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# 10,000 Steps

Initiative Type

Education and Training

Status

Deliver

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11 March 2019

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URL

<https://test.clinicalexcclence.qld.gov.au/improvement-exchange/10000-steps>

## Summary

10,000 Steps is a free, fun and easy way for individuals, workplaces and communities to increase participation in physical activity. 10,000 Steps participants use a step-counting pedometer or activity tracker to monitor their daily activity and work towards their daily steps goal. They record their progress via the 10,000 Steps website or mobile app. Members can maintain their motivation by using the interactive dashboard to participate in Challenges and Tournaments and also monitor

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additional health measures. Registered organisations can access our established, evidence-based resources to promote physical activity (e.g. Walkway signage) and to create 10,000 Steps Tournaments in their workplace or community.

### Key dates

Dec 2001

Feb 2019

### Implementation sites

Throughout Queensland.

### Partnerships

Queensland Health; CQUniversity; Healthy Workers Initiative, Office of Industrial Relations; Queensland Hospital and Health Services; Heart Foundation Walking; Queensland Walks; and other health funded programs.

## Key Contacts

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## **Aim**

To increase awareness of physical activity and its benefits, and support individuals, workplaces and communities to be more physically active.

## **Benefits**

- Increases physical activity levels
- Improves knowledge, skills and motivation to change behaviour
- Improves health and wellbeing of individuals
- Improves workplace morale, productivity and wellbeing
- Creates healthier environments and communities
- Workplace and Community organisations can use a nationally recognised, evidence-based program to promote physical activity

## **Background**

Regular physical activity is an important contributor to good health, including reducing the risk of chronic disease and promoting healthy weight. Unfortunately, Queensland physical activity levels are below the National average and levels in regional and remote areas of Queensland are even lower. Promoting walking is a great way to address this as it requires limited resources, can be done anywhere and generally be done by anyone. 10,000 Steps was Australia's first 'whole of community' health promotion physical activity project funded by Queensland Health. In 2001, the Rockhampton region was chosen for a two-year trial of the multi-strategy project. Implementation strategies included: local media campaigns, promotion through GP's and other health services, improving social support among disadvantaged groups, policy and environmental change and a community micro-grant scheme. The initial 10,000 Steps Rockhampton Project was an exemplary model of an effective multi-strategy, multi-sector physical activity project. As a result of the success in Rockhampton, Queensland Health has continued to fund the ongoing delivery of the program as a sustainable state wide and beyond initiative. Over time the programs' main delivery mode has shifted to be focused on web- and app- based applications.

## **Solutions Implemented**

Due to the success of the program, the original resources were redeveloped and distributed via the

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interactive [10,000 Steps website](#) across Queensland and beyond. The main strategies of the 10,000 Steps project at present are:

1. For individuals: website, mobile application, goal setting, step tracking, weight and waist measures tracking, Challenges and Tournaments;
2. For workplaces: active workplace resources, team Tournaments and Health Challenge;
3. For Communities: Walkway signage, dog walking strategy, team Tournaments, Health Challenge, and promoting 10,000 Steps;
4. Phone and email support for individuals, workplaces and community organisations.

## Evaluation and Results

From 2001 to 2003 it was found that there was a 1 per cent increase in the proportion of Rockhampton residents who were sufficiently active for health benefits, however there was a 7 per cent decline in the comparison city. Evaluation conducted since 2012 with Queensland participants in Workplace Tournaments has shown the program has a real-world impact and significantly increases physical activity levels (159 minutes per week) of those who participate. Furthermore:

- 90 per cent of participants enjoyed taking part in the 10,000 Steps Tournament,
- 95 per cent of organisations reported that the 10,000 Steps resources are useful in promoting physical activity, and
- 93 per cent of organisations reported the 10,000 Steps resources to be effective in increasing physical activity in their employees.

## Lessons Learnt

- Have a simple and clear message. 10,000 Steps has a prescriptive target and distinctive logo and tagline 'every step counts'.
- Use effective and evidence-based behaviour change theories e.g. goal setting, self-monitoring.
- Be responsive to changing technology and use it to enhance the project e.g. website, mobile app, fitness tracker integration.
- Challenges/Tournaments are an effective way to encourage social support while engaging organisations and their members to be more physically active.
- Multi-strategy programs are more effective at influencing physical activity than single strategy programs.
- Ensure the online program is supported with project staff to provide technical assistance and engage in activities that broaden the profile of the project.
- Successful partnerships and collaborations will help increase the reach and uptake of the project.

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- Include evaluation activities within the project delivery to allow the project to be assessed and modified as needed.
  - Continuous funding over many years from the state (Department of Health) has been invaluable to the success of the project.

## Resources

[10,000 Steps Infographic.pdf](#)

[10,000 Steps Program Achievements in Queensland from 2016-2019.pdf](#)

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