

10,000 Steps Case Report 35

Australian Taxation Office 10,000 Steps Challenge

Background:

This year, 2007, is the fourth year that the ATO has participated in the 10,000 steps challenge.

Objectives:

The aim of this challenge was to encourage people to increase their levels of activity and to promote the benefits and awareness of the health benefits from regular exercise such as:

- Reduced risk of heart disease, diabetes, colon cancer and high blood pressure
- Reduce feeling of depression and anxiety
- Help weight management
- Build and maintain healthy bones , muscles and joints and
- Promote psychological well being

Implementation Strategies:

We decided to have one challenge for 2007 that included Senior Executive Management and it was open to all permanent and temporary employees and contractors.

To make it easy to track progress we had an electronic recording system that was updated daily. This recorded the progress of all teams and individuals and flagged the Top 10 teams and Top 10 individuals. Participants were also able to include other exercise activities towards there 10,000 step quotas such as cycling, swimming and other non-stepping activities. Advice about warming up and cooling down was provided along with tips regarding suitable footwear, clothing and intake of fluids.

Outcomes:

We had a fantastic response with a record number of teams 633, registering to pound the streets. This was an increase of 54 from the previous year with 6330 participants, which equated to 29% of employees being involved.

Where to from here:

We will be looking at running the Challenge again in the future and looking at new ways of promoting it with particular focus on encouraging people who lead sedentary lives to participate.

This Case Report was developed by:

Australian Taxation Office