

BUNDABERG REGIONAL 10,000 STEPS COMMUNITY CHALLENGE

Evaluation Report & Assessment of Project's Performance



Project Period:	March 2008 - April 2009
Sponsoring Organisation:	Bundaberg Community Development Inc
Steering Committee:	Healthy Lifestyle Group
Funding:	Australian Government Department of Health and Ageing
Project Coordinator:	Margaret Wass



TABLE OF CONTENTS

	Page Number
Executive Summary	3
Assessment of the Project's Performance	6
Introduction	9
Program Rationale	10
Methodology	11
Evaluation	12
Results:	13
Key Performance Indicators	
1. Number of participants in each challenge	
2. Reported increase in average daily step count	
3. Reported increase in knowledge of key physical activity and nutrition messages	
4. Percentage of participants who report changes to nutrition and stress related health behaviours	
5. Number of Media Promotions	
6. Number of participants who continue physical activity levels above baseline levels at post intervention	
Additional Data Gathered	20
Appendix 1	
Comments from Challenge Participants	23

(This Evaluation Report to be read in conjunction with the Final Progress Report and Section Four Attachments)

Executive Summary

The Evaluation Report of the Bundaberg Regional 10,000 Steps Community Challenge is to evaluate the success of the project in line with evaluation data received both quantitative and qualitative, to assess the project's performance against the aims and objectives of the project and to show how the activities of the project have stimulated physical activity and healthy eating in the Bundaberg Region community.

The primary aims and objectives of the project have been to:

1. Increase levels of physical activity within the community.
2. Increase awareness and knowledge of key health messages amongst the community.
3. Increase in the number of people making positive changes in the areas of nutrition and physical activity.

Evaluation for this project included a Pre Challenge Survey with the registration kit for the 1st and 2nd Challenge, an End Challenge Survey forwarded to all participants by email and post for the 1st and 2nd Challenge. At 2 months following the 1st Challenge an email was forwarded to all participants requesting follow up information and at 1 month for the 2nd Challenge due to time constraints.

In summary, the results of the data gathered showed that the Bundaberg Regional 10,000 Steps Community Challenges One and Two stimulated physical activity and healthy eating in the participants and in our community:

- The number of participants taking up the 10,000 steps challenge in our community totalled 687 in the 1st Challenge and 672 in the 2nd Challenge when only 200 participants in each challenge were expected at the start of the project.
- After the 1st Challenge 40% of participants surveyed reported that they were now Active rather than Somewhat Active and 21.66% reported they were Highly Active at the end of the challenge compared to 1.48% of participants who were Highly Active at the beginning of the challenge.
- After the 2nd Challenge 28.9% of participants surveyed reported that they were now Active rather than Somewhat Active and 31.3% reported they were Highly Active at the end of the challenge compared to 4.3% of participants who were Highly Active at the beginning of the challenge.
- In both challenges female participants exceeded male participants. 1st Challenge 24.5% were male participants and female 75.5%. 2nd Challenge 18% were male participants and 53% female participants.
- The predominate age group range of the participants was:
 - 1st Challenge – 39.97% in the 31-50 year age group and 32.74% in the 51-70 year age group.
 - 2nd Challenge - 47.8% in the 31-50 year age group and 22.6% in the 51-70 year age group.

- 60% of the participants surveyed reported an increased awareness and knowledge of key health messages after the 1st Challenge. 79.1% of the participants surveyed reported an increased awareness and knowledge of key health messages after the 2nd Challenge.
- It may be concluded that participants increased their knowledge through participation in the challenges. It was noted that participants who responded no to an increased awareness were not indicating a lack of information in the program but that they already have the awareness and knowledge and respond to the messages in the community. Some participants commented that even though they have the awareness and knowledge, they have difficulty putting the messages into practice mainly due to time factors, motivation and behaviour change.
- 55% of participants surveyed reported that they had made positive changes in the areas of nutrition, physical activity and stress related health behaviours after the 1st Challenge and 63.85% after the 2nd Challenge.
- The opportunity to loan pedometers for free in the challenge certainly encouraged people to participate. People have already requested to continue to hire the pedometers once the program is finished from the Bundaberg Regional Council Sport and Recreation Unit. The pedometers assisted in motivating participants to walk that little bit further each day and to continue their physical activity after the challenge.
- Comments from participants in the survey indicated that they found the program very motivating, and increased their awareness of the amount of physical activity they do in a day and also aware of the nutritional value of the food they eat. (Please see Appendix 1 for feedback and comments from participants)
- Extensive media coverage, information in community newsletters, articles in special Health Editions in the Newsmail, radio interviews, advertising and news editions on Channel Seven, information forwarded to email trees in the community, contributed to the success of the project. Project Coordinator initiated an extensive promotion campaign in the workplaces throughout the Bundaberg Region resulting in a large proportion of the participants in teams from workplaces.
- Majority of participants indicated at one and two month post challenge surveys that they were continuing physical activity levels above baseline levels. 1st Challenge 77.35% of the participants survey reported that they were continuing physical activity levels above baseline levels and after 2nd Challenge 82.43%.
- Information sessions were a great success. People commented that the information sessions gave them renewed confidence and energy to continue on a healthy lifestyle path.
- Successful partnership developed with the Senior Population Health Worker at Qld Health and the Facilitator of the Lighten Up Program through the Bundaberg Indigenous Wellbeing Centre to facilitate the workshops in behaviour Change and Goal Setting, Nutrition and Label Reading and Healthy Eating, Physical Activity and Self Esteem and Stress and Relaxation. This partnership demonstrated that successful partnerships can be developed in the Healthy Lifestyle Group to increase opportunities for the broader Bundaberg community to adopt healthy lifestyle behaviours.
- Parents of St. Patrick's School reported that the 10,000 steps project for the Year Sevens was a good modelling tool for the younger students. The Year 5 and 6 students walked with the Year 7 students during their lunch breaks and asked their parents to purchase

them pedometers so they could be like the Year 7 students. Parents as well as children being made aware of the benefits of walking.

Sustainability

Through the extensive interest in the challenge by workplaces, the Healthy Lifestyle Group has identified local workplaces as a place to promote healthy messages through the Healthy Lifestyle Group Action Plan. The Healthy Lifestyle Group will develop a Workplace Healthy Messages Kit:

- The Group will scope out a workplace in the local area that is interested in trialling a Healthy Messages Kit (A workplace that participated in the Bundaberg Regional 10,000 Steps Community Challenge)
- Develop posters and healthy messages scripts for workplace newsletters
- Develop an evaluation tool for the Healthy Messages Kit
- Evaluate the use of the kit in the pilot workplace
- Provide findings to other workplaces in the area regarding the outcomes of the pilot
- Encourage local businesses to include Healthy Food and Physical Activity Policies within the workplace.

Leading up to and during Nutrition Week in October 2009, the Healthy Lifestyle Group will work with workplace caterers to develop healthy options for business catering and also with workplaces in identifying healthy alternatives to cake, pies and sausage roll catering at office functions. The Healthy Lifestyle Group will also work with local clubs through the Sport and Recreation Unit at Bundaberg Regional Council to offer advice and suggestions on some healthy canteen options at sporting events.

The Bundaberg Regional Council through their Sport and Recreation Unit will continue to loan out free pedometers (from the Bundaberg Regional 10,000 Steps Community Challenges) to community members who wish to continue to register their steps after the challenges and program have finished.

The Healthy Lifestyle Group and Bundaberg Regional Council Sport and Recreation Unit will work in partnership to encourage workplaces to organise their own workplace challenges by providing information, support and free pedometer loan. Following the Bundaberg Regional 10,000 Steps Community Challenge a workplace challenge information kit was developed with instructions on how to access the 10,000 Steps website and use the resources that the website provides.

The Healthy Lifestyle Group will use the data collated from the Bundaberg Regional 10,000 Steps Community Challenges to assist them to achieve a priority action area of the Healthy Lifestyle Group Action Plan and that is to investigate and prioritise the needs of the Bundaberg Regional community in terms of living an active and healthy lifestyle and to ensure the Healthy Lifestyle Group's activity is focused and targeted to the needs of the community.

Assessment of the Project's Performance

Assessment of the Project's successful performance against the aims and objectives of the project can be demonstrated by the following key performance indicators/outcomes achieved:

Objectives: The aim of the Bundaberg Regional 10,000 Steps Community Challenge is to:

	Key Performance Indicators/Outcomes Achieved
<p>1. Increase levels of physical activity within the community.</p>	<p>Two community walking pedometer challenges were initiated as part of the project Bundaberg Regional 10,000 Steps Community Challenge. In the first challenge 687 participants registered and participated in the challenge. In the second challenge 672 participants registered and participated in the challenge. The number of participants in the challenge exceeded expectations when 200 participants per challenge were expected.</p> <p>1st Challenge - Reported increase in average daily step count – At the post challenge evaluation/survey, 40% of participants who replied, reported that they were now Active (>10,000 steps per day) rather than Somewhat Active (7500-9999) and 21.66% reported they were Highly Active (>12,500 steps per day) at the end of the challenge compared to 1.48% of participants who were Highly Active at the beginning of the challenge.</p> <p>2nd Challenge - Reported increase in average daily step count – At the post challenge evaluation/survey, 28.9% of participants who replied, reported that they were now Active (>10,000 steps per day) rather than Somewhat Active (7500-9999) and 31.30% reported they were Highly Active (>12,500 steps per day) at the end of the challenge compared to 4.3% of participants who were Highly Active at the beginning of the challenge.</p>
<p>2. Increase awareness and knowledge of key health messages amongst the community.</p>	<p>Post 1st Challenge Evaluation data revealed 60% of participants surveyed answered yes that they had an increased awareness and knowledge of key health messages.</p> <p>Post 2nd Challenge Evaluation data revealed 79.51% of participants surveyed answered yes that they had an increased awareness and knowledge of key health messages.</p> <p>Comments from participants in the survey also supported this result. (See Section 4 of the Final Project Report – Attachments and Appendix 1 of this Report)</p>

	<p>Extensive media coverage on Channel Seven, ABC Radio, SeaFM radio and Coral Coast Community Radio, information in community newsletters, articles in the Newsmail Healthwatch page, in the Winter Health Guide. Websites of interest such as Go for 2 and 5, Healthyactive.gov.au, Your30.qld.gov.au, Australia.gov.au/measureup and nutritionaustralia.org provided to participants in the Challenge Newsletters and in community newsletters.</p> <p>Information sessions were a great success. People commented that the information sessions gave them renewed confidence and energy to continue on a healthy lifestyle path.</p> <p>Successful partnership developed with the Senior Population Health Worker at Qld Health and the Facilitator of the Lighten Up Program through the Bundaberg Indigenous Wellbeing Centre to facilitate the workshops in behaviour Change and Goal Setting, Nutrition and Label Reading and Healthy Eating, Physical Activity and Self Esteem and Stress and Relaxation.</p> <p>22 people attended the “Kick Start to a Healthy Lifestyle” workshop/seminar at City Fit Gym on Saturday 21 February:</p> <p>16 workshop participants returned a 1 month post workshop survey:</p> <ul style="list-style-type: none"> 9 participants indicated they had made some eating habit changes 3 participants indicated they had made a lot of eating habit changes 7 participants indicated they had made increased a little their physical activity 6 indicated they had increased their physical activity. 4 participants were very confident they could maintain their changes 5 participants indicated they were somewhat confident in maintaining their changes 12 participants indicated they enjoyed the workshops.
<p>3. Increase in the number of people making positive changes in the areas of nutrition and physical activity.</p>	<p>Post 1st Challenge Evaluation data revealed 55% of participants survey answered yes that they had made positive changes in the areas of nutrition, physical activity and stress health behaviours.</p> <p>Post 2nd Challenge Evaluation data revealed 63.85% of participants survey answered yes that they had made positive changes in the areas of nutrition, physical activity and stress health behaviours.</p> <p>Comments from participants in the survey indicated that they found the program very motivating, and more aware of the</p>

amount of physical activity they do in a day and more aware of the nutritional value of the food they eat. Comments such as:

- I endeavour to walk off my stress now rather than sitting having a drink. Physical activity settles me much quicker.
- I have completely changed my physical activity and find the aerobic walking great for my stress levels.
- Waking up earlier to do walk before starting work and find I look forward to doing different activities through the day.
- Quit smoking just before the challenge started. I now exercise instead of smoking.

More comments on positive changes see Section 4 of the Final Project Report – Attachments and Appendix 1 of this Report.

Introduction

The Bundaberg Community Development Inc received funding from Department of Health and Aging as auspicing partner on behalf of the Healthy Lifestyle Group to implement the project, Bundaberg Regional 10,000 Steps Community Challenge, the challenges conducted twice during the project period.

The Bundaberg Regional 10,000 Steps Community Challenge engaged members of the community to look at making lifestyle changes with a focus on physical activity and nutrition. **The overall goal of the project is to increase the health-related physical activity and awareness of good nutrition within the community.** This increase in physical activity and good nutrition awareness will assist in reducing levels of obesity, cardiovascular disease and diabetes in the community. The Bundaberg Regional Council's Corporate, Social and Health plans and the Regional Sport and Recreation strategy identify promoting health and well-being of the community as one of the key goals in achieving it's vision of being "The Leading Regional City".

The Bundaberg Regional 10,000 Steps Community Challenge was modelled on the 10,000 Steps Rockhampton Physical Activity Project. The specific aim of the 10,000 Steps Rockhampton project was to increase the prevalence of health-related physical activity in the adult population of Rockhampton, Queensland. The Bundaberg Regional 10,000 Steps Community Challenge is aimed at the "whole of community" and will encompass the youth sector, schools, adults, workplaces and the senior and ageing population. The project also provides greater access to nutritional information.

The project was delivered through a Project Coordinator who was supported by the Healthy Lifestyle Group as the Project Steering Committee. The Healthy Lifestyle Group's purpose is to work in partnership to provide opportunities for community involvement and increase awareness of sustainable nutrition and physical activity opportunities and programs for the Bundaberg region. The Healthy Lifestyle Group has representation from Bundaberg Community Development, Central Population Health Services - Wide Bay Division of General Practice, Bundaberg City Council, Burnett Shire Council, Queensland Health Community Nutritionist, Queensland Sport and Recreation, Bundaberg Fruit and Vegetable Growers, PCYC, YMCA, Life Education Vans and Heart Start.

The Healthy Lifestyle Group's role is to develop, advocate, support and communicate nutrition and physical activity issues, benefits and opportunities outlined in the project plan to the community through the project coordinator.

Program Rationale

The Department of Local Government and Planning's Planning and Forecast Unit reported that Queensland accounted for the largest share of population growth in Australia (more than 33.9%) for the year to June 2004. The Wide Bay Burnett region had the largest population growth in Queensland for this period. Burnett Shire ranked the seventh fastest growing regional local government area in Queensland.

As part of the consultations for the development of the Healthy Lifestyle Group's 3 year Strategic Plan, the implementation of 10,000 Steps Program was identified as a priority project as the need to develop and encourage "walkable communities" for the Bundaberg Region was identified during extensive community consultation for the Bundaberg Region Sport and Recreation Plan, Social Plan and Aging Plan.

Bundaberg Regional Council has committed to the implementation of 10,000 Steps infrastructure to support community facilitated walking programs including the development of extensive walk and cycle networks throughout the region with 10,000 Steps walkway signage and footpath markers, the provision of a number of pedometers at the Bundaberg Library (as a trial project) and the development and dissemination of a regional "Walking guide" highlighting and encouraging residents and tourist to try one of the many beautiful walk and cycle paths in the region.

The 10,000 Steps program was chosen has an inclusive "whole of community" delivery focus, with well developed supports and tools suitable for our target group from school age children, workplaces, community organisations through to the aging population.

Methodology of the Project

With Bundaberg Community Development as auspicing partner and Healthy Lifestyle Group as steering committee a Project Coordinator was employed to plan, implement and evaluate the Bundaberg Regional 10,000 Steps Community Challenge. The following project steps were developed and delivered:

- Healthy Lifestyles Group at a meeting on 5 February 2008 was appointed to act as a steering committee for the project.
- Margaret Wass was appointed as Project Coordinator and commenced employment with Bundaberg Community Development Inc on 12 March 2008.
- Project Coordinator presented reports to the Steering committee at all subsequent bi-monthly and monthly meetings.
- Promoted the program through radio, television and local community newspapers plus emails to community, sport, recreation and leisure groups.
- Distributed brochures to local community services directory members, council, retail outlets, general practitioners, allied health centres, chamber of commerce, workplaces, City Information Centres.
- Registered as a Provider on the 10,000 steps website and registered the 1st and 2nd Challenge when appropriate.
- Adapted the 10,000 steps branded resources to suit the project and developed challenge resources including brochures, flyers, posters participant certificates, registration information and evaluations.
- Coordinated two (2) team/individual pedometer challenges, including involving the wider community to increase physical activity by providing a pedometer loan system through Bundaberg Community Development.
- Arranged pre and post health screening including weight, BMI, waist to hip ratio and resting heart rate.
- Provided and coordinated a series of information sessions promoting key health messages including physical activity, healthy eating, practical nutrition, stress management and behaviour change.
- Coordinated resources and support to be provided to individuals to make sustainable changes to their daily work/home environment and ongoing involvement in physical activity.

Evaluation

- Project was overseen by the Steering Committee in reference to best practice procedure and quality management
- Developed a suite of evaluation tools, including the existing 10,000 steps evaluation process and localized tools measuring the success of information sessions and the overall facilitation of the project
- Collected information through web-based tracking, statistical data and paper-based collection surveys throughout the project
- Key performance indicators included:
 - Number of participants in each challenge
 - Reported increase in average daily step count
 - Reported increase in knowledge of key physical activity and nutrition messages
 - Percentage of participants who report changes to their nutrition and stress related health behaviours
- Number of media promotions initiated
- Reported on the number of participants who continue physical activity levels above baseline levels at post intervention

The chosen method of evaluation ie survey forms included with registration package as a pre challenge evaluation and evaluation forwarded to participants at end of challenge posed some challenges to the project. The difficulty was getting participants to complete end of challenge evaluations. A solution was developed as follows:

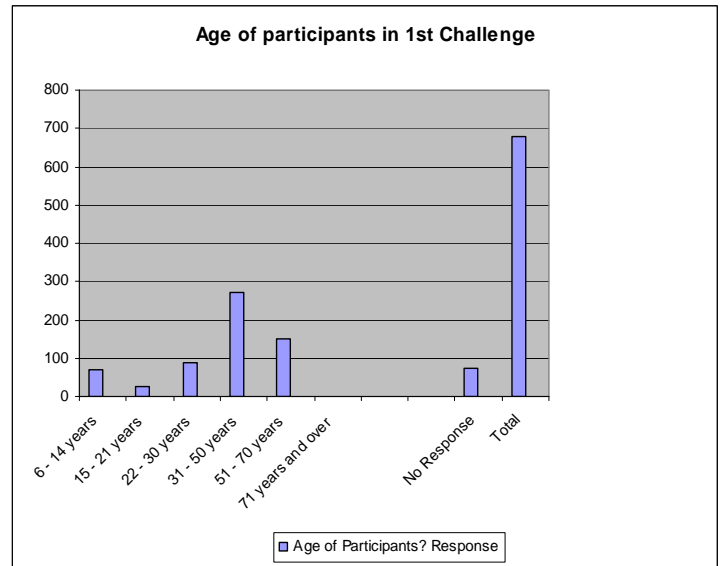
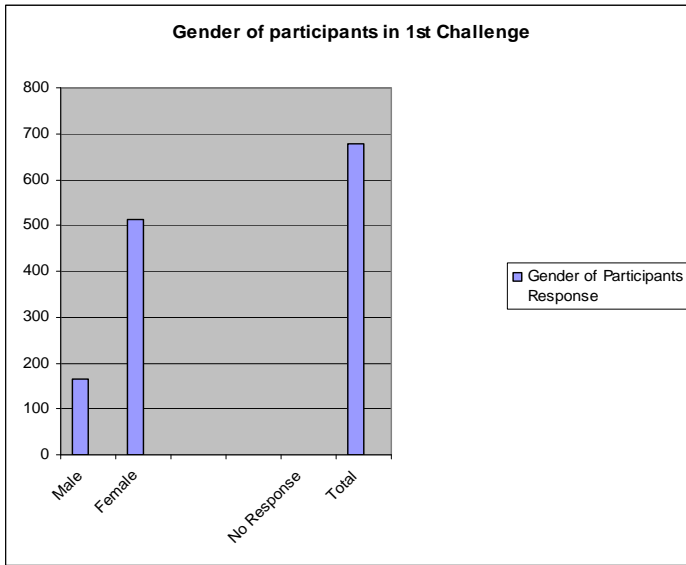
- For 1 and 2 month follow up evaluation – an email update was sent to all participants asking for people to hit reply button and let us know if they are continuing to walk and following healthy eating plan. This worked quite well although still not a great return rate.
- The end of challenge evaluation a prize draw was offered for the return of evaluation. This also encouraged a slightly higher return rate of evaluations.

Results

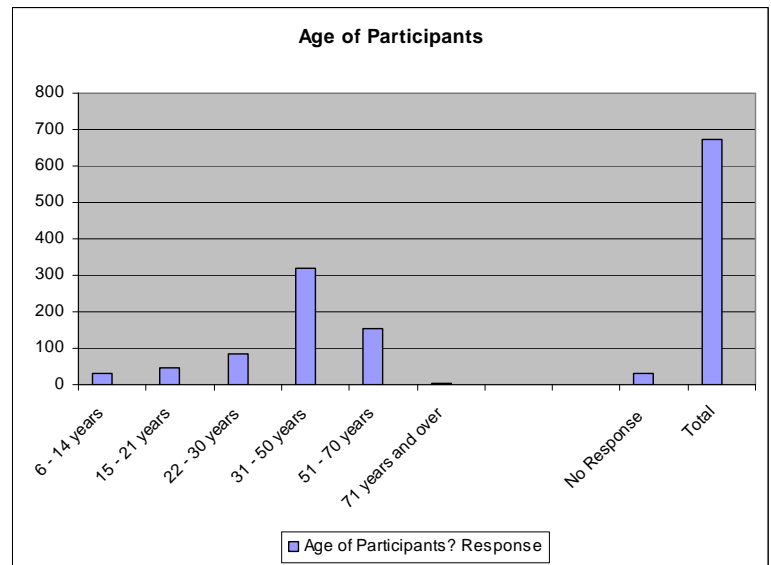
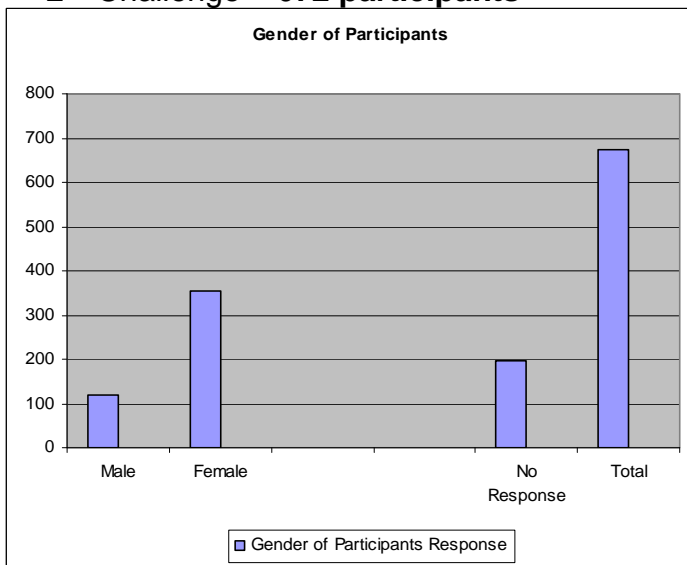
Key Performance Indicators:

1. Number of participants in each challenge

1st Challenge – 687 participants



2nd Challenge – 672 participants



Comments:

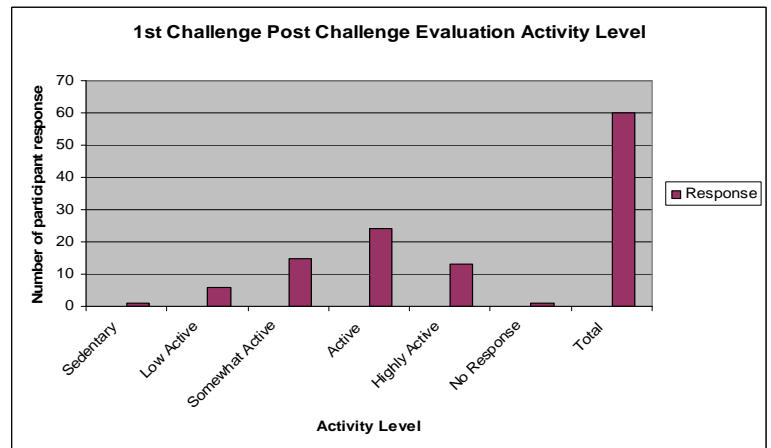
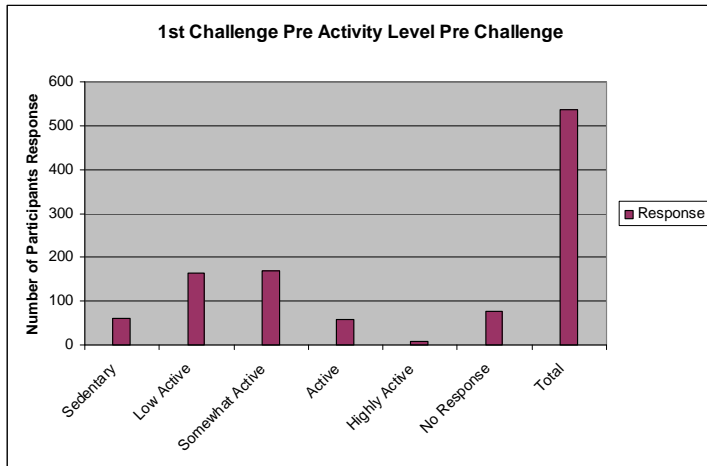
The number of participants in the challenge exceeded expectations. It was anticipated 200 participants per challenge in the initial funding application.

In both challenges female participants exceeded male participants. This theme is following the current trend in physical activity with female participants at a higher participation rate.

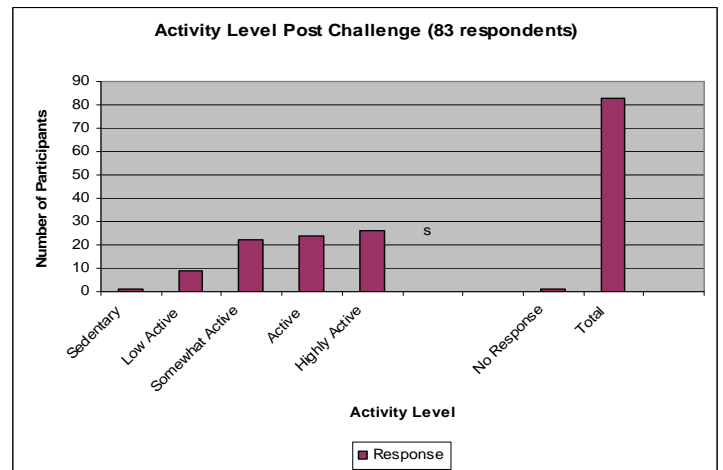
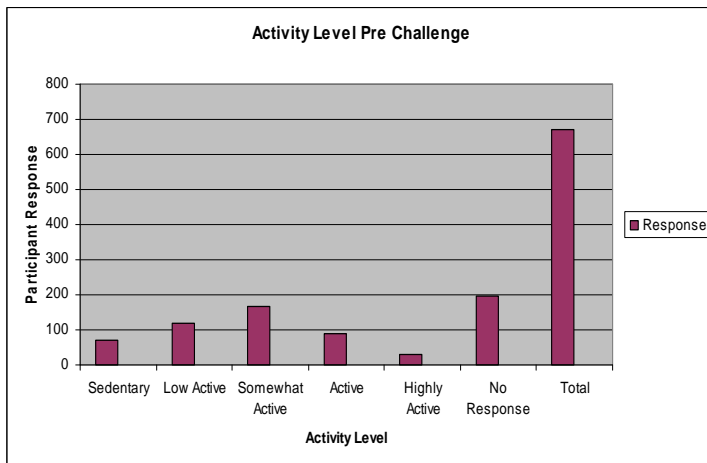
In both challenges the age of participants was highest in the 31 – 50 year age group with the age group 51 - 70 the next highest. It could be concluded that this age group is a predominant age group in workplaces and workplaces were a major participant in the challenges. It may be concluded that participants in this age group are realizing they are moving into an older age group and are therefore keen to ensure a healthy lifestyle in their older years by participating in physical activity and nutrition changes before it is too late.

2. Reported increase in average daily step count

1st Challenge



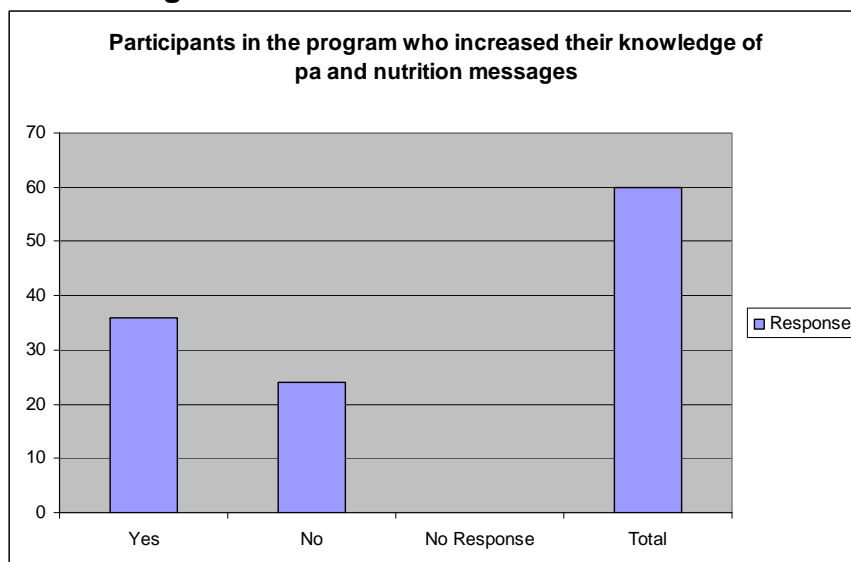
2nd Challenge



Comments:

- *1st Challenge - Reported increase in average daily step count – At the post challenge evaluation/survey, **40%** of participants who replied, reported that they were now Active (>10,000 steps per day) rather than Somewhat Active (7500-9999) and **21.66%** reported they were Highly Active (>12,500 steps per day) at the end of the challenge.*
- *2nd Challenge - Reported increase in average daily step count – At the post challenge evaluation/survey, **28.9%** of participants who replied, reported that they were now Active (>10,000 steps per day) rather than Somewhat Active (7500-9999) and **31.30%** reported they were Highly Active (>12,500 steps per day) at the end of the challenge.*

3. Reported increase in knowledge of key physical activity and nutrition messages 1st Challenge



2nd Challenge



Comments:

This chart shows the response rate of participants surveyed in the post challenge survey who registered an increase in their knowledge of key physical activity and nutrition messages.

Post 1st Challenge Evaluation data revealed 60% of participants surveyed answered yes that they had an increased awareness and knowledge of key health messages.

Post 2nd Challenge Evaluation data revealed 79.51% of participants surveyed answered yes that they had an increased awareness and knowledge of key health messages

It may be concluded that participants increased their knowledge through participation in the challenges. It was also noted that participants who responded no to the question were not indicating a lack of information in the program but that they have already responded to the messages in the community advertising or who may work in the physical activity and healthy industry. They are aware of the messages but some participants commented that they have difficulty putting the messages into practice mainly due to time and motivation.

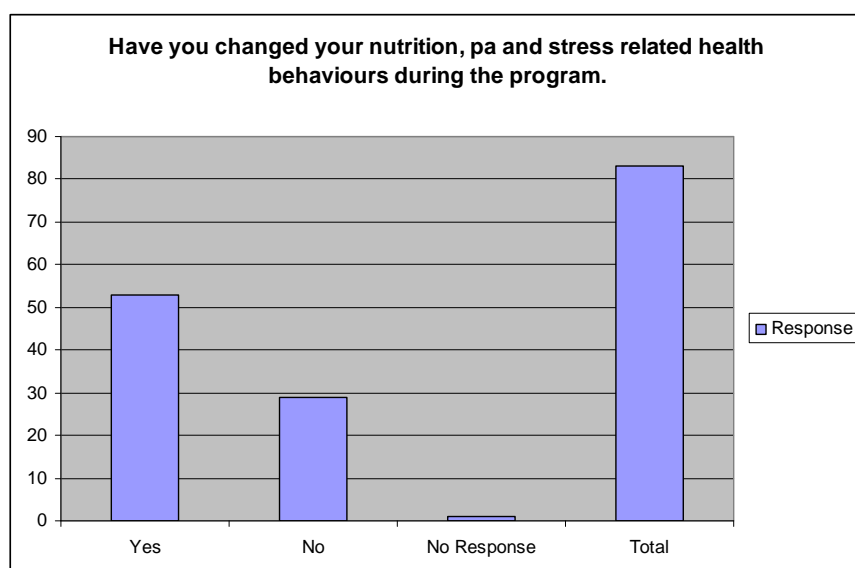
Comments from participants in the survey also supported this result. (See Section 4 of the Final Project Report – Attachments)

4. Percentage of participants who report changes to their nutrition, physical activity and stress related health behaviours

1st Challenge



2nd Challenge



Comments:

This chart shows the response rate of participants surveyed in the post challenge survey who registered a change in their nutrition, physical activity and stress related health behaviours during the program.

Post 1st Challenge Evaluation data revealed 55% of participants survey answered yes that they had made positive changes in the areas of nutrition, physical activity and stress health behaviours.

Post 2nd Challenge Evaluation data revealed 63.85% of participants survey answered yes that they had made positive changes in the areas of nutrition, physical activity and stress health behaviours.

Comments from participants in the survey indicated that they found the program very motivating, and more aware of the amount of physical activity they do in a day and more aware of the nutritional value of the food they eat. Comments such as:

- *I endeavour to walk off my stress now rather than sitting having a drink. Physical activity settles me much quicker.*
- *I have completely changed my physical activity and find the aerobic walking great for my stress levels.*
- *Waking up earlier to do walk before starting work and find I look forward to doing different activities through the day.*
- *Quit smoking just before the challenge started. I now exercise instead of smoking.*

More comments on positive changes see Section 4 of the Final Project Report – Attachments and also contained in Appendix 1 to this Report.

5. Number of media promotions

1 st Challenge	2 nd Challenge
<ul style="list-style-type: none"> • Media promotions including: • 2 for 1 advertising on Channel Seven 15 July 08 to 2 August (Copy of program outline enclosed in Section Four) and follow up news items on Channel Seven for the Launch and half way through the Challenge; • 2 for 1 community advertising on Radio Station SeaFM93.1 from 9 July 08 to 14 July 08 – Promotional Value of SeaFM sponsorship \$1,600 and we paid \$330 • Guardian Newspaper July 30 (Copy of feature in Section Four) • Feature in 2008 Winter Health guide • Article in Newsmail July 16 2008 after the launch of the project. • Community Focus On in the Guardian Newspaper 9 July 2008 • Article in Isis Town and Country 12 June 2008 • Article in Newsmail Healthwatch page 14 May 2008 • Article in Newsmail Our Place re Launch 	<ul style="list-style-type: none"> • 2 for 1 advertising on Channel Seven 18 January 2009 to 6 February 2009 (Copy of program outline enclosed) and follow up news items on Channel Seven for the Challenge; • 2 for 1 community advertising on Radio Station SeaFM93.1 from 7 February 2009 to 28 February 2009 – Promotional Value of SeaFM sponsorship \$1,900 and we paid \$330 • Interview on Coral Coast Community Radio which was broadcast 4 times on the radio • Interview on ABC Radio • Newsmail Article • Newsmail Health Watch Page – Mark Your Diary • Newsmail Health Watch Page – Mark Your Diary • Newsmail Community Notice • Newsmail Health Watch Page • The Guardian Community Notice • Newsmail Advertisement • Newsmail Article • Newsmail Advertisement • Newsmail Advertisement • Newsmail Advertisement • Articles in Childers Newspaper and Gin Gin Newspaper

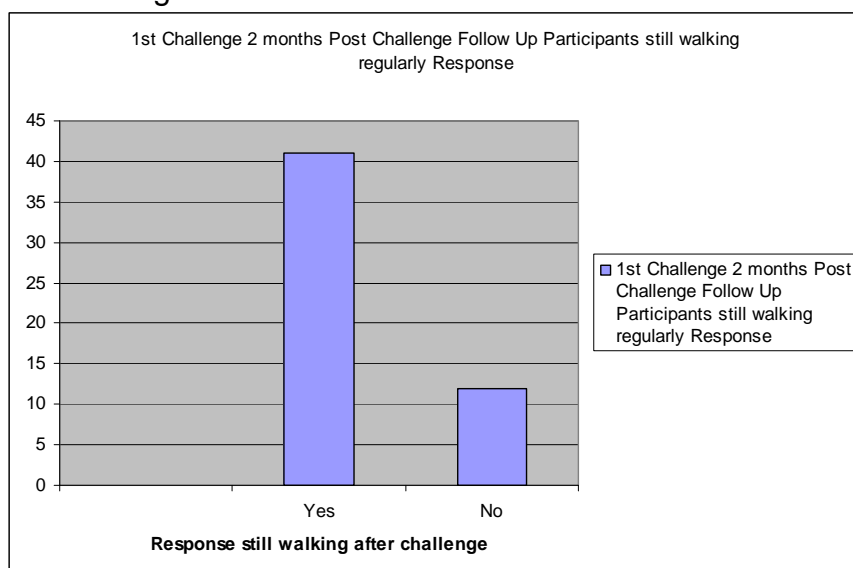
Comment:

In the pre challenge survey participants were asked where they heard about the challenge and 369 of the 582 evaluations replied that they heard about the challenge through the workplace. The Project Coordinator carried out an extensive campaign in the workplaces in the Bundaberg Region and this response reflects this campaign. The local media outlets provided quite extensive free media coverage. People responded that they heard about the project on SeaFM who provided a great deal of free promotional coverage.

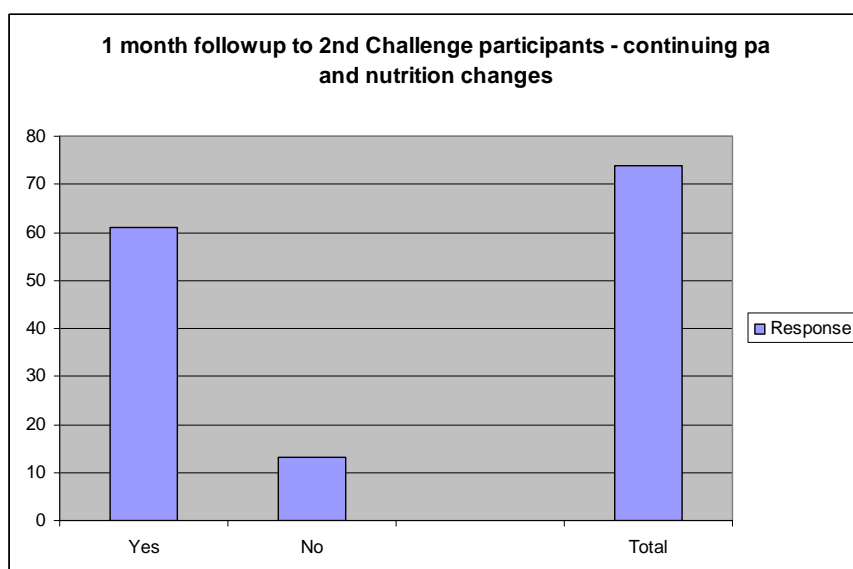
Extensive media coverage including advertisements and news articles on Channel Seven, ABC Radio and SeaFM, information in community newsletters, articles in the Newsmail Healthwatch page and also in the Winter Health Guide. Websites of interest such as Go for 2 and 5, Healthyactive.gov.au, Your30.qld.gov.au, Australia.gov.au/measureup and nutritionaustralia.org provided to participants in the Challenge Newsletters and in community newsletters.

6. Number of participants who continue physical activity levels above baseline levels at post intervention

1st Challenge



2nd Challenge



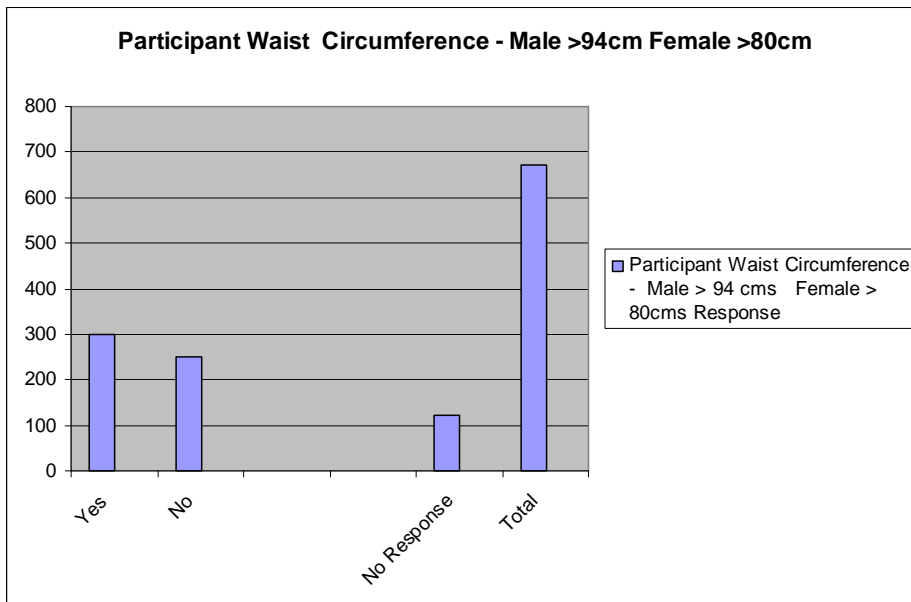
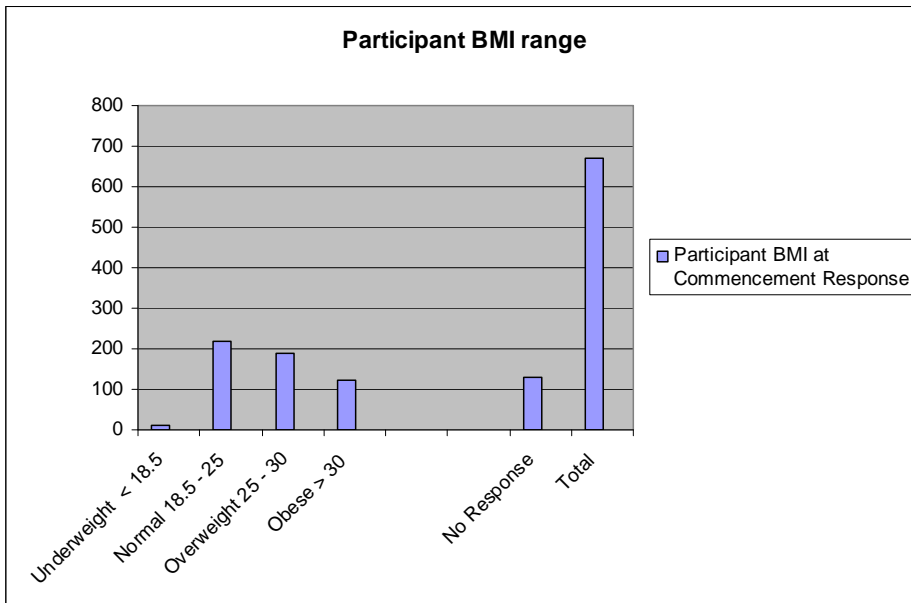
Comments

1st Challenge – At the 2 months post challenge follow up – 77.35% of people surveyed said yes they were still continuing activity levels above baseline levels and 22.64% of people surveyed said they were not continuing physical activity levels above baseline levels.

2nd Challenge – At the 1 month post challenge follow up – 82.43% of people surveyed said yes they were still continuing activity levels above baseline levels and 17.57% of people surveyed said they were not continuing physical activity levels above baseline levels.

The pedometers assisted in motivating participants to walk that little bit further each day and to continue their physical activity after the challenge.

Additional Data Gathered:



Comments:

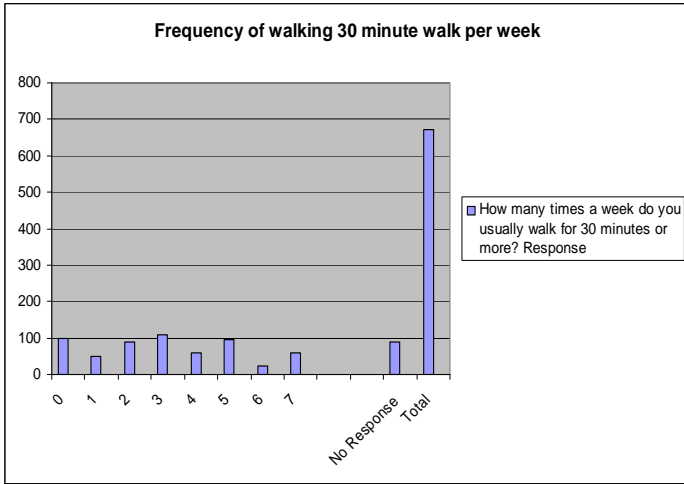
After the 1st Challenge participants provided feedback that they didn't wish to provide actual measurements of waist, hips and height and weight. A solution was developed for the 2nd Challenge to ask participants to identify, by looking at a BMI chart, which Body Mass Index range they would identify with. Participants were asked to find their height and weight and draw a line until it crossed.

Participants were then given the following information – “Waist circumference has been consistently shown to be closely related to an increased risk of Type II Diabetes. (“How Do You Measure Up” Media Campaign)” The participants were then asked if they had a waist measurement above 80cm (female) and 94cm (male).

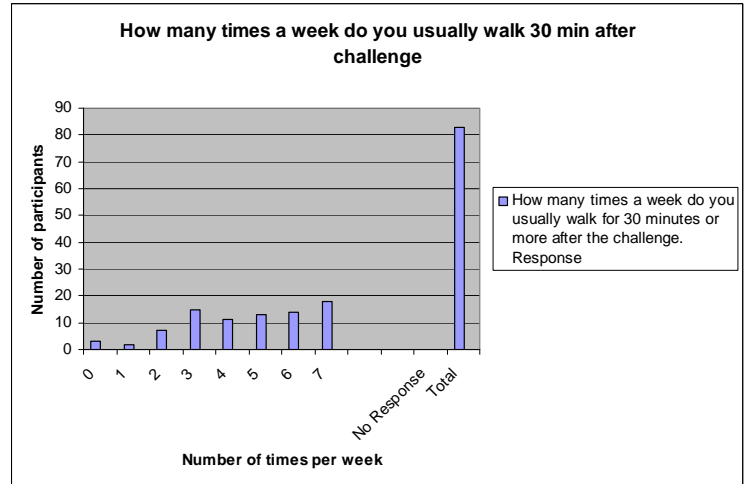
Interestingly, 32.70% of participants identified that they were in the normal weight range and 28% identified in the overweight range but 44.4% of participants identified that their waist measurements were greater than the recommended waist measurements.

It may be concluded that participants see themselves in the normal weight range but fail to see that the increased waist measurement as a indication that they may be at risk.

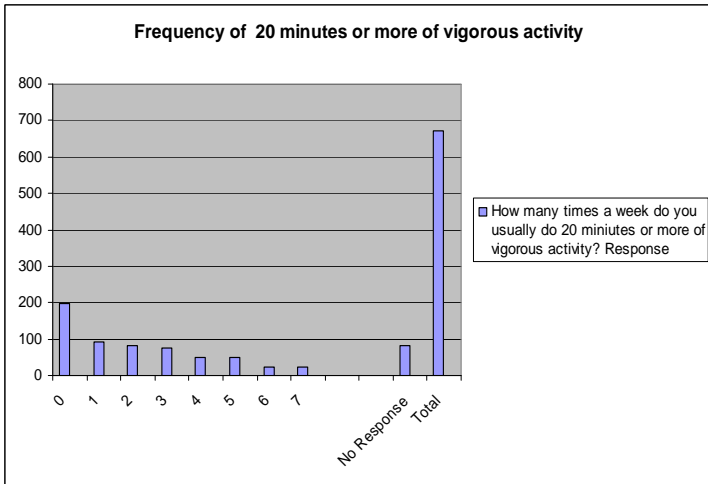
Pre Challenge



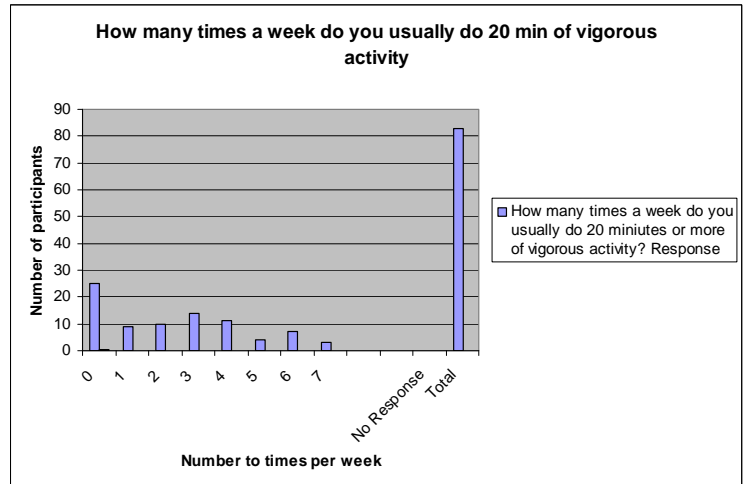
Post Challenge



Pre Challenge

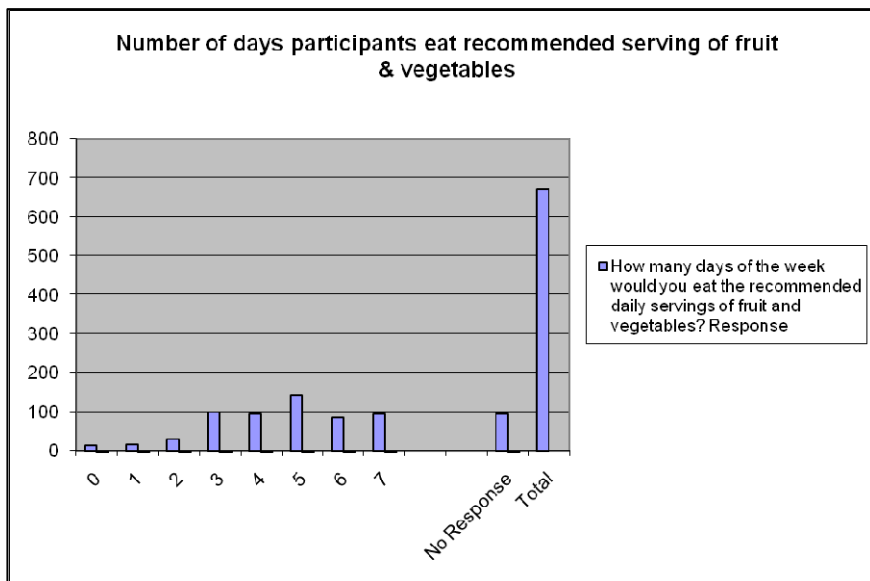
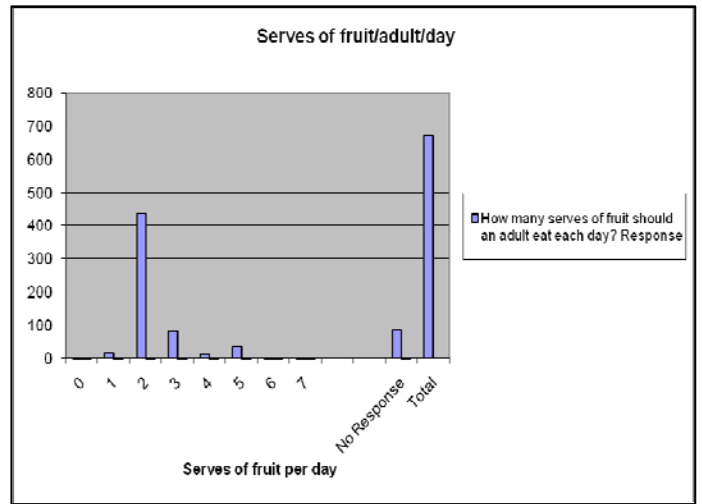
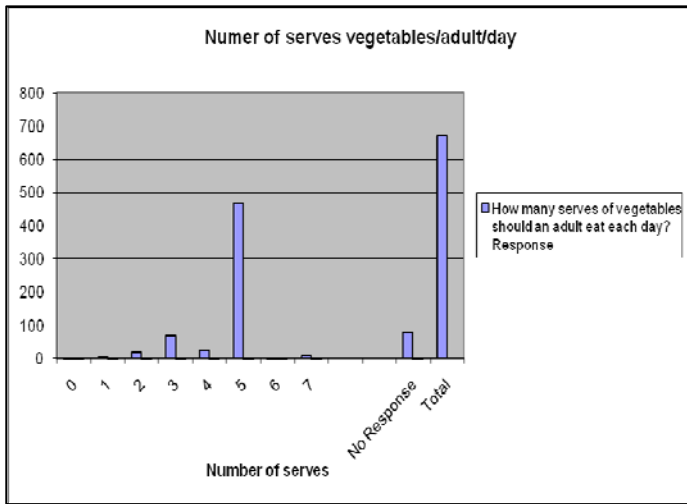


Post Challenge



Comments:

8.6% of participants surveyed at the beginning of the challenge identified that they walk for 30 minutes 7 days per week. 21.68% indicated that they were now walking 7 days per week at the end of the challenge. It can be concluded that people are walking but not participating in vigorous exercise.



Comments:

From the first charts above it can be concluded that participants are aware of the number of serves of fruit and vegetables recommended each day for adults. Some participants report that they have difficulty in eating the recommended serves each and every day due to cost, amount of time to prepare etc.

Appendix 1

Comments from Challenge Participants

Question 12 Comments

Question: Has participating in the challenge increased your knowledge of key physical activity and nutrition messages?

Comments:

- I was already quite active prior to challenge but I did increase physical activity whilst on challenge. I intend to keep the extra activity going. It's a bit addictive really.
- I usually walk 5 kms every morning before going to work. My diet is mostly salads and steamed vegetables with a little protein, 2 pieces of fruit and small amount of carbohydrate – all daily plus 1 multivitamin.
- Makes you more aware of how much (or how little) activity you were doing.
- Amazing to see how many steps I did with the activity. Also step comparison to Physical activities such as sport or gardening.
- The “steps counter” identified how sedentary my office job is and the value of physical activity before and after work.
- Yes and attending the Lighten Up workshop was most informative
- A little, but basically shown more of an awareness of the amount of activity I was doing. I had convinced myself I was more active than I actually was.
- Really enjoyed the Kickstart Your Health Seminar. Gives you renewed confidence and energy.
- Wearing a pedometer made me aware of how many steps I was doing in a day. I needed to make an effort to achieve 10,000 steps.
- Newsletter is good
- Already fairly aware of healthy lifestyle and implementing that on a daily basis. Activity has been impeded over past 2 weeks due to injury incurred in car accident.
- Due to serious illness some years ago, I have been very conscious of my life style, watching what I eat and trying to keep my weight down so the Challenge wasn't really a change of lifestyle. On top of that I do have to do a lot of walking in my job at the school.
- Knew info beforehand. Implementation is a different issue.
- Very nutrition conscious, due to illness. Do as much exercise as daily energy allows. Have found 10,000 very tiring this time.
- Eating more low GI foods – grain bread to carry me through the day.
- Make use of every opportunity – how small – to get moving.
- It has made me aware of the importance of physical activity and nutrition. Teaches us what is good for you.
- The need to eat a balanced meal
- I have been using my mobility scooter less and making myself walk.
- Yes –“not eating” as much bread now have a healthy lunch consisting of salad items.
- Had a pretty good understanding of physical activity and nutrition prior to the challenge.
- I know what is required but not always motivated to do the right thing.
- This challenge has made me focus on the need for activity as well as being aware of the contribution to the team. When I had a lower number of steps one day it inspired me to work harder the next so my target average could be maintained. While there was the obvious reward of feeling better for the extra activity it made me do, the true reward has been the extra energy and a shedding of kilo's. Great concept for office bound folk at least.

- My only problem was trying to enter my last steps on the Sunday and was unable to enter the total for the week. Most disappointed as I let my team down.
- It made me very aware of how little I do some days and encouraged me to do more.
- I was already aware.
- Yes info in the newsletter was very informative
- Participating in the challenge has given me the incentive to eat healthier and exercise more. This has made a difference to my general health and wellbeing. I still have take out once a week as a treat but make healthy choices eg: salad roll instead of hamburger.
- It was a pity that I could not excel in this challenge due to getting the flu. I am happy with continuing on and making this a new lifestyle.
- Less carbs and more fruit.
- The information about what to eat each day is advertised widely.
- Obtained this in first challenge but adhered to messages throughout.
- I am trying to grow my own vege, I'm doing well in silverbeet and spinach and snake beans. I've got carrots, onions, parsnips and chillies. I'm hoping they will take, I plant things by error, if they don't grow then I try something else.
- I realize that even a small effort has a beneficial effect.
- Already knew it!
- I have always been very aware of the importance of exercise (I have exercised and/or played sport most of my life) and I have always eaten extremely well. I love reading anything on health, exercise and nutrition (including your newsletters). However this challenge does make exercising more interesting, for example the online component, being part of a group even though you don't exercise with them etc. Further, even though I have always exercised, the one aspect with being in this challenge is even if I didn't feel like exercising I would as I wanted to keep my steps up – so this challenge is a great motivator, I may continue to wear a pedometer.
- Raised awareness of my own daily physical activities and how easy it is to make slight increases to fit in with daily life. Higher daily energy expenditure meant a better night sleep for me.
- I am very conscious of food intake and physical activity – have been walking for years.
- Already had a good knowledge base, the main difference was that the days when my steps were down because of weather etc I made an effort to do another form of activity to keep up my activity level.
- Not really as I always aware of the knowledge side but gave more motivation to do the physical side of things.

Question 13 Comments

Question 13: have you changed your nutrition physical activity and stress related health behaviours during the program?

Comments:

- I was always aware of my nutrition
- I'm less stressed than before the challenge and I am more active as well
- More conscious of what I eat and choices made
- Increased level of activity – having a pedometer and being part of a team motivates to do more
- Keeping to a healthier diet and activities on a regular basis
- Increased my levels of physical activity
- I'm always trying with my nutrition and enjoy extra physical activity once I get going (the challenge helps with that).
- My whole family has changed their nutrition and physical activity and will continue to do so. More salads and vegetables with less pasta and processed foods. The kids like it also.
- More aware of making healthy choices. Think twice before indulging too much. Look forward to my daily walk.
- Made an effort to exercise. Already ate a healthy diet except that I need to eat an extra piece of fruit a day.
- Much the same – perhaps more aware
- Walk more, eat less junk. Still stress though.
- Eating healthier foods more frequently
- Make sure I walk more
- Tried to increase morning walks
- Already did plenty of exercise but have not only increased this but also tried to stop the late night eating which has really been the key to my weight loss.
- Time permitting – I feel better after walking or exercising – motivation is sometimes a problem but I am working on it.
- I have completely changed my physical activity and find the aerobic walking great for my stress levels.
- Try to eat more good foods and exercise more
- Lost almost 10 kg's during the course
- Waking up earlier to do walk before starting work and find I look forward to doing different activities through the day.
- Quit smoking just before the challenge started. I now exercise instead of smoking.
- Quit smoking just before the challenge started. I used to do moderate exercise regularly, I now do moderate to vigorous exercise daily as a form of stress release and because my lung capacity now makes it easier to do vigorous exercise.
- I am more committed to living a better lifestyle
- I endeavour to walk off my stress now rather than sitting having a drink. Physical activity settles me much quicker.
- I try to eat health and exercise each day which I was doing prior to the challenge.
- Just more conscious of walking as much as possible, because it feels good to do it & afterwards. I am putting a priority on making time to walk – at least twice a week.
- Tried to make sure I did enough if not extra.
- I have increased my physical activity and now regularly exercise at least 3 times a week.
- I am eating healthier and making better food choices I have also given up smoking.

- Always eat Veges and Fruit and salads.
- More aware of what I eat. Will be able to increase physical activity once flu has subsided.
- I have always tried to walk 5 days a week but doing the challenge has made me more aware of what it takes. Basically my diet is unchanged as have always eaten fruit and vegetables 5 to 6 days a week.
- A small amount. I hope to keep improving slowly.
- Nutrition, physical activity was good and has been maintained and will continue to be. I am probably as active as my current lifestyle allows.
- By the time I pay rent and bills I've got some money left over, but can't afford to buy veges and fruit for every day.
- Already knew it and carried on pretty much as usual – was just more conscious of it.
- As above, I have always exercised and eaten healthily. I have been doing meditation and yoga for a number of years to help with stress. Though as I said above the pedometer encouraged me to exercise or work out even if I didn't really feel like it.
- I'm eating more healthy foods now
- Made a more concerted effort to walk twice a day as part of general fitness and wellbeing (usually my 13-y-o daughter joined me walking so it gave us both more time to "bond")
- I am very consistent with my walking as I am unable (physical problems) to do any more strenuous or high impact activity.
- I made an effort to do another form of activity to keep up activity level when weather bad eg. Go for a bike ride, put on a yoga dvd.
- Especially the physical activity and stress related health behaviours
- I have reinforced that my walking daily has steadily improved over the past year.

Question 14 Comments

Question 14: How did you find the challenge?

Comments:

- Very rewarding in the fact that I pushed myself each day to do a little bit more
- It was great, made me more conscious of how little I do do,
- Great incentive to include in daily exercise program
- I found the challenge very enlightening and I'll be doing it again next year and will try harder.
- Challenge was a great way to interact with team/staff members.
- Compulsive – I had to keep up my routine even if I didn't feel like it.
- Informed about challenge by Caravan park manager
- Excellent – have encouraged others to give it a go. Enjoyed it very much.
- Great – brought about awareness of level of fitness and the need to increase it. Enjoyed walking – in particular in the mornings – Well done B.C.D.
- Excellent motivator. Well organised and run program.
- Our team really enjoyed the challenges because we make time to get together and walk on weekends and you don't realize how far you have walked when you are talking to each other. We then have a coffee afterwards. With recording your steps everyday online and watching how your team is going makes you want to better your previous efforts and we have.
- Excellent, I was very surprised that I often did not make 10,000 steps and was pushing at other times to get them when I had considered I was reasonably active during the day. I had a good time doing this.
- Very enjoyable seem to go really quick. Can't wait for the next one. Great team motivation.
- Wearing pedometer made me constantly aware of the need to improve movement.
- Had its ups and downs. But overall I was just consistent. No record breaking.
- Great Motivator
- Kept me motivated. Fun
- Good
- Interesting
- Great
- Fun
- Interesting – I was curious to see just how far I walked each day.
- Positive – shows days when activity is minimal and extra is needed to build up to 10,000 steps.
- I enjoyed the chance to try and increase my physical activity and found it helpful seeing others achievements in the newsletter.
- Loved it. After our stint as HIV's, our group really got on board and this time wanted to up the anti. The 5 of us have really pushed ourselves and are healthier for it (We don't want it to end!)
- Excellent – my kids did the challenge with me and we have all enjoyed it. Thank you.
- Excellent. I love having the pedometer and find I keep checking it and making sure I get my step UP for the day.
- Physical at times, but in general very good
- Initially easy but a grind after to better myself.
- A great motivation to get you to start walking on a daily routine
- Very challenging as a disabled person it gave me an incentive to at least do 5000 steps a day. It was hard but I did my best

- Fantastic
- Motivating
- Positive and healthy workplace challenge. A very motivating experience.
- Was a lot of fun
- I enjoyed the challenge
- Great for the team involvement and physically rewarding.
- Very enjoyable and will be joining again on the next challenge.
- It is a great way to make you aware of what you eat and how much physical exercise you do each day. The competition encourages you to do more.
- I was able to complete more steps than expected, which was essentially part of my daily routine. I felt better after walking, in general.
- I think it is an excellent idea as I normally would not have made the effort to at least make 10,000 steps so anything that makes you aware is a bonus.
- Okay
- It was great. It kept me motivated to be more physically active. I increase both my steps and physical activity which was my goal. I didn't lose weight but that was not my main goal. The only thing that was difficult was making sure our team log in our steps first thing Monday. For the last week of the Challenge only one team member got their steps logged which was a bit disappointing.
- Good, I wasn't part of a pro-active team so I wallowed a bit...
- Enjoyed the challenge immensely. I am going to purchase my own pedometer and continue to count.
- A little boring this time – I think the last one was better for me in knowing the towns and how far we walked each day/week – something in Australia would be better for me – also knowing from week one that we probably would not complete the challenge was disappointing.
- Okay
- Interesting and good, but unfortunately I was sick for a couple of weeks of it.
- Good
- Challenging.
- Good
- Easy and it gave me the motivation to get off my butt. I felt that I had to continue otherwise I would be letting myself and my team members down.
- Interesting.
- Was interesting to see how many steps achieved on a daily basis.
- Motivational
- Always a pleasure
- I enjoyed the challenge to see how many steps I could do in a day. Unfortunately a cold at the beginning and some rainy days did interfere but made me aware of possibly doing other forms of exercise.
- At times it was distressing to see how little the numbers were adding up. But the challenge was good for something to aim for.
- I have been exercising regularly and eating well for years now. This challenge is the latest in a quite long list of challenges that I have competed in since I started recording my steps on the 1st February 2007
- Good – preferred first challenge when task was able to be completed. The distance for this challenge was unreachable which decreases the endeavours a little.
- I found it very good at my age, and hoping to keep it up for a long time.
- Easy but was quite surprised how many steps I really do when I thought I was pretty sedentary.
- I always enjoy a challenge and this is a good challenge as there are healthy outcomes for those involved. A big well done for organizing this challenge.
- Great

- I enjoyed the regular newsletters and checking up on other teams progressing through the challenge.
- The challenge was wonderful. I do find the type of job variations gives false readings – I usually do approx 3000 steps during work hours while my friend does about 8000. Shame that I have to work much harder!!!!
- Good – it was surprising to find how much the weather affected the amount of steps taken, a lot harder to get motivated when it is raining.
- Challenge was fun and motivating
- Interesting challenging and rewarding. It gave you more motivation when down to get up and go.
- Good although, it is hard to maintain professional dress whilst wearing the pedometer