable time frame; five weeks / one month was not too daunting for most people.
3. Offer assistance to non-computer savvy staff to get them signed up and comfortable in using the on-line step log.
4. Keep momentum going after the Challenge by encouraging staff to keep undertaking regular physical activity.

Total Project Costs:

\$13,500 for the 10,000 Steps Challenge component of the Be Fitter, Be Safer campaign, please note these costs were spread across branded corporate pedometer packs, signage, branded water bottles and prizes.

Timeframes:

- Workplace Challenge recruitment began in July.
- The challenge ran across August and September for a total of 5 weeks.

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