




City of Belmont 10,000 Steps Challenge

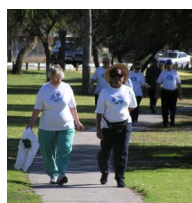





"This project is an initiative of the Physical Activity Taskforce, made possible by the WA Local Government Association through a Lotterywest grant."

Recreation Initiatives – Walking Programs

- Walking Groups
- Trails Brochure
- Be Active Walk for a Wish
- **10,000 STEPS CHALLENGE**
 - Series 1 – March 2004
 - Series 2 – September 2004




The 10,000 Steps Project Objectives

Objectives


- Encourage community participation
- Ensure the project is enjoyable and challenging for participants
- Educate participants on the benefits of physical activity
- Ensure participants are aware of the physical activity levels needed to lead a healthy lifestyle
- Promote positive lifestyle changes to participants

What did the 10,000 Steps Challenge consist of?



- 12 weeks
- Record the number of steps taken each day – using log book and walking pedometer provided
- Aim to increase the number of steps taken each day over the 12 week period
- Incorporate 30 minutes of physical activity into your day


How did the COB Implement the 10,000 Steps Challenge?



1. Successful funding application – Physical Activity Taskforce, Local Activity Grants Program
2. Partnerships – library, EMPHU, PATF
3. Purchase Pedometers
4. Print resources – Log Book, Information Sheet, Questionnaires, Flyers
5. Advertise Challenge
6. People to register for project, by completing registration sheet, medical questionnaire and Pre-Challenge questionnaire
 1. Staff involvement
 2. Local businesses
 3. Local residents
7. Participants required to attend information session at beginning of challenge

Information Session

- Educate participants
 - About benefits of physical activity
 - How to increase the number of steps
- Explain what is required during the 10,000 Steps Challenge
- Opportunity to link into Recreation Initiatives
- Participants given resource kit – only if medical questionnaire, pre challenge questionnaire were returned
- **CHALLENGE COMMENCES**
- Participants requests
 - Feedback session - RESULTS



10,000 Steps Challenge – Resource Kit

- Information Sheet
- Collection Card – allows you to collect Pedometer from Ruth Faulkner Library
- Pedometer Instructions
- Log Book – records number of steps taken each day
- Post Challenge Questionnaire
- City of Belmont Trails Brochure
- City of Belmont Access and Facilities Guide
- “Find Thirty” brochure – gives ideas on how to incorporate physical activity into your day
- Brochures on other Recreation and Health activities



Data Collection

- 10,000 STEPS CHALLENGE
 - Series 1 – March 2004 (80 participants)
 - Series 2 – September 2004 (100 participants)
- Participants were asked to record details in a log book and provide feedback via the pre and post-questionnaire's



Throughout the Challenge

- Progress Reports
- Website
 - Enter results
 - View results



Website

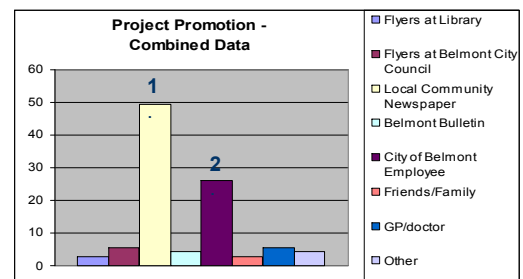
First Name	Highest steps taken during a one day period	Lowest number of steps taken during a one day period	Reason for large number of steps taken	Number of days have walked over 10,000 Steps
Melissa	29,565	2,895	Participated in Relay for Life	23
Jodi	15,976	4,768	Participated in physical activity	20
Stuart	32,955	11,595	Relay for Life and Autumn River Festival	40
Neville	19,985	9,652	Walk along Swan River	15
Denise	21,675	7,684	Very busy day and circuit training	17
Debbie C	23,757	8,974	Walk along Swan River	9
Nicole E	18,688	6,018	Last day on Rotte holiday	39
Symone C	10,373	3,438	Busy day and 30 minute walk	2
Jessie D	21,025	3,562	Walked everywhere and exercised	19

At the end of the 10,000 Steps Challenge

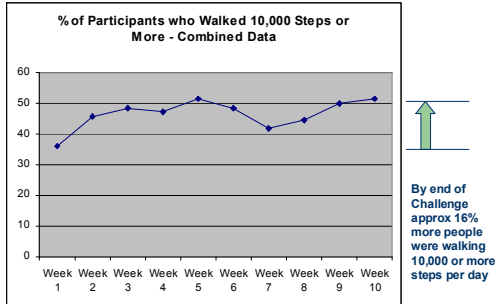
- Participants return completed log book, pedometer and Post-Challenge Questionnaire to the library
- As a part of the Challenge, participants completed Pre & Post Challenge Questionnaires.
- Data analysed by East Metro Population Health Unit for evaluation
- Post Challenge Information Session – Summary of Results



How did you find out about the 10,000 Steps Challenge



% of Participants who walked 10,000 Steps or More – Combined Data



Did the 10,000 Steps Challenge Meet Objectives?

1. Encourage community participation

- 180 participants
 - Approx 50 staff including Councillors and Senior Management
 - Approx 130 residents

2. Ensure the project is enjoyable and challenging for participants

- Information session
- Positive participant feedback

3. Educate participants on the benefits of physical activity

By the end of the Challenge *more* participants were aware of the health benefits of regular physical activity

- Series 1 ↑ 12.5%
- Series 2 ↑ 6.4%
- Combined ↑ 9.7%

4. Ensure participants were aware of the physical activity levels needed to lead a healthy lifestyle

- Information session at the start of each 10,000 Steps Challenge
- Encourage participants to increase steps taken per day throughout the challenge
- Encourage participants to aim to walk 10,000 steps or more per day

By the end of the challenge there was a 16% increase in the number of people walking 10,000 or more steps per day (combined data from both series)

5. Promote positive lifestyle changes

By the end of the Challenge *more* participants were –

- walking or cycling for short trips
 - 11.1% ↑ All of the time
 - 2.8% ↑ Most of the time
 - 11.8% ↓ Sometimes
 - 4.4% ↓ Never
- setting goals for Physical Activity
 - 5.6% ↑

5. Promote positive lifestyle changes (cont...)

- more confident in achieving moderate levels of physical activity
 - 5.6% ↓ Not confident at all
 - 2.8% ↑ Moderately confident
- spending more minutes per week exercising
 - Increase by 80 minutes per week per person (average)
- meeting the physical activity guidelines
 - 7.1% ↑ moderate PA
 - 13.8% ↑ vigorous PA

Where to from here?

- Encourage participants to KEEP EXERCISING!
- Pedometers can be hired from the library
- Third series of 10,000 Steps Challenge run in conjunction with new initiative - Belmont Forum Walking Group –May '05



Positives

- Education & Awareness – leading to behavioural change
- Increasing levels of physical activity
- Cross promote other physical activity initiatives
- Community support/involvement
- Enjoyable & challenging for participants
- Sustainable
 - Cost to have future 10,000 Steps Challenges is minimal
 - Opportunity for residents to loan pedometers at times other than when a 10,000 Steps Challenge is in progress
- Once project commences – time to implement other projects



Problems

- A few lost and broken pedometers
- Response rate – too quick
- Not enough pedometers
- People not recording steps taken
- Pedometers, log books and questionnaire's not being returned
- Library closure resulted in some delays for the return of pedometer's, log books and questionnaire's
- Incomplete Post-questionnaires
- Participants not finishing 12 week Challenge



City of Belmont Recreation Services

Andrew Ward
Coordinator - Recreation Services
Ph: 9477 7208
Email: Andrew.Ward@belmont.wa.gov.au

Jodi Cronan
Recreation Project Officer
Ph: 9477 7212
Email: Jodi.Cronan@belmont.wa.gov.au

Sally De La Cruz (starting on 7th Feb '05)
Recreation Administration Officer
Ph: 9477 7212
Email: Sally.DeLaCruz@belmont.wa.gov.au