

10 000

Steps Challenge

Background

The City of Belmont has a population of 30,000 residents and is located in the eastern metropolitan area of Perth. To increase physical activity levels of residents, the City has adopted a Recreational Directions for the Future Framework which links the City's current strategies with state and national objectives. Seeking to establish a sustainable programme for promoting and educating local residents about the benefits of physical activity, the City decided to build on the success of the Rockhampton 10,000 steps project.

Project Objectives

- Coordinate two 12-week 10,000 steps programs annually.
- Increase community/participants awareness of the health benefits of physical activity, in particular walking.
- Encourage participants to continue walking after conclusion of the project.
- Encourage participants to continue to use pedometers by loaning them from the City of Belmont Library or purchasing their own.

Project Strategies

- Program 1 - To be championed by high profile members of the community and the City of Belmont staff.
- Program 2 - To have greater involvement from community members.
- Advertise and promote to attract local residents to participate.
- Target 80 participants per program.
- Conduct education workshops at the start of each project.
- Conduct a project evaluation on completion.
- Provide ongoing support.
- Supply participants with information detailing health benefits gained from participation through the 12-week program.
- Promote existing Be Active Healthy Living seminars, programs and events.
- Encourage participants to purchase a pedometer after completing the project or continue to loan the equipment.
- Improve current facilities within the City to be more walk friendly.
- Promote walking trails within the City of Belmont.

Project Results

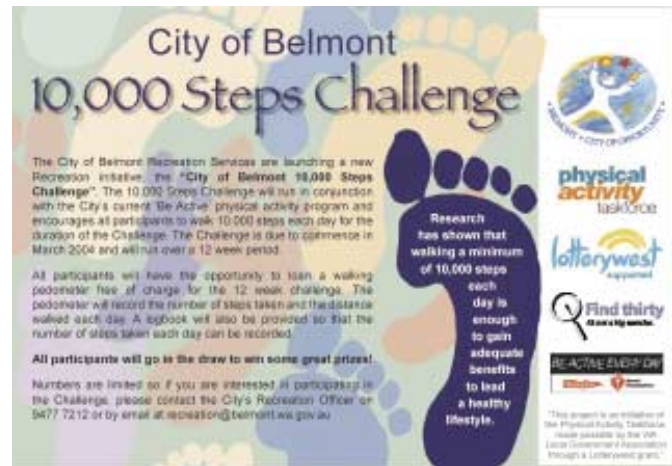
This was a successful initiative for the City and the participants.

The project achieved the following results:

- 180 participants were actively involved in the project.
- Two 12-week programs were completed.



- Both projects attracted full participation.
- A resource kit was provided to each participant.
- An information session was held for all participants.
- Links were made to promote other Be Active events to ensure continued participation.
- Local walk trails were promoted to participants through brochures.
- 60% of the participants returned logbooks and questionnaires.
- Participants increased their time spent participating in physical activity by 80 minutes per week.
- 22.5% of the participants now walk or cycle for short trips compared to 7.5% before accepting the challenge.
- After completing the project, 87.5% knew the benefits of physical activity.



Where to from here?

- Plan to coordinate another 10,000 Steps Challenge in May 2005 in conjunction with Stay Active Walk Friendly.
- Invitations to the next challenge will be extended to the Belmont Forum Shopping Centre Walking Group.
- Depending on demand, one to two series will continue to be coordinated each year.
- Pedometers will be available for hire at the Ruth Faulkner Library and residents will be encouraged to use them.
- Information on 10,000 Steps will be provided on the City's website, in recreation brochures and at recreation workshops and seminars.

Lessons learned

- More pedometers were broken or lost than expected.
- The logbook requires modification to include a space for participant's name and average steps taken per day over a weekly period.
- Future budgets must allow for greater loss of pedometers and increased staffing.



Total project cost: \$13,800 (including \$5,000 Local Activity Grant)

Project Date: December 2003 – November 2004

Contact: City of Belmont Ph: 9477 7212

This project has been supported by a Physical Activity Taskforce Local Activity Grant through Lotterywest and the Western Australian Local Government Association. Information on Local Activity Grants and case studies can be found online at www.patf.dpc.wa.gov.au.