



10,000 Steps

Working Paper Series

Paper 7:

10,000 Steps Workplace Program for Aboriginal and Torres Strait Islander Workplaces

Kelly Joyner
Research Officer
10,000 Steps
Central Queensland University

For information on physical activity and 10,000 Steps programs contact:

10,000 Steps Project Office
Building 18
Central Queensland University
Rockhampton QLD 4702

Phone: +61 7 4930 6751
Fax: +61 7 4930 9820
Email: 10000steps@cqu.edu.au
Visit our website: www.10000steps.org.au

10,000 Steps Working Paper Series, Paper 7: 10,000 Steps Workplace Program for
Aboriginal and Torres Strait Islander Workplaces

© 10,000 Steps October, 2009

ISSN 1835-3789

This work is copyright. This work may be produced in whole or in part for research or training purposes subject to the inclusion of an acknowledgement of the source and provided no commercial usage or sale is to be made. Reproduction for purposes other than those indicated above requires prior written permission of 10,000 Steps, Building 18, Central Queensland University, Rockhampton, Queensland, 4702, Australia.

Acknowledgements

Queensland Health provided funding to Central Queensland University for the development of the 10,000 Steps project.

10,000 Steps would like to thank the members of project advisory panel for their contribution to this project.

10,000 Steps would also like to acknowledge the contribution of: Aboriginal and Torres Strait Islander Community Health Services, Brisbane, Goolburri Health Advancement Aboriginal Corporation, Queensland Aboriginal and Islander Health Council (QAIHC), and the staff from Yulu-Burri Ba Aboriginal Corporation for Community Health.

Table of Contents

EXECUTIVE SUMMARY	1
BACKGROUND.....	3
Purpose	3
METHOD.....	3
Participant Recruitment.....	4
Focus Group Procedures	4
Data Analysis.....	4
RESULTS.....	4
Focus group participants.....	4
10,000 Steps - What worked well.....	5
10,000 Steps - What was difficult.....	6
Tailoring the 10,000 Steps workplace program to urban Aboriginal and Torres Strait Islander workplaces	6
Promoting physical activity in urban Aboriginal and Torres Strait Islander workplaces....	8
RECOMMENDATIONS	9
SUMMARY	10
REFERENCES.....	11

EXECUTIVE SUMMARY

This report details the results of three focus groups conducted to determine the applicability of the 10,000 Steps workplace program in urban Aboriginal and Torres Strait Islander (ATSI) workplaces. Results are discussed in relation to four main research questions: 1) 10,000 Steps – what worked well; 2) 10,000 Steps – what was difficult; 3) tailoring the 10,000 Steps workplace program to urban ATSI workplaces; and 4) promoting physical activity in urban ATSI workplaces. Based on the findings, recommendations on how the 10,000 Steps workplace program could be tailored to suit urban ATSI workplaces were proposed.

10,000 Steps – What worked well

The following aspects of the 10,000 Steps program worked well in the ATSI workplaces:

- 10,000 Steps brand and program concept
- Competitive nature of the workplace program
- Use of pedometers to monitor physical activity
- Participating as a team with peers
- Coordinator implementing and managing the workplace program

10,000 Steps – What was difficult

The following aspects of the 10,000 Steps program were found to be difficult in the ATSI workplaces:

- Maintaining motivation
- Lack of knowledge and understanding of the 10,000 Steps website
- Program sustainability after the challenge was completed

Tailoring the 10,000 Steps workplace program to urban Aboriginal and Torres Strait Islander workplaces

During the focus groups, the following suggestions were received on how the 10,000 Steps workplace program could be tailored to urban ATSI workplaces:

- Include Aboriginal and Torres Strait Islander artwork, people and faces on the 10,000 Steps website and promotional materials
- Develop editable promotional materials
- Provide the ability to develop specific challenges relevant to each organisation, not one specific challenge to suit all ATSI workplaces
- Ensure that both Aboriginal and Torres Strait Islander cultures are incorporated into the resources
- Incorporate the use of a bare footprint image

Promoting physical activity in urban Aboriginal and Torres Strait Islander workplaces

While not specifically asked, participants also commented on how the promotion of physical activity within ATSI workplaces could be increased. The following suggestions were received:

- Encourage organisational support and policies on physical activity
- Target ATSI health services for the initial promotion of physical activity programs
- Use more promotional materials and incentives
- Make modifications to the 10,000 Steps website

Recommendations

Based on the above findings, it is recommended that:

- A section of the 10,000 Steps workplace program guide be dedicated to the implementation of the workplace program in ATSI workplaces.
- The importance of having a coordinator to implement, manage and sustain the program in ATSI workplaces is highlighted within the ATSI section of the 10,000 Steps workplace program guide.

- 
- Aboriginal and Torres Strait Islander people, faces, images, artwork and/or colours are incorporated into the 10,000 Steps website and workplace program promotional materials.
 - Editable promotional materials (including Aboriginal and Torres Strait Islander people, faces, images, artwork) are developed.
 - A bare footprint image is incorporated into resources developed for ATSI workplaces.
 - The use of the custom challenges feature is promoted to ATSI workplaces so they can create tailored challenges that are relevant to their organisation
 - Options for sustainability and continued promotion of physical activity are incorporated into the 10,000 Steps workplace program guide.
 - Other Aboriginal and Torres Strait Islander health programs (e.g. Living Strong) are cross promoted within the ATSI section of the 10,000 Steps workplace program guide.

BACKGROUND

Recent data indicate that 75% of Indigenous Australians participate in no or very low levels of physical activity. [1] Given the well recognised health benefits of physical activity, there is a need to both develop and evaluate the effectiveness of physical activity interventions for Aboriginals and Torres Strait Islanders. [2] The workplace is one such setting through which to deliver physical activity interventions, however currently there is limited knowledge around workplace physical activity interventions focusing specifically on Aboriginal and Torres Strait Islander (ATSI) populations.

10,000 Steps is a physical activity health promotion project which aims to raise awareness for physical activity and encourage individuals to increase their physical activity levels. The 10,000 Steps program is an established community initiative that was shown to be effective in raising awareness of physical activity and also increasing levels of physical activity. [3] Since 2004, it has been successfully disseminated across Queensland, Australia and also internationally via the 10,000 Steps website (www.10000steps.org.au). [4] One of the most successful strategies adopted from the 10,000 Steps program is the 10,000 Steps Challenge for Workplaces (referred to herein as the 10,000 Steps workplace program). This program encourages workplaces to form teams, wear pedometers to monitor their physical activity levels, and accumulate steps to complete a virtual walking journey. It has been implemented by many organisations as an intervention to encourage healthy, active employees. In recent years, it has been increasingly implemented in ATSI workplaces and populations, however no research has been conducted to determine the applicability or the cultural appropriateness of the 10,000 Steps workplace program in this population.

This project began due to mutual interest in a culturally appropriate 10,000 Steps workplace program from the Queensland Aboriginal and Islander Health Council (QAIHC), Queensland Health and CQUniversity. Through a series of teleconferences between the interested parties it was determined that a series of focus groups would be conducted to determine the appropriateness of the current 10,000 Steps workplace program. Results from this research will be used to guide the development of culturally appropriate resources/components for the 10,000 Steps workplace program. This report details the results of the study and highlights the recommendations proposed.

Purpose

The purpose of this research was to determine the applicability of the 10,000 Steps workplace program in urban ATSI workplaces. For the purpose of this project, an ATSI workplace is defined as a workplace that has an Aboriginal and/or Torres Strait Islander management structure and that has a large proportion of Aboriginal and Torres Strait Islander employees. Focus groups were conducted to assess what aspects of the program were enjoyed and worked well in ATSI workplaces as well as what aspects were difficult. Furthermore, they examined how the resources could be tailored to suit ATSI workplaces. Results of this research will be used to guide the development of culturally appropriate resources/components for the 10,000 Steps workplace program. It is important to note that the findings and recommendations of this research will be limited to urban ATSI workplaces and may not be generalisable to other ATSI populations.

METHOD

Qualitative data were collected from employees of urban ATSI workplaces through a series of focus groups. Three separate focus groups were conducted incorporating employees from four workplaces. The focus groups were conducted in April 2009 at a time and location suitable for each workplace. All workplaces were located in South-East Queensland. The focus groups were facilitated by two researchers from CQUniversity. The following research topics were discussed during each focus group:

1) what worked well about the 10,000 Steps workplace program; 2) what didn't work well; and, 3) how the workplace program could be tailored to suit an ATSI workplace. The conduct of this research project was guided and monitored by a project advisory panel, consisting of members from CQUniversity, Queensland Health and QAIHC. This research received ethical approval from the CQUniversity Human Research Ethics Committee.

Participant Recruitment

QAIHC initially identified three ATSI workplaces that had previously participated in a 10,000 Steps workplace program as part of the QAIHC Workplace Indigenous Physical Activity (WIPA) project. The CEO of each workplace was sent a letter of invitation to introduce the research and invite their organisation to participate. All organisations agreed to participate in the research and provided a written letter of support. Prior to the focus groups being conducted, one workplace withdrew from the study due to internal reasons unrelated to the nature of this research project. In response to this, QAIHC identified two additional workplaces that had previously participated in the 10,000 Steps workplace program. These organisations were invited to participate in a focus group together and accepted the offer to participate. After receiving approval from the workplace CEO's, the associate researchers from QAIHC or the project advocates at each workplace provided employees with an information sheet about the research and invited them to participate in the relevant focus group. Participation was purely voluntary and participants were able to withdraw from the research at any time.

Focus Group Procedures

The focus groups commenced by welcoming participants to the group and explaining the purpose of the research and general rules for the discussion. Participants completed informed consent forms and a brief demographic questionnaire prior to the discussion beginning. After this, the researchers guided the participants through a variety of questions relating to the 10,000 Steps workplace program and how the resources could be tailored for ATSI workplaces. Once the discussion concluded, participants were thanked for their time. Each focus group was audiotaped and lasted approximately one hour.

Data Analysis

Descriptive statistics were determined from the brief demographic questionnaire and analysed in Statistical Package for Social Sciences (SPSS V15.0). The focus groups were transcribed verbatim and thematically analysed. The data was categorised into three major research questions: 1) What worked well/was enjoyed about the 10,000 Steps program; 2) What was difficult about the 10,000 Steps program; and 3) How could the workplace program be tailored to suit ATSI workplaces. During the course of the analysis another research theme emerged: 4) Promoting physical activity in urban ATSI workplaces. Quotes that represent the themes from each category are presented in the results. The results and recommendations were verified by two additional researchers from CQUniversity and the project advisory panel. After consultation with the project advisory panel two additional recommendations were included.

RESULTS

Focus group participants

Three focus groups were conducted, each involving between two and seven participants. There were a total of 14 participants overall (4 males, 10 females). Ages ranged between 19 and 47 years (mean = 32.7 years, SD = 9.3 years). Of the respondents, 10 identified themselves as Aboriginal, two as Torres Strait Islanders and two identified themselves as neither Aboriginal nor Torres Strait Islander. Almost all of the participants worked at their organisation full time (n=13) and eight had received educational qualifications beyond high school (i.e. TAFE or university). The

majority of participants were married or in a defacto relationship (n=8) and the remainder were single (n=5) or divorced (n=1).

10,000 Steps - What worked well

Overall, participants reported that they enjoyed participating in the 10,000 Steps workplace program and that it worked well within their organisation. Respondents liked the concept of the program and thought the 10,000 Steps branding worked well. Comments such as the following were indicative of many of the responses regarding the 10,000 Steps program and concept: *"I just thought it was a great idea because there's just so many that don't do enough exercise and I think its always a good guideline, you know 10,000 steps"*.

More specific to the actual 10,000 Steps workplace program, participants indicated that they enjoyed the competitive component of the challenge both within their own organisation and against other workplaces. Competition was a large source of encouragement and motivation to increase participation in physical activity throughout the program. For example, one participant responded: *"the competition with the other teams, it was very motivational especially against these guys down at the [organisation] as well..."*.

The use of pedometers to monitor physical activity levels further stimulated the competition and was used as a motivational tool to raise awareness and increase physical activity. It was commented that: *"Everybody was walking around looking at their pedometer during the day"* and *"You put this [pedometer] on, you know, it motivates you..."*. It was frequently cited that participants used the pedometer to monitor when they had achieved their goal of 10,000 steps or to increase on previous days activities.

As is commonly reported in Indigenous populations, respondents enjoyed being physically active with their peers and benefited from participating in a team environment. The team environment fostered the competitiveness between participants and also increased motivation to be physically active as indicated by the following comment: *"I think the idea of the teams made us competitive, which made you want to get the steps so that you could get to the destination as a group"*. Respondents also enjoyed the additional interaction with other work colleagues that resulted from the team challenge. One participant reported that: *"They mixed our team so it forced us to interact with people in other units, which was really good"*.

Finally participants highlighted that the integral part in ensuring the success of the 10,000 Steps workplace program was having a coordinator implementing and managing the challenge. The person in the coordinator role encouraged participation, maintained motivation and provided both technical and social support for all participants. One response indicative of this was: *"the [organisation] did identify one person to be the coordinator and you had a talk with [the coordinator] and then they just monitored everything... that was good, that was easy"*.

The above factors were common themes that featured in the majority of the workplaces when asked what worked well or what was enjoyed about the 10,000 Steps workplace program. A few other singular responses were received:

- The daily steps reminder email was useful to remind participants to log steps on the website.
- Participants enjoyed having a trial period at the beginning of the workplace program to become familiar with the pedometer, website and concept of the challenge.
- One workplace allowed employees to finish work 30 minutes early each day to participate in physical activity in the adjacent park. Participants thought this was a great initiative however, it was noted that employees did not always take advantage of this policy.

- Participants enjoyed the prizes and incentives used within the program (supplied by the organisation conducting the challenge).

10,000 Steps - What was difficult

The employees from the various ATSI workplaces only put forward a few issues that they thought were difficult during the 10,000 Steps workplace program. It was commonly presented that it was difficult to maintain motivation over the 3 month challenge period. Participants found that at the beginning of the program everyone was enthusiastic and motivated however this dropped off after the second month. For example: *“Everyone was really enthusiastic about getting their steps up when we started, it sort of dwindled off as it went through...”*. Some participants also reported that there were times when they forgot to wear their pedometers or log their steps, especially on weekends and towards the conclusion of the program.

Furthermore, it was mentioned that a lack of knowledge and understanding of the 10,000 Steps website was an issue for some participants, particularly for those participants without a lot of computer experience. They often were not aware of the variety of features available or where to find them on the site. On response indicative of this was: *“I actually had trouble seeing the map thing; I wasn’t sure where we were with the steps”*. One participant suggested that more training in the use of the website would have been valuable as indicated in the following comment: *“Maybe having a little training... everyone just had the basic way to navigate the site”*.

It is important to note that these difficulties reported in relation to motivation and website knowledge are not necessarily specific to ATSI workplaces. They have been reported anecdotally from a variety of 10,000 Steps participants. 10,000 Steps is currently redeveloping the 10,000 Steps website to streamline the navigation and make the website simpler to utilise which should address the website issues aforementioned. Lack of motivation is one of the most commonly reported barriers for participation in physical activity and physical activity interventions in a variety of populations. [5-8] Therefore, it is not an issue that is specific to the 10,000 Steps workplace program or ATSI workplaces.

Finally, during the discussion one important limitation of the 10,000 Steps workplace program became apparent. In these organisations the 10,000 Steps program and/or physical activity was not sustained after the workplace challenge. Only employees from one organisation indicated that they were familiar with the additional features on the 10,000 Steps website for individuals and were still utilising the 10,000 Steps website after the completion of the challenge. The majority of workplace employees thought that the 10,000 Steps program finished at the conclusion of the challenge and didn’t realise they could continue participation. When this was discussed with the groups, participants commented: *“I thought it was over”* and *“...we all didn’t know about the steps was continuing [sic], we thought once the competition was over that was it...”*.

Tailoring the 10,000 Steps workplace program to urban Aboriginal and Torres Strait Islander workplaces

When asked how the 10,000 Steps resources could be tailored for an ATSI workplace there were a variety of suggestions offered. The most common one was to update the website and develop promotional materials incorporating Aboriginal and Torres Strait Islander people, faces, images and/or artwork. Some example comments were: *“You could change the website, just little things at a time I guess with pictures of Indigenous people, avoiding cartoons”* and *“maybe some posters that are more like visual...”*. It was cited that including Aboriginal and Torres Strait Islander artwork, people or faces on promotional material is more likely to attract the attention of ATSI people and develop interest in the program. Responses included: *“I think it’s [ATSI artwork] valuable because it catches your eye...”* and *“If you see their face on a poster or something like that you look at it and then have a look why they are on there and you’re going to read it to find out what’s that photo doing up there, you know”*.

Participants also suggested the development of editable promotional materials that could be tailored to suit each organisation. This would give each organisation more ownership of the program and could also aid as a promotional tool for the organisation as well as the 10,000 Steps program. One participant who was responsible for coordinating the challenge stated that *"It would be good to have promotional material with your name and possibly your logo, maybe a bit of a spiel about that [organisation]... it would just be good for those groups to have a poster that they can put up here... or other parts of the community where they say look – this is our group, you know, and this is what we do..."*.

Participants were asked their thoughts about developing a virtual walking challenge that could be relevant for ATSI workplaces. A specific example was given - the "Rabbit Proof Fence Challenge" which was recently developed by another ATSI organisation adopting the 10,000 Steps workplace program. Participants were not overly supportive of the idea of a Rabbit Proof Fence challenge, and reported that while it did incorporate the Aboriginal culture it was not necessarily relevant to their organisation. In response to this topic, it was suggested that employees would prefer challenges that were relevant to their organisation, or their tribal land. One response indicative of this was: *"I'd rather go somewhere I know... [suggestions of local areas] ... that would be more beneficial for people around this area than to know the Rabbit Proof Fence"*. It was proposed that participating in more specific and/or relevant challenges could be used as a way to promote both physical activity and their Indigenous cultural background. During this stage of the discussion many participants suggested challenges that would be relevant for South East Queensland ATSI groups. It is important to note that the previous challenge these workplaces had participated in was customised to be relevant to the specific organisations participating and participants reported enjoying this challenge.

Furthermore, participants emphasised that it would be difficult to create one specific challenge that would be suitable to all ATSI workplaces as they are so diverse. It was commented: *"That's hard because there's so many, we're all from so different backgrounds all over Australia so to kind of pinpoint one place would be difficult"* and *"We're similar but we are different"*.

Focus group participants also thought that promotion of the program could be extended through their family groups to their children. Developing specific ATSI challenges would mean that this would not only provide an opportunity to promote physical activity to the children, but also to promote the culture as well.

An additional comment made about the Rabbit Proof Fence challenge was that it was only inclusive of the Aboriginal culture. It was stressed that when developing resources for the Indigenous population it was important to incorporate both the Aboriginal and Torres Strait Islander cultures. This could be done by including both Aboriginal and Torres Strait Islander flags, colours that represent both cultures, (red, yellow, black for Aboriginals and green, blue, white for Torres Strait Islanders) or artefacts and images relevant to both cultures. Resources from the Living Strong healthy lifestyle program were used as an example of materials encompassing both cultures. For example, it was commented that: *"...it's [Living Strong] got the Torres Strait Islander dari and the clapsticks so it's incorporating both cultures"*.

It was also suggested that the use of a bare footprint logo or image may be more identifiable to Indigenous Australians than the 10,000 Steps shoe print logo currently used (see Figure 1). A bare footprint is often used in ATSI artwork and is symbolic of going 'walkabout'. A comment illustrating this was: *"...you could have like a foot instead of a shoe because that's often related to images in our paintings and ... walkabout"*.



Figure 1. Current 10,000 Steps logo

Finally participants advised the researchers on where they could access ATSI information to assist the tailoring of the 10,000 Steps workplace program. The following locations were suggested:

- Traditional owner groups
- Land councils
- National Native Title Tribunal website (www.nntt.gov.au)
- ATSI Health Services
- State Library (in Queensland State Library – Karul Dhagan section)
- Museums

Promoting physical activity in urban Aboriginal and Torres Strait Islander workplaces

During the focus groups a number of participants made remarks about how the promotion of physical activity within ATSI workplaces could be increased. These suggestions included strategies that were both related and unrelated to the 10,000 Steps workplace program. While not the primary purpose of the focus group, these comments are discussed here as they may be useful in the promotion of physical activity and also, in the implementation of the 10,000 Steps workplace program in ATSI workplaces and/or communities.

Participants suggested that having organisational support and policies regarding physical activity would increase the promotion of physical activity in ATSI workplaces. Participants commended the organisations that had provided support and instigated physical activity policies and expressed the desire for other organisations to do this as well. The major benefit of this would be increasing participation in physical activity amongst all staff members. It was commented: *“there’s nothing in our policies that say we had to activities like this, but if the CEO says well, you know, I want everyone to do it, we just do it...”*.

When implementing physical activity initiatives in Indigenous workplaces and/or communities, participants commented that ATSI health services were the prime organisation to target initially. These organisations are integrated into the ATSI communities and are generally well known and respected. One participant stated it would be good *“...to target health [services] especially Indigenous ones first because we’re in a small community, people will see [them] getting out there and walking and all that...”* From there, the programs could be filtered out into the community and the health services could use the physical activity program in addition to or in conjunction with other health services and programs they offer.

Participants commented that it was also important to have the key people from the organisation and/or the community involved in the programs, because they are well known in the community and respected by community members. This can be used to raise awareness and trust of the program in the wider community.

More specific to the 10,000 Steps workplace program, it was felt that more resources would be needed to implement this in a wider community. The community would need better access to computers and the internet to successfully participate in the program. It was also suggested that more visual prompts such as posters and t-shirts as well as incentives (waterbottles, shirts) could be used to raise awareness for the programs and increase participation. When discussing the notion of more visual promotional materials, it was commented *“they’re going to be talking about it amongst other members of the community, they’re probably going to approach those people [with visible promotional materials] if they see them around the street, you know it’s just a good promotional tool for us”*.

Finally, participants suggested ways in which the 10,000 Steps website could be modified. Participants suggested that it would be beneficial to include information about local walking paths and also local walking groups. This would be a resource individuals could use to increase physical activity. They also suggested that a better mapping system to monitor progress when participating in a 10,000 Steps challenge would increase motivation during the challenge and maybe enhance the competitive aspect of the program. One response indicative of this was: *“I think the mapping system would actually bring out a more competitive streak in everyone too”*.

RECOMMENDATIONS

The findings from the focus groups advocate that the 10,000 Steps workplace program is suitable and applicable in urban ATSI workplaces. Employees of these workplaces enjoyed participating in the program and the main features of the program (e.g. competitive challenge, teams, pedometers) were found to work well. The difficulties faced when conducting the 10,000 Steps workplace program in ATSI workplaces were issues faced by a variety of workplaces when implementing this program.

While suitable and applicable, the findings of the research illustrated that the 10,000 Steps workplace program can be amended and tailored to make it more culturally appropriate for ATSI workplaces. Based on the discussions in these focus groups it is recommended that:

- A section/chapter of the 10,000 Steps workplace program guide is dedicated to the implementation of the 10,000 Steps workplace program in ATSI workplaces. This section will briefly highlight the findings of this research and provide guidance and additional resources (see following recommendations) for ATSI workplaces implementing the program.
- The importance of having a coordinator to implement, manage and sustain the program in ATSI workplaces is highlighted within the ATSI section of the 10,000 Steps workplace program guide. The coordinator's role is integral to the success of the workplace program and ATSI workplaces need to be aware of the significance of this role.
- Aboriginal and Torres Strait Islander people, faces, images, artwork and/or colours are incorporated into the 10,000 Steps website and workplace program promotional materials. Specific promotional materials may need to be developed for ATSI workplaces.
- Editable promotional materials (including Aboriginal and Torres Strait Islander people, faces, images, artwork) are developed. Using editable promotional materials will increase workplace ownership of the program and allow organisations to promote their own services, as well as physical activity and the 10,000 Steps program.
- A bare footprint image is incorporated into resources developed for ATSI workplaces. This image is symbolic of walkabout in ATSI culture.
- The development of one specific challenge for ATSI workplaces may not be appropriate due to their diversity in background and culture. Therefore, 10,000 Steps should promote the use of the custom challenges feature so that ATSI workplaces can create tailored challenges that are relevant to their organisation and/or their Indigenous land areas. In conjunction with this, suggestions and/or

links to information can be provided within the ATSI section of the 10,000 Steps workplace program guide to aid ATSI workplaces in developing challenges that are relevant to their organisation.

- Options for sustainability and continued promotion of physical activity are incorporated into the 10,000 Steps workplace program guide. This will ensure that all workplaces have options for continued promotion of and participation in physical activity after initial programs are conducted.
- Other Aboriginal and Torres Strait Islander health programs (e.g. Living Strong) are cross promoted within the ATSI section of the 10,000 Steps workplace program guide. This will give ATSI workplaces additional resources to utilise and may increase sustainability of physical activity and/or health promotion in the workplace.

Again, it is important to note that these recommendations are based on focus groups with urban ATSI workplaces. These recommendations may not be generalisable to rural and/or remote ATSI workplaces or broader Indigenous populations. It is recommended that further research be conducted to determine the appropriateness of the 10,000 Steps workplace program in these populations.

SUMMARY

This report highlighted the results of focus groups conducted to determine the applicability of the 10,000 steps workplace program in urban ATSI workplaces. It was determined that the 10,000 Steps workplace program is applicable in this setting. However, the focus groups highlighted ways in which the 10,000 Steps workplace program could be tailored to be more culturally appropriate for ATSI workplaces. Based on the findings, recommendations were made to develop a specific component of the 10,000 Steps workplace program guide dedicated to the implementation of the program in ATSI workplaces and to produce supporting ATSI resources.

REFERENCES

1. Australian Bureau of Statistics. National Aboriginal and Torres Strait Islander Health Survey 2004-05. Australian Bureau of Statistics; 2006. (4715.0).
2. Shilton TR, Brown WJ. Physical activity among Aboriginal and Torres Strait Islander people and communities. *Journal of science and medicine in sport / Sports Medicine Australia* 2004;7(1 Suppl):39-42.
3. Brown W, Mummery WK, Eakin E, Schofield G. 10,000 Steps Rockhampton: Evaluation of a whole community approach to improving population levels of physical activity. *Journal of Physical Activity and Health* 2006;3(1):1-14.
4. Mummery WK, Schofield G, Hinchliffe A, Joyner K, Brown W. Dissemination of a community-based physical activity project: The case of 10,000 steps. *Journal of Science and Medicine in Sport* 2006;9(5):424-30.
5. Bird S, Radermacher H, Feldman S, Sims J, Kurowski W, Browning C, et al. Factors influencing the physical activity levels of older people from culturally-diverse communities: an Australian experience. *Ageing and Society* 2009:1-20.
6. Bopp M, Wilcox S, Laken M, Hooker SP, Saunders R, Parra-Medina D, et al. Using the RE-AIM framework to evaluate a physical activity intervention in churches. *Preventing chronic disease* 2007;4(4):A87.
7. Cole R, Leslie E, Donald M, Cerin E, Neller A, Owen N. Motivational readiness for active commuting by university students: Incentives and barriers *Health Promotion Journal of Australia* 2008;19(3):210-5.
8. Martinez SM, Arredondo EM, Perez G, Baquero B. Individual, social, and environmental barriers to and facilitators of physical activity among Latinas living in San Diego County: Focus group results. *Family and Community Health* 2009;32(1):22-33.



For information on physical activity
and programs contact:
10,000 Steps
Ph: (07) 4930 6751 Fax: (07) 4930 9820
Email: 10000steps@cqu.edu.au
Website: www.10000steps.org.au