



# Adopting and Implementing 10,000 Steps

## Case Reports from the Australian Community





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Adopting and Implementing 10,000 Steps: Case Reports from the Australian Community

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ISBN 1 921047 52 6

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#### **Acknowledgements**

10,000 Steps would like to sincerely thank all Providers that have implemented 10,000 Steps strategies in their organisation or community and especially those who decided to share their initiative and contribute to this booklet.

Queensland Health provided funding to Central Queensland University for the development of the 10,000 Steps project.

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# Forward

Although the benefits of a physically active lifestyle are widely understood, a lack of sufficient activity remains one of the major modifiable determinants of poor health and well-being in society today. Often the research into understanding the benefits of physical activity has outpaced the research aimed at understanding how to increase levels of activity in the population.

One successful program of research that has translated itself into widespread adoption at the individual and community level is the 10,000 Steps program. The program started life as a whole-of-community project in 2001 entitled “10,000 Steps Rockhampton”. The original project, funded by Queensland Health, was a collaborative effort between the University of Queensland, Queensland University of Technology, Sports Medicine Australia, the National Heart Foundation and Central Queensland University and was aimed at providing a sustainable model of physical activity promotion at the community level. Since 2004 the program has been disseminated widely at the individual, workplace and community level across Queensland and throughout Australia.

Translation of the science of physical activity promotion is an art, and the artists are the health promotion practitioners who reside in a wide range of community and workplace settings. It is their experience that is essential in understanding the best practices that work towards increasing physical activity in the wide range of settings that are the real world of health promotion.

10,000 Steps is the what. This book is the how. The case reports presented here have been provided by the health promotion practitioners who have provided their insights and lessons learnt into how to initiate physical activity interventions built around the 10,000 steps-a-day theme.

A special thanks go to all those who have provided their experience for others to learn from. And best wishes to those who will use these stories to guide their own efforts in increasing the health of their own organisation or community.

Sincerely,

Professor Kerry Mummery, FASMF  
Central Queensland University

# Resource Overview

This resource highlights the use of the 10,000 Steps resources and materials by 10,000 Steps Providers in a series of individual case reports. It provides a great overview of the various 10,000 Steps strategies Providers have implemented and the different approaches they have taken. Each case report follows the same format presenting the Background, Partners Involved, Objectives, Implementation Strategies, Outcomes, Where To From Here, Lessons Learnt, Total Project Costs and Timeframes.

## 10,000 Steps Challenge

This section highlights the implementation of the 10,000 Steps Challenge across a variety of organisations including government, corporate and private workplaces, health service providers, schools and universities. These case reports highlight a variety of different implementation strategies (community and workplace challenges; paper-based and online Step Log challenges; 10,000 Steps, custom and timed challenges), outcomes and most importantly, lessons learnt when conducting a 10,000 Steps Challenge. The case reports present lessons to consider in the promotion, implementation, success and evaluation of the Challenge. More specifically, they give hints to consider when preparing and planning a challenge, using pedometers, using the 10,000 Steps website and online Step Log, using incentives, communicating with participants and other hints for coordinators when implementing the challenge.

## 10,000 Steps Pedometer Loan Scheme

This section highlights the implementation of the 10,000 Steps Pedometer Loan Scheme in Public and University Libraries. The case reports present a number of lessons learnt relating to the importance of partnerships in implementing a loan scheme, ways to effectively promote the loan scheme and also some implementation (i.e. number of pedometers made available for loan) and evaluation ideas to consider.

## 10,000 Steps Community Initiatives

This section highlights a multiple-strategy approach to implementing 10,000 Steps in a Community. These communities have implemented a variety of social support, environmental and media strategies to raise awareness and increase levels of physical activity in their community. Such strategies include 10,000 Steps Challenges, 10,000 Steps Pedometer Loan Schemes, 10,000 Steps Walkway Signage and Maps, Community Walks and media promotion. The lessons learnt in regards to implementing a community initiative centre around the importance of partnerships and evaluation. These case reports also present lessons about promotion and implementation.

## Other 10,000 Steps Initiatives

This section highlights a few alternate ways in which Providers have used the 10,000 Steps resources to suit their organisation or community goals. These strategies include a Physical Activity Day and the development of a walking group.

## Summary

Overall, this resource highlights the flexibility of the 10,000 Steps strategies and shows how they can be tailored to suit each individual organisation. We hope that these case reports can assist you and your organisation or community when implementing 10,000 Steps strategies in the future.



# 10,000 Steps Challenge



# 10,000 Steps Case Report 1

## City of Origin — Rockhampton Vs Townsville



### Background:

10,000 Steps was established as a research project in Rockhampton, Queensland. Therefore Rockhampton was the first community to implement 10,000 Steps initiatives to raise awareness of physical activity and increase physical activity levels. As 10,000 Steps rolled out nationwide, Townsville adopted many of the various strategies and became one of the most established 10,000 Steps communities in Queensland, Australia.

To engage more of the Townsville community, Townsville planned to run a 10,000 Steps community challenge in Spring 2006. The 10,000 Steps Project Office and Physical Activity Capricornia Taskforce in Rockhampton consulted with Townsville City Council, Tropical Population Health Unit Townsville and the Townsville Thuringowa Physical Activity Taskforce and instead of a community challenge, they developed the idea of an intercity challenge, where each city battled for the right to be the 10,000 Steps City of Origin.

It was decided to conduct a six-week timed challenge during September and October 2006. Local media partners in both Rockhampton and Townsville were engaged to promote the Challenge to community members. Support was received from local councils as the Mayor of Rockhampton issued an official challenge to the Mayor of Townsville. The 10,000 Steps online Step Log was used to conduct and monitor the challenge. The overall winner was decided by dividing the total number of steps logged for each city by each city's official population. The winning city received the title of 10,000 Steps City of Origin and their City flag was flown at the opposition's City Council for one week.

### Partners Involved:

Major partners included the 10,000 Steps Project Office (PO), Physical Activity Capricornia Taskforce, Townsville City Council, Tropical Population Health Unit Townsville and the Townsville Thuringowa Physical Activity Taskforce. In Rockhampton, other sponsors included The Athlete's Foot, Sea FM radio station and The Morning Bulletin. In Townsville, other sponsors included Curves Townsville and Massage by Azra.

### Objectives:

- To raise the awareness of physical activity and 10,000 Steps in the Rockhampton and Townsville communities.
- To provide an opportunity for the Rockhampton and Townsville communities to participate in physical activity.
- To engage 60 teams of 5 in Rockhampton and 50 teams of 5 in Townsville to participate in the six-week 10,000 Steps Rockhampton vs Townsville City of Origin challenge.

### Implementation Strategies:

- **Promotion:** In Rockhampton, a number of local businesses and media outlets were approached to support and promote the Challenge. Promotion of the Challenge to the community began three weeks prior to the Challenge. During the promotion phase, the local television station ran a 15-second 10,000 Steps Community Service Announcement (CSA); the local radio station ran a 30-second CSA, and; the local newspaper ran promotions for the Challenge – all support provided in kind. Registration forms were distributed at a variety of locations across Rockhampton including local stores that sold the 10,000 Steps pedometers, local Municipal libraries as well as local media outlets.

In Townsville, the Challenge was first promoted through direct email groups of the Townsville Thuringowa Physical Activity Taskforce representatives. These representatives include government and non-government agencies as well as local community groups and organisations. 4TOfm regularly promoted the Challenge as well as numerous local television news segments and the 15-second 10,000 Steps CSA. A static display of 10,000 Steps promoting the Challenge was installed in one of the available window fronts at Castletown Shopping Centre for a period of one week four weeks prior to the Challenge. Registration forms were distributed at various key locations including the Townsville City Council, Townsville City Council Libraries and Castletown Shopping Centre.

- **Challenge:** In Rockhampton, teams registered by sending in the registration form to the 10,000 Steps Project Office. Project Officers then created the teams in the online Step Log and sent further instructions to the team captains on how to use the Step Log and log their daily steps.

In Townsville, teams registered by sending in the registration form to the Townsville City Council. The two coordinators of the Challenge (the Health Promotion Planner of Townsville City Council and the Senior Health Promotion Officer–Physical Activity, of the Tropical Population Health Unit) then created the teams in the online Step Log and sent further instructions to the team captains on how to use the Step Log and log their daily steps.

Five team captain information sessions were also held at Townsville City Council by the coordinators. A number of organisations which entered more than four teams were also offered this information session to be held at their workplace. Townsville teams also received a team sample bag that included 10,000 Steps information, 10,000 Steps merchandise such as water bottles, captain t-shirt, dog leash, temporary tattoo, wrist sweat bands, shoe laces, frisbee, posters, bookmarks as well as healthy nutrition and sun safe information.

10,000 Steps Project Officers and the Townsville Coordinators started the six week timed challenge in the Step Log and monitored teams progress throughout the challenge. To differentiate between Rockhampton (ROK) and Townsville (TSV) teams within the Step Log, city abbreviations were included at the beginning of each team name.

A weekly newsletter was sent out to all team captains to give them further information about the challenge, physical activity tips and most importantly, progress updates throughout the Challenge. Townsville coordinators also provided three large group walks for all teams to participate in over the six week Challenge.

At the conclusion of the challenge a final weekly newsletter was sent out acknowledging the overall winner of the 10,000 Steps City of Origin as well as other prize winners. In Rockhampton, prizes were awarded to the team with the most steps, and 3 random prize draws were conducted for any team that completed the Challenge.

### Outcomes:

Rockhampton was aiming for a total of 60 teams but in total 95 teams (401 participants). These teams consisted of friends (11 teams), family (6 teams), workmates (82 teams) and community groups (2 teams), with some teams consisting of combinations of these groups. Townsville was aiming for 50 teams but ended up with an amazing 169 teams with a total of 813 participants. So all together, 1,214 individuals participated in the challenge.

Rockhampton teams logged a total of 197,215,203 steps with an average steps/total population of 2075.9. Townsville teams logged a total of 358,258,803 steps with an average steps/total population of 2388.4. According to the rules set out, Townsville was determined as the winner and Rockhampton City Council flew the Townsville City flag for one week.

### Where to from here:

The inter-city challenge was an effective means to enhance local promotion of the 10,000 Steps program, with numerous other communities indicating an interest to adopt the challenge.

### Lessons Learnt:

1. Support from local media agencies really aids in the promotion of the Challenge.
2. Support from the Mayor of each City helped to create more ownership of the Challenge for each City and assisted in engaging the media.
3. Weekly newsletters are great motivation to keep teams on track and by including physical activity information and tips you can further raise awareness of opportunities to be active in your community.
4. Set-up of the teams in the Step Log does require some allocated time, however the online challenge made it easy to monitor the challenge from a coordinator's point of view.
5. Large number of participants can be included in the challenge, especially when using the online Step Log. The workload and number of participants is not linear.
6. Coordinators need to be clear with team captains regarding timelines if providing weekly updates of steps to ensure participants are entering steps on a regular basis. Team captains need to ensure their team have entered all their steps for the previous week by this timeframe to ensure their step progress is accurately shown.
7. There is a need for better communication links between coordinators and participants rather than utilising team captains to communicate information.
8. Coordinators need a good working knowledge of the Step Log to assist participants with issues and errors.
9. In Townsville, participants enjoyed the opportunity to interact with other teams during the large group walks and have also suggested an informal weekly group walk for subsequent Challenges.



## Total Project Costs:

Rockhampton Item	Cost (\$)	Source
<b>Promotion</b>		
100 x Original Flyers (multicultural fair)	82.50	10,000 Steps PO
1000 x Final Flyers	431.75	10,000 Steps PO & CRHU-R
Factoring of CSA	100.00	10,000 Steps PO
Alteration of CSA	100.00	10,000 Steps PO
<b>SUB TOTAL</b>	<b>714.25</b>	
<b>Prizes/Giveaways</b>		
25 x Prepacks – Rockhampton (pedometer, safety strap, stress ball, waterbottle)	570.00	10,000 Steps PO
25 x Pedometers – Townsville	412.50	10,000 Steps PO
Team Random Prize (5 x stress ball, waterbottle, hat)	78.00	10,000 Steps PO
Team Winner Prize (5 x stress ball, waterbottle, hat, polo shirt)	175.50	10,000 Steps PO
<b>SUB TOTAL</b>	<b>1,236.00</b>	
<b>TOTAL</b>	<b>1,950.25</b>	

Townsville Item	Costs (\$)	Source
<b>Promotion</b>		
Media Promotion	1,100	TCC
Printing etc	In kind	TCC & TPHU-T
<b>SUB TOTAL</b>	<b>1,100</b>	
<b>Team Packs/Prizes/Giveaways etc</b>		
200 x t-shirts	5,000	TCC
100 shoe laces	110	TCC
500 temporary tattoos	800	TCC
150 pedometers	3,811	TCC
100 wrist sweat bands	225	TCC
250 frisbees	1,462	TPHU-T
1000 water bottles	1,650	TPHU-T
500 temporary tattoos	800	TPHU-T
100 dog leads	400	TPHU-T
50 pedometers	1,250	TPHU-T
2 x \$50 gift vouchers	100	TPHU-T
<b>SUB TOTAL</b>	<b>15,608</b>	
<b>TOTAL</b>	<b>16,708</b>	

**Other In Kind Donations:**

6 x 30 minute massages—from “Massages by Azra”. 2 x free gym membership service fee vouchers—from “Curves Townsville”.

NB: Townsville resources were purchased in bulk by both Townsville City Council and the Tropical Population Health Unit to sustain 10,000 Steps resources over a two year period. This budget represents an approximate cost for resources utilised. Remainder of resources not used in this 2006 purchase are to be used in the 2007 Townsville Challenge.

**Timeframes:**

- Preparations for the challenge began approximately two months prior to the challenge.
- Promotion of the challenge to the community began three weeks before the challenge began.
- Challenge ran for six weeks.
- An extra week at the end was used to finalise step counts and prize draws.

**This Case Report was developed by:**

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Position: Project Officers

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**10,000 Steps City of Origin Information Sheet**


City against city...mate against mate...  
Join us as we take on Townsville in the ultimate  
**6 week step challenge.**  
Rockhampton is the original City of 10,000 Steps  
and we are out to prove our commitment to physical  
activity. So get together your team of friends, family  
or workmates and help Rocky  
**step up to the challenge.**

**Every Step Counts...**

## Challenge Information

**When:**

- Challenge begins Sunday 17th September — Saturday 28th October

**How to register:**

- Get together your teams of up to 5 people
- Complete the Team Registration form at the bottom of this flyer
- Fax back, return or email to the 10,000 Steps Office

**Register your teams by Monday 11th September**

**How to get pedometers:**

- Purchase from Athlete's Foot in Stockland Rockhampton & Daniels Surgical & Health Equipment
- Loan from the Rockhampton Municipal Libraries (limited stock)
- Team orders can be placed through Health Management Group using the 10,000 Steps Pedometer order form **(Allow 5 working days to receive your pedometers)**

**Make every step count—record your steps:**

- Individuals can record and monitor their daily steps and team progress in the Step Log on the 10,000 Steps website [www.10000steps.org.au](http://www.10000steps.org.au)  
(for those who do not have access to the internet contact 10,000 Steps)
- Following registration, Team Captains will be emailed with further information about setting up teams and using the Step Log

The winner will be determined by the city with the most steps logged in relation to their total population -  
Rockhampton 95,000 & Townsville 110,000

**Bulletin**  
Local News means the World to us.

*The City Of Origin is an initiative of the Physical Activity Capricorn Taskforce (PACT)*

**www.10000steps.org.au**

To register your team for the City Of Origin Challenge, complete this form and return before 11th September 2006 to :

10,000 Steps Office  
Bldg 18  
Central QLD University  
Rockhampton 4702

Ph: 07 4930 6751  
Fax: 07 4930 9620  
Email: 10000steps@cqu.edu.au

Team Name: Rockhampton Number of team members (up to 5): 5

Team Captain Name: Renae Gordon Team Captain Email Address: renae.gordon@cqu.edu.au

Team Captain Contact Phone: 07 4930 6751

Please identify who makes up your team (please circle): Friends Family Street Workmates Community Group

For Workmates and Community Groups - Please specify organisation name: Rockhampton City Council

# 10,000 Steps Case Report 2

## Monash 10,000 Steps Challenges



**MONASH**  
University

### Background:

The Caulfield campus of Monash University initially implemented a 10,000 Steps Challenge for Workplaces, to increase activity in the workplace. Following this, the Wellbeing Happens at Monash (WHAM) group adopted the 10,000 Steps program as a university wide project, to increase fitness and promote wellbeing on its six Australian campuses. The initial North to South Coast to Coast challenge was conducted in 2005 with approximately 800 staff and family members participating. Due to the success of the initial challenge, a further Perth to Broome—Western Seaboard Challenge was conducted in 2006. A staggering 1,121 participants took part in this challenge.

### Partners Involved:

Monash Occupational Health, Safety & Environment Unit, Monash Sport, Monash Community Services, Monash Health Service.

### Objectives:

- To encourage Monash University staff to get fitter and healthier.
- To develop stronger community links both within and outside the university.
- To increase awareness of the importance of exercise in developing and maintaining a fit and healthy body.

### Implementation Strategies:

- Staff were notified of the 2006 challenge via email, a breakfast launch and through the Monash University website.
- The Western Seaboard Challenge – Perth to Broome – was conducted with teams of 8 led by a team captain.
- Celebratory events were held across all campuses.

### Outcomes:

- A total of 1,121 participants and 143 teams were involved in the challenge.
- A total of 426,006,651 steps were taken.
- Participants averaged 12,237 steps per person per day.

### Where to from here:

- Increased awareness of health and wellbeing and importance of exercise.
- Monash will be conducting a further 10,000 Steps Challenge in 2007.

### Lessons Learnt:

1. Proved extremely successful in gaining Monash university participation by staff and their families.
2. Participation increased from approximately 800 in 2005 to 1,121 participants in 2006.
3. Organisation of challenge improved and awareness of program has been spread far and wide within the university.
4. Staff enjoyed the challenge and enjoyed getting fit and developing closer links with colleagues and in some instances staff from other departments.
5. New initiative encouraged staff to 'get to know their numbers' which required staff to get their weight, height, waist and body mass index and blood pressure, cholesterol, and blood sugar checked.

### Total Project Costs:

- Total is unknown but including staff, resources etc, it would have cost approximately \$20,000.
- This project was self-funded by Monash University.

### This Case Report was developed by:

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# 10,000 Steps Case Report 3

## Port Lincoln Aboriginal Health Service Staff Challenge



### Background:

Our organisation is Port Lincoln Aboriginal Health Service and we deal with a community that has an elevated body mass index, elevated lipids and exercise little. We were running a diabetes education program and we recognised the relationship between diabetes, obesity and lifestyles issues surrounding the community. The first step was to implement the 10,000 Steps program to the staff with the view of implementing the program in the future to the community. We conducted an internal work challenge through the diabetes program to show staff how much exercise they were doing and how much extra they may need to do to become more active.

### Partners Involved:

Local Diabetes Program.

### Objectives:

- To increase the activity levels of the employees.
- To educate them of the amount of activity everyone should be doing on a day to day basis.

### Implementation Strategies:

- Contacted the local Community Health to get ideas of how they ran their program.
- Purchased pedometers with funding from the Diabetes program.
- Notified staff through email and meetings about program.
- Loaned pedometers to staff for a period of six weeks.
- Conducted a six week timed challenge, paper based with steps reported to the team captains.

### Outcomes:

- 27 staff enrolled.
- Total number of steps recorded was 1,964,686 steps.
- This equates to walking from Port Lincoln to Adelaide twice and from Port Lincoln to Streaky Bay once.
- It created interest from other community members.

### Where to from here:

Plan to introduce program to community members through the diabetes program.

### Lessons Learnt:

1. Need someone driving the project and need to set aside time at the beginning of each week to contact participants.
2. Not everyone returned their pedometers.

### Total Project Costs:

- \$1,100 for purchase of pedometers funded by Diabetes program.
- Staff time was provided by Port Lincoln Aboriginal Health Service.

### This Case Report was developed by:

Port Lincoln Aboriginal Health Service

# 10,000 Steps Case Report 4

## MBF 10,000 Steps Healthy Living Program for Staff



### Background:

The program was officially launched and rolled out nationally between May and July 2004. Major public launches were held in Sydney, Brisbane and Adelaide. This was a commitment by MBF designed to motivate employees to undertake incidental physical activity and accumulate 10,000 steps per day, measured on a pedometer supplied by MBF. MBF also promoted the importance of companies supporting their employees' health and wellbeing by the public nature of the launches, and ongoing in Corporate Client newsletters. All staff received free pedometers and information packs about the program.

### Objectives:

- The program is in keeping with MBF's health advocacy to encourage Australians to be fit and active for good health.
- To motivate employees to undertake incidental physical activity and accumulate 10,000 steps per day, measured on a pedometer supplied by MBF.
- To promote the importance of companies supporting their employees' health and wellbeing by the public nature of the launches, and continue to promote this in corporate client newsletters.

### Implementation Strategies:

Public launches gave staff the opportunity to embrace a healthy lifestyle, and demonstrate MBF's commitment:

- **Brisbane and regional QLD:** May 2004—Queen Street Mall, lunchtime launch. 350 staff crowded into Queen Street Mall equipped with MBF-issued step counting pedometers. The Brisbane launch featured the role models Geoff Huegill and Duncan Armstrong, along with guest of honour the Lord Mayor of Brisbane, Campbell Newman. The program was in keeping with MBF's health advocacy to encourage Australians to be fit and active for good health. Member Centre teams throughout Queensland and Northern Territory formed their own groups and launched the healthy living initiative in their local areas, stepping out for energetic walks prior to normal opening hours.
- **Sydney:** July 2004—Martin Place, Sydney CBD, lunchtime launch. A 45 min stage event was held before the employees cut an MBF ribbon and set off on inaugural walk through the streets of the CBD, finishing on Bridge Street where the Corporate Head office would re-locate later in the year to new environmentally conscious premises.
- **Adelaide:** July 2004—Rundle Mall, lunchtime launch. MIX-FM Breakfast Team broadcast from Rundle Mall and promoted the event. MBF's CEO in attendance and Colin Ricketts ('walking man' who walked around Australia to raise money for treatment of childhood cancer). MBF staff walked through the city to the MBF Victoria Square premises.
- The 10,000 Steps Challenge for Workplaces was used as a key motivating component of implementation with teams in all states signing up.

### Outcomes:

- Over 90% of MBF staff joined the program.
- Groups formed throughout the country to participate in the Workplace Challenge.
- Managers were encouraged to 'lead by example' to actively support the program, sign up and encourage their staff to do the same.

### Where to from here:

- MBF sponsored Olympic walker Jane Saville has assisted internal promotion in the Sydney office, conducting periodic lunchtime walks and health seminars.
- The 10,000 Steps program has now become a permanent Employee Benefit sitting alongside workplace yoga, smoking cessation support, and support to participate in corporate sporting events.
- All new staff receive a 10,000 Steps pack including a free pedometer and logbook. Replacement pedometers are available at cost price.



## Lessons Learnt:

1. Maintaining momentum for workplace challenges requires considerable resources and time.
2. After the initial launch and challenge, the program has been taken up on an individual employee basis and continued amongst smaller walking groups.
3. While companies can make programs available and work to instil healthy behaviours in their employees, it is ultimately up to the individual to take responsibility for adopting a healthy attitude towards physical activity. The 10,000 Steps program helps MBF employees to do this.

## Total Project Costs:

- \$40–50,000 approximate outlay by MBF.
- Ongoing costs approximately \$11,000 pa for staff pedometers and brochures.

## Timeframes:

- Launches: May–July 2004.
- Workplace Challenge: 10 weeks from September–November 2004.
- Program is ongoing via personal commitment.

## This Case Report was developed by:

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# 10,000 Steps Case Report 5

## Defence Materiel Organisation (DMO), Department of Defence 10,000 Steps Program

### Background:

There are almost 7,000 military and civilian staff working in the DMO, spread across Australia and overseas. The Corporate Governance Branch is a small part of the organisation, with most of our branch located in Canberra, but there are also a few people working in Melbourne.

In 2006 there was a lot of discussion in our branch about possible wellbeing programs, but not a lot of action. Having been interested in the 10,000 Steps program for many years, I saw this as an opportunity to get something started. All staff are in highly sedentary, desk-bound roles, and the work tempo has been steadily increasing, so there was less opportunity to undertake exercise during working hours.

Since starting 10,000 Steps the branch has amalgamated with other parts of the organisation, growing significantly and has now split into two smaller branches. Interest in 10,000 Steps has also spread within the Division and to other Divisions in the DMO. Some of these areas have joined with our 10,000 Steps Workplace Challenge, but the size eventually became too unmanageable, so one Branch split off to form their own Workplace Challenge.

### Objectives:

- To demonstrate management's commitment to staff well-being.
- To improve individual awareness of general activity levels.
- To encourage staff to increase activity.
- To improve morale.

### Implementation Strategies:

At DMO, we have participated in a total of four challenges over the last few years. We started with the shorter challenges and progressively increased the distance. For the first few challenges we made up teams from mixed work groups and had some "all male", "all female" and "senior executive" teams – this created some friendly rivalry and also allowed staff to get to know some new people that they didn't normally work with.

Over the Christmas/New Year break (2006/2007) a much longer challenge was started, but some participants tended to lose interest – particularly if they were in a weaker team and got a long way behind the leaders. Some team restructuring on the fly was necessary.

After a few challenges interest generally started to wane, so we changed the teams to reflect each work group. This was definitely easier to manage and created a new form of rivalry to regenerate interest.

Two additional teams were included throughout the challenges:

- A team for partners (who must have their own pedometer) and staff who have left the organisation (but they wish to continue on the program).
- A team to "park" people who are not logging any steps – this effectively takes them off the books, so that they are not distorting the figures of the real teams.

### Challenges completed to date are:

1. The 10,000 Steps "Original" Challenge (1440km) – 6 teams, 64 participants.
2. The Western Seaboard Challenge (2417km) – 14 teams, 131 participants.
3. Australia's Bicentennial National Trail (5330km) – 15 teams, 140 participants reduced to 12 teams, 120 participants over the course of the challenge. Note: after this challenge the work group was split in two to make it more manageable.
4. 10,000 Steps Coast to Coast (North to South) (3040km) – 9 teams, 87 participants reduced to 5 teams, 47 participants. This was the first challenge without postcards, which may have added to the poor participation rate.

Given that participants work in several different work groups and locations, there was no formal launch for any of the challenges. Most communication was done via a combination of email, personal approaches and updates at weekly staff meetings.

At the end of each challenge certificates were produced to provide that little extra reward/incentive for participants. A range of special certificate awards were also made, including one for each team captain and the top stepper for each team.

**Outcomes:**

Feedback has been largely informal and mixed. Some staff love the program, and are keen to start the next challenge as soon as one finishes, whereas for others once is enough. A number of women have pulled out because it is harder for them to wear a pedometer with their clothing. As mentioned earlier, the interest in 10,000 Steps has now spread quite widely through the DMO with many other branches and divisions getting involved.

**Where to from here:**

We plan to continue running challenges, but ongoing effort is needed to ensure new starters are encouraged to participate and maintain interest levels in ongoing participants.

**Lessons Learnt:**

1. Purchase/use the 10,000 Steps pedometer safety strap to minimise accidental breakages.
2. Keep the number of participants manageable – split the workplace group up when numbers get too great – I think about 50–80 is ideal and keeps people more involved and motivated.
3. Just Do It! Don't wait for people to sign up – buy more pedometers than you first anticipate and you will find that interest quickly grows.
4. Get senior management buy-in. If they are interested, then others will soon follow.
5. Don't give out pedometers until after individuals have registered on the website.
6. Use peer support to encourage others to join in – a personal approach is more effective than email, and it really helps to have a free pedometer in hand as "bait".
7. Start with the shorter challenges – interest wanes during the longer challenges, particularly if teams are unbalanced.
8. An enthusiastic team captain generally results in a more successful team, with greater take-up by team members.
9. If you do a really long challenge it may be necessary to increase the size of the teams.
10. The challenges that have "postcards" are preferred – they are an additional prompt for the "tardy loggers".
11. Average steps per person often exceed 10,000 steps, so challenges will likely finish sooner than anticipated.
12. Don't be afraid to restructure teams during a challenge to ensure that no team is left too far behind.

**Total Project Costs:**

- Cost was minimal - a pedometer and safety strap for each participant and a couple of reams of coloured card to make up participation certificates and special awards.

**Timeframes:**

- 19-27/7/06—Registered as a Provider and Step Log member.
- 8/8/06—Sent all staff email with voting buttons to gauge interest (Only 18/56 voted "yes" in the original mail out, but after a personal approach and a bit of arm twisting the take-up was close to 100%) [Voting button feature available in Microsoft Outlook].
- 1/9/06—First challenge started.
- 26/9/06—Second challenge started.
- 13/11/06—Third challenge started.
- 16/3/07—Fourth challenge started.
- 1/7/07—Fifth challenge scheduled to start.

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# 10,000 Steps Case Report 6

## Anglo to Anglo Challenge

### Background:

A health profile was conducted on our current workforce. It included general health measurements, for example, body mass index (BMI), blood pressure and cholesterol. It also reviewed health determinants and medical risks. One outstanding issue that was highlighted was the need to increase exercise.

A health promotion committee was convened with representatives from the workforce. After reviewing the health profile it was decided to develop a long term strategy for the company. One of the programs decided for 2007 was the 10,000 Steps program.

### Objectives:

- To increase the awareness of the company's health profile and start a peer group (workplace) challenge.

### Implementation Strategies:

The challenge was for teams from the company to participate in a virtual walking journey from Moranbah (Queensland) to Drayton (New South Wales) via the Callide Mine and return. This was a return trip between the two furthest Anglo mine sites, which totalled 3.79 million steps or 3,032 kilometres. Individuals were given pedometers for self target setting and monitoring. The challenge was paper-based - each week the team captain gathered their teams' weekly steps and sent them to the workplace coordinator. The coordinator kept track of all team's overall progress throughout the challenge.

### Outcomes:

- 12 teams registered (with 6 to 10 members in each).
- The challenge was completed in four weeks with the average member stepping 10,008 steps per day.
- The winning team participant's were averaging 14,833 steps per day.
- Total steps for all teams was 29,984,890 steps or 23,988kms.
- Five individuals stepped over 30,000 steps in one day and one participant walked over 40,000 steps.
- Prizes were awarded to these individuals, the winning team and best captain.

### Where to from here:

Pedometers are still available to all employees. Education and support are provided by the safety department for any new starters. This program will be run again in the next 12 months (2007-2008). Also three other health programmes have been scheduled for 2007.

### Lessons Learnt:

1. Great increase of general exercise awareness.
2. Peer team challenge was also positive, with teams encouraging each other.

### Total Project Costs:

- 250 pedometers at \$27.50 each.
- Approx 2 hours per day in administration time.
- This project was self-funded by Anglo Coal with no cost to employees.

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# 10,000 Steps Case Report 7

## Blue Care Southern Region Workplace Challenge



### Background:

- **Setting:** Community Health and Aged Care Services staff providing in home care to frail aged and younger disabled clients.
- **Location:** Selected Blue Care Community Service Sites across the Southern Region, based from:
  - Alexandra Hills, QLD.
  - Springwood, QLD.
  - Beenleigh, QLD.
  - Elanora, QLD.
  - Labrador, QLD.
  - Banora Point, NSW.
- **Need:**
  - **Ageing population:** With diminished birth rates and increased life expectancy, the Australian Bureau of Statistics (ABS) predicts that the age of our working population will rise dramatically over the next 20 years. Age is associated with many health risks including osteoarthritis, osteoporosis and diabetes (type II).
  - **Increasingly Sedentary Lifestyle:** Social and technological changes have led to Australians leading an increasingly sedentary lifestyle, and this is also true of our Nurses and Personal Care workers. This lifestyle is identified as a risk factor for all of the aforementioned health conditions. In response to these trends and their emergent effect on the health of the nation, the Department of Health and Ageing has recently released National Physical Activity Guidelines to educate and encourage the population to increase involvement in exercise.
  - **Workplace Health and Safety Legislation:** Local trending in insurance premium costs and lost time due to injury demonstrate a dramatic increase over the last 5 years. Should this trend continue at the same rate it will contribute to many community services becoming financially unviable. Our care service workers require a higher degree of physical strength, fitness and flexibility than a sedentary worker. The workplace health and safety legislation places a duty of care on the employer to provide a safe workplace, with appropriate supervision, training and instruction to maintain the same.

### Partners Involved:

Women's Active Living Kit Community Grant Scheme; Blue Care Southern Region; Blue Care—Brisbane South Allied Health.

### Objectives:

- To implement a 10,000 Steps workplace challenge across Southern Region Community Services.
- To increase staff awareness of sedentary lifestyle risk factors and motivate lifestyle changes to decrease injury and co-morbidity.
- Deliverables:
  - Increased incidental activity levels of participants with associated health and performance benefits.
  - Decreased insurance premiums from injury claims.
  - Increased morale and team cohesiveness through a shared activity with common goal.

### Implementation Strategies:

- Promotion and anticipation building for the upcoming challenge was conducted by the project coordinator during preceding months through a variety of mediums including:
  - Posters
  - Email
  - Presentations at meetings
- Key Allied Health (Physiotherapy) staff were trained in the objectives of the project and in how to conduct education sessions.





- Key staff delivered an education session to each site participating in the challenge. This education included:
  - Delivery of the pre-prepared 10,000 Steps promotional PowerPoint presentation.
  - Instruction/education in how to register and use the online Step Log.
- Team Captains were recruited at each site during their education session and instructed in their role.
- 10,000 Steps Original Challenge was implemented over a three week period.
- Project coordinator circulated weekly updates and encouragement to team captains via email (to help maintain motivation).
- The 10,000 Steps pre-prepared evaluation forms were distributed to all participants on completion.
- Participation certificates were presented to all staff at local staff meetings. Additional awards were also presented:
  - The first workplace team to complete the challenge received a trophy and individual participant gift certificates.
  - Medals were presented to the most active and most improved participants within the challenge.
- Evaluation results were collated and project reports completed.



### Outcomes:

- **Reach:**
  - Direct participants: 62 personal care and registered nursing staff.
  - Indirect participants: ~30 Management and Administration personnel and ~1500 community clients visited by the direct participants during the workplace challenge.
- **Subjective results:**
  - Overwhelmingly positively received across all service centres.
  - Participants enjoyed competing against other services as it helped strengthen their local work team relationships.
- **Formal Evaluation:**
  - 62 “10,000 Steps challenge participant evaluation” forms were distributed to all directly participating staff on completion of the workplace challenge, with a response rate of 48%.
  - 100% of respondents enjoyed the 10,000 Steps challenge.
  - 100% of respondents felt encouraged by their co-workers.
  - Only 13.3% of respondents found it difficult to achieve their goals.
  - 53.3% respondents report now being more active outside of work hours
  - 67.7% of respondents report they are more likely to continue being active without the challenge.

### Where to from here:

- ~67% of participants have chosen to purchase a pedometer for ongoing exercise motivation.
- Two services are in the process of establishing further local “team challenges”.
- Additional workplace challenge (across the Region) planned for the 3rd quarter of 2007, with another two future challenges proposed for 2008.

### Lessons Learnt:

#### What went well:

1. Competitive team approach really motivated participants.
2. On-line Step Log provides excellent information and resources for challenge coordination.
3. Using the 10,000 Steps Provider resources made planning, implementation and evaluation of the project much simpler.

#### Future lessons:

1. Need to ensure team captains have a moderate level of computer (email/internet) literacy.
  - The on-line Step Log was an excellent way to coordinate geographically dispersed teams, but some sites needed frequent telephone support to understand and implement features.
2. Team members need some regular contact to help encourage and motivate sustained performance.
  - One team had participants who only infrequently visited the office and rarely (if ever) met as a combined group. This limited their interaction and reduced the potential for support and encouragement.

**Total Project Costs:**

Item	Costs (\$)	Source
Pedometers	1,500	W.A.L.K. Community Grant
Staffing Costs <ul style="list-style-type: none"> <li>– Coordination Staffing Costs</li> <li>– Implementation</li> </ul>	1,560 1,440	Subsumed under existing operational costs (Blue Care - Brisbane South Allied Health)
Reward/Award and Recognition	400	Blue Care Southern Region
<b>TOTAL</b>	<b>4,900</b>	

**Timeframes:**

Project Title: 10,000 Steps											
Activities:	21 Oct	08 Nov	10 Nov	13 Nov	17 Jan	24 Jan	01 Mar	15 Mar	19 Mar	19 Apr	19 May
Complete funding application											
progress											
Secure financial resources											
progress											
Brief Regional Management Team											
progress											
Brief Community Service Managers											
progress											
Select and induct key staff											
progress											
Key staff attend program education											
progress											
Obtain Material Resources											
progress											
Distribute Promotional Materials											
progress											
Deliver education workshops											
progress											
Implement team challenge											
progress											
Conduct Evaluation and Review											
progress											

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# 10,000 Steps Case Report 8

## Ipsos Workplace Challenge



### Background:

I am very fitness conscious and was talking to my colleagues about ways to stay fit and healthy. This is a very busy office and many people feel they don't have the time to go to the gym or be a part of a team sport, but they were keen to do something. I'd heard of 10,000 Steps and went investigating. I found that the website was an easy way to engage my workmates in fitness on their own terms. By setting a challenge online the whole thing managed itself (I'm busy too!) and spurred them (and me) on to reach at least 10,000 steps a day. This kind of exercise is free, low impact and can easily be incorporated into your lifestyle.

### Objectives:

- To engage in a team activity and to raise fitness and health.

### Implementation Strategies:

We chose the 10,000 Steps Coast to Coast (North to South) Challenge. Not only did we have an overall winner—we all put in \$8 per month and this went towards a progress prize, which included a massage and a voucher for a super sports store. This helped people keep focused on the task at hand!

### Outcomes:

There were a total of six participants and the challenge went for approximately three months. Participants were initially surprised at the actual amount of steps they were taking each day and the majority of the participants found that the program was a great way to monitor and increase their total daily steps. Participants subsequently worked on increasing activity levels by introducing lunch time or night time walks—even walking around the house to increase their step count!

Participants also found the online Step Log's extra activities function useful in converting daily activities into steps with motivation levels kept high as monthly prizes were on offer.

### Where to from here:

People were surprised at how much (or little) they walked each day and this has had a flow on effect on other aspects of their routine, where they chose to walk rather than drive or to take a stroll at lunchtime and after dinner—even when they weren't wearing the pedometer anymore! It gave them a gauge on how much exercise they are really doing rather than how much they thought they were doing.

### Lessons Learnt:

1. The step converter calculator was excellent—where your other exercise could be calculated into steps, as every little bit counted.
2. I liked the range of challenges too—maybe include some more short-term ones. Short and sharp.
3. I found that the motivation by the end of the three months was flagging—partly due to a big project on my end and the fact they were ready for something new.
4. I didn't find navigating the website very user friendly. It wasn't always clear on where to go to input or find information. I had to call 10,000 Steps a couple of times to clarify things. Some of my colleagues also found this and came to me with the same questions I had to follow up.

### Total Project Costs:

- \$144 (Six participants put in \$8 each over three months.)

### Timeframes:

- The challenge ran from February to April 2007.

### This Case Report was developed by:

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# 10,000 Steps Case Report 9

## 10,000 Steps Battle of the Shires — Bowen



### Background:

The Bowen Physical Activity Taskforce chose to implement a 10,000 Steps community challenge to increase levels of physical activity in Bowen Shire. The challenge was designed to engage teams of five participants to each use a pedometer to measure their levels of daily physical activity for six weeks. Each participant then recorded their daily physical activity on the 10,000 Steps website and the steps were allocated to their team.

An innovative addition to this challenge was the competition between Bowen Shire and the Burdekin Shire to see who would win the title of Most Active Shire by calculating which Shire has the highest step average per person.

Bowen Shire taskforce members used a face to face visit and letter of invitation to approach local business to participate in the challenge. This proved very successful. Two sign on sessions were held in Bowen and one sign on session was held in Collinsville. In Bowen, the Learning Network Queensland centre and Bowen Shire Library were used and in Collinsville, the Collinsville Teleconnect Centre was used for the sign on sessions. We also had a sign on session at the local High school who had five teams participate.

The Challenge commenced on Sunday 8th October 2006 and finished on Saturday 18th November 2006.

### Partners Involved:

Bowen Shire Council, Burdekin Shire Council, Tropical Population Health, Bowen Health Service District, Regional Health Service Collinsville, Schools, Healthier Bowen Shire Partnership Inc., Job Agencies, Banks, Business Sector, Service Groups, Sport and Recreation Queensland, and local businesses.

### Objectives:

- To increase awareness and understanding of how active individuals need to be.
- To increase participation in physical activity.
- To increase levels of physical activity, including in the workplace setting.

### Implementation Strategies:

- Conducted a 6 week 10,000 Steps community challenge.
- Distributed challenge packs to every team.
- Conducted sign on sessions for all teams.
- Promoted the challenge to the wider community.
- Conducted special come and try events.
- Distributed weekly newsletters to all online participants.
- Conducted a presentation of awards event in Bowen Shire.



### Outcomes:

In total, 318 people from Bowen Shire participated in the Battle of the Shires challenge. Sixty-five teams from Bowen Shire and 59 teams from the Burdekin registered for the challenge. The majority of teams entered in the challenge were from workplaces including schools, hospitals, banks, DPI, accountants as well as community organisations and social teams including Collinsville Lions and Zonta Club of Bowen.

All Bowen teams were invited to a presentation and event walk at Muller's Lagoon on 30th November 2006 to celebrate the end of the challenge. Certificates were presented to the top ten teams and outstanding steppers awards. Team prizes were awarded for the Most Steps, Most Innovative, Most Active to Work, Most Pet Powered and Most Social. Two Sportspower vouchers and 10,000 Steps merchandise were prize draws for participants in the 10,000 Steps walk. Collinsville had planned to host an Aqua night at the pool after a short walk, however this was cancelled on the day due to a number of unforeseen circumstances.

Taskforce members hand delivered evaluation sheets to all teams in the challenge. In all, 112 surveys were returned. The 2006 10,000 Steps community challenge survey results show this project has achieved its overall goal to help people become more physically active:

- 85% reported becoming more confident in trying to increase their physical activity.
- 66% reported they were able to increase their physical activity levels at work.
- 68% now more active outside work hours.
- 78% now likely to continue being active without the challenge.
- 68% would participate in another challenge.

### Lessons Learnt:

#### A number of improvements to the sign on sessions were suggested for future challenges:

1. Ensure all participants are removed from any previous teams and previous challenges (This has to be done by either the 10,000 Steps Project Office, previous workplace coordinators or previous team captains).
2. The sign on sheet includes all email addresses for participants (and perhaps date of birth). This will aid coordinators when setting up the challenge.
3. A sign on session could provide more information on how to wear pedometers, how to use the conversion sheets, a list of activities occurring during the challenge and instructions on how to log onto the 10,000 Steps website.

#### Lessons learnt in regards to the challenge were:

1. Teams of five worked well.
2. The Challenge with the neighbouring shire was a great attraction for teams.
3. Involvement/rivalry between the Mayors of each Shire assisted in media promotion of the challenge (all in-kind).
4. Electronic newsletters work well, however they need to be distributed to all participants.
5. 10,000 Steps log on process via website works well with addition of offline members.
6. We had one manual team who had difficulty getting steps collated for their team, hence they were often late with data collection.
7. Try to avoid the challenge starting during school holidays or at the immediate start of term.
8. A local sports store sold the pedometers and reduced the workload for health services and this worked well.
9. Business teams purchased pedometers for staff—and promoted the social aspect of the challenge.
10. Encouraging workplaces/employers to purchase or subsidise pedometers for staff worked well. For example, Queensland Health supplied pedometers to staff at a significantly reduced rate.
11. Cost of pedometers can be a barrier for low income earners.
12. Registration session in the computer section and school libraries worked well.

#### Future recommendations for a community challenge:

- We would recommend all teams whose members achieve the goal of 10,000 steps per participant during the challenge go into a separate prize draw. This would be in addition to an award for the team who does the most steps category. This gives a reward for teams who have achieved the recommended 10,000 steps per day.
- Need an innovative launch to promote the start of the challenge.
- Need a calendar of community events published before the start of the challenge, e.g., special walks, come and try events, open days.
- Have a registration session in the day and in the evening (to allow for a wider demographic of participants).
- Avoid school holiday clashes.

### Total Project Costs:

- FTE .25 staff
- In kind administrative costs eg postage etc. through Bowen/Burdekin Shire Councils and Healthier Bowen Shire Partnership Inc.
- In kind support from council for printing costs
- Advertising in kind support from local radio and newspaper
- The following sponsors provided prizes valued at over \$300 for the challenge:
  - Bowen Fisherman Seafood
  - Woolworths
  - Summer garden Theatre
  - Denison Hotel
  - Kix Fitness
  - Fitness 1\*-2-3
  - North Queensland Cruising Yacht Club
  - Bowen Sportspower



### Timeframes:

- Challenge duration was 6 weeks from October to November 2006

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# 10,000 Steps Case Report 10

## 10,000 Steps Battle of the Shires — Burdekin



### Background:

The Burdekin Be Active (BBA) Physical Activity Taskforce (PATF) was established to promote physical activity in the Burdekin Shire and had been working on a variety of initiatives to promote physical activity. This taskforce is now an advisory group to the Burdekin Shire Council. After a number of community initiatives we were looking for an initiative that would promote a whole of community approach. In consultation with the other taskforces in the district (Bowen & Collinsville) we felt confident that an inter shire challenge had great possibility of acting as a motivational tool to improve awareness, participation and improvements in physical activity levels.

In consultation with the Bowen Shire's two PATF's the challenge was designed to:

- Engage a broad section of the community, especially workplaces.
- Engage teams of five participants
- Encourage each participant to use a pedometer to measure their levels of daily physical activity for a six week period. (We had learnt quite a lot about implementing a challenge from a previous workplace challenge we had run and as such we felt six weeks had a greater chance of establishing behaviour and that teams of five were easy to achieve and would create "bonding").
- Encourage all teams to utilise the excellent 10,000 Steps website to record their daily physical activity. (We only had one team that was unable to access the internet and they faxed their team steps weekly to the delegated coordinator for the challenge.)
- Encourage workplaces/employers to consider purchasing pedometers, especially the 10,000 Steps pedometers for their staff.

Using past experience in gaining participation levels in these smaller communities we had our taskforce members used a face to face contact with potential participants and a follow up letter of invitation. The local media was also utilized and the group brainstormed ideas as to potential participants such as local business's and workplaces etc to approach to participate in the challenge. This broad approach proved very successful and soon built to effective word of mouth.

The community responded very positively to the idea of an inter-shire challenge and the idea of a "battle of the shires". We found that setting up the challenge on the 10,000 Steps website was the best way to monitor progress as to which shire was recording the highest number of steps and also provide motivation. A coordinator from each shire was appointed to set up the challenge with the excellent support from the 10,000 Steps Project Office.

We also utilized the support of the Tropical Population Health Unit's (TPHU) Physical Activity Project Officer who provided invaluable support and feedback from how to go about the challenge, proforma design, training for website use and evaluation etc.



The Challenge commenced on Sunday 8th October 2006 and finished on Saturday 18th November 2006. In the Burdekin we kicked off with a community walk to coincide with Mental Health week and finished with a walk as part of the Burdekin Roadrunners and Walkers group.

The Council made up team information packs with instructions on how to access and use and 'trouble shoot' the website. The kits included instructions on how to use the website and other useful information, posters etc.

Team representatives were encouraged to attend a sign on website registration/information session facilitated by the TPHU Physical Activity Project Officer and appointed coordinator. Those that missed the session used the helpful information pack and those who required help were supported by the designated coordinator.

### Partners Involved:

Burdekin Shire Council, Bowen Shire Council, Tropical Population Health Unit Townsville, Bowen Health Service District, Regional Health Service Collinsville, Schools, Healthier Bowen Shire Partnership Inc., Job Agencies, Banks, Business Sector, Service Groups, Sport and Recreation Queensland, and local businesses.

### Objectives:

- To increase awareness and understanding of how active individuals need to be for health and well being.
- To increase participation in physical activity.
- To increase levels of physical activity, including in the workplace setting.
- To strengthen partnerships to promote and sustain physical activity.

### Implementation Strategies:

- Consultation with potential partners and stakeholders.
- Challenge coordinators appointed (1 from each shire) to assist with setting up teams on website, trouble shooting and collating weekly newsletters.
- Promoted challenge to gain participants.
- Collated and distributed challenge packs to every team.
- Conducted sign on and website sessions for teams.
- Promoted challenge progress to the wider community through a variety of mediums.
- Collated and distributed weekly newsletters to all on line participants.
- Conducted support activities.
- Conducted a six week 10,000 Steps community challenge.
- Conducted award presentations in both the Burdekin and Bowen Shire.



### Outcomes:

Fifty-nine teams from the Burdekin Shire and 65 teams from the Bowen Shire registered for the challenge. The majority of teams entered in the challenge were from workplaces including schools, hospitals, banks, as well as community organisations and social teams. (We did take late entries and from word of mouth had numerous enquiries from people wishing to participate. Those that were too late indicated an expression of interest to participate in any future challenge.)

The Burdekin Bowen Battle of the Shires challenge engaged 612 participants, 318 participants were from the Bowen Shire and 294 from the Burdekin Shire. All were winners however in the official step count our rival, the Bowen Shire, won!

The evaluation results show this project has achieved its overall goal to help people become more physically active. Evaluations were sent electronically and/or hand delivered as far as possible to team leaders. The hand delivery method proved to be more effective. We believe that if we had all participants email addresses we would have had a greater return as we were dependant on team captains forwarding the evaluations. From both shires we received approximately 20% evaluation return.

- 85% of participants reported becoming more confident in trying to increase their physical activity.
- 66% of participants reported an ability to increase their physical activity levels at work.
- 68% of participants are now more active outside work hours.
- 78% of participants are now likely to continue being active without the challenge.
- 68% of participants would participate in another challenge.

Certificates were presented to the top ten teams and, certificates and prizes awarded for the following:

- Team with most steps accumulated.
- Team with second greatest number of steps accumulated.
- Team with third greatest number of steps accumulated.
- Team using innovation to encourage 'personal bests' and increased participation—Three teams were acknowledged.

- Spirit of the Challenge award - This went to the five teams from the Burdekin Home for the Aged and the Catholic Walking Ladies, as teams made up of elderly participants with several on 'walky' wheelers, all vying for their personal bests!
- Employer support awards - This went to businesses/organisations that purchased or subsidised pedometers and were encouraging of innovation.

### Lessons Learnt:

**After running the Challenge, a number of improvements to the sign on sessions were suggested for future challenges:**

1. Ensure all participants are removed from previous teams and previous challenges. (This has to be done by either the 10,000 Steps Project Office, previous workplace coordinators or previous team captains.)
2. The sign on sheet includes all email addresses for participants (and perhaps date of birth) to aid coordinators setting up the challenge.
3. A sign on session could provide more information on how to wear pedometers, how to use the conversion sheets, a list of community activities that coincide with the challenge (e.g. community walks) and instructions on how to log onto the 10,000 Steps website.

**Lessons learnt from the challenge were:**

1. The inter-shire Challenge with the neighbouring shire was highly motivational.
2. Teams of five worked well.
3. Support and involvement/rivalry between the Mayors of each Shire assisted in media promotion of the challenge (all in-kind).
4. Electronic newsletter worked well. Weekly newsletters were out sent to team captains.
5. Newsletter needs to be distributed to all participants (as forwarding to team members was reliant on team captain, doing this would have also increased evaluation reach and return).
6. Need all team representatives email addresses on registration slips to aid the coordinators setting up the challenge.
7. 10,000 Steps log on process via website works well with addition of offline members, however having a coordinator to refer to or to sort out problems is essential. It was essential to 'stick to our guns' about requiring teams to use website. There was some resistance early on however in the end we had only one team sending in faxes. We also secured the services of the library to provide free computer use to enter steps if required.
8. Try to avoid the challenge starting during school holidays or at the immediate start of term.
9. Encouraging workplaces/employers to purchase or subsidise pedometers for staff worked well. For example, Queensland Health supplied pedometers to staff at a significantly reduced rate.
10. Include registration/information sessions on the computer about the 10,000 Steps website.
11. Whilst we had launch activities, other activities were added in an ad hoc fashion. It would be better to pre plan support activities and schedule into the challenge from the beginning and ensure all participants were aware at the outset.
12. Some prizes/incentives were secured as the challenge progressed, evaluations indicated if we had secured them early and been able to promote them they would have created added incentives to participate.

**Future recommendations for a community challenge:**

- Need to identify appropriate community based activities to link with the challenge and create a calendar of community events before the start of the six week challenge. E.g., special walks, come and try events, open days.
- Would recommend all teams who reach the goal of 10,000 steps per participant during the six week challenge go into a separate prize draw. This would be in addition to the team who does the most steps category. This gives a reward for teams who have achieved the recommended 10,000 steps per day.
- Have a registration session in the day and in the evening.
- Promote family teams.
- Promote within the challenge workplace/facility challenges. For example, health facilities within both shires vied for top spot within their health service, police against police etc. One local business, a firm of solicitors, challenged another firm to join the challenge against them and the Lower Burdekin Home for the Aged in Ayr has challenged the Home Hill Aged care facility to go against them in any future challenge.
- Target the relatively inactive to focus on personal bests. It was fantastic to see the results for clients of Lower Burdekin Home for the Aged (LBHA) and some of their team members. The LBHA had five teams and several teams included some of the very elderly clients as team members! It proved to be a real moral and health boost for all concerned.
- Strongly encourage innovation to increase participation levels. For example, one team developed the turtle award for the team member who had the least amount of steps each week. They had the turtle on their desk for the week. Others businesses got together for family/friends walks and BBQ's to follow.
- Secure incentives/prizes before challenge commencement and promote to provide extra motivation to sign up.
- Perceived cost of pedometers can be a barrier, however we provided information on options such as loan and where to purchase. Getting workplaces and businesses to purchase or subsidise overcame some of these issues.
- Avoid school holiday clashes.

**Total Project Costs:**

- In kind administrative costs e.g. postage etc were provided through Bowen/Burdekin Shire Councils, Queensland Health, Collinsville Regional Health Service and Healthier Bowen Shire Partnership Inc.
- In kind support from council for printing costs
- In kind support for advertising from local radio and newspapers.
- Sponsors provided prizes valued at over \$300 for the challenge. Sponsors included:
  - Health and Fitness Centre
  - Cinema complex
  - Continental Deli
  - TPHU provided 10,000 Steps resources e.g. 10,000 Steps dog leads, frisbees, drink bottles
  - Sports store
  - Hotel (meals)

**Timeframes:**

- Challenge duration was 6 weeks from October to November 2006.

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# 10,000 Steps Case Report 11

## Department of Natural Resources & Water, Central West Region

### Background:

We initially introduced this program to our staff to get our staff members actively involved with their work teams, to improve employee health and fitness, to improve productivity and staff satisfaction, to reduce stress and to help build team spirit. The challenges were promoted to staff at all locations in the Department of Natural Resources and Water, Central West Region—Rockhampton, Biloela, Emerald, Longreach, Blackall and Mackay.

### Objectives:

The main objective of the 10,000 Steps program was to:

- Get our staff members actively involved in participating as part of a team.
- To provide our staff with a more healthy and active workplace.
- To provide an opportunity for team members to get to know one another.

### Implementation Strategies:

We have participated in a variety of 10,000 Steps workplace challenges over the last 3 years. The challenges that we have participated in most recently are:

- 2007 - Australia's Bicentennial National Trail Challenge.
- 2006 - 10,000 Steps Coast to Coast (East to West) Challenge.

In each instance we used the 10,000 Steps online Step Log system to conduct the challenges, track results and record steps. Each year, the workplace subsidised the cost of pedometers for new employees wanting to participate in the challenge.

The challenges were promoted via email to staff in all six locations in the Central West Region. An internal website was also developed for our workplace in which events, weekly newsletters about the progress of teams, contact details and background information relating to the 10,000 Steps Challenge could be posted. An online survey was also incorporated into this website to get participants feedback on the challenge and suggestions for future challenges.

### Outcomes:

- Approximately 100 staff members actively get involved in the program each year.

The follow up survey from the 2007 challenge showed that:

- All participants enjoyed the challenge and agreed that it made them look at their own activity regimes.
- All participants would participate in future challenges and said that they would encourage other employees to participate.



**Where to from here:**

We will continue to run the program in our business in future years, possibly more than once a year as suggested by a few participating staff members.

**Lessons Learnt:**

Everything went well this year. It was my second year co-ordinating the challenge in our workplace and I have learnt from last year's suggestions.

In 2007, participants made the following suggestions that may need to be considered when undertaking future challenges:

1. More communication between coordinators and participants. Some participants requested more face-to-face communication however this is difficult as we are spread over a variety of locations.
2. Participants requested tips on how to increase steps and wanted more motivational encouragement such as diet tips or articles that assist in motivation. These could be included in newsletter updates.
3. Include incentives for people with poorer health that participate.
4. Conduct two challenges a year (rather than the one challenge a year that is conducted at present).

**Total Project Costs:**

- In 2006, the project cost was \$1000.00 for pedometers.
- In 2007, the project cost was \$1000.00 for pedometers and prizes.
- This was funded by the workplace social club.

**This Case Report was developed by:**

Department of Natural Resources and Water



# 10,000 Steps Case Report 12

## Cobar Management 10,000 Steps Workplace Challenge



### Background:

Our site was looking at health promotion, specifically relating to nutrition and exercise, for our employees. A visiting physiotherapist from Stradbroke Island, Queensland referred us to the 10,000 Steps website to help promote simple physical exercise to employees. It was decided to undertake a 10,000 Steps workplace challenge.

### Objectives:

- To raise awareness and understand the changes in health as our society has moved from being reasonably active many years ago to predominantly sedentary lifestyles.
- To increase individual's physical activity awareness.
- Increase the overall physical activity levels among the workplace.

### Implementation Strategies:

It was decided to participate in the 10,000 Steps Coast to Coast (East to West) Challenge which required teams to reach 5 million steps over a period of approximately eight weeks. The challenge was promoted to staff internally via email and with flyers. All participants were issued with a pedometer. During that challenge, participants reported their daily steps to the team captain who was responsible for providing the Coordinator with a total team tally at the end of each week. Steps were logged electronically through an excel spreadsheet which the Coordinator was responsible for updating weekly.

Verbal group sessions were held with participants to have regular challenge updates as well as weekly emails with up-to-date team tallies. Additionally the challenge was advertised to the general public twice during the 8 week challenge to update the public on the challenge progress.

### Outcomes:

- 10 teams of 10 employees and contractors were anticipated, however we ended up with 13 teams of 10 employees participating in the challenge.
- People were enthusiastic throughout the challenge and were committed to increasing their daily step tally each week.
- The winning teams were published in the local paper, and no one was punished for coming last or not winning. Everyone was issued with a pedometer, drink bottle and certificate regardless.

### Where to from here:

Our company will be looking at lifestyle health again in July 2007. However, because we have a large employee group to work with it becomes very difficult to address issues, especially when you need to spend one on one with people. Some of the workers have expressed interest in running a Biggest Loser or something similar to the step challenge.

### Lessons Learnt:

1. When doing the challenge paper-based, have someone in administration to collect weekly steps.
2. Involve the broader community in another challenge.

### Total Project Costs:

- Total costs involved the purchase of 30 pedometers and drink bottles.

### This Case Report was developed by:

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# 10,000 Steps Case Report 13

## Commonwealth Treasury's Health Month



Australian Government

The Treasury

### Background:

Health Month is designed to raise staff awareness of health issues and assist staff in developing strategies to enhance personal wellbeing and work/life balance. All Treasury staff are encouraged to lead a healthy, balanced lifestyle as part of their overall well being. Treasury has approximately 800 staff. In November 2005 and November 2006, Treasury implemented 10,000 Steps Workplace Challenges in Canberra as part of Treasury's Health Month.

### Objectives:

- To raise staff awareness of health issues.
- To assist staff in developing strategies to enhance personal wellbeing and work/life balance.

### Implementation Strategies:

- Chose the 10,000 Steps Western Seaboard Challenge (Perth to Broome) challenge in 2006 and decided to award prizes to the first 3 teams who completed the challenge.
- Tested the website and postcard mail out system.
- Purchased pedometers.
- Organised sale of pedometers to staff.
- Produced basic step-by-step guide for staff.
- Organised teams of 8.
- Organised prizes.
- Communicated with staff via Staff Notice and email.
- Hold a Health Month launch which included a healthy morning tea and guest speakers.

### Outcomes:

- Great response from staff who enjoyed the challenge and receiving postcards. Prizes were also a good incentive.
- **2005:** 150 staff participated in the 10,000 Steps Workplace Challenge and 300 purchased pedometers.
- **2006:** 200 staff participated in the 10,000 Steps Workplace Challenge and 150 purchased pedometers.

### Where to from here:

We plan to run another 10,000 Steps Workplace Challenge again in 2007 during Treasury Health Month.

### Lessons Learnt:

1. Test that postcards work for your organisation! Postcards initially got blocked by our firewall.
2. Prepare a few months earlier.

### Total Project Costs:

- Minimal, paid for prizes only (1st, 2nd, 3rd - movie tickets etc).

### Timeframes:

- 1 month or so beforehand to prepare.
- Month or so to complete the challenge.

### This Case Report was developed by:

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# 10,000 Steps Case Report 14

## Latrobe Community Health Service Workplace Challenge



### Background:

Latrobe Community Health Service (LCHS) is a major provider of health and support services in the Latrobe Valley and Gippsland, Victoria. LCHS has 11 sites across Gippsland, and is a major employer in the region, employing 342 staff from a range of disciplines. LCHS provides an ideal setting to encourage physical activity due to the large number of staff and the internal resources available.

A 'healthy workplace program' was adopted by the Executive at LCHS in 2006 and included provision for supporting physical activity in the workplace. A Physical Activity Working Group (PAWG) with representatives from across the organisation was formed to assist in making LCHS a more physically active workplace.

Results from a staff survey revealed that there was a number of staff who were physically inactive. As LCHS has a number of sites it is often difficult to implement programs as it involves much more coordination and requires a champion at each site. The 10,000 Steps program was supported by the PAWG as it was a simple, low cost program that could be coordinated internally. The 10,000 Steps program was launched at LCHS in November 2006.

### Objectives:

- To raise awareness of the benefits of physical activity amongst staff at LCHS.
- To increase the physical activity of staff at LCHS.
- To improve staff morale.

### Implementation Strategies:

- **Challenge Planning:** The Health Promotion staff at LCHS coordinated the 10,000 Steps Workplace Challenge at LCHS. Planning commenced in October, 2006 which involved ordering pedometers, developing log books, registering to become a 10,000 Steps Provider and familiarising ourselves with the 10,000 Steps interactive Step Log. To localise the Challenge it was decided to utilise the 'custom challenge' feature and develop our own Challenge.
- **Challenge Launch:** The initial Challenge was launched at the Primary Care Services (PCS) full staff meeting in mid-November. A presentation adapted from the '10,000 Steps Workplace Presentation' PowerPoint presentation was delivered to the staff about the 10,000 Steps program and details were provided about the first Challenge. The first 10,000 Steps Workplace Challenge at LCHS was to walk the 'loop' between the LCHS sites (482kms). A registration table was set up for staff to indicate their interest in being part of the Challenge. Pedometers were available for purchase at a subsidised price of \$10.
- **Challenge Promotion:** PCS is one of three directorates at LCHS which meant that it was still necessary to promote the program to Coordination & Assessment and Corporate Services. To achieve this, information about the Challenge was put on the Intranet and 10,000 Steps posters were put up at all of the LCHS sites. Pedometers and log books were distributed via internal mail and at team meetings. Support information was emailed to individual participants to assist with registering and forming teams. Staff were encouraged to use the interactive step log provided on the 10,000 Steps website as it made it much easier to monitor the team progress. Active prize packs (frisbee, drink bottle & sunscreen) were awarded to the Challenge winners at the LCHS Christmas Party.

### Outcomes:

- The interest and enthusiasm for the 10,000 Steps Workplace Challenge exceeded expectations.
- 16 teams participated in the Challenge and there were 156 registered participants (there were more than this participating however this represents the number who registered online).
- The organisation (as a whole) walked the Challenge 24 times in the three weeks.
- An evaluation was conducted using the 10,000 Steps Workplace Evaluation Survey template provided on the 10,000 Steps website.



- The survey was emailed to all the participants and there were 55 surveys returned. The evaluation revealed the following:
  - 95% of participants indicated that they enjoyed the 10,000 Steps Challenge.
  - 88% of participants achieved their individual physical activity goal.
  - 94% of the teams completed the Challenge.
  - There was a mixed response to staff being able to increase their physical activity levels at work with 40% indicating that they could increase activity and 35% indicating that they could not.
- Staff enjoyed:
  - The extra motivation the Challenge gave to increase physical activity.
  - The talking point among colleagues – team building, team spirit.
  - Being part of a team.
  - The competitiveness between teams.
- Challenges identified were:
  - The inaccuracy of some of the pedometers.
  - The lack of opportunity for some staff to increase physical activity at work.
  - The online registration process.
  - Organising teams and getting members to update their Step Log.

### Where to from here:

Since the initial launch of the program in November 2006 there have been two Challenges held – ‘Melbourne to Sydney’ and ‘Sydney to Brisbane’. Although there has been a drop in the number of staff participating in the Challenges there is still a lot of team spirit and competitiveness. The plan is to continue to have Challenges and progressively make our way around Australia. The next leg is from Brisbane to Townsville.

### Lessons Learnt:

1. The 10,000 Steps program was quite time intensive to initially set up and implement due to the time required establishing teams, assisting staff to register and distributing resources.
2. The Challenges since have required less time as staff are already registered and have a greater understanding of the program.
3. The amount of interest in the program was underestimated which meant that the pedometers sold out on the second day. Luckily we were able to get more before the commencement of the Challenge.
4. It was difficult for staff who had limited computer access to participate in the program and recording steps on paper proved to be a timely exercise for the team captain.
5. With the first Challenge there was great enthusiasm and discussion about the program.
6. During the second Challenge interest faded some what and not as many teams completed the Challenge.
7. To reharness some of the enthusiasm during the third Challenge email updates are being sent out to participants as their teams reached certain points along the Challenge. This will hopefully help to both motivate and remind staff to enter their steps.

### Total Project Costs:

Item	Cost (\$)	Source
Staff member to coordinate 10,000 Steps program in the workplace	In kind	
Pedometers—Subsidised \$2.50 per pedometer	400	‘Healthy Workplace Program’ Budget
Stationary & Printing—Log books & posters	60	Program Administration
Trophy	30	‘Healthy Workplace Program’ Budget
Prizes	50	‘Healthy Workplace Program’ Budget
<b>TOTAL</b>	<b>540</b>	

**Timeframes:**

- October 2006—Register to become a 10,000 Steps Provider.
- October 2006—Order 10,000 Steps Resources.
- October 2006—Order pedometers.
- October 2006—Become familiar with the 10,000 steps website and interactive step log.
- 16th November 2006—Launch 'The LCHS 10,000 Steps Workplace Challenge'.
- 20th November 2006—The 'LCHS Site Challenge' commences.
- 29th November 2006—The 'LCHS Site Challenge' concludes.
- 7th December 2006—Challenge winners announced at Christmas party.
- 4th January 2007—Evaluation survey emailed to participants.
- 16th January 2007—Evaluation surveys collated and report produced.
- 19th January 2007—Planning commences for next Challenge.

**This Case Report was developed by:**

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# 10,000 Steps Case Report 15

## 10,000 Steps Freemantle Challenge

### Background:

The implementation of the 10,000 Steps Western Seaboard Challenge evolved whilst I was enrolled in a Self Expression and Leadership Program. One of the program requirements was to take on a project that benefited a community. My project developed after hearing from the Australian Institute of Marine Science (AIMS) OHS&E Coordinator in Queensland about a program he thought would be beneficial to introduce called the 10,000 Steps Challenge for Workplaces. I set out to introduce the 10,000 Steps Challenge to the AIMS West Australia staff. Initially my target group was the people I worked with at AIMS in Fremantle. However, my target group quickly grew and as well as AIMS Fremantle staff I wanted to introduce the 10,000 Steps Challenge to other Western Australian workplaces, in particular workplaces in Fremantle. I planned to accomplish people being physically active, healthy, more productive and benefiting health wise. With the help of the 10,000 Steps team we developed the 10,000 Steps Western Seaboard Challenge to motivate Fremantle businesses to increase physical activity levels of employees during work and after work hours. Participants attempt to virtually walk the equivalent distance from Fremantle to Broome over a 4-week period.

### Partners Involved:

Australian Institute of Marine Science; City of Fremantle; Fremantle Chamber of Commerce.

### Objectives:

- To promote and support regular daily activity amongst staff at AIMS Fremantle and other businesses in Fremantle.
- To increase motivation for daily physical activity.
- To increase awareness and levels of physical activity in the workplace.
- To encourage participants to continue with daily physical activity during and after the 10,000 Steps Western Seaboard Challenge.
- To improve staff relations and encourage team morale.
- Assist workplaces to encourage and support employees who may be ready to start being physically active.



### Implementation Strategies:

- Conduct a Western Seaboard Challenge (Fremantle to Broome) on the online Step Log.
- Provide participants with incentives and motivators to increase physical activity.
- Provide enrolment assistance for team captains.
- Provide support for team captains with regular updates.

### Outcomes:

Implementing the Challenge:

- 12 teams registered in the Challenge, with a total of 118 participants.
- As well as the Australian Institute of Marine Science a variety of Fremantle businesses registered teams, such as the Fremantle Chamber of Commerce, City of Fremantle and Notre Dame University.
- Weekly emails were sent out to team captains to keep teams up to date and motivated.
- The Challenge concluded on the 30 June 2005 and results were emailed to team captains.

Challenge Launch:

- The Challenge started at noon on the 2 June 2005 with a launch in Kings Square Fremantle.
- A band commenced proceedings by playing the song "These boots are made for Walking".
- Speeches were made by Peter Tagliaferri (Mayor of Fremantle) and John Longley (Fremantle Chamber of Commerce CEO).
- A healthy snack of fruit and muffins was provided.

- A walk to the Esplanade Reserve.
- Prizes donated by Travel Smart and Walk There Today were randomly drawn to participants that completed the walk and physical activity questionnaire.

#### Feedback about Challenge:

- Feedback from team captains by phone and email correspondence was good.
- The Challenge had a positive impact on participant's levels of activity.
- Impact of the project on staff morale - it was reported that the event assisting in improving morale and participants really enjoyed getting to know team/staff members on a better level.
- The Challenge did motivate the team captains to be more active, however some found it difficult to motivate some of their team members to be more active and log their steps efficiently.
- Overall team captains and team members were satisfied to very satisfied with the project and indicated that they would be interested in participating again.
- Some teams were extremely motivated and had enrolled to participate in the National Heart Foundation's 'Climb to the Top' Challenge preceding the 10,000 Steps Western Seaboard Challenge.

#### Where to from here:

- Fremantle Workplaces were encouraged to pursue other 10,000 Steps Challenges using the resources available through the 10,000 Steps Provider section of the 10,000 Steps website.
- The 10,000 Steps Project Staff decided to adopt the Western Seaboard Challenge and make it available to all Providers implementing the Challenge; however it will be from Perth to Broome, rather than Fremantle.

#### Lessons Learnt:

The project went very well considering the limited time we had to do it.

#### Recommendations:

1. To have a longer promotional/recruitment lead time.
2. Develop evaluation survey for participants before and after event.
3. Provide weekly results and updates to sponsors (not just participants).
4. Have a closing ceremony, for example an afternoon tea to mark the closing of the challenge and to acknowledge all participants, especially the winners, sponsors and everyone that assisted.

#### Total Project Costs:

- Unsure of total project costs, as staff time and resources were all in kind donations.
- Support and donations/prizes provided by:
  - Walk There Today.
  - Travel Smart.
  - Fremantle Football Club (Freo Dockers).
  - Maxwells Training Studio.



#### Timeframes:

- March: The Challenge idea was developed, and then promoted from mid-March.
- April: Publicised in emails, letters, flyers, newsletters and at functions.
- May: Recruitment began and media publicity.
- June: The Challenge ran from 2nd-30th of June.
- July: Evaluation was conducted.

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# 10,000 Steps Case Report 16

## Inala Majeerah

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### Background:

The project came about due to a distinct lack of physical activities for women in Inala and surrounding suburbs. In Inala at present there is touch football and a strong rugby league culture, however very little for young women and women. The Women's Group were meeting monthly as part of the Inala Majeerah project funded by the Myer Foundation, and when a funding opportunity from Central Queensland University's Women's Active Living Kits (WALK) was discussed at one of these lunches the women were all very keen to form a walking group and to get more active.

### Partners Involved:

The main partners were the Myer Foundation, One Tribe, and WALK. However, smaller in-kind supportive contributions were made through Inala Wangarra, Sport and Recreation Qld, Bush TV, and Brisbane City Council.

### Objectives:

- To increase the activity of the women of Inala and provide a fun, social opportunity to do this.
- To increase the awareness of the benefits of exercise and of the risks of a non-active lifestyle.

### Implementation Strategies:

The group was formed of women from our Women's Group. There was a once a week group walk, a weekly most average steps competition and originally there were teams. A few of the ladies accessed the 10,000 Steps website, however the majority chose to record their steps on our modified step recording form.

### Outcomes:

- 22 women in total were involved in the Walking Group. We had 20 women originally, however two dropped out due to health reasons and were replaced with ladies from the waiting list.
- Of the 20 women, 10 completed the entire 12 week program. The remaining 10 completed anywhere between 3 and 10 weeks.
- Six of the women took part in a self defence course, and three took part in a 5km fun run/walk for international Women's Day. Four women also formed a netball team with other young women and now play in a weekly indoor netball competition.

### Where to from here:

Unfortunately, due to the fact that One Tribe as an organisation is closing down, there can be no further Walking Group co-ordinated by us. Another local organisation Inala Wangarra are more than happy to attempt to continue the Women's Group and the Walking Group should funding arise for this in the future. A number of the ladies have kept their pedometers and state that they will continue to use them and keep monitoring their steps.

The other long term effects have been the formation of the Women's netball team and now also the planning of an annual Netball carnival for the women and young girls of Inala. Through these activities we hope to continue to promote activity and healthy lifestyles amongst the women.

### Lessons Learnt:

1. The project worked best initially when there was a project worker who could specifically allocate time to manage the program. This involved phoning the women for their weekly average steps, reminding them of the group walk, picking people up for the walk and just generally encouraging the women to stay motivated.
2. The prizes worked very well and those that received the pedicures then went on to complete the entire 12 weeks.
3. Transport was a major issue for a number of the women and also family commitments.

### Total Project Costs:

- \$760 was received from WALK.
- The Myer Foundation project funding was for 12 months and was \$50,000. This funding ceased about a third of the way into the walking project.



**Timeframes:**

- We ran the project over a 12 week period. There was an extra week at the beginning to establish the group and ensure everyone had their pedometers and were aware of what they were to do with them, and an extra week or two at the end to finalise prizes.

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# 10,000 Steps Case Report 17

## Healthy Lifestyles



### Background:

I work in a research unit called the Preventative Cardiology Unit, at the Baker Heart Research Institute. Hence on a daily basis I see the need in the general population for increased physical activity to reduce both the development and severity of cardiovascular disease. I thought it was important that we as a team practice what we preach to our patients.

I was new to the Institute and on investigation found no formalised efforts to undertake a 10,000 Steps Challenge so I signed on as a 10,000 Steps Provider for the Baker Heart Research Institute and also as a coordinator and team captain.

### Objectives:

- To get myself and the members of the Preventative Cardiology Unit to be more active.
- This expanded to include the whole of the Baker Heart Research Institute and although not directly involved in the team challenge also includes involvement of family and friends.

### Implementation Strategies:

I decided that in a workplace environment a team challenge was the most appropriate form of using the 10,000 Steps program. Initially it was just one team so it was more about seeing how far as a team we could go. Currently we are signing up teams from throughout the workplace and in July 2007 we plan to start a workplace challenge comparing all teams against each other and provide a small prize at the end of the year to the team with the most steps. At the moment individual teams are doing their own challenges. I have found that people need some time to get used to the idea so having a warm-up period works well.

It was very helpful that the Institute could provide pedometers so people didn't have to make the effort to go out and find one.

### Outcomes:

We went from having only one team to having 10 teams all through word of mouth.

Initially my team were the only ones involved but interestingly it flowed through to family and friends of team members who also wanted to be more active. Getting the whole family involved makes it much easier for the individual to both monitor their number of steps and also to make efforts to increase the number of steps. One example is a team member whose daughter now actively seeks out occasions where they can do family walks.

Word started spreading throughout the Baker Institute of our teams' 10,000 Steps challenge and with growing interest the challenge was expanded to include team members from throughout the institute. I think most people are interested in seeing how they go.

### Where to from here:

From my perspective, working in the field of cardiovascular disease, I know one of the major benefits of implementing a program to increase activity of staff is reduced risk of developing cardiovascular disease. Some people have asked me when the program finishes and in my view, there is no end, this is about being healthy for life, which never ends.

### Lessons Learnt:

1. From a personal level, on most days I do regular exercise and hence get 12,000-18,000 steps/day. On the days which I don't exercise and go about a normal work day I barely get 4,000 steps/day. Hence, it was great for me to see that although I am active I should carry that through every day.
2. Many team members have mentioned to me that due to the fact that you get a measure of your daily activity (number of steps per day) you can immediately see how active you have been. Hence, if at the end of the day you discover you have very low step counts, than that is a big incentive to go home and be active (walk the dog, walk around the block, and one team member even dances around the house to increase her number of steps at the end of the day!).
3. I find you can't coerce people who really don't want to join in but offering them the opportunity is great and in fact, the best recommendation for joining the program is other team mates saying how positive it has been for them to be involved.

4. Having good pedometers to use is important. We had some pedometers that could be reset very easily which was very frustrating. In addition, some of the pedometers were highly inaccurate and this also caused frustration to team members.
5. I have only had positive feedback from team members (except for dodgy pedometers) and I think this promotes the program. Making people aware that they aren't expected to run marathons to get their step counts; just go about their normal daily activities (and hopefully increasing daily activity levels), so anyone can do it.
6. Problems – I found initially setting up the team very confusing. The website wasn't clear - each section I looked at sent me to another section without telling me how to sign on. I think it could be streamlined better.
7. I am still not sure how to answer the person who when asked to join in the challenge replied 'I don't have time for it' – no time to slip on a pedometer and simply measure the number of steps you do normally!

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# 10,000 Steps Case Report 18

## My Wellbeing — Redland Shire Council's Staff Wellness Program



### Background:

The 10,000 Steps program was introduced as a part of a robust wellness program for Redland Shire Council's staff.

### Partners Involved:

Funded and supported by Redland Shire Council (over 1200 full-time employees).

### Objectives:

- Increase exercise levels of staff.
- Reward the staff member who walked the most steps over the 14 week period.

### Implementation Strategies:

Redland Shire Council conducted a 14 week timed challenge. All staff were given a pedometer, displaying the wellness logo, and an introductory letter including instructions on how to use the pedometer. The recording of steps was paper-based and a matrix was developed for staff to record their daily steps. Participants forwarded their total weekly steps to the wellness program coordinator who monitored staff progress. We encouraged 10,000 steps per day as a physical activity benchmark and most staff reached that.

### Outcomes:

- Initially 480 staff signed up to participate, but after issues with pedometers not working and staff losing interest, final participant numbers were 315.
- Winning team walked 4.7 million steps over the 14 weeks.
- Most active individual walked 1.87 million steps.
- The members of the winning team were given \$50 gift vouchers for a wellness activity.
- The individual winner was given a beautifully presented \$100 fruit basket.
- There was an overview of the results in the Redland Shire Council Interaction staff magazine for April 2007.

### Where to from here:

From feedback received, staff are still using the pedometers and would now like an interdepartmental competition.

### Lessons Learnt:

1. We selected cheaper pedometers as we had ordered 500 for staff. In future we will purchase more expensive high quality ones (e.g. 10,000 Steps pedometers) as the cheaper ones failed and did not work at all in some cases.
2. When conducting a paper-based challenge, give staff access to a spreadsheet to enter their own steps.

### Total Project Costs:

- \$1200 pedometers.
- \$300 prizes.
- \$600 coordinator costs.
- All of these costs were budgeted for in 2006/2007 Redland Shire Council Workplace Health and Safety Budget.

### Timeframes:

- 14 weeks from 4/12/06 to the 5/3/07.

### This Case Report was developed by:

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# 10,000 Steps Case Report 19

## Salisbury High School Staff Challenge



### Background:

- **2006 Challenge:** The first challenge we attempted occurred in 2006. We created a whole staff challenge to beat two of our staff members on their around the world trip. All staff involved contributed their steps and we worked as one team over the period of one school term. I thought this would be a good starting point as it was less competitive and focussed primarily on participation. We dabbled with formulas as we tried to chase the two staff members firstly to America. Eventually we worked on a formula which kept us in close pursuit and eventually saw the staff beat them home.

23% of our staff became involved in this challenge. Daily steps were given to a key person who kept accurate records and provided updates. Regular bulletin notices helped pep up staff and provided verbal support and exchanging of steps etc. was very visible. Even our students would comment on the pedometers, steps, etc. For the people involved, the challenge was a success with their interest and enthusiasm whetted. On an organisational level, it was a bit difficult but possible.

- **2007 Challenge:** The 2007 challenge invited all staff members on our school site to take part in the 10,000 Steps “Original” Challenge. This was the second challenge at our site and occurred in Term One, 2007. With early promotion we decided to focus on the 3 week Rockhampton to Gold Coast return challenge. We initially sought out captains and with 5 quickly on board, our team members grew to an impressive 50. This was also 50% of our staff. With a deadline to meet we actually had to decline some latecomers with a promise of further challenges to come.

We accessed the support materials on the website and taught our staff how to register their own steps. They were impressed by the technology and excited about being able to track their progress. We realised this challenge was far easier for us on an organisational level. Before the 3 weeks were up one team had completed the challenge. On the way we printed off postcards and had team leaders write inspirational messages to their team. At our end of term lunch every stepper received a gold medal for participation and wore them with pride. Staff are already waiting for the next challenge with existing teams keen to remain together and new teams already waiting. It will be great to see the participation increase.

### Objectives:

The workplace’s main objectives were to:

- Create a sense of team.
- Improve staff well-being on a psychological and physical level.

We viewed the following as a possible added bonus:

- Decreasing sick days.
- Reducing stress.

### Implementation Strategies:

- **2006 Challenge:** Whole of staff 10,000 Steps Challenge.
- **2007 Challenge:** The 10,000 Steps “Original” Challenge - 3 week Rockhampton to Gold Coast and return.

### Outcomes:

- Increased staff involvement from 23% in 2006 to 50% in 2007.
- Built a sense of camaraderie and provided staff with conversation opportunities focussing on their health in a positive way.
- Promoted the interaction of staff across faculties.
- Provided some staff with leadership opportunities.
- Supported staff beginning a cycle of physical activity.
- Made staff think and act on their levels of physical activity.



**Where to from here:**

- Another longer challenge to build on the strong base we have already developed.
- Seek local support from podiatrists, health organisations, etc. for incentives.
- Promote within our community.
- To continue the Challenge that our special needs students are already involved in.

**Lessons Learnt:**

1. Training staff to access the technology (10,000 Steps online Step Log) reduced our workload.
2. Entering their passwords early helped us start off quickly.
3. Promotion is the key.
4. Continued motivation is helpful.
5. Access to pedometers was vital.
6. Time now to extend the challenge!

**Total Project Costs:**

- For both the 2006 and 2007 challenges, the School provided a 50% subsidy to all pedometers purchased, as well as incentive prizes.
- The School also provided in kind support relating to the implementation including photocopying etc.
- Direct money outlay:
  - Pedometer subsidy x 50 @ \$15/pedometer = \$750.
  - Incentive prizes = \$40.
  - Total cost = \$790.

**Timeframes:**

- Two Challenges: one implemented in 2006 and one in 2007.

**This Case Report was developed by:**

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# 10,000 Steps Case Report 20

## Sinclair Knight Merz 10,000 Steps Challenge



### Background:

The company provides design services to a range of industries and much of the work is sedentary for staff. Although there is a spread of age groups there is a significant portion of mature staff who do not exercise as part of a daily routine. The 10,000 Steps Challenge was identified as a means of educating staff in the need for exercise and fitness and how it can be achieved relatively easily with a walking program.

### Objectives:

- To raise awareness of health and fitness through regular exercise.

### Implementation Strategies:

As part of Safe Work Australia Week in October 2006 staff were invited to form teams to compete in a virtual walking race from Brisbane to Cairns and back. We have a small regional office in Cairns and a team from that office competed in the reverse journey (from Cairns to Brisbane and return).

Pedometers were purchased and staff provided with a flyer on how to log into the 10,000 Steps site. The 10,000 Steps online Step Log was used to record steps and track progress. A Race Coordinator was nominated and monitored progress through the website. The teams nominated a leader and an identifying name. Weekly emails were sent out informing of team progress and encouraging the 'lagging' teams.

### Outcomes:

Eighteen teams of ten competed in the 'race' over some eight weeks. The response was excellent, approximately 30% of staff signed up to participate in the event. No formal evaluation was undertaken. All teams completed the course (with varying degrees of enthusiasm!).

### Where to from here:

It is intended to again run the 'race' this year (2007) as part of Safe Work Australia Week.

### Total Project Costs:

- Pedometers cost \$2375 and were self funded.
- Staff hours for coordination were not costed.

### Timeframes:

- Commenced program in early October 2006.
- Started challenge on 23rd October 2006.
- Last team completed on 11th December 2006.

### This Case Report was developed by:

Sinclair Knight Merz

# 10,000 Steps Case Report 21

## CQU 10,000 Steps Coast to Coast Challenge



Central Queensland  
UNIVERSITY

### Background:

The Health and Safety Unit at Central Queensland University (CQU) obtained funding from the Vice-Chancellors Special Initiatives Fund to implement a 10,000 Steps activity across all of the University's campuses. The activity chosen was to implement a 10,000 Steps Challenge – the Coast to Coast (East to West) Challenge.

The University acquired funding for an estimated 1,200 staff (at a cost of \$23,000) to participate in the activity.

Meetings were held with the staff from the 10,000 Steps Project Office located at the Rockhampton Campus of CQU. The staff and especially Anetta Hinchliffe greatly assisted us in initial stages which included the development and implementation of this activity.

### Partners Involved:

The project was funded by the University for the University's staff located at all our campuses including Bundaberg, Mackay, Gladstone, Emerald, Noosa and Brisbane and Rockhampton.

### Objectives:

- To motivate staff to be involved in a joint lifestyle change activity.
- To increase the morale of staff within the University.

### Implementation Strategies:

Meetings were held with Project Officers from the 10,000 Steps Project team. These discussions assisted us in choosing the program that best fitted our objectives. The Challenge chosen was the Coast to Coast Challenge which was the equivalent of walking across Australia. This activity was to take 8-10 weeks and required each team to accumulate 5 million steps.

We worked with the University's Media Unit who issued media releases and coverage of this activity, including television and newspaper. We undertook a simultaneous campus launch which involved staff from the teams located in each of the campuses. The Vice Chancellor "cut the ribbon" to commence the activity. The Manager of the Health and Safety Unit coordinated the event with support from each of the 90 team captains.

At the half way mark of the challenge each person was given a water bottle. Maps were displayed in all areas and the teams would fill in each step until they made it across Australia. Each week a university wide email was developed by the coordinator to promote, support, and update participants on the current status of program. This was a very positive element of the program and received back numerous emails detailing "items of interest" which we were then able to share with the wider community.

### Outcomes:

Over 900 staff from 90 teams participated in the 10,000 Steps activity. To evaluate the Challenge, a survey was emailed out to staff across the University. A total of 31 responses were received indicating a response rate of only 3%.

The evaluation of the activity found that:

- 96% of respondents enjoyed the 10,000 Steps Challenge.
- 83% of respondents achieved their individual physical activity goal.
- 63% of respondents felt encouraged by their co-workers.
- 96% of respondents found that the pedometer kept them motivated.
- 86% of respondents would recommend the 10,000 Steps Project.
- 76% of respondents were able to increase their physical activity at work.
- 86% of respondents were now likely to continue being active without the Challenge.

The respondents indicated that they liked the following:

- Increased staff morale.
- Increased communication across the workplace (a mutual talking point).

- Health benefits.
- Opportunity to vary their physical activity routine.

### Where to from here:

As we had a number of pedometers left, all new staff are given a pedometer, a CQU water bottle, a 10,000 steps brochure and are encouraged to enrol in one of the 10,000 Steps programs at their Health and Safety Induction.

The Christmas following the Coast to Coast Challenge, staff were encouraged to enrol in a two week activity over the Christmas closure.

### Lessons Learnt:

1. Certainly needed and used the support from the team at the 10,000 Steps Office.
2. Need time to promote, support and give regular feedback to all participants.
3. Ensure the challenge is not encouraged to be too competitive. Participation is the key.
4. Encourage participants to set appropriate individual goals.
5. Provide incentives/motivation to participants to ensure commitment throughout the whole challenge.
6. We could have planned for ongoing programs after the completion of the Coast to Coast Challenge. Many participants expressed interest in future challenges and it could possibly be conducted as an annual event.

### Total Project Costs:

- Funding of \$23,000 was obtained for 1,200 participants. This covered the cost of pedometers, water bottles and staff time.

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# 10,000 Steps Pedometer Loan Scheme





# 10,000 Steps Case Report 22

## South East Active Living Seniors (SEALS) 10,000 Steps program



### Background:

The South East Active Living Seniors (SEALS) 10,000 Steps program is operational throughout all of the libraries within the Cardinia Shire (a municipality on the Rural-Urban fringe in South-East Victoria). The SEALS program is targeted at older adults (65+ years), based on evidence suggesting that this target group is not achieving the recommended 30 minutes of physical activity each, if not most, days of the week. This target group is therefore at high risk of physical inactivity and further risk of developing associated health problems. Walking is a low-cost, social activity that can be used to address this health issue. The program engaged local libraries as a carrier for the program, as the established loan system within this setting ensures that the SEALS program is sustainable within the community.

### Partners Involved:

Member agencies of the South East Healthy Communities Partnership, such as Southern Health; Cardinia Council; YMCA; as well as the Casey-Cardinia Library Corporation and Eastern Ranges GP Association worked in partnership to implement the program.

### Objectives:

- To increase the number of older adults (65+ years) participating in physical activity.
- More specifically, to increase the number of older adults participating in walking and achieving the recommended 10,000 steps per day.

### Implementation Strategies:

In order to achieve the program objective, 144 pedometer kits were developed for the intended purpose of being loaned from the library for a four-week period. The kits contained a 10,000 Steps pedometer, instructions on pedometer use, a log-book (from 10,000 Steps website), information on the importance of physical activity and some local walking maps. Kits were developed in English, Dutch, German and Italian languages. Promotion of the project assumed local print and radio media coverage, with flyers being developed to target specific settings, such as Senior Citizen clubs and retirement villages.

### Outcomes:

- Throughout the initial 6 month period of implementation, 288 older adults had been engaged in the program.
- Self-report pre- and post-evaluation data indicated an overall increase in motivation towards and participation in physical activity amongst participants of the program.
- 50% of individuals indicated that they had taken on new forms of physical activity after being involved in the program and had also experienced an improvement in mood and quality of life.



## Where to from here:

The SEALS program is sustainable within the community and continues to attract participants. It can be assumed that the program has assisted towards addressing the issue of physical inactivity amongst older adults within Cardinia, by providing a low-cost opportunity to participate in walking. Promotion of the SEALS program continues, as General Practitioners are being encouraged to use the program to refer clients to as part of the Lifescrpts initiative.

## Lessons Learnt:

1. Partnerships are essential in effectively implementing community based programs.
2. Utilising a range of settings and media avenues for promotion is suggested, in order to attract a diverse target group.
3. Try to avoid putting too much information in the pedometer kits – always consult the community prior to finalising the content.
4. Try to avoid using pedometers that require a lot of initial work to set-up, participants feedback suggested that pedometers that simply measure number of steps taken would be sufficient.

## Total Project Costs:

\$20,000 was allocated towards developing the project over one year. The SEALS 10,000 Steps program was funded by the Department for Victorian Communities in 2006, in line with the 'Seniors Go For Your Life' funding.

Item	Cost (\$)
Project worker/staff support costs	6,000.00
Administration overheads	3,000.00
Equipment	3,767.90
Education and training	
Marketing	1,200.00
Translation/interpreters	5,000.00 (incl. printing and distribution)
Evaluation	1,000.00 (staff time)
<b>TOTAL</b>	<b>19,967.90</b>

## Timeframes:

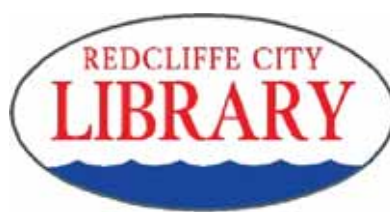
- March-April 2006: project planning, partnership development.
- April-July 2006: project implementation (equipment purchasing, translation of materials, community consultation, promotion (ongoing), program launch).
- December 2006: program evaluation.

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# 10,000 Steps Case Report 23

## 10,000 Steps Redcliffe City Library Loan Scheme



### Background:

Redcliffe City Library is a single branch library for a population of over 50,000 on the Redcliffe Peninsula, just north of Brisbane. We have over 32,000 library members. The loan of pedometers through our library supports the community's growing awareness of a more healthy and active lifestyle.

### Partners Involved:

Queensland Health.

### Objectives:

- To promote a healthy and active lifestyle by generating awareness of the pedometer loan scheme through the library.

### Implementation Strategies:

- **10,000 Steps Challenge for Workplaces:** In 2006, the library staff joined three other Redcliffe City Council departments in the 10,000 Steps Challenge for Workplaces to make Council and the library staff aware of the program so that we could then promote it to our library patrons. This ran for three weeks.
- **10,000 Steps Library Loan Scheme:** We then promoted the 10,000 Steps Library Loan Scheme to library patrons via three display boards in the library and another one in the foyer, headed by "Have you walked 10,000 steps today?". Forty patrons registered for the scheme at the beginning of March 2007 and were given their pedometers in a library bag, along with a step log, bookmark, library brochure, Redcliffe Directory, pen, ruler, Redcliffe bike paths brochure and an information leaflet about a walking program for seniors at the Redcliffe Neighbourhood Centre. The registered patrons were invited to the program launch which was held on 28th March, 2007. At the launch, attended by Sherryn Davies from Queensland Health, our library manager, some of the Redcliffe Councillors and twenty-five participants, the Redcliffe mayor opened the program and afternoon tea (a healthy one) was served. These participants were given an extended loan on the pedometers, until 30th April 2007. Since these pedometers have been steadily returning to the library the loan period has reverted to the standard three week loan for subsequent borrowers.

### Outcomes:

Including the initial registered participants and subsequent pedometer loans about ninety patrons have used the service so far. We can add on to this figure the thirty Council participants in the Workplace Challenge. Unfortunately, the 10,000 Steps Evaluation and Feedback form was not available in time to include in the registration pack with the initial participants but this is now being included in the box with the pedometer loans. This will allow us to further evaluate the efficiency of the pedometer loan scheme. A number of patrons returning their pedometers have commented that they were surprised how many steps they did in a day and have consciously increased their walking.

### Where to from here:

The pedometers are available on the Redcliffe Library catalogue and can be reserved just like any other library resource. With periodic awareness campaigns their use should continue. When pedometer use slows down we can increase awareness again with promotional materials and displays.

### Lessons Learnt:

1. Use local media. Overall the awareness campaign went well. Unfortunately the program was not included in the local paper but this could be implemented in the future.
2. A comment was made that more information about the 10,000 Steps program should have been presented at the program launch.
3. Be informed. Library staff members are now more aware of how the program works and can advise patrons in using the online Step Log.

4. Have back up pedometers. A number of problems occurred with the pedometers themselves – one was stolen from a bag, one fell off as the patron jogged, one “went for a swim”, and one had a cup of tea spilt on it. These were not able to be replaced immediately due to every pedometer being in use but we now have pedometers available for immediate borrowing as the initial lot are returned.

### Total Project Costs:

- Library bags for the registration packs = \$40.
- Afternoon tea for the launch = \$60.

### Timeframes:

- 29/11/06 – 19/12/06: 10,000 Steps Challenge for Workplaces.
- 07/03/07 – 30/04/07: Registration and borrowing period for initial program participants.
- From 30/04/07: Ongoing loans of pedometers to library patrons.

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# 10,000 Steps Case Report 24

## Healthier Universities Program CQU



Central Queensland  
UNIVERSITY

### Background:

The Healthier Universities Program (HUP) is a state-wide university based health promotion program that aims to promote the adoption of healthier behaviours among university students. HUP addresses a range of lifestyle factors experienced by students including but not limited to: nutrition, alcohol, smoking, physical activity, mental health and injury. HUP is an expansion of the former 'Drink Smart' program. HUP was based on the same framework as Drink Smart. This framework encompasses the five action areas of the Ottawa Charter for Health Promotion (World Health Organisation) and the three action areas of Harm Minimisation (National Drug Strategy Framework). At Central Queensland University (CQU), HUP is overseen by Shuron Billman (CQU Student Services) however is mainly run through a student peer network. Hence, student involvement in the program at all stages is integral for the program's planning, implementation, and success.

### Partners Involved:

Queensland Health; Central Queensland University.

### Objectives:

- To conduct a range of healthier university events and activities.
- To strengthen university policies to support the adoption of healthier behaviours by students.
- To develop the capacity of staff and involve a range of stakeholders on and off campus to assist in delivering HUP.

### Implementation Strategies:

- Implemented a 10,000 Steps Pedometer Library Loan Scheme at CQU Library for regional campuses across Queensland.
- Conducted a follow up online survey to assess the 10,000 Steps Pedometer Library Loan Scheme.
- Distribution of 10,000 Steps bookmarks and posters at major HUP events to promote active lifestyles.

### Outcomes:

In total, 150 pedometers were placed in libraries across regional campuses of CQU (70 in Rockhampton, 40 in Bundaberg, 20 in Mackay and 20 in Gladstone). In the nine months since implementation, approximately 112 individuals have loaned pedometers from the Library Loan Scheme.

All individuals who had recently loaned a pedometer were approached to complete a follow up survey about the Pedometer Library Loan Scheme. Twenty-one students and staff completed the online survey. Basically, the survey aimed to identify the effect of the pedometers on physical activity levels and goal setting as well as allow the participants to rate the project.

The main results were:

- 72% of participants think the concept is 'excellent' and should be continued. Some participants suggested that the scheme should be more widely advertised and pedometers should be able to be borrowed for longer time periods (currently standard loan is 3 weeks).
- Over 50% of the participants took part in more than 150 minutes of moderate activity per week. However, only 29% completed at least three sessions of vigorous activity per week.
- All participants reported being motivated at least sometimes due to the pedometer.
- The majority of participants (about 85%) used the pedometer at least four days a week.
- Overall the pedometer increased activity levels/intensity in over 50% of participants, with a further 38% reporting slight improvements.
- For promotional purposes, the majority of participants (43%) found out about the program through a friend or staff member, with only 29% finding out about the program through poster placement.
- Most participants are using the pedometer again with 52% already having renewed their pedometer loan or loaned another.

Collectively, these results suggest the program is on the right track with most participants reporting success of some sort.



### Where to from here:

- Ideally, more advertising should be utilised to ensure the continuous improvement of the number of students/staff using the Pedometer Loan Scheme.
- Extending the Pedometer Loan Scheme to CQU Australian International Campuses (Gold Coast, Sydney) in Term 2, 2007, thus targeting more students and providing them with the opportunity to increase their physical activity uptake.

### Lessons Learnt:

1. Online survey response rate was ordinary at 15%. We used the chance of winning a pedometer as an incentive. However, for students, alternate incentives (such as an Ipod) may have been more appealing and might have elicited a higher response rate.
2. It may be necessary to extend the loan period of pedometers.
3. Word-of-mouth was a valuable tool in promoting the Pedometer Loan Scheme.
4. A further suggestion that may be beneficial is to include a CD/DVD with health related information – physical activity, nutrition, overall wellbeing. This was not done in our program but may be useful if a relevant DVD can be sourced. Alternatively, it may be beneficial to refer people who loaned a pedometer to other health resources at the library. This will continue to promote a healthy lifestyle.

### Total Project Costs:

- HUP is funded by Queensland Health.
- The costs involved were:
  - Purchase of pedometers: 200 @ \$25 each = \$5000.
  - Video cases: \$99.
  - Posters for advertising in library (graphic artwork costs, etc.): \$320.
  - Human resources: HUP volunteers are remunerated by CQU book vouchers, short course registrations (health related), and payment of QAS first aid certificates.

### Timeframes:

- From initial point of purchase (pedometers, posters, video cases, etc.) to library system implementation and overall promotion: 6 weeks.

### This Case Report was developed by:

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# 10,000 Steps Community Initiatives



# 10,000 Steps Case Report 25

## 10,000 Steps Mackay



### Background:

Mackay is one of the fastest growing Local Government Areas in Queensland and is the gateway to the rich coal deposits of the Bowen Basin. Boasting a population of about 82,000, the rapidly growing city enjoys a diverse relaxed tropical lifestyle, situated on the Central Queensland coast about a one hour drive from the Whitsundays.

Mackay was the comparison community during the original 10,000 Steps Rockhampton project. During this trial physical activity levels decreased in Rockhampton by only 1% while they decreased by 7% in Mackay. Only 42% of Mackay's population is sufficiently active for health benefits.

### Partners Involved:

Mackay City Council; Vassallo Constructions; Souths Leagues Club; Thiess; PCYC; Mackay Health Service District (Community Health Centre); Queensland Police Service; Department of Local Government, Planning, Sport and Recreation; Australian Sports Commission.

I would also like to acknowledge Kathryn Short, Senior Health Promotion Officer (Be More Active Moranbah), for her work in establishing this project in Mackay.

### Objectives:

- Increased access to pedometers in the Mackay community.
- An increase in the number of environments that support physical activity, particularly signed walkways and streetscapes outlining the number of steps.
- An increase in the level of physical activity of inactive people through participation in the 10,000 Steps workplace challenge.
- An increase in the community's awareness of the 10,000 Steps message.



### Implementation Strategies:

Since the launch of 10,000 Steps Mackay in April 2005, the following strategies have been implemented:

- **Library Pedometer Loan Scheme:** A pedometer loan scheme was established in all Mackay City Council Libraries (including the mobile library) in 2005. Pedometers can be borrowed for a period of four weeks. The library staff undertake all aspects of promoting the loan scheme to the public. Previous promotion has included newsletter articles, displays and giveaways.
- **Walkway Signage:** Signage has been installed in three locations in Mackay- Northview Park, the Gooseponds and the Mackay Regional Botanic Gardens. Each circuit is 5000 steps (between 3.5km– 4.2km) and takes about 50 minutes to complete. The circuits were sponsored by Vassallo Constructions, Thiess and Souths League Club respectively. Mackay City Council will maintain signage by undertaking annual audits to ensure visibility. A mix of totem poles and stencils were used in each location.
- **Walkway Maps:** A brochure containing maps of the three signed walkways was printed in 2006 and was kindly sponsored by Vassallo Constructions, Souths League Club and Mackay City Council. A total of 10,000 brochures were printed and have been distributed to Community Health Centres, visitors' centre, libraries, shopping centres and pharmacies.
- **10,000 Steps Challenge:** Since 2005 two community based challenges have been held in Mackay.
- **Local Media Campaigns:** Over 15 news articles have been generated through the project. A four week advertising blitz was implemented in 2007 to coincide with the community challenge. A 10,000 Steps Mackay website was created and can be found on the Mackay City Council webpage [http://www.mackay.qld.gov.au/events\\_activities/10,000\\_steps](http://www.mackay.qld.gov.au/events_activities/10,000_steps).

## Outcomes:

- **Library Pedometer Loan Scheme:** Initially there were 50 pedometers for loan and that number has now increased to 80 in March 2007. On average 35 pedometers are borrowed each month, with loans increasing to 100% during community challenges and promotions.
- **Walkway Signage:** An audit was undertaken last year to assess the condition on the signage. The audit found that most stencils have to be repainted annually and the totem poles are in a fair condition.
- **Walkway Maps:** All 10,000 brochures have been distributed and another 10,000 are being printed.
- **10,000 Steps Challenge:** Over 750 people have participated in the two Mackay Community Challenges. The first challenge held in 2005 attracted about 550 participants and the second, held in 2007, attracted over 200 participants. Other local challenges have been held that are not in this participant count.
- **Local Media Campaigns:** A recent Queensland Transport TravelSmart survey of 200 Mackay residents found a 59% awareness of the 10,000 Steps message. Women between 40- 59 years had the highest awareness of the message.

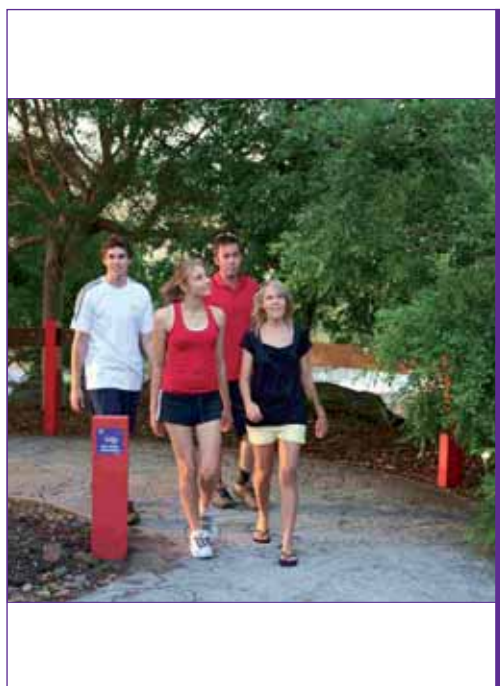
## Where to from here:

In partnership with the Mackay City Council, the Tropical Population Health Unit- Mackay will continue to implement the 10,000 Steps Mackay project, with a particular focus on environmental change strategies.

Plans are in place to provide support to surrounding Local Government Areas, particularly Whitsunday and Sarina Shire Councils, to plan, implement and evaluate local 10,000 Steps projects.

## Lessons Learnt:

1. The establishment of local working groups brings people together, keeps everyone informed and enables the sharing of workloads.
2. Sourcing sponsorship from local businesses increases community ownership.
3. The pedometer loan scheme is a good place to start when engaging Local Government: it is achievable, sustainable and can get "quick runs on the board".
4. Walkways signage maintenance needs to be addressed in the planning stage since this can determine what signage is used (eg. stencils need regular repainting).



## Total Project Costs:

Item	Cost (\$)	Source
<b>Walkway signage</b>		
- Botanic Gardens Signage	3,867	Souths League Club
- Gooseponds Signage	1,740	Thiess, Mackay City Council & Qld Health
- Northview Park Signage	1,740	Vassallo Constructions & Qld Health
- Stencils	700	Mackay City Council & Qld Health
<b>SUB TOTAL</b>	<b>8,047</b>	
Walkways brochure x 10,000	1,100	Mackay City Council, Souths Leagues Club & Vassallo Constructions
Library Loan Scheme	1,440	Qld Health
Promotional products	11,910	Qld Health
Banner	430	Qld Health
Local Media	5,808	Qld Health & Mackay City Council
<b>TOTAL</b>	<b>28,735</b>	

### Timeframes:

- Planning of the 10,000 Steps Mackay project began in 2004.

### This Case Report was developed by:

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# 10,000 Steps Case Report 26

## 10,000 Steps Cairns



### Background:

10,000 Steps was Cairns City Council's first 'whole of community' health promotion physical activity project and it was the result of extensive research which found that 10,000 steps of accumulated walking daily can lead to significant health benefits.

In 2005, a 10,000 Steps Physical Activity Taskforce was established in Cairns to implement similar projects to the successful strategies of the Rockhampton 10,000 Steps project. Representatives that made up the taskforce were from Tropical Population Health, Cairns City Council's Sport and Recreation Officer and Community Development and Planning Officer, Sport & Recreation Queensland, Department of Communities and the Queensland Fitness Industry.

In 2006, two members from the Taskforce including the Community Planning and Development Officer met with Council CEO and Manager, Human Resources to discuss the potential to coordinate 10,000 Steps physical activity strategies for the Cairns community including a workplace challenge for Cairns City Council. The outcome of this meeting was in principle support for the 10,000 Steps project and partnership.

The 10,000 Steps Taskforce recommendations enhance the benefits of incidental exercise for residents and visitors to Cairns whilst promoting the availability and use of Council facilities.

### Partners Involved:

Tropical Population Health Unit, Cairns; Your Body Coach, Cairns; Department of Communities; Sport & Recreation Queensland; Media Partners.

### Objectives:

Project aim was to:

- Increase participation in physical activity throughout Cairns, with a particular focus on sedentary people from socially and economically disadvantaged groups.

The main objective of the program was to implement and maintain sustainable strategies through:

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

### Implementation Strategies:

- **Cairns City Council's Workplace Challenge:** To encourage Council staff to be aware of the opportunity to be more physically active at work by participating in a workplace challenge between the months of July and September 2006. This involved groups of staff (and Councillors) voluntarily forming teams and recording the number of steps they took on a daily basis. The steps were then logged in the 10,000 Steps online Step Log to track the progress of teams against each other along a virtual journey such as Cairns to Torres Straits. The challenge ran over an 8-week period, in conjunction with the community physical activity and well-being project, which highlighted various Council's suburban walks and pathways. This was entirely organized through the Taskforce with the Council Taskforce Officers who managed any enquiries.

At the launch of the project all 10,000 Steps Challenge participants underwent a health check, which recorded weight and blood pressure. At the completion of the program participants completed the health check again. No measurements were recorded – the health checks were a strategy to identify anyone with significantly high blood pressure and was regarded as a personal collection of information.

- **Community physical activity and well-being project:** To improve community awareness of the importance of physical activity through organized promoted walks once per week for nine weeks in conjunction with the workplace challenge. Walks were lead by qualified fitness instructors from the fitness industry and were held in nine different suburbs



highlighting significant Council pathways and tracks of the chosen suburban area and which improved community awareness of existing Council sport and recreational opportunities (see table attached). Each week had an average attendance of 65 people from within the Community and the Seniors Week Walk had in excess of 80 people attending.

The Taskforce designed the program of activities and obvious locations for the walks included the launch of the project at the Cairns Esplanade and one walk of the week at the Mt Whitfield walks (red & blue arrow). However, there were many suburban locations throughout the area that were also excellent and picturesque which were highlighted in the nine weeks. Those opportunities were promoted through the "Walk of the Week" component of 10,000 Steps. All media related to community physical activity and well-being project was the responsibility of the 10,000 Steps Physical Activity Taskforce and included media releases to the Cairns media highlighting: profiles on Cairns City Council's existing walking pathways, tracks and trails and general physical activity information. Additional community awareness was also gained by the placement of posters supplied by Queensland Health in public spaces.

### Outcomes:

- **Cairns City Council's Workplace Challenge:** Increased the overall physical activity levels within the workplace of Cairns City Council. A formal evaluation was conducted with a total of 187 Cairns City Council (staff) participants who took part in the challenge. A post evaluation questionnaire was conducted with 66 returns out of a possible 187. Anecdotal evidence suggests the following:
  - 72% of participants agreed or strongly agreed that they achieved their physical goal.
  - 65% of participants agreed or strongly agreed that they enjoyed the 10,000 Steps Challenge.
  - 69% of participants agreed or strongly agreed that they are now more likely to continue being active without the Challenge.
- **Community physical activity and well-being project:**
  - Increased overall physical activity levels within the workplace and the greater Cairns community.
  - Raised awareness of the health benefits of moderate physical activity for the Cairns Community and staff at Cairns City Council.
  - Strengthened the capacity of communities to provide improved opportunities, social support, policies and environments for physical activity.
  - Strengthened the capacity of individuals to be more active, by addressing modifiable individual, social and environmental determinants of inactivity.

### Where to from here:

- To implement another 10,000 Steps Workplace Challenge for 6-8 weeks with an aim to more actively include the external offices of Cairns City Council (i.e. Martyn Street Depot, The Tanks, the Esplanade Team, Gordonvale and Babinda Depot).
- To implement another Community Walking program utilising 6-8 different walking tracks.
- To continue discussions regarding signage for the eight tracks utilised in the first community walking program and source funding to do this.
- To re-engage with the media partners to ensure regular media releases.
- Development of a pre and post evaluation questionnaire to gather accurate data from the community walking groups.

### Lessons Learnt:

1. Data collection to be gained from the Community Walking Group participants as well as the Council 10,000 Steps Workplace Challenge participants.
2. Questionnaires to be completed at the beginning and completion of the program to gain a better measurement of success.
3. Taskforce members to be allocated individual jobs at the beginning of the program to ensure an even spread of work which is achievable for them with their workload priorities.
4. Taskforce members to confirm the walks they will be coordinating at the beginning of the program.
5. Media releases from TPHU need to be written in advance, checked by manager to ensure they are accurate and released on time.
6. Taskforce members to be aware of council protocols, permits etc.

### Total Project Costs:

- Costs included purchase of pedometers and t-shirts for Taskforce, media costs and staff costs (coordinator). In addition, Council provided prizes each week to the most improved team. These costs were met by Cairns City Council and Tropical Population Health Unit.
- In kind support for staff, management and community walks were provided by Cairns City Council; Tropical Population Health Unit, Cairns; Your Body Coach, Cairns; Department of Communities and; Sport and Recreation Queensland.





### Timeframes:

- The total length of the project from start to finish was 10 months.
- A report of the project scope to Council was required to be submitted prior to the project being implemented, by the Community Planning & Development Officer who was the 10,000 Steps Coordinator within Council on behalf of the Taskforce. This report outlined the proposal of the workplace challenge, community-walking program and media strategy.
- The actual program (Cairns City Council workplace challenge and Community physical activity and well-being project) continued for 9 weeks.

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## 10,000 Steps Cairns Community Walking Program

Cairns Community Walking Program – 2006						
Venue	Date	Start	Finish	Steps	Grade	Walk Features
Cairns Esplanade	23-Jul-06	9:00 AM Fogarty Park - Soundshell	Fogarty Park - Soundshell	4,000	Easy	Wheelchair access Pathway Bubblers
Trinity Beach	30-Jul-06	9:00 AM Northern end of beach - car park	Northern end of beach - car park	3,000	Easy	Pathway Wheelchair access Dog friendly (on lead) 
Mangrove Walk Airport Drive - Choose between 2 walks	6-Aug-06	9:00AM Car Park off main road to airport	Car Park off main road to airport	Walk 1: 1,000 Walk 2: 1,500	Easy	Boardwalk Wheelchair access Shaded
Ivan Evans Walk (Off Sydney St, Bayview)	13-Aug-06	9:00 AM Park at end of cul de sac	Park at end of cul de sac	1,500	Med - Hard	Bush Track Shaded Tap Dog friendly (on lead) 
Centenary Lakes and Botanical Gardens - Seniors Week	20-Aug-06	9:00 AM Botanical Gardens Entrance - Collin's Street	Botanical Gardens Entrance - Collin's Street	3,000	Easy	Combination track and pathway Bubblers Shaded
Sugar World	27-Aug-06	9:00 AM Car Park	Car Park	2,000	Easy	Pathway 
Stoney Creek (Kamerunga Road)	3-Sep-06	9:00 AM Car Park	Car Park	2,000	Med - Hard	Bush Track Shaded Tap
Gordonvale	10-Sep-06	9:00 AM Alley Park Car Park	Alley Park Car Park	2,000	Easy	Pathways Tap Dog friendly (on lead) 

All walks will be sign posted with "Your Body Coach" and "10,000 Steps" signage  
 Remember to wear correct walking clothes and hats  
 A free healthy breakfast and water will be provided  
 Walks will be led by qualified fitness instructors  
 Prizes and give away items will be given out throughout the morning

Proudly brought to you by the 10,000 Steps Physical Activity Taskforce

**Cairns City Council**

**Your Body Coach**

**Queensland Health**

**Department of Communities**

**Sport and Recreation  
Queensland**

# 10,000 Steps Case Report 27

## 10,000 Steps Moranbah



### Background:

10,000 Steps Moranbah is being implemented as part of the three year Be More Active – Moranbah partnership between Queensland Health and BHP Billiton Mitsubishi Alliance (BMA). With a population of approximately 10,000 people, Moranbah is the largest of the towns servicing the coal mines in the Bowen Basin. The Be More Active – Moranbah project targets employees from BMA Peak Downs, BMA Broadmeadow and BMA Goonyella Riverside Mines as well as the entire Moranbah community.

### Partners Involved:

BMA and Queensland Health provide the funding for the project with in kind support from Belyando Shire Council and Moranbah and District Support Services. The Be More Active – Moranbah project and Moranbah and District Support Services also obtained a Women's Active Living Kit (WALK) grant from the Central Queensland University to implement a walking program for mothers with young children as part of the project.

### Objectives:

The two main goals of the Be More Active – Moranbah (BMA-M) project are:

- To increase the proportion of the Moranbah community who are achieving sufficient\* physical activity by 5% by October 2008.
  - To increase the proportion of BMA Broadmeadow, Goonyella/Riverside, Peak Downs employees who are achieving sufficient\* physical activity by 10% by October 2008.
- \* For the purpose of the BMA-M project, sufficient physical activity is defined as the accumulation of at least 150 minutes of activity and at least 5 sessions of activity over 1 week.



The main objectives of the project are:

- To increase the proportion of Moranbah workplaces providing opportunities for physical activity in the workplace by 20% by the end of December 2007.
- To increase the proportion of the Moranbah community who use Active Transport as a method of commuting at least 3 times a week by 20% by the end of October 2008.
- To increase incidental activity in 50% of the Moranbah community by the end of October 2008.
- To increase the amount of family and group based physical activity related activities available to the community by 20% by the end of October 2008.
- To increase the priority of the Belyando Shire Council to develop and maintain physical activity conducive environments by November 2008.
- To increase the knowledge about the long term health benefits of achieving sufficient physical activity in 70% of Moranbah community members by the end of October 2008.
- To increase the proportion of BMA employees doing at least 10 x 10-minute sessions of moderate physical activity a week by October 2008.

- To increase the knowledge about workplace health promotion principles and practice in BMA HSEC staff by 90% by the end of October 2008.
- To increase the proportion of BMA employees who believe that sufficient physical activity is important for health by 20% by the end of October 2008.
- To increase the amount of family and group based physical activity related activities available to BMA employees and family members by 50% by the end of June 2007.
- To increase the proportion of BMA employees who are aware of their average daily step count/physical activity level by 50% by the end of December 2007.
- To increase the knowledge about the long term health benefits of achieving sufficient physical activity in 70% of BMA employees by the end of October 2008.
- To increase the awareness of physical activity messages in 70% of BMA employees by the end of October 2008.
- To reduce the prevalence of poor health behaviours such as excessive alcohol consumption, tobacco smoking and poor nutrition in BMA employees by 15% by the end of October 2008.

### Implementation Strategies:

- **Library Pedometer Loan Scheme:** The scheme was established in March 2006 with 300 pedometers donated to the library by Peak Downs Mine. The pedometers can be borrowed for four weeks. The library staff and Senior Health Promotion Officer from the Be More Active – Moranbah project promote the scheme and maintain the pedometers. The pedometers are most heavily borrowed during 10,000 Steps Challenges.
- **Walkway Signage:** Direction signs and totem poles are currently being installed in Moranbah along with the construction of a new walkway and totem poles onsite at Peak Downs Mine. Peak Downs are also using mobile signage out on the minesite which marks out a 1 kilometre pathway in the mining department.
- **10,000 Steps Challenge:** The 10,000 Steps Moranbah Community Challenge was conducted in 2006 with over 450 BMA employees and community members getting involved. BMA employees were each provided with a pedometer from their employer and there were a number of great prizes.
- **Local Media Campaigns:** The general media articles written by Professor Kerry Mummery are published in the fortnightly Moranbah Messenger which goes to every Moranbah household. A number of other media articles relating to 10,000 Steps Moranbah strategies and activities have also been published in the local media. Over 15 news articles have been generated through the project.

### Outcomes:

The Be More Active – Moranbah project is being evaluated via CATI and face to face surveys comparing pre and post project outcome measures. As part of this evaluation, process evaluation of project strategies is occurring throughout the project and includes, but is not limited to, the following 10,000 Steps Moranbah related measures:

- **Library Pedometer Loan Scheme:** The loan statistics have shown 100% borrowing capacity of the 300 pedometers during the Challenge which reduces to approximately 40% at other times. Approximately 25 pedometers have either been lost or broken.
- **10,000 Steps Challenge:** There were 467 participants in 62 teams in the 2006 10,000 Steps Moranbah Community Challenge. Pre- and post- physical activity measures were evaluated with limited responses (7.7% of participants responded to the pre-survey whilst 5.8% of participants responded to the post-survey).
- **Local Media Campaigns:** Reach, appropriateness of the messages and outcomes of the campaign is yet to be evaluated (planned for July, 2007).

### Where to from here:

Given the three year timeframe of the Be More Active – Moranbah project, it has been necessary to try and build in as much sustainability as possible into project strategies. This has included forming partnerships with local organisations to increase their priority of promoting physical activity in the community.

### Lessons Learnt:

1. The shiftwork nature of many of the target group has sometimes made communication, particularly about the Challenge, difficult. We have, however, learnt to use multiple means of communication to increase the reach.
2. We also had limited numbers of 10,000 Steps Moranbah Community Challenge participants respond to the evaluation surveys but plan to provide more incentive to respond for future challenges.
3. We have found that sourcing funding from local organisations for pedometers, print materials and walkways signs has assisted with gaining Council in kind support with the Pedometer Loan Strategy and Environmental Change Strategy.



## Total Project Costs:

The project costs have been sourced from the Be More Active – Moranbah project funds which allowed for the purchase of the walkway signage as well as funding the 10,000 Steps Moranbah Community Challenge. The project funds were from BMA and Queensland Health.

Item	Cost (\$)	Source
<b>Walkway signage</b>		
- Federation Walkway	5,551	BMA and Qld Health
- Street signage	10,000	BMA and Qld Health
- Peak Downs Mine signage	4,734	BMA and Qld Health
- Stencil	700	BMA and Qld Health
<b>SUB TOTAL</b>	<b>11,985</b>	
Library Loan Scheme	6,600	BMA
Promotional products	10,000	BMA and Qld Health
Local Media	1,000	BMA and Qld Health
<b>TOTAL</b>	<b>29,585</b>	

## Timeframes:

- Planning for 10,000 Steps Moranbah commenced in January 2006 with the launch of the project in March 2006.

## This Case Report was developed by:

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# 10,000 Steps Case Report 28

## 10,000 Steps Townsville



### Background:

The 10,000 Steps project for Townsville (and surrounding communities) will build upon the work conducted in Rockhampton with the aim of translating the results to the population of the Townsville Health Service District (Ingham, Townsville, Thuringowa, Burdekin, Charters Towers, Collinsville and Bowen). The objectives of the project are to assist in developing and strengthening the partnerships and frameworks in place under the Townsville Thuringowa Physical Activity Taskforce and the other taskforces operating in surrounding communities.

The project will build upon the strong partnership established between Townsville City Council and the Tropical Population Health Unit – Townsville. We recognise that 10,000 Steps is not only about Challenges, but includes supportive environments for physical activity. This project covers all five strategies of 10,000 Steps (media, pedometer loan schemes, social support, policy and environmental change, and community initiatives). It will link to other existing activities and initiatives in the community to value-add to public awareness of the importance of increasing physical activity in our daily lives.

### Partners Involved:

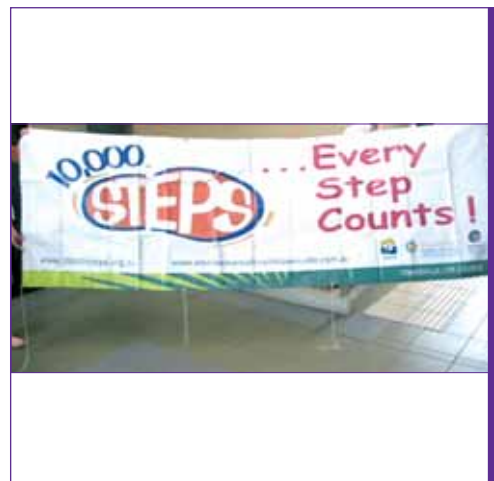
- 10,000 Steps activities in each location of the Townsville Health Service District will facilitate the roll-out of 10,000 Steps through existing physical activity taskforces. The Senior Health Promotion Officer (Physical Activity) from the Tropical Population Health Unit - Townsville will be the key driver in the initial phase, however, a local key contact from each of the taskforces/committees will drive the activities locally.
- Townsville Thuringowa Physical Activity Taskforce (Tropical Population Health Unit - Townsville, Townsville City Council, Thuringowa City Council, Townsville District Health Service, Townsville Division of General Practitioners, Sport and Recreation Queensland, James Cook University, Community Renewal, Queensland Transport, Queensland Cancer Fund, Heart Foundation, Townsville Thuringowa Safe Communities), Active Ingham, Bowen Physical Activity Taskforce, Wellness Action Group Collinsville, Burdekin Be Active, Charters Towers 10,000 Steps Working group.

### Objectives:

- To increase the knowledge and awareness of 10,000 Steps in the communities of the Townsville Health Service District.
- To increase the number of 10,000 Steps Workplace or Community Challenges conducted in the Townsville Health Service District by two.
- To improve the supportive environments to physical activity and increase the 10,000 Steps sign-posted sites by three.
- To increase the access and availability of pedometers to the residents of Townsville Health Service District.

### Implementation Strategies:

- **10,000 Steps Community Challenges:** Develop, implement, facilitate and support local 10,000 Steps Challenges in Townsville, Ingham, Bowen, Burdekin and Charters Towers. This includes both local workplace challenges and community challenges.
- **10,000 Steps Signage:** Work with and support local Councils to increase the supportive environment to physical activity and construction of 10,000 Steps signage at suitable locations.
- **Community Walkability Audit Postcard:** This concept will be produced under the Townsville Eat Well Be Active Healthy Kids for Life Project to enable the community to increase the walkability of their community/neighbourhood. The postcard intends to be a checklist of various rapid response and safety items. E.g., overhanging branches, visibility difficulties, path damage, etc. It is anticipated that these will be provided to Challenge participants.



- **Pedometer Loan Schemes:** Support the implementation of Pedometer Loan Scheme's in local libraries to increase the availability of pedometers to the community.
- **10,000 Steps Walkway Maps:** Collaborate with local Councils to develop and produce walking path maps to increase the awareness the 10,000 Steps message and the availability of local walking paths for the community.
- **Media and Promotion:** Develop and purchase 10,000 Steps merchandise to support local activity in the promotion of the 10,000 Steps message and to facilitate active living, and develop and promote 10,000 Steps media releases to support local activities and increase the physical activity message.

## Outcomes:

- **10,000 Steps Community Challenges:** To date, over 2,000 individuals have participated in local 10,000 Steps Challenges in our communities that have been coordinated or supported by the Tropical population Health Unit - Townsville. There have also been many local 10,000 Steps Workplace Challenges that are not in this participant count. The Bowen Shire Challenge was the initial Community Challenge, followed by Burdekin, Ingham and then the "City of Origin" Challenge between Rockhampton and Townsville. Challenges included: participant pack with 10,000 Steps goodies, physical activity and Go for 2&5 healthy eating information and general Challenge information; media promotion; group walks; and information sessions. Challenges were supported by local pedometer loan schemes (below) by community members accessing them during participation. Generally teams consisted of five participants.
- **10,000 Steps Signage:** Currently four walking paths have been marked with 10,000 Steps Signage with three more to be completed by 2007. Aplin's Circuit (6625steps/5.3km), Wetlands Circuit (7325steps/5.86km), Anderson Park (1942steps/1.554km) and Pallarenda (10,000steps/8km, which includes a 3000steps/3.75km loop – this is consistent with 30 minutes of moderate physical activity recommended by the National Physical Activity Guidelines). Walking path signage is also planned for construction in Hinchinbrook and Bowen. Challenge activities utilise and promote local walking paths.  
A 10,000 Steps multi-use stencil has also been purchased for local area Councils to use for signage – particularly pathways marking. This strategy will increase the supportive environment to physical activity and promotion of the 10,000 Steps message.
- **Pedometer Loan Schemes:** Pedometer loan schemes have been established to support local Challenges and community access and availability to pedometers. Currently established in: Townsville City Council Libraries (~180), Burdekin Shire Library (50), Hinchinbrook Shire Library (30), Bowen Shire Library (30), Thuringowa City Library (50) and soon in Charters Towers Shire Library.
- **10,000 Steps Walkway Maps:** 10,000 Steps Walkways Maps will soon be available for Townsville, Bowen and Ingham. These are available for the local community and will be promoted locally.
- **Media and Promotion:** Local media uptake from paper, radio and television has been extremely good, which has lead to the successful numbers participating in local Challenges.  
Large 10,000 Steps Banners have been purchased locally in Townsville (2), Burdekin (2) and Bowen (1).
- **Merchandise:** The Tropical Population Health Unit and the Townsville City Council purchased a number of resources for use across the community in promotion of 10,000 Steps and general physical activity. Resources included: water bottles, frisbees, dog leads, sweat bands (children), broad brimmed hats, temporary tattoos, t-shirts, shoe laces and balloons.  
Go For 2&5 resources and Sun Safety resources were also promoted during the activities to promote broader healthy lifestyles.



## Where to from here:

- Tropical Population Health Unit – Townsville will continue to support local Councils in the development, implementation and sustainability of 10,000 Steps strategies (walking paths, community group walks, walkways brochure development, community walkability audit postcard and other local initiatives).
- Develop and conduct a second large-scale 10,000 Steps Community Challenge in Townsville, linked to the Eat Well Be Active Healthy Kids for Life project. This will target local family participation.
- Due to the progress of 10,000 Steps in this area, an important objective for future activity will be to increase sustainability of current 10,000 Steps strategies and continue the awareness of the 10,000 Steps and overall physical activity messages in communities.

## Lessons Learnt:

### 1. Communication is key!

- Between partners regarding roles and responsibilities.
- Between team captains, participants and coordinators.

### 2. Be Organised

- There are many tasks in coordinating Challenges and timelines need to be identified early.
- Organisation is important, as you may well be inundated with registrations! Our goal for The City of Origin Challenge in Townsville was 50 teams, but we ended up with 169 teams!
- Using the Challenge Implementation Guide (action plan) available on the website is very useful for tracking events and due dates.

### 3. Flexibility

- No two communities are the same, so the Challenge and broader 10,000 Steps strategies need to be tailored to each communities needs.
- Online Step Log function will not work in remote communities if people don't have internet access, therefore fax-back and steps drop off boxes were used in this instance.

### 4. Local Drivers and Community Contact

- A local representative who knows the community, and is known by the community, is also beneficial in assisting promotion.
- Can also assist in local sponsorship of activities.

## Total Project Costs:

Funding was sourced internally by partners to contribute to the various strategies of each community. Local Councils contributed funding towards the major infrastructure strategies and staff time was contributed by Queensland Health and Townsville City Council. A few smaller grants, local sponsorship and donations of prizes were sourced locally to contribute to local activities and strategies.

Item	Source
Signage	Townsville City Council supported by Tropical Population Health Unit - Townsville
Walkways Brochure	Varied and shared responsibility across many partners and receipt of small Grants
Coordination of various Challenges	Shared across partners, but primarily driven by Tropical Population Health Unit - Townsville, Qld Health, local Councils and taskforces, and Healthier Bowen Shire Partnership Inc.
Library Loan Scheme	Local Councils and supported by Tropical Population Health Unit – Townsville and other Qld Health staff.
Promotional products	Qld Health and Townsville City Council
Banners	Local Councils, Tropical Population Health Unit - Townsville and Qld Health. Sponsorship by local organisations
Local Media	Tropical Population Health Unit – Townsville, Qld Health staff and Townsville City Council

**Example of costings:**

A sample of costing is provided below that can be used as a guide only for local implementation. Local sponsorship and donations can be sought to assist in project activities eg: sponsorship of banners, donation of incentive prizes and catering.

Item	Cost (\$)	Source
<b>Signage</b>		
- Anderson Park 10,000 Steps signage	10,000	Townsville City Council
- 10,000 Steps Stencil	100	Tropical Population Health Unit -Townsville
<b>Walkways Brochure</b>		
- Layout development	In-kind	Tropical Population Health Network.
- Printing	630	For 1,000 brochures
<b>Challenges</b>		
- Catering for events	~200	Tropical Population Health Unit
- Printing of resources, registrations etc	In-kind	Townsville and Townsville City Council.
- Incentive Prizes	Donated	Local organisations e.g., 6 x 30 minute massages by "Massages By Azra"
<b>Library Loan Scheme</b>		
- Clear Video Cases & printing	In-kind	Townsville City Council
- Pedometers	Provider Cost	
<b>Promotional products</b>		
- Water bottles (1,000)	1,914.00	Tropical Population Health Unit -Townsville
- Balloons (2,000)	473.00	Townsville
- Frisbee (2,000)	3,432.00	
- Temporary Tattoo (10,000)	1,562.00	
- Dog leads (500)	2,000.00	
<b>Banners</b>		
- 10,000 Steps banner	~500.00	Tropical Population Health Unit -Townsville
<b>Local Media</b>		
- Community Service Announcement for 10,000 Steps City Of Origin Challenge	In-kind	Produced by 10,000 Steps Project Office

**Timeframes:**

- All 10,000 Steps activities commenced in 2004 and will continue to be ongoing to assist and facilitate in raising the awareness of the importance of participating in regular physical activity.

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# Other 10,000 Steps Initiatives





# 10,000 Steps Case Report 29

## Shalom Christian College Walking Group

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### Background:

Introducing a get fit program for senior indigenous female boarding students at Shalom Christian College.

### Objectives:

- Increase fitness in senior indigenous female boarding students.

### Implementation Strategies:

- Proposed to lead a 1-hour walk after school every evening.
- Use pedometers to measure steps walked.
- Alternate teachers/boarding staff to lead walks with students.

### Outcomes:

- Senior students did not participate in the walks.
- However, juniors students did become involved. Approximately 15 participated in the walks.
- Promised support from boarding staff did not eventuate.

### Where to from here:

The girls still go for a walk with a secondary teacher once a week. The number of steps is irrelevant to the students. It is a social outing as well as for fitness.

### Lessons Learnt:

1. The participating students did not “get” the idea of increasing their steps. They just wanted to walk and have a social outing.
2. The competition element, even to beat their own number of steps did not work for this specific group.
3. For most of the students involved, the idea of 10,000 steps was meaningless. Most of them are from remote areas and their language does not include large numbers (e.g. 10,000).

### Total Project Costs:

- Minimum cost for cheap pedometers.
- Some students paid for their pedometer while a teacher funded the purchase of the rest.

### This Case Report was developed by:

Shalom Christian College



# 10,000 Steps Case Report 30

## Robinvale on the Move



### Background:

For Rural Health Week 2006, Robinvale District Health Services hosted a physical activity day for all members of the community in Robinvale and surrounding areas. This event came about during Victoria Health, Rural Health Week, which is held annually during the month of May. The theme that underpins Rural Health Week varies each year with last year's theme being "CREATING HEALTHY COMMUNITIES".

Rural Health Week continues to support programs, projects and services that address significant health priorities such as decreasing obesity, improving dietary awareness, ongoing involvement in physical activity, continued support for mental health awareness and the importance of other issues such as social connectedness. Rural Health Week also continues to strengthen rural Victorians to achieve and maintain good health and well being through information and education.

Robinvale on the Move was about addressing areas of obesity, smoking, hypertension, diabetes, poor nutrition, physical inactivity, isolation, depression, low self esteem, social exclusion, racism and discrimination. This event was held on Sunday 21st May 2006 at the new local Leisure Centre, utilizing the surrounding lawns and recreational parkland for the walk.

### Partners Involved:

Swan Hill Rural City Council; Sporting clubs – Rhee Tae Kwon Do, aerobics classes, netball, and cycling; Northern Mallee Primary Care Partnership (NMPCP); Food for Thought Program; Walk & Talk program - Network House; Multicultural community groups.

### Objectives:

- To increase the Robinvale communities awareness about preventive measures in reducing the incidences of cardiovascular disease and diabetes.
- To increase the communities awareness of physical activities available.
- To increase the communities awareness of health services available to them.
- To increase physical activity among community members of Robinvale.
- To increase the level of education about the benefits of healthy eating.

### Implementation Strategies:

A variety of activities were included on the day to promote healthy living. Outside the Leisure Centre there was the jumping castle for the kids, skate boarding, health information and blood pressure checks, and also a mini-market to buy fresh locally grown fruit and vegetables. Inside the Leisure Centre there were Rhee Tae Kwon Do, aerobics, Tai Chi and line dancing demonstrations. There were also a series of come and try physical activities over the day, from 10am – 2pm.

A walkathon/cycling event was a major activity during the day where participants were encouraged to think and talk while walking the designated route. Each participant who registered for the walk was given a discussion sheet with topics of interest or landmarks to search for. Participants were also encouraged to wear or purchase pedometers. This walking track was identified by the 10,000 Steps posters and on completion everyone was presented with 10,000 Steps tattoos and bookmarks. The 10,000 Steps posters were also used for advertising for this event around the town and surrounding districts.

### Outcomes:

Over 400 people passed through on the day, with approximately 30 participants involved in the community walk/cycle event. The local cycling club were involved with taking junior riders on a scenic ride along the river and later manned the BBQ.

### Where to from here:

Recognition of physical activities available in the community has improved and there has also been an increase in numbers participating in group activities.

### Lessons Learnt:

1. What worked really well to help with participation numbers was having community groups involved on the day.
2. The mini-market with local produce was also a great success.
3. For future events it is a good idea to have someone who is not organising the event to take photos, and to delegate more people to be in charge in certain areas.

### Total Project Costs:

- \$200.00 funded by Regional Network Advisory Group, Rural Health Week Grant.
- \$900.00 funded by NMPCP.
- Costs were mainly the hire of Leisure Centre, advertising, helium, jumping castle, and BBQ food.

### Timeframes:

- Planning commenced in February 2006, with the event held in May 2006.

### This Case Report was developed by:

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The background is a vibrant orange. On the right side, there is a large, flowing, wavy line that curves from the top right towards the bottom right. The bottom half of the image features a subtle, repeating pattern of small, light-colored hexagons. At the bottom center, the website address is written in a clean, white, sans-serif font.

[www.10000steps.org.au](http://www.10000steps.org.au)