

# 10,000 Steps Case Report 1

## City of Origin — Rockhampton Vs Townsville



### Background:

10,000 Steps was established as a research project in Rockhampton, Queensland. Therefore Rockhampton was the first community to implement 10,000 Steps initiatives to raise awareness of physical activity and increase physical activity levels. As 10,000 Steps rolled out nationwide, Townsville adopted many of the various strategies and became one of the most established 10,000 Steps communities in Queensland, Australia.

To engage more of the Townsville community, Townsville planned to run a 10,000 Steps community challenge in Spring 2006. The 10,000 Steps Project Office and Physical Activity Capricornia Taskforce in Rockhampton consulted with Townsville City Council, Tropical Population Health Unit Townsville and the Townsville Thuringowa Physical Activity Taskforce and instead of a community challenge, they developed the idea of an intercity challenge, where each city battled for the right to be the 10,000 Steps City of Origin.

It was decided to conduct a six-week timed challenge during September and October 2006. Local media partners in both Rockhampton and Townsville were engaged to promote the Challenge to community members. Support was received from local councils as the Mayor of Rockhampton issued an official challenge to the Mayor of Townsville. The 10,000 Steps online Step Log was used to conduct and monitor the challenge. The overall winner was decided by dividing the total number of steps logged for each city by each city's official population. The winning city received the title of 10,000 Steps City of Origin and their City flag was flown at the opposition's City Council for one week.

### Partners Involved:

Major partners included the 10,000 Steps Project Office (PO), Physical Activity Capricornia Taskforce, Townsville City Council, Tropical Population Health Unit Townsville and the Townsville Thuringowa Physical Activity Taskforce. In Rockhampton, other sponsors included The Athlete's Foot, Sea FM radio station and The Morning Bulletin. In Townsville, other sponsors included Curves Townsville and Massage by Azra.

### Objectives:

- To raise the awareness of physical activity and 10,000 Steps in the Rockhampton and Townsville communities.
- To provide an opportunity for the Rockhampton and Townsville communities to participate in physical activity.
- To engage 60 teams of 5 in Rockhampton and 50 teams of 5 in Townsville to participate in the six-week 10,000 Steps Rockhampton vs Townsville City of Origin challenge.

### Implementation Strategies:

- **Promotion:** In Rockhampton, a number of local businesses and media outlets were approached to support and promote the Challenge. Promotion of the Challenge to the community began three weeks prior to the Challenge. During the promotion phase, the local television station ran a 15-second 10,000 Steps Community Service Announcement (CSA); the local radio station ran a 30-second CSA, and; the local newspaper ran promotions for the Challenge – all support provided in kind. Registration forms were distributed at a variety of locations across Rockhampton including local stores that sold the 10,000 Steps pedometers, local Municipal libraries as well as local media outlets.

In Townsville, the Challenge was first promoted through direct email groups of the Townsville Thuringowa Physical Activity Taskforce representatives. These representatives include government and non-government agencies as well as local community groups and organisations. 4TOfm regularly promoted the Challenge as well as numerous local television news segments and the 15-second 10,000 Steps CSA. A static display of 10,000 Steps promoting the Challenge was installed in one of the available window fronts at Castletown Shopping Centre for a period of one week four weeks prior to the Challenge. Registration forms were distributed at various key locations including the Townsville City Council, Townsville City Council Libraries and Castletown Shopping Centre.

- **Challenge:** In Rockhampton, teams registered by sending in the registration form to the 10,000 Steps Project Office. Project Officers then created the teams in the online Step Log and sent further instructions to the team captains on how to use the Step Log and log their daily steps.

In Townsville, teams registered by sending in the registration form to the Townsville City Council. The two coordinators of the Challenge (the Health Promotion Planner of Townsville City Council and the Senior Health Promotion Officer–Physical Activity, of the Tropical Population Health Unit) then created the teams in the online Step Log and sent further instructions to the team captains on how to use the Step Log and log their daily steps.

Five team captain information sessions were also held at Townsville City Council by the coordinators. A number of organisations which entered more than four teams were also offered this information session to be held at their workplace. Townsville teams also received a team sample bag that included 10,000 Steps information, 10,000 Steps merchandise such as water bottles, captain t-shirt, dog leash, temporary tattoo, wrist sweat bands, shoe laces, frisbee, posters, bookmarks as well as healthy nutrition and sun safe information.

10,000 Steps Project Officers and the Townsville Coordinators started the six week timed challenge in the Step Log and monitored teams progress throughout the challenge. To differentiate between Rockhampton (ROK) and Townsville (TSV) teams within the Step Log, city abbreviations were included at the beginning of each team name.

A weekly newsletter was sent out to all team captains to give them further information about the challenge, physical activity tips and most importantly, progress updates throughout the Challenge. Townsville coordinators also provided three large group walks for all teams to participate in over the six week Challenge.

At the conclusion of the challenge a final weekly newsletter was sent out acknowledging the overall winner of the 10,000 Steps City of Origin as well as other prize winners. In Rockhampton, prizes were awarded to the team with the most steps, and 3 random prize draws were conducted for any team that completed the Challenge.

### Outcomes:

Rockhampton was aiming for a total of 60 teams but in total 95 teams (401 participants). These teams consisted of friends (11 teams), family (6 teams), workmates (82 teams) and community groups (2 teams), with some teams consisting of combinations of these groups. Townsville was aiming for 50 teams but ended up with an amazing 169 teams with a total of 813 participants. So all together, 1,214 individuals participated in the challenge.

Rockhampton teams logged a total of 197,215,203 steps with an average steps/total population of 2075.9. Townsville teams logged a total of 358,258,803 steps with an average steps/total population of 2388.4. According to the rules set out, Townsville was determined as the winner and Rockhampton City Council flew the Townsville City flag for one week.

### Where to from here:

The inter-city challenge was an effective means to enhance local promotion of the 10,000 Steps program, with numerous other communities indicating an interest to adopt the challenge.

### Lessons Learnt:

1. Support from local media agencies really aids in the promotion of the Challenge.
2. Support from the Mayor of each City helped to create more ownership of the Challenge for each City and assisted in engaging the media.
3. Weekly newsletters are great motivation to keep teams on track and by including physical activity information and tips you can further raise awareness of opportunities to be active in your community.
4. Set-up of the teams in the Step Log does require some allocated time, however the online challenge made it easy to monitor the challenge from a coordinator's point of view.
5. Large number of participants can be included in the challenge, especially when using the online Step Log. The workload and number of participants is not linear.
6. Coordinators need to be clear with team captains regarding timelines if providing weekly updates of steps to ensure participants are entering steps on a regular basis. Team captains need to ensure their team have entered all their steps for the previous week by this timeframe to ensure their step progress is accurately shown.
7. There is a need for better communication links between coordinators and participants rather than utilising team captains to communicate information.
8. Coordinators need a good working knowledge of the Step Log to assist participants with issues and errors.
9. In Townsville, participants enjoyed the opportunity to interact with other teams during the large group walks and have also suggested an informal weekly group walk for subsequent Challenges.

## Total Project Costs:

Rockhampton Item	Cost (\$)	Source
<b>Promotion</b>		
100 x Original Flyers (multicultural fair)	82.50	10,000 Steps PO
1000 x Final Flyers	431.75	10,000 Steps PO & CRHU-R
Factoring of CSA	100.00	10,000 Steps PO
Alteration of CSA	100.00	10,000 Steps PO
<b>SUB TOTAL</b>	<b>714.25</b>	
<b>Prizes/Giveaways</b>		
25 x Prepacks – Rockhampton (pedometer, safety strap, stress ball, waterbottle)	570.00	10,000 Steps PO
25 x Pedometers – Townsville	412.50	10,000 Steps PO
Team Random Prize (5 x stress ball, waterbottle, hat)	78.00	10,000 Steps PO
Team Winner Prize (5 x stress ball, waterbottle, hat, polo shirt)	175.50	10,000 Steps PO
<b>SUB TOTAL</b>	<b>1,236.00</b>	
<b>TOTAL</b>	<b>1,950.25</b>	

Townsville Item	Costs (\$)	Source
<b>Promotion</b>		
Media Promotion	1,100	TCC
Printing etc	In kind	TCC & TPHU-T
<b>SUB TOTAL</b>	<b>1,100</b>	
<b>Team Packs/Prizes/Giveaways etc</b>		
200 x t-shirts	5,000	TCC
100 shoe laces	110	TCC
500 temporary tattoos	800	TCC
150 pedometers	3,811	TCC
100 wrist sweat bands	225	TCC
250 frisbees	1,462	TPHU-T
1000 water bottles	1,650	TPHU-T
500 temporary tattoos	800	TPHU-T
100 dog leads	400	TPHU-T
50 pedometers	1,250	TPHU-T
2 x \$50 gift vouchers	100	TPHU-T
<b>SUB TOTAL</b>	<b>15,608</b>	
<b>TOTAL</b>	<b>16,708</b>	

