



*Greater Shepparton
on the moove*

Pedometer Challenge Report

Monday 25th August 2008 –
Sunday 15th September 2008

Partner Organisations



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1.0 Executive Summary

The Greater Shepparton on the Moove Pedometer Challenge was held from Monday 25th August 2008 to Sunday 15th September 2008. The program was facilitated through the Greater Shepparton on the Moove focus group which is a program that links directly to the Greater Shepparton City Council's Municipal Public Health Plan.

The aims of the Greater Shepparton on the Moove Pedometer Challenge were;

- To increase the participation in walking over a four week period
- To educate the community on how many steps they were currently undertaking on a daily basis
- To promote physical activity, nutrition programs and activities which are currently offered to residents in Greater Shepparton.

The challenge attracted 172 teams from 42 organisations throughout the municipality. The teams consisted of between four to six members with a total participation of 933 individuals which equates to 1.6% of the entire population for the Greater Shepparton municipality. The Challenge was held over a four week period with participants registering their daily steps and reporting in once a week on their progress.

The participant evaluation confirms the success of the program and potential for further challenges with 100% of participants enjoying the challenge and a significant increase in the amount of physical activity and walking undertaken by the participants from the start to the conclusion of the challenge.

A component of the Challenge was to hold a community event to celebrate the completion of the challenge and to present the winners with their prizes. The Twilight Stroll was a major success with over 500 people participating. The stroll invited members of the community to walk from Aquamoves to Kidstown and enjoy free food and entertainment. Feedback from the stroll suggested future strolls would be highly supported.

The weekly newsletter provided an opportunity for the challenge to meet its aims by educating participants on existing resources available to them to assist their healthy lifestyle. The newsletter also provided profiles on other individuals and teams undertaking the challenge.

The Greater Shepparton on the Moove focus group would be supportive of future Pedometer Challenges to be facilitated; however investigation would be required into online data entry rather than manual entered. The online data entry would ideally include Team and Individual registrations, weekly data entry and pre and post evaluations.

The Pedometer Challenge was deemed a success based on the significant amount of participants undertaking the challenge and the participant feedback at the conclusion. The aims of the Challenge were also met through the education of participants throughout the four week Challenge. Overall the Challenge was a massive success in raising the awareness of the benefits of walking in our community.

2.0 Background

Pedometer Challenges are a successful method of encouraging members of the community to increase their daily steps. Not only does the pedometer directly motivate participants to ensure they continue to increase their steps but it also brings out the competitive side to ensuring your teams steps are better than the other teams involved in the Challenge.

Over the past four years agencies throughout the Greater Shepparton municipality have hosted pedometer challenges targeting different groups. In 2004 ValleySport undertook a program called 'Take a step' which involved 30 participants of the city's workforce undertaking the challenge with results been monitored through the local media. To build on the success of the 'Take a step' challenge in 2006, the Goulburn Valley Primary Care Partnership facilitated a pedometer challenge inviting PCP members to submit teams. Over the four week challenge a total of 48 teams participated.

In June 2008 the Greater Shepparton on the Moove focus group identified the need for a community activity that could encourage physical activity and a sense of team and community involvement. The group felt that the establishment of a pedometer program for the entire community would fulfill these aims. The Pedometer Program also links in directly with the main aim of Greater Shepparton on the Moove to encourage people to be physically active by means of walking.

The Greater Shepparton on the Moove Pedometer Challenge was held from Monday 25th August 2008 to Sunday 15th September 2008. Teams of four to six participants were invited to register for the four week challenge documenting their daily steps. Team leaders were appointed for each team ensuring weekly steps were recorded.

The final count of participants involved in the Pedometer Challenge were as follows

- 172 Teams
- 933 Participants
- 42 Organisations

The steps were calculated on a weekly basis with team leaders required to fill out the weekly log sheets and send them through to Council to collate and calculate top teams over the week.

Over the four weeks the total overall steps for the challenge were as follows

Week 1:	52,752,289
Week 2:	53,724,240
Week 3:	53,588,149
Week 4:	46,556,501

Throughout the challenge information was provided to participants on physical activity and nutrition through weekly newsletters distributed to the team leaders. This information was provided through the expertise of members in the Greater Shepparton on the Moove focus group.

3.0 Organisation Links

The delivery of the Greater Shepparton on the Moove pedometer challenge links in with several Greater Shepparton City Council documents.

3.1 *Municipal Public Health Plan*

The Municipal Public Health plan was established after consideration of information in relation to local community health needs and public health research, as well as the achievements and evaluation of the 2002-2005 Municipal Public Health Plan. The plan was build on the four areas of significant community importance:

- Sense of Belonging and Connectedness
- Safe and Healthy Environment
- Physical Activity and Nutritional Wellbeing
- Minimisation of Drug and Alcohol Misuse.

The Physical Activity and Nutritional Wellbeing component includes a key strategy to implement tasks identified under the Greater Shepparton on the Moove Project. The implementation of a pedometer challenge was identified as a key task for the Greater Shepparton on the Moove project.

3.2 *Council Plan 2006 – 2010:*

The Council Plan is a medium term document, which provides a vital link between the long term aspirations contained in the Greater Shepparton 2030 Strategy and Municipal Strategic Statement and the short term delivery of programs, services and activities, as outlined in annual Council budgets. The Council plan identifies a key strategic objective to implement the Greater Shepparton Public Health Plan and deliver the intended outcomes.

4.0 Stakeholders

The following stakeholders were involved in the Pedometer Challenge

- Greater Shepparton City Council
- Aquamoves
- ValleySport
- Goulburn Valley Community Health
- Goulburn Valley Primary Care Partnership
- Vision Australia
- Goulburn Valley Primary Division of General Practice
- Greater Shepparton Indoor Sports Facilities
- SPC- Ardmona Kidstown
- Pedometer Challenge members
- Local Media

5.0 Challenge Report

5.1 Promotion

A Pedometer Challenge Poster was developed and distributed through email and on the Greater Shepparton on the Moove website. Media releases were developed and distributed to all local media with majority promoting the challenge.

See appendix for copies of newsletters

5.2 Launch

The launch of the Pedometer Challenge was held in the Maude Street Mall on Friday 22 August 2008. Teams that had registered were invited along to collect their registration bags, receive details for the challenge and enjoy the free morning tea that was provided. An additional 20 teams registered on the day.

The launch attracted a large crowd and local media outlets including the SN Weekly and Win TV were in attendance and promoted the launch.

5.3 Collation of Data

Due to the staff hours required to enter the weekly log sheets it was decided to utilise an external contractor. Team sheets were required to be sent to the GSCC by 5pm Monday weekly and the contractor received the sheets on the Tuesday and took approximately 6 hours to input.

5.4 Twilight Stroll

To celebrate the conclusion of the Challenge a Twilight Stroll was held inviting all members of the community to register at Aquamoves and walk to Kidstown (approx 3km walk). At Kidstown food and entertainment were provided at no cost to participants. Prizes were awarded to the winners of the Pedometer Challenge during the evening and a shuttle bus was available for the return trip for those who didn't walk back to Aquamoves to collect their cars.

5.5 Pedometers

The pedometers were obtained from an internet based company called 'Promotions Only' who provided the pedometers at a cost of between \$7.61 - \$8.13. The reason for the difference in price range was due to not enough pedometers originally ordered and additional supplies having to be obtained at short notice. The first batch of 500 pedometers also had the GSOTM logo printed on the cover, which was an additional cost to the price of the pedometers. Due to the cost of the pedometers the accuracy and quality were not the most desirable with some pedometers returned for replacement.

5.6 Budget

The total budget for the Challenge is as follows

Item	Cost
Pedometers	\$7,561.71
Launch	\$169.10
Prizes – Sports Power	\$90.91
Prizes – Firenzies	\$650.00
Data Entry	\$990.91
Go For Your Life merchandise	\$2,385.65
TOTAL	\$11,848.01

The Twilight Stroll was held in conjunction with the Pedometer Challenge however it was not necessarily an essential component of the program. Costs involved for the Twilight Stroll are detailed as follows

Item	Cost
Kidstown - Food and Drinks	\$1,668.00
Kidstown - Children's Activities	\$1,170.00
Shuttle Bus- Jacobson Bus Company	\$101.75
Musical Entertainment- Cindy Doherty	\$200.00
Advertisements - Shepparton News	\$1,587.42
Registration Barriers (relocation) - GSCC	\$233.37
TOTAL	\$4,960.54

5.7 Prizes

Prizes were awarded for the following

- Highest Average Team Steps - \$200 Restaurant Voucher and Go For Your Life packs.
- Highest Average Team Steps - \$200 Restaurant Voucher and Go For Your Life packs.
- Top 6 Individual Steppers - \$20 Sports Voucher and Go For Your Life packs.
- Individual Steps Winner (Female) - \$100 Restaurant Voucher and Go For Your Life pack.
- Individual Steps Winner (Male) - \$100 Restaurant Voucher and Go For Your Life pack.
- Most Creative Team Name- \$50 Restaurant Voucher
- Organisation with most amount of teams - Group Fitness Class at Aquamoves for 25 people.
- Health promoting organisation- 2 hour court hire at Shepparton Sports Stadium.

5.8 Newsletters

Newsletters were produced on a weekly basis throughout the challenge with information provided to challenge participants on

- Nutritional Update

- Team and Individual Profiles
- Activity Update
- Sport and Recreation wrap
- Upcoming events e.g. Twilight Stroll, Walktober

See appendix for copies of newsletters

5.9 Team Leader Information Pack

All team leaders received an information pack with their pedometers at the launch of the Challenge. The information pack provided the team leaders with the following information

- Team leader letter outlining the details of the challenge
- Team leader rules and responsibilities
- Nutrition and healthy eating fact sheet
- Physical activity fact sheet
- Safety tips
- Team leader checklist calendar
- Weekly log sheets

5.10 Post Challenge

All team members were provided with a certificate to acknowledge their participation in the Pedometer Challenge.

6.0 Evaluation

6.1 Pre Assessment Forms

Assessment forms were sent to all participants prior to the commencement of the challenge and 59 forms were returned with the following information on participants;

- Sex - 71.2% Female and 28.8% Male
- Age group categories
 - 50.8% aged between 35-65,
 - 47.5% aged between 18-35 years and
 - 1.7% aged between 0 - 12.
- 57.6% had heard of the GSOTM Website
- 79% of people found out through their workplace about the challenge, 10% through friend and family and remaining through TV, Newsletter, Poster, Flyer and website.

6.2 Post Assessment Forms

Assessment forms were sent to all team members who participated in the program and 63 forms were returned with the following information on participants;

- Sex - 77.8% Female and 22.2% Male
- Age group categories
 - 55.6% aged between 35-65 years old,
 - 42.9% aged between 18- 35 % and
 - 1.6% aged 65+

6.3 Overall Evaluation

The evaluations received from participants whilst undertaking the post assessments indicated that the challenge was a success with 100% of respondents said they enjoyed participating in the challenge. An additional 81.0% indicated that they are going to continue to use their pedometers after the challenge.

Some other interesting feedback included the following

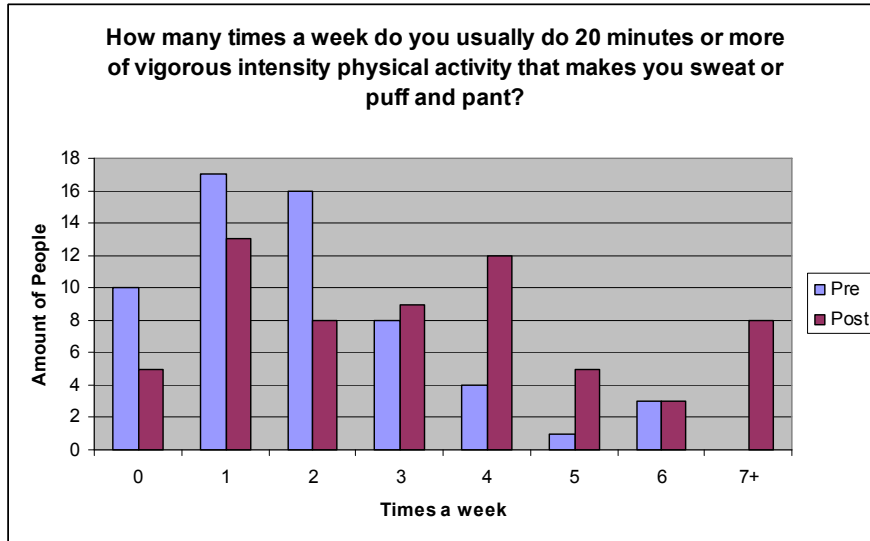


Figure 1 – Pre and Post physical activity trends



Figure 2 – Motivation for walking

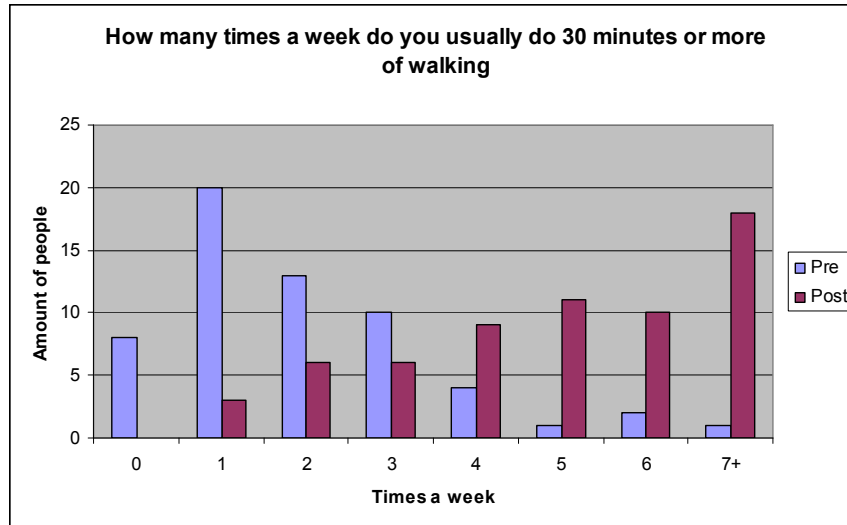


Figure 3 – Pre and Post walking trends

7.0 Conclusion

The pedometer challenge provided the Greater Shepparton community not only with an opportunity to increase their physical activity levels over a four week period, but also to increase their knowledge on the benefits of physical activity. The aims of the program were all met with the weekly newsletters playing a pivotal role to the success of the program.

Feedback from participants indicated that the program was successful in their opinions with all participants indicating that they enjoyed the challenge and 81% continuing to utilise their pedometer to track their daily steps. The most interesting feedback was the significant change from the pre to post assessments in participation in 30 minutes or more a week of walking (see figure 3).

Whilst the program was successful there are still some things that would need to be further investigated when consideration is being given to facilitating future Pedometer Challenges. These to include the following

- Online registrations of teams and steps
- Online evaluation forms (pre and post)
- Email correspondence with all participants not just team leader (information not provided to team in some cases)
- Pedometer quality, investigate participants having their own pedometers or paying for better quality ones.

8.0 Appendix Lists

8.1 *Pedometer Challenge Poster*

8.2 *Team Leader Information Pack*

- Team Leader Letter
- Team Leader Rules and Responsibilities
- Team Leader Checklist Calendar
- Safety Tips
- Registration Form
- Nutrition and Healthy Eating Fact Sheet
- Physical Activity Fact Sheet
- Weekly log sheets

8.3 *Pre and Post Assessment Form*

8.4 *Certificates*

8.5 *Evaluation Data*

8.6 *Media Releases*

8.7 *Newsletters*