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| **Action Items** | **Information and ideas** | **Due date** | **My Notes** |
| **Step 1: Identify your goals** | | | |
| Explore the 10,000 Steps Program. | Familiarise yourself with the program including [Coordinator Resources](https://www.10000steps.org.au/coordinator-hub/resources/), [Your Roadmap to Success](https://www.10000steps.org.au/coordinator-hub/resources/workplace-resources/active-workplace/roadmap/), and [educational articles](https://www.10000steps.org.au/articles/). |  | * *Start logging your steps on the 10,000 Steps Program.* * *Review the* [*Active Communities*](https://www.10000steps.org.au/coordinator-hub/resources/community-resources/active-communities/) *information.* |
| Identify your organisation’s goals, needs, and priorities. | Identify what your community does well or could improve to encourage and support an active community. E.g., hold workshops, mini conferences, or community focus groups. |  | * *Check out the* [*Queensland Health Community Readiness guide*](https://www.health.qld.gov.au/stayonyourfeet/toolkits/phase1/community-readiness)*, the* [*South Australian Community Health and Wellbeing Toolkit*](https://www.10000steps.org.au/documents/407/South_Australian_Community_Health_and_Wellbeing_Toolkit.pdf)*, and the resources available from* [*Health and Wellbeing Queensland*](https://hw.qld.gov.au/)*.* |
| Find out what your community wants/needs by asking them through meetings, events, word of mouth, suggestion boxes, surveys etc. |  |  |
| Budget. | What budget is available or where may potential funding come from? |  | * *Decide if you want to provide incentives for participating such as gift cards, coffee vouchers, gym memberships, etc.* |
| Funding. | If you are looking at gaining funding to fund your community program, you may want to apply for grants. [Review Funding your Community Program.](https://www.10000steps.org.au/coordinator-hub/resources/community-resources/active-communities/funding/) |  |  |
| Determine which 10,000 Steps strategy or tool best suits your needs. | Identify what your community priorities are. Match these to your available resources, then define the purpose and objectives of your program.  Explore our [concise overview of the recommended 10,000 Steps strategies](https://www.10000steps.org.au/coordinator-hub/resources/community-resources/active-communities/community-program/) based on the different levels of capacity. |  |  |

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| **Step 2: Gain Support** | | | |
| Gain Management and Stakeholder Support. | Engage in community partnerships with key stakeholders and community organisations.  Make physical activity a priority by educating managers and stakeholders on the benefits to the community. |  | * *Visit* [*Physical Activity in the Community*](https://www.10000steps.org.au/coordinator-hub/resources/community-resources/active-communities/physical-activity-community/) *for community partnership suggestions.* |
| Setup a committee / taskforce / working group. | Gather a range of people and stakeholders to work together and provide leadership and drive. |  | *Once your planning group or taskforce is in place it can be very beneficial to organise a mechanism for monitoring that the key messages from the group are being disseminated down to the community or organisation itself. A key performance indicator (KPI) for members could be the effectiveness in which the planning decisions are disseminated to the groups they represent. The role of a committee member is not only to be an active participant but also to inform and engage their organisation/community group that they represent. An effective local community network is critical to a successful program.* |
| Committee communication. | Organise regular meetings, have action items, delegate tasks, create ownership. |  |  |
| Identify champion/s. | Choose someone who will lead by example, this can be a coordinator, other enthusiastic community members and/or key stakeholders. |  |  |

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| **Step 3: Plan and promote** | | | |
| Craft a comprehensive plan that aligns with your community's desired outcomes. Consider the who, what, when, where, and how. | Detail the activities and resources you will implement for each strategy. These can be a combination of 10,000 Steps resources and other ideas. |  | * *Print promotional posters from 10,000 Steps & display in community areas, stairwells, local bulletin boards, and public toilets to increase awareness & get people thinking.* |
| Develop a timeline. | We recommend that you allow a 3-month lead time between forming your organising committee and launching of your community program. Ensure that your timelines are flexible enough to take the opportunities that may arise. |  |  |
| Promotion. | Don’t forget to plan how you will get your community excited! Use existing communication methods, intranets, emails, newsletters, notice boards or setup an information display. |  | * Utilise ready to go [10,000 Steps posters](https://www.10000steps.org.au/coordinator-hub/resources/promotional-materials/10000-steps-brochures-and-flyers/) and [communication images.](https://www.10000steps.org.au/coordinator-hub/resources/promotional-materials/social-media-templates/) |
| Social Marketing. | Promote and advocate for your community program, linking the message that physical activity is beneficial and the 10,000 Steps Program will support the community to become more physically active. Reach out to local news and media companies such as newspapers, radio, TV, social media news sites, etc. |  | * *You can utilise the media for a number of reasons:*   + *To promote your physical activity message*   + *To raise awareness of the benefits of physical activity*   + *To promote physical activity best practices*   + *To promote new/existing local facilities, activities/events and services.* |

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| **Step 4: Implement** | | | |
| Implement your program. | Put your plans into action. Implement your plan to promote healthy places and people.  Utilise the [Coordinator Resources](https://www.10000steps.org.au/coordinator-hub/resources/) and [Support](https://www.10000steps.org.au/coordinator-hub/support/) to help you implement your program. |  | *Create healthy places:*   * *Provide facilities that support physical activity.* * *Provide a physical environment that supports physical activity.*   *Encourage healthy workers:*   * *Encourage community members to track their activity levels and set goals.* * *Behavioural approaches that provide the community with encouragement and opportunity to change their behaviour (eg. move more, sit less).* |
| Communicate with your community. | Consider structuring your communication with engaging, uplifting, and informative content on a regular basis. Utilise the [promotional images.](https://www.10000steps.org.au/coordinator-hub/resources/promotional-materials/social-media-templates/) |  | *Check* [*out tips for boosting engagement and participation*](https://www.10000steps.org.au/coordinator-hub/resources/workplace-resources/active-workplace/roadmap/) *from 10,000 Steps Researchers and Coordinators.* |

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| **Step 5: Evaluate** |  |  |  |
| Measuring your success. | Evaluating your organisation's 10,000 Steps program is crucial to ensure its effectiveness and identify areas for potential improvements.  Were your priority needs met? Did people engage in activities? Have activities encouraged other health benefits outside physical activity? E.g., improved community connection? |  | * *Ask your participants to complete the* [*Participant Feedback Form*](https://www.10000steps.org.au/documents/397/10000_031_-_Participant_Tournament_Evaluation_Form.pdf) *after completing a Tournament or the* [*Participant Evaluation Form*](https://www.10000steps.org.au/documents/401/Participant_Evaluation_Form.pdf) *to evaluate your community program.* * *Community program evaluation is often divided into three different types of evaluation: Formative Evaluation, Process Evaluation, Outcome Evaluation.* * *The CDC suggests a 6 step approach for conducting evaluation of public health programs: 1) Engage stakeholders, 2) Describe the program, 3) Focus the evaluation, 4) Gather credible evidence, 5) Justify conclusions, 6) Ensure use and share lessons learned.* * *Check out the* [*RE-AIM framework*](https://re-aim.org/) *for evaluation.* |
| Report Back | Share the success of the program with management, stakeholders, funding body, community members and others.  **Demonstrating the program's success and outlining its benefits will reinforce your proposal to integrate 10,000 Steps into your ongoing health and wellbeing initiatives.** |  | *Complete the* [*10,000 Steps Case Study Template*](https://www.10000steps.org.au/documents/398/10000_009_-_10000_Steps_Case_Study_Template.docx)*.* |

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| **Plan for long-term success** | | | |
| Institutionalise 10,000 Steps into your community. | Keep the momentum up! Maintain and sustain 10,000 Steps in your community by planning activities for the next 12 months and keeping stakeholders committed to encouraging an active community. |  | * *Incorporate an annual or bi-annual 10,000 Steps Tournament in your organisation's health and wellbeing strategy.* * *Regularly share 10,000 Steps promotional materials in emails, newsletters, or by displaying flyers and posters.* * *Maintain positive habits such as walking more, active transport, or taking the stairs as part of your organisation’s everyday routines.* * *Continue offering environments that are supportive of physical activity.* * *Setup a Heart Foundation Walking Group (lunchtime/before/after work).* * *Encourage* [*healthy eating*](https://www.10000steps.org.au/coordinator-hub/resources/community-resources/more-than-pa-communities/healthy-eating/) *in the community. Promote* [*Quit smoking*](https://www.10000steps.org.au/coordinator-hub/resources/community-resources/more-than-pa-communities/quit-smoking/) *messages.* * *Include on-site health checks through My health for life.* |
| Promote the 10,000 Steps Program | Promote the 10,000 Steps Program as an ongoing resource for your community to aid motivation to participate in physical activity! |  | * *Encourage people to join free Monthly Challenges and continue logging their steps on the 10,000 Steps Program.* * *Celebrate success of stakeholders, community groups or members who achieve new milestones.* |