



# **10,000 Steps Working Paper Series**

## **Paper 15: 10,000 Steps Workplaces Evaluation**

Kelly Corry  
Research Officer

Stephanie Hall  
Project Officer

Kylie Connolly  
Project Officer

Cindy Hooker  
Senior Project Officer

Anetta Van Itallie  
Project Manager

Dr Mitch Duncan  
Project Leader

Institute for Health and Social Science Research  
CQUniversity

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

10,000 Steps Project Office  
Building 18  
CQUniversity  
Rockhampton QLD 4702

Phone: +61 7 4930 6751  
Fax: +61 7 4930 6402  
Email: [10000steps@cqu.edu.au](mailto:10000steps@cqu.edu.au)  
Visit our website: [www.10000steps.org.au](http://www.10000steps.org.au)

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## EXECUTIVE SUMMARY

This report details the results of an evaluation of the 10,000 Steps programs and resources within workplaces. It examines the type of workplaces that utilise the program, how it has been used and the usefulness of the 10,000 Steps resources for promoting physical activity in the workplace.

A web-based survey was conducted between April 7 and May 20, 2011 to determine the use and usefulness of the 10,000 Steps program and its resources in workplaces. A sample of 1,698 current 10,000 Steps Providers were invited to participate in the web-based survey. In total, 282 Providers responded with a partial or complete survey that was able to be analysed, resulting in a response rate of 16.6%.

From the web-based survey, it was found that:

- Approximately half of the Providers (51.4%) had used the 10,000 Steps resources or programs to promote physical activity within their workplace.
- The types of workplaces that implemented 10,000 Steps were generally:
  - medium (37%) or large sized workplaces (42%),
  - tertiary industry organisations (78%) which included a large proportion of health and community services and government administration and defence organisations, and
  - located in a metropolitan (53%) or regional area (34%).
- The Providers were asked to comment on how they implemented 10,000 Steps within their workplace and to rate the 10,000 Steps program overall. It was found that:
  - Approximately 70% of workplaces offered a broader workplace health/wellbeing/wellness program (above and beyond 10,000 Steps).
  - Of those workplaces that offered a broader workplace health program, over 85% rated the 10,000 Steps resources and programs as useful or extremely useful for addressing physical activity as part of their broader program and 80% rated them as effective or extremely effective in increasing physical activity and/or steps.
  - Almost 90% of Providers rated the financial cost of promoting physical activity through the use of 10,000 Steps program as reasonable, low or very low.
  - Approximately 80% of Providers rated the amount of time required to promote physical activity through the use of 10,000 Steps program as reasonable, low or very low.
  - Despite these positive ratings, over 40% of Providers did not formally evaluate the effectiveness of the 10,000 Steps program in their workplace.
- Investigation of the utilisation and usefulness of the 10,000 Steps programs and resources revealed the following:
  - The 10,000 Steps Workplace Guide (82.7%) and the 10,000 Steps Workplace Challenge (66.9%) were the most utilised resources for promoting physical activity in the workplace. These were also the rated as the most useful resources with more Providers rating them as useful or extremely useful.
  - The next most utilised resources were informational resources such as the editable posters, point of decision prompt posters and the free promotional materials. These also rated quite well in regards to usefulness.

- The least used resources were the GP and Health Care Professionals resources, the environmental needs assessment, the employee needs assessment, the dog walking strategy, the library loan scheme and the workplace presentation.
- With the exception of the workplace presentation, the least used resources listed above were also rated as the least useful resources as fewer Providers rated them to be useful or extremely useful.
- Providers commented on their use of 10,000 Steps branded pedometers and other branded pedometers. It was reported that:
  - Approximately one third of Providers purchased 10,000 Steps pedometers and log books from HaB Oceania.
  - In addition to this, 60% of Providers had purchased another brand/type of pedometer, with the most popular brands being Omron and Yamax pedometers.
  - The main reasons Providers purchased another type of pedometer rather than the 10,000 Steps pedometer was because it was a less expensive pedometer (50.6%) or due to availability (26.4%).
  - However, a higher proportion of Providers responded that they were satisfied with their pedometer choice if they had purchased a 10,000 Steps pedometer than if they had purchased another type of pedometer.
- The support provided by the 10,000 Steps Project Office was rated positively by the 10,000 Steps Providers. It was found that:
  - Over 90% of Providers who had contacted the project office were satisfied or very satisfied with the level of support received from the 10,000 Steps project office, and
  - Approximately 80% of Providers who utilised the Help section of the 10,000 Steps website were satisfied or very satisfied that the information provided assisted them with their query.
- Finally, the reasons why Providers had not used the specific 10,000 Steps resources or 10,000 Steps overall were examined.
  - For those Providers that had used 10,000 Steps, it was often reported and commented that they did not use specific resources (e.g. Workplace Guide, 10,000 Steps informational and media articles, workplace presentations etc) because the resources were not relevant to their target population or that they were not aware of the resources.
  - Overall, the main reasons why Providers did not implement 10,000 Steps were because they were currently considering implementing it (31.4%), there was a lack of interest from workplace employees (18.2%), there was a lack of time (18.2%) and there was a lack of funds (16.1%).

Overall, the 10,000 Steps program and resources have been quite well used within workplaces. The majority of the resources are seen to be useful in the workplace environment. However, this study did highlight ways in which the 10,000 Steps resources and programs can be amended and improved for workplaces. These are highlighted in the recommendations below.

Based on the findings of this study, the following recommendations are made:

- Further promotion of 10,000 Steps program and resources to small workplaces and rural or remote workplaces. This may include providing information or tailoring resources to make the program more appealing to these types of workplaces.
- Further highlighting the importance for evaluating the 10,000 Steps program in workplaces and the resources available to do this.
- Further examination of why a large portion of workplaces are not using the 10,000 Steps website to track challenges and what is being used instead.
- Development of a downloadable Workplace Challenge Guide to simply guide workplaces through the implementation of a Workplace Challenge.
- Tailoring of the workplace presentations to suit a wider array of workplaces to increase its use.
- Review of the environmental needs assessment and employee needs assessment to make them more useful to workplaces.
- Further promotion of the 10,000 Steps resources available for workplaces (as many workplaces are not aware of the many resources available to them).
- Investigate making a 10,000 Steps branded pedometer available at a cheaper price point.

## BACKGROUND

Over 70% of Australians are not sufficiently active to achieve health benefits.<sup>1</sup> This results in increased mortality and morbidity, and increased health care costs. Therefore it is necessary to find appropriate ways to reach the public to increase physical activity and reduce the burden caused by a lack of physical inactivity. One way to do this is through the promotion of physical activity in the workplace. The workplace is an ideal place to promote physical activity for the following reasons: adults spend a large portion of their adult life at work, workplaces encompass a broad demographic of people, there are generally well established communication channels and administration facilities to conduct physical activity programs and there is readily available social support to engage in physical activity.<sup>2</sup> Promoting physical activity in the workplace will not only lead to individual health benefits such as reduced risk of chronic diseases, weight management, increased circulation, muscle and bone mass, and improved balance, flexibility, mood and sleep,<sup>3-5</sup> it also benefits the workplace by improving productivity, morale and job satisfaction, reducing absenteeism, staff turnover stress and ergonomic injuries.<sup>6-8</sup> Becoming a physically active workplace can also improve the organisations' corporate image, industrial relations and their ability to attract and retain staff.<sup>6</sup>

10,000 Steps is a multi-strategy physical activity promotion project which aims to raise awareness and participation in physical activity through the accumulation of incidental activity throughout the day. Funded by Queensland Health, it began as a two year trial in the Rockhampton region in 2001. During this period, the 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 continued to provide funding for 10,000 Steps to be developed as a sustainable state-wide and beyond initiative.

The program is disseminated at both the individual and organisational level with web-based support. At the individual level, participants can visit the 10,000 Steps interactive website ([www.10000steps.org.au](http://www.10000steps.org.au)) to access physical activity information and monitor their physical activity levels. At the organisational level, workplaces and community groups can register as a 10,000 Steps Provider, which upon approval gives them access to additional information, resources, and strategies to guide the implementation of 10,000 Steps within their organisation.

In October 2009, the 10,000 Steps resources and programs available for workplaces were expanded to include a Workplace Guide (promoting physical activity and implementing 10,000 Steps), additional promotional materials (e.g. editable posters, physical activity prompts, Aboriginal and Torres Strait Islander tailored posters) and additional workplace resources (e.g. employee needs assessment and environmental needs assessment) to aid the promotion of physical activity in the workplace. This was in addition to the standard promotional materials, 10,000 Steps Challenges, and physical activity resources (e.g. workplace presentation and the professional guide to physical activity) already available on the 10,000 Steps website. As workplaces are currently not required to report back to 10,000 Steps about their use of the program and resources it is difficult to fully ascertain the use and usefulness of the expanded resources. Therefore it was necessary to conduct an evaluation of the 10,000 Steps program and resources within workplaces to examine the type of organisations that utilise the program, how it has been used and the usefulness of the resources for promoting physical activity in the workplace.

### Purpose

The purpose of this study was to conduct an evaluation of the implementation strategies and perceived usefulness of the 10,000 Steps programs and resources within workplaces. Outcomes from this study will guide the development of 10,000 Steps resources and programs available for workplaces in the future.

## **METHOD**

### **Participants**

A total of 1,698 current 10,000 Steps Providers were selected to participate in the web-based survey. The list of potential participants was established by filtering the 10,000 Steps Provider database for those who had registered after the 15<sup>th</sup> October 2009. This date was when the latest version of the 10,000 Steps website, including the expanded 10,000 Steps resources for workplaces, was released.

### **Instruments**

A web-based survey of eligible 10,000 Steps Providers was utilised to determine the use and usefulness of the 10,000 Steps program and its resources within workplaces. The web-based survey was developed using SSIWeb Software (Sawtooth Software) housed within the Population Research Laboratory at CQUniversity. This type of survey was considered an appropriate method to evaluate the use of 10,000 Steps in workplaces as 10,000 Steps has a database of all Providers email addresses and the Providers require access to the internet to use the 10,000 Steps website.

The survey consisted of multiple components: 1) questions about the type of workplace, 2) questions relating to the use and usefulness of the 10,000 Steps program and its resources; 3) questions related to the 10,000 Steps logo and pedometer use, 4) questions relating to support received, 5) questions related to website usability and 6) demographic questions for Providers. The web-based survey consisted of 81 questions in total. The survey received ethical approval from the Human Research Ethics Committee at CQUniversity.

### **Procedures**

The survey was conducted between April 7 and May 20, 2011. Potential participants were emailed an introduction letter that contained a brief overview of the survey, an invitation to participate and a unique URL address for the password protected web survey. As detailed in the information email, clicking on the survey link was considered as informed consent to participate in the survey. Participants that completed the survey prior to the closing date went into the draw to win a minor incentive (a heart rate monitor, donated by HaB Oceania). Three reminder emails were sent out to all participants at six, twelve and 33 days after the initial survey request. The third reminder email was not sent until 33 days after the initial survey request due to the Easter holiday period. Complete survey data was downloaded into SPSS Version 18.0 for data analysis.

### **Response Rate**

Out of the 1,698 emails sent to potential participants, 282 responded with complete or partial surveys that were able to be analysed. An additional 96 Providers responded with partial surveys, however they were excluded due to insufficient data (i.e. less than 50% of responses). Of the non-respondents, 96 email invitations were undeliverable (e.g. incorrect or expired email addresses), 37 potential participants were uncontactable (e.g. out of office for the survey duration) and 15 potential participants declined to take part in the survey or requested their details be withdrawn from our mailing list.

The response rate calculation follows the recommended standard definitions of response rates based on the American Association for Public Opinion Research, Standard Definitions. [7] The response rate is a calculated percentage representing the number of people participating in the survey either with a completed or partially completed survey divided by the people selected in the sample.

RR6 is the maximum response rate. The calculations for RR6 are shown below.

$$RR6 = \frac{\text{Complete Surveys} + \text{Partial Surveys}}{(\text{Complete} + \text{Partial}) + (\text{Refusal} + \text{Non Contact} + \text{Other})}$$

$$RR6 = \frac{278 + 4}{(278 + 4) + (15 + 134 + 1267)}$$

The RR6 Response Rate for the web-based survey was 16.6%.

The timing of the survey (during the Easter holiday period) was not ideal, and this may have negatively impacted upon the overall response rate to the survey.

## RESULTS

The results of the survey are reported in themed sections. These sections include: 1) the workplaces that implemented 10,000 Steps, 2) the implementation of 10,000 Steps, 3) use and usefulness of the 10,000 Steps resources and programs, 4) pedometers, logos, support and communication, 5) usability of the 10,000 Steps website and, 6) barriers to using 10,000 Steps. Within each section a summary of the results is given and then results are displayed in relation to each question. Each question is listed and the results are displayed in the most appropriate format (table or list). Further explanation of the questions and results is given where necessary. Only relevant questions are included in each section.

Overall, it was found that approximately 50% of the respondents did implement 10,000 Steps in their workplace. Those respondents that DID were then asked about their type of workplace, how they implemented the 10,000 Steps program, their use of the 10,000 Steps resources and how they rated the 10,000 Steps resources and website. Those that DID NOT were asked to comment on why they had not used the resources in their workplace and if they intended to use the resources in the future. Results are presented in the following sections.

*Table 1. Have you used any of the 10,000 Steps resources or programs to promote physical activity within your workplace?*

Response	N	Percent %
Yes	145	51.4
No	137	48.6
<b>Total</b>	<b>282</b>	<b>100</b>

## Section 1: The workplaces that implemented 10,000 Steps

The survey of 10,000 Steps Providers determined the types of workplaces that implemented the 10,000 Steps program. As detailed below, the types of workplaces that generally implemented 10,000 Steps were medium to large size workplaces in tertiary industry such as health and community services or government administration and defence. The workplaces were generally located in metropolitan or regional areas along the east coast of Australia. The Providers reported that the employees at their workplace generally performed low or moderate activity work. The staff member registered as the 10,000 Steps Provider or 'champion' who is responsible for 10,000 Steps in the workplace was generally a full time employee who was a health professional, other professional or administration staff/assistant. Chi square tests revealed that employment status and position title did not influence whether the Provider did or did not use the 10,000 Steps resources.

The questions reported in this section were only applicable and asked to those 10,000 Steps Providers who DID utilise the 10,000 Steps resources and/or programs (n=145) unless specified otherwise.

*Table 2. What size is your workplace where the 10,000 Steps resources or programs have been implemented?*

Response	N	Percent %
Small (<29 employees)	31	21.4
Medium (between 30 and 100 employees)	53	36.6
Large (>100 employees)	61	42.1
<b>Total</b>	<b>145</b>	<b>100</b>

*Table 3. What type of industry is your workplace where the 10,000 Steps resources or programs have been implemented?*

Response	N	Percent %
Agriculture, forestry & fishing	2	1.4
Manufacturing	7	4.8
Electricity, gas & water supply	3	2.1
Construction	2	1.4
Wholesale trade	2	1.4
Accommodation, cafes & restaurants	1	0.7
Transport and storage	3	2.1
Finance, property and business services	4	2.8
Finance & insurance	5	3.4
Property and business services	2	1.4
Government administration & defence	27	18.6
Recreation, personal and other services	3	2.1
Health & community services	55	37.9
Education	19	13.1
Cultural & recreational services	3	2.1
Other	7	4.8
<b>Total</b>	<b>145</b>	<b>100</b>

Type of industry was further collapsed into the categories of Primary, Secondary and Tertiary industry. Primary industry comprises agriculture and mining. Secondary industry comprises manufacturing, construction, electricity, gas and water. Tertiary industry includes transport, wholesale, retail, finance, government and other service industries such as culture and recreation.

Table 4. Type of industry collapsed into categories.

Response	N	Percent %
Primary	2	1.4
Secondary	10	6.9
Tertiary	113	77.9
Other	20	13.8
<b>Total</b>	<b>145</b>	<b>100</b>

Table 5. Is this workplace (where the 10,000 Steps resources or programs have been implemented) located in a...? (Select all that apply)

Number	N	Percent % of respondents
Metropolitan area (e.g. Brisbane)	83	52.7
Regional area (e.g. Rockhampton)	49	33.8
Rural area (e.g. Longreach)	25	17.2
Remote area (e.g. Birdsville)	5	3.4
<b>Total</b>	<b>162</b>	<b>107.1</b>

N.B. Total percent exceeds 100% as respondents could select multiple options.

Table 6. Location of the main workplace where the 10,000 Steps resources or programs were implemented.

Response	N	Percent %
Queensland	39	30.2
New South Wales	28	21.7
Australian Capital Territory	7	5.4
Victoria	29	22.5
Tasmania	5	3.9
South Australia	8	6.2
Western Australia	9	7.0
Northern Territory	4	3.1
<b>Total</b>	<b>129</b>	<b>100</b>

Table 7. Percentage of employees at the workplace that perform low activity: sedentary work, physically very easy, mostly sitting, office work

Response	N	Percent %
None	4	2.9
Less than 25%	23	16.8
26-50%	31	22.6
51-75%	16	11.7
More than 75%	63	46.0
<b>Total</b>	<b>137</b>	<b>100</b>

Table 8. Percentage of employees at the workplace that perform moderate activity: intermediate work, includes sitting and walking

Response	N	Percent %
None	27	19.7
Less than 25%	48	35.0
26-50%	34	24.8
51-75%	19	13.9
More than 75%	9	6.6
<b>Total</b>	<b>137</b>	<b>100</b>

Table 9. Percentage of employees at the workplace that perform high activity: active strenuous work including walking and lifting or heavy manual labour

Response	N	Percent %
None	66	48.2
Less than 25%	55	40.1
26-50%	10	7.3
51-75%	3	2.2
More than 75%	3	2.2
<b>Total</b>	<b>137</b>	<b>100</b>

The questions listed in the following tables were asked to all Providers (n=282). Responses are split into those that did use 10,000 Steps and those that did not use 10,000 Steps.

Table 10. What is your current employment status?

Response	Those that DID use 10,000 Steps		Those that DID NOT use 10,000 Steps	
	N	Percent %	N	Percent %
Full time	119	83.8	108	78.8
Part time	21	14.8	23	16.8
Casual	2	1.4	6	4.4
<b>Total</b>	<b>142</b>	<b>100.0</b>	<b>137</b>	<b>100.0</b>

A chi square test revealed that employment status (full time vs part time or casual) was not significantly associated with the use of 10,000 Steps,  $\chi^2$  (2, 279) = 1.14,  $p > 0.05$ .

Table 11. What is your position title at your workplace?

Response	Those that DID use 10,000 Steps		Those that DID NOT use 10,000 Steps	
	N	Percent %	N	Percent %
Health professional (e.g. Clinical nurse, dietician, health promotion officer, nutritionist, occupational nurse)	39	26.9	36	26.3
Other professional (e.g. Accountant, engineer, marketing, IT, system analysts)	22	15.2	20	14.6
Admin/Assistants	21	14.5	17	12.4
Human Resources	17	11.7	8	5.8
Manager	11	7.6	13	9.5
Owner/Director/CEO	8	5.5	16	11.7
Other (e.g. Case worker, retired, store person, team leader)	7	4.8	11	8.0
OHS/Workplace Health & Safety	10	6.9	7	5.1
Teacher	6	4.1	6	4.4
<b>Total</b>				

A chi square test revealed that position title was not significantly associated with the use of 10,000 Steps,  $\chi^2$  (8, 275) = 7.95,  $p > 0.05$ .

## Section 2: The implementation of 10,000 Steps

After determining the types of workplaces that implemented 10,000 Steps, the survey focused on examining how 10,000 Steps was implemented in various workplaces and how the Providers rated the overall program. The majority of Providers stated that all of the staff in their workplace had access to the 10,000 Steps program. Those that did not promote the program to all staff limited the number involved in the program due to insufficient resources (e.g. time or budget) or to pilot test the program before expanding to the broader workplace. Most of the workplaces did not attempt to source external funding to implement their 10,000 Steps program. However, those that did try to source funding were generally successful.

Approximately 70% of Providers reported that their workplace offered a broader health and wellbeing program (above and beyond 10,000 Steps) to their employees. In addition to 10,000 Steps these programs promoted physical activity, healthy eating, managing weight, reducing smoking and other health related issues. The majority of Providers from these workplaces found 10,000 Steps to be a useful or extremely useful way of addressing physical activity as a component of their workplace health and wellbeing program. They also found the 10,000 Steps resources to be an effective or extremely effective way at increasing physical activity and/or steps in the employees that participated. Approximately half of the workplaces that did not offer a broader health and wellbeing program were considering or planning to implement one in the future.

How physical activity was promoted in the workplace as part of the broader workplace health and wellbeing program was further examined. Approximately half of the workplaces that have a broader health and wellbeing program promoted physical activity in other ways before 10,000 Steps was implemented. The most favoured means of promoting physical activity (in addition to 10,000 Steps) were to offer exercise classes, subsidised gym memberships or by providing gym facilities. Approximately 90% of Providers reported that their workplaces planned to continue promoting physical activity and would do so through 10,000 Steps, physical activity classes, and through their health and wellbeing programs without specifying further. The Providers whose workplaces would not be promoting physical activity in the future cited lack of staff enthusiasm and motivation, and time constraints as the main reasons this would not be done.

Providers that had implemented the 10,000 Steps program found it to be a time and cost efficient program to implement. Overall, almost 90% of Providers who had implemented the 10,000 Steps program rated the financial cost of implementing the program to be very low, low or reasonable and approximately 80% rated the time needed to implement the program to be very low, low or reasonable. Despite these positive ratings, almost half of the Providers did not evaluate the effectiveness of the 10,000 Steps program. Only 25% of Providers had formally evaluated the program, while the rest were planning to evaluate in the future.

The questions reported in this section were only applicable and asked to those 10,000 Steps Providers who DID utilise the 10,000 Steps resources and/or programs (n=145) unless specified otherwise.

Table 12. Which of the following most closely represents the implementation of 10,000 Steps resources and programs in your workplace?

Implementation	N	Percent %
All employees had the opportunity to access what was implemented	116	80.0
Only a selection of employees had the opportunity to access what was implemented	29	20.0
<b>Total</b>	<b>145</b>	<b>100</b>

Could you please explain the reasons for limiting staff access to what was implemented?

The most common reason for limiting staff access to the 10,000 Steps program was due to insufficient resources i.e. administration time or budget constraints (n=6). A few workplaces (n=5) chose to limit the program to one particular workplace division or department, however no reason for this was given. Other Providers (n=3) limited access so they could trial the program however the program will be made available to all staff at a later date. Rather than implementing 10,000 Steps with staff some Providers (n=4) provided the program to their consumers, e.g. medical patients or community groups. As such staff were not given access to the program (except to pass on to clientele). Finally, the other Providers only gave interested employees access to the program.

Table 13. Did you try to source additional (external) funding to support the implementation of the 10,000 Steps resources or programs in your workplace?

Response	N	Percent %
Yes, I was successful	29	20.0
Yes, I was unsuccessful	5	3.4
No, I did not try	111	76.6
<b>Total</b>	<b>145</b>	<b>100</b>

Table 14. Does your workplace offer any broader workplace health/wellbeing/wellness program (above and beyond 10,000 Steps)? This includes programs inside or outside the workplace or flexible working hours to attend programs.

Reason	N	Percent %
Yes	103	71.0
No	42	29.0
<b>Total</b>	<b>145</b>	<b>100</b>

Table 15. In addition to 10,000 Steps, does your workplace offer programs or initiatives for managing any of the following health related issues? (Select all that apply)\*

Response	N	Percent % of respondents
Managing weight	51	49.5
Healthy eating	70	68.0
Physical activity	75	72.8
Reducing alcohol use	29	28.2
Quitting smoking	47	45.6
Other health related issues	53	51.5
None of the above	12	11.7
<b>Total</b>	<b>337</b>	<b>327.3</b>

N.B. Total percent exceeds 100% as respondents could select multiple options.

\*Only Providers who responded that their workplace does offer a broader workplace health and wellbeing program (n=103) were asked this question.

Table 16. How useful do you believe the 10,000 Steps resources and programs are in addressing physical activity as a component of your workplace health/wellbeing/wellness program?\*

Response	N	Percent %
Extremely useful/Useful	89	86.4
Neutral	14	13.6
<b>Total</b>	<b>103</b>	<b>100</b>

\*Only Providers who responded that their workplace does offer a broader workplace health and wellbeing program (n=103) were asked this question.

Table 17. How effective do you believe the 10,000 Steps resources and programs are in increasing physical activity and/or steps for those that participated?\*

Response	N	Percent %
Extremely effective/Effective	84	81.6
Neutral	17	16.5
Not very effective/Not at all effective	2	1.9
<b>Total</b>	<b>103</b>	<b>100</b>

\*Only Providers who responded that their workplace does offer a broader workplace health and wellbeing program (n=103) were asked this question.

Table 18. Was the physical activity program or initiative an existing component of your workplace health/wellness program BEFORE you began using 10,000 Steps resources or programs?\*

Reason	N	Percent %
Yes	49	47.6
No	54	52.4
<b>Total</b>	<b>103</b>	<b>100</b>

\*Only Providers who responded that their workplace does offer a broader workplace health and wellbeing program (n=103) were asked this question.

Table 19. We are interested to learn more about what was involved in this physical activity program or initiative. Could you please provide details on which staff was it offered to, how many people were involved, what was offered, e.g. promoting Measure Up, Find Your 30, gym membership, change/shower facilities, flexible hours, etc?\*

Program	Tally
Offered exercise classes (e.g. Zumba, yoga, bootcamp, swimming sessions, running sessions, walking groups, cycling groups)	40
10,000 Steps	17
Subsidised Gym memberships	14
Changing rooms/Showers	11
Healthy eating/nutrition	11
Gym facilities	10
Measure Up	7
Flexible hours	7
Health checks/vaccinations	6
Other types of challenges	5
Find Your 30	4
Health week	3
Seminars/information	3
Active Life program	2
Wii at work	2
Weight Watchers	1
Wellness Committee	1
Lighten Up	1
Living Strong	1
Stress management	1
Pedometer loan scheme	1
Quitting smoking	1

A tally for the physical activity program and initiatives used by the workplaces is included as some workplaces offered multiple programs and/or initiatives.

\*Only Providers who responded that their workplace does offer a broader workplace health and wellbeing program (n=103) were asked this question.

Table 20. In the long-term, do you plan on continuing the promotion of physical activity within your broader workplace health/wellbeing/wellness program?\*

Response	N	Percent %
No	6	5.8
Yes, including the use of 10,000 Steps	84	81.6
Yes, not including the use of 10,000 Steps	13	12.6
<b>Total</b>	<b>103</b>	<b>100</b>

\*Only Providers who responded that their workplace does offer a broader workplace health and wellbeing program (n=103) were asked this question.

Table 21. Please summarise how you plan on continuing the promotion of physical activity including the use of 10,000 Steps (e.g. continue promoting the 10,000 Steps website and/or challenge, detail other physical activity initiatives).

Program	Tally
10,000 Steps	60
Offer exercise classes (e.g. Zumba, yoga, bootcamp, swimming sessions, running sessions, walking sessions, cycling group)	15
Health and wellbeing programs	11
Subsidised gym membership	4
Other walking challenge	2
Health checks	1
Depression initiatives	1
Find Your 30	1
Free pedometers provided	1
Healthy eating	1
Through communication	1

A tally for the physical activity program and initiatives workplaces plan to use is included as some workplaces listed multiple programs and/or initiatives.

Table 22. Please summarise how you plan on continuing the promotion of physical activity not including the use of 10,000 Steps (e.g. active transport, bike racks, promote another program).

Program	Tally
Expansion of existing programs	4
Flexible hours	2
Bike racks	2
Social groups	1
Non-10,000 Steps pedometer challenge	1
Non-pedometer based walking program	1

A tally for the physical activity program and initiatives workplaces plan to use is included as some workplaces listed multiple programs and/or initiatives.

Please summarise why you will not be promoting physical activity (e.g. too expensive, not enough support from employees or management).

The majority (n=3) of responses cited lack of staff interest and motivation as to why they would not be promoting physical activity. Insufficient time was another reason mentioned.

Table 23. Does your workplace have a plan to implement a broader workplace health/wellbeing/wellness program?\*

Response	N	Percent %
Yes	3	7.1
No	23	54.8
Currently considering	15	35.7
We would like to, but need more information/assistance	1	2.4
<b>Total</b>	<b>42</b>	<b>100</b>

\*Only Providers who responded that their workplace does NOT offer a broader workplace health and wellbeing program (n=42) were asked this question.

Table 24. How would you rate the financial cost of promoting physical activity through the use of 10,000 Steps resources or programs in your workplace?

Response	N	Percent %
Very high/High	15	10.3
Reasonable	55	37.9
Low/Very low	75	51.7
<b>Total</b>	<b>145</b>	<b>100</b>

Table 25. How would you rate the amount of time required to promote physical activity through the use of 10,000 Steps resources or programs in your workplace?

<b>Response</b>	<b>N</b>	<b>Percent %</b>
Very high/High	27	18.6
Reasonable	80	55.2
Low/Very low	38	26.2
<b>Total</b>	<b>145</b>	<b>100</b>

Table 26. Have you evaluated the effectiveness of the 10,000 Steps program in your workplace?

<b>Response</b>	<b>N</b>	<b>Percent %</b>
No	53	43.4
Yes	31	25.4
We plan on evaluating the program in the near future	38	31.1
<b>Total</b>	<b>122</b>	<b>100</b>

### **Section 3: Use and usefulness of the 10,000 Steps resources and programs.**

In this section, the Providers reported which 10,000 Steps resources they used and how useful each resource was to promote physical activity within their workplace. Overall, it was found that the most used resources were the 10,000 Steps Workplace Guide and the 10,000 Steps Workplace Challenge. More Providers also rated these resources as useful or extremely useful than any other resource.

Providers expanded on their use of the Workplace Guide. The Workplace Guide was generally used to assist the Providers in implementing a 10,000 Steps Workplace Challenge rather than as a stand-alone resource. The chapters which covered general physical activity information, Planning your 10,000 Steps Workplace program and Implementing your 10,000 Steps Workplace program were the most used sections of the Workplace Guide. The chapter dedicated to Evaluating your 10,000 Steps Workplace program was one of the least used components of the Workplace Guide and reflects the lack of evaluation stated in Section 1 of the results. Almost 80% of Providers who had used the Workplace Guide found it to be a useful or extremely useful resource and provided further comment on how useful and effective the Guide was. There were only a couple of negative comments about the Workplace Guide and these were that there was too much information incorporated and that a hard copy of the resource would be preferred.

Providers also offered further information about their use of the 10,000 Steps Workplace Challenge. Two-thirds of the Providers had implemented a 10,000 Steps Workplace Challenge, with an additional 16% of Providers stating that they would begin a Workplace Challenge in the near future. The majority of Providers had only implemented one Workplace Challenge and it was mainly implemented within their local workplace only. However, 23% of Providers stated that their Challenge was conducted across multiple workplace locations. The Challenge was offered most frequently to between 15-200 employees, however uptake of the Challenge was generally less with the majority of workplaces reporting that 100 or less employees participated. Approximately 55% of Providers used the 10,000 Steps website to track their Challenge however it is unknown how the other Providers tracked their Challenge. The majority of Providers that did use the website were satisfied to very satisfied with the process of setting up the Challenge on the 10,000 Steps website and even more were satisfied with the using the website for the ongoing management of the their Challenge. The Workplace Challenge statistics download feature was used by approximately two-thirds of the Providers; however, Challenge maps to assist in the tracking of the Challenge were seldom used. The Providers commented positively about the Workplace Challenge stating that the online Step Log was useful for running a successful Challenge and tracking progress. Providers gave suggestions for how the Challenge and online tracking system could be improved such as giving coordinators the ability to view individual progress, developing more Challenge options and providing simpler instructions for conducting a Challenge. A small number of Providers reported the Workplace Challenge resources were difficult to use particularly in regards to navigating the website and finding the required information.

After the Workplace Guide and 10,000 Steps Workplace Challenge, informational resources such as the editable posters, the point of decision prompt posters, and the free promotional materials (bookmarks, posters, etc) were the most utilised resources. The Providers reported that they displayed their 10,000 Steps posters in the workplace over a 1 to 6 month period and generally required 10 or less posters.

The least used resources were the GP and Health Care Professionals resources, the environmental needs assessment, the employee needs assessment, the dog walking strategy, the library loan scheme and the workplace presentation with less than 40% of Providers reporting that they had utilised these resources. Further results of why some of these resources were not used are presented in Section 6 of the results. With the exception of the workplace presentations, these resources were also seen to

be less useful than the others resources for promoting physical activity in the workplace.

The questions reported in this section were only applicable and asked to those 10,000 Steps Providers who DID utilise the 10,000 Steps resources and/or programs (n=145) unless specified otherwise.

### **Section 3.1: Workplace Guide**

The following section presents results relating to the Providers use of the Workplace Guide.

*Table 27. Overall how useful did you find the Workplace Guide resource?*

<b>Response</b>	<b>N</b>	<b>Percent</b>	<b>Usefulness Percent %<sup>a</sup></b>
Extremely useful/Useful	93	64.6	78.2
Neutral	22	15.3	18.5
Not very useful/Not at all useful	4	2.8	3.4
Have not used this resource	25	17.4	
<b>Total</b>	<b>144</b>	<b>100</b>	<b>100</b>

<sup>a</sup> Percent excludes those who have NOT used this resource.

The following questions about the Workplace Guide were only asked to those Providers who had used the Workplace Guide (n=120).

*Table 28. Which sections of the Workplace Guide have you used?*

<b>Response</b>	<b>N</b>	<b>Percent % of respondents</b>
Chapter 1 – General physical activity information	74	61.7
Chapter 2 – Planning your 10,000 Steps workplace program	77	64.2
Chapter 3 – Implementing your 10,000 Steps workplace program	66	55.0
Chapter 4 – Implementing your 10,000 Steps workplace program in Aboriginal and Torres Strait Islander workplaces	10	8.3
Chapter 5 – Evaluating your 10,000 Steps workplace program	15	12.5
<b>Total</b>	<b>242</b>	<b>201.7</b>

N.B. Total percent exceeds 100% as respondents could select multiple options.

*Table 29. Which of the following more closely represents your use of the Workplace Guide?*

<b>Response</b>	<b>N</b>	<b>Percent %</b>
Used as a standalone resource for promoting physical activity in the workplace	30	25.0
Used to assist the implementation of a Workplace Challenge	84	70.0
Other	6	5.0
<b>Total</b>	<b>120</b>	<b>100</b>

Six participants responded that they used the Workplace Guide in other ways, such as: for patient care, to promote 10,000 Steps in their city, to learn how to incorporate physical activity in their workplace, to work out the website and one participant commented that they used the Workplace Guide very little.

Please enter any comments about the Workplace Guide resource.

The majority of feedback from participants was positive (n=11), with responses including how useful the information included in the Guide was and how helpful it was to get their workplace started. There were a few cases (n=5) where the respondent was unaware of the Workplace Guide or had not used the resource. Other individuals (one each) reported that the resource contained too much information, that they would prefer a hard copy resource package and that the resource was not specific to their audience.

### Section 3.2: Workplace Challenge

The following section presents results relating to the Providers use of the Workplace Challenge.

Table 30. Have you implemented a 10,000 Steps Workplace Challenge in your workplace?

Response	N	Percent %
Yes	97	66.9
We will begin our Challenge in the near future	24	16.6
No	24	16.6
<b>Total</b>	<b>145</b>	<b>100</b>

The following questions were only asked to those Providers who had implemented a 10,000 Steps Workplace Challenge (n=121) unless specified otherwise.

Table 31. How many Workplace Challenges have you implemented?

Response	N	Percent %
One	90	74.4
Two	19	15.7
Three	6	5.0
More than three	6	5.0
<b>Total</b>	<b>121</b>	<b>100</b>

Table 32. When did your Challenge start?\*

Response	N	Percent %
In the near future	18	20.0
Within the last 3 months	24	26.7
3 – 6 months	16	17.8
7 – 12 months	24	26.7
Over 12 months ago	8	8.9
<b>Total</b>	<b>90</b>	<b>100</b>

\*This question was only applicable to Providers that responded they had only implemented one Workplace Challenge.

Table 33. Please select the options which represent when your Challenges have started.\*

Response	N	Percent % of respondents
In the near future	9	29.0
Within the last 3 months	14	45.2
3 – 6 months ago	11	35.5
7 – 12 months ago	11	35.5
Over 12 months ago	4	12.9
<b>Total</b>	<b>49</b>	<b>159</b>

N.B. Total percent exceeds 100% as respondents could select multiple options.

\*This question was only applicable to Providers that responded they had implemented more than one Workplace Challenge.

Table 34. In which locations have you rolled out the Challenge?

Response	N	Percent %
Local workplace only	74	61.2
Multiple workplace locations	28	23.1
Whole of organisation (state)	7	5.8
Whole of organisation (national)	11	9.1
Whole of organisation (international)	1	0.8
<b>Total</b>	<b>121</b>	<b>100</b>

Table 35. Approximately how many employees have been offered the opportunity to participate in the Workplace Challenge?

Response	N	Percent %
Less than 15 employees	17	14.0
15 – 50 employees	27	22.3
51 – 100 employees	24	19.8
101 – 200 employees	17	14.0
201 – 300 employees	7	5.8
301 – 500 employees	5	4.1
501 – 1000 employees	12	9.9
1001 – 2000 employees	6	5.0
Greater than 2000 employees	6	5.0
<b>Total</b>	<b>121</b>	<b>100</b>

Table 36. Approximately how many employees actually participated in the Workplace Challenge?

Response	N	Percent %
Less than 15 employees	19	15.7
15 – 50 employees	49	40.5
51 – 100 employees	23	19.0
101 – 200 employees	12	9.9
201 – 300 employees	4	3.3
301 – 500 employees	1	0.8
501 – 1000 employees	5	4.1
1001 – 2000 employees	4	3.3
Greater than 2000 employees	4	3.3
<b>Total</b>	<b>121</b>	<b>100</b>

Table 37. Did you use the 10,000 Steps website to track your Workplace Challenge?

Response	N	Percent %
Yes	68	56.2
No	38	31.4
Challenge has not yet commenced	15	12.4
<b>Total</b>	<b>121</b>	<b>100</b>

Table 38. Approximately what proportion of your participating employees used the online Step Log to enter their steps during the Workplace Challenge?

Response	N	Percent %
0 – 25%	7	10.4
26 – 50%	7	10.4
51 – 75%	9	13.4
76 – 100%	44	65.7
<b>Total</b>	<b>67</b>	<b>100</b>

Table 39. How satisfied are you with the process of setting up the Workplace Challenge on the website?\*

Response	N	Percent %
Very satisfied/Satisfied	54	80.6
Neutral	9	13.4
Not very satisfied/Not at all satisfied	4	6.0
<b>Total</b>	<b>67</b>	<b>100</b>

\*Only Providers who used the 10,000 Steps website to track their Workplace Challenger were asked this question.

Table 40. Once the challenge had been set up, how satisfied have you been with the ongoing management of the Workplace Challenge on the website?\*

Response	N	Percent %
Very satisfied/Satisfied	58	86.6
Neutral	8	11.9
Not very satisfied/Not at all satisfied	1	1.5
<b>Total</b>	<b>67</b>	<b>100</b>

\*Only Providers who used the 10,000 Steps website to track their Workplace Challenge were asked this question.

Table 41. How satisfied are you with the choice and features of the online Challenges, including the ability to create your own custom and/or timed Challenge?\*

Response	N	Percent %
Very satisfied/Satisfied	56	83.6
Neutral	9	13.4
Not very satisfied/Not at all satisfied	2	3.0
<b>Total</b>	<b>67</b>	<b>100</b>

\*Only Providers who used the 10,000 Steps website to track their Workplace Challenge were asked this question.

Table 42. Did you use the Step Log's Workplace Challenge statistics download feature?

Response	N	Percent %
Yes	40	59.7
No	11	16.4
Was not aware of this feature	16	23.9
<b>Total</b>	<b>67</b>	<b>100</b>

\*Only Providers who used the 10,000 Steps website to track their Workplace Challenge were asked this question.

Table 43. Have you purchased or downloaded any of the 10,000 Steps Challenge Maps to assist in the tracking of your Workplace Challenge (e.g. Coast to Coast, Queenslander, Great Wall of China)?

Response	N	Percent %
Yes	21	17.5
No	70	58.3
Was not aware of this feature	29	24.2
<b>Total</b>	<b>120</b>	<b>100</b>

*Please enter any comments about the 10,000 Steps Workplace Challenge.*

Many of the comments about the 10,000 Steps Workplace Challenge were positive (n=20), with responses including how useful the online Step Log (10,000 Steps website) was for running a successful challenge and tracking progress and how enjoyable and motivating their staff found the Challenge. It was commented that the program was very easy to use and the challenge maps and downloadable statistics spreadsheet were highly praised. There were also quite a few responses (n=19) that included constructive feedback on how the current Workplace Challenge could be improved. This feedback included:

- Ability to add multiple team members at once rather than individually.
- Ability for the coordinator to view individual participant progress (suggested three times).
- Ability for coordinator to email all team captains from the 10,000 Steps website.
- Ability for individual members to join their organisation rather than being specifically added by the coordinator.
- More Challenge options from the whole of Australia and internationally (suggested three times).
- Review how average statistics are calculated on the website as it caused problems when workplaces were calculating winners from the statistics (suggested three times).
- Clearer/simpler instructions for the challenge set up (suggested twice).
- Needed further encouragement ideas to keep participants motivated (suggested twice).
- More quick links on the website to assist navigation.
- More prizes for incentives.

There were also a few (n=4) individuals who reported that the resource was difficult to use, particularly in regards to accessing and navigating the website to find the required information. In addition to this, one workplace reported that they thought the assistance in setting up the challenge was poor. A few individual comments (n=5) were in regards to general feedback on how they conducted the 10,000 Steps program or resources in their workplace and issues that arose specific to their workplace. This feedback consisted of problems regarding motivating their participants, the need for improved communication within their workplace and issues with participants cheating. A couple of workplaces requested features that are currently available on the 10,000 Steps website that they were obviously unaware of. The remaining comments were workplaces expanding on how they used the Workplace Challenge in their workplace, e.g. created their own custom Challenge and co-branded the Challenge within their workplace.

N.B. All suggestions were made once unless otherwise specified.

### **Section 3.3: 10,000 Steps informational Resources**

The following section presents results relating to the Providers use of the 10,000 Steps informational resources.

*Table 44. Overall, how useful did you find the Aboriginal and Torres Strait Islander posters?*

<b>Response</b>	<b>N</b>	<b>Percent %</b>	<b>Usefulness Percent %<sup>a</sup></b>
Extremely useful/Useful	44	30.3	62.9
Neutral	23	15.9	32.9
Not very useful/Not at all useful	3	2.1	4.3
Have not used this resource	75	51.7	
<b>Total</b>	<b>145</b>	<b>100</b>	<b>100</b>

<sup>a</sup>Percent excludes those who have NOT used this resource.

Table 45. Overall, how useful did you find the editable posters?

Response	N	Percent %	Usefulness Percent % <sup>a</sup>
Extremely useful/Useful	63	43.4	70.8
Neutral	21	14.5	23.6
Not very useful/Not at all useful	5	3.5	5.6
Have not used this resource	56	38.6	
<b>Total</b>	<b>145</b>	<b>100</b>	<b>100</b>

<sup>a</sup> Percent excludes those who have NOT used this resource.

Table 46. Overall, how useful did you find the point of decision prompt posters?

Response	N	Percent %	Usefulness Percent % <sup>a</sup>
Extremely useful/Useful	56	38.6	68.3
Neutral	21	14.5	25.6
Not very useful/Not at all useful	5	3.5	6.1
Have not used this resource	63	43.4	
<b>Total</b>	<b>145</b>	<b>100</b>	<b>100</b>

<sup>a</sup> Percent excludes those who have NOT used this resource.

Table 47. Approximately how many 10,000 Steps posters have you displayed in your workplace?

Response	N	Percent %
Less than 10	77	75.5
11 - 20	17	16.7
21 - 30	4	3.9
31 - 40	2	2.0
More than 50	2	2.0
<b>Total</b>	<b>102</b>	<b>100</b>

Table 48. Over what period did you display those posters?

Response	N	Percent %
Less than 1 month	23	22.5
1 – 6 months	53	52.0
6 – 12 months	5	4.9
Only the length of the Workplace Challenge	11	10.8
They have been displayed since we implemented the Workplace Challenge	10	9.8
<b>Total</b>	<b>102</b>	<b>100</b>

Table 49. Overall, how useful did you find the free promotional materials ordered through the project office (posters, bookmarks, etc)

Response	N	Percent %	Usefulness Percent % <sup>a</sup>
Extremely useful/Useful	68	46.9	82.9
Neutral	11	7.6	13.4
Not very useful/Not at all useful	3	2.1	3.7
Have not used this resource	63	43.4	
<b>Total</b>	<b>145</b>	<b>100</b>	<b>100</b>

<sup>a</sup> Percent excludes those who have NOT used this resource.

Table 50. Overall, how useful did you find the informational or media articles?

Response	N	Percent %	Usefulness Percent % <sup>a</sup>
Extremely useful/Useful	57	39.3	71.3
Neutral	20	13.8	25.0
Not very useful/Not at all useful	3	2.1	3.8
Have not used this resource	65	44.8	
<b>Total</b>	<b>145</b>	<b>100</b>	<b>100</b>

<sup>a</sup> Percent excludes those who have NOT used this resource.

Table 51. Where have you distributed the informational and media articles?\*

Response	N	Percent % of respondents
Newsletter	29	30.5
Mailing list	28	29.5
Internet site	20	21.1
Noticeboard	60	63.2
Radio	0	0.0
Other	19	20.0
<b>Total</b>	<b>156</b>	<b>164.3</b>

N.B. Total percent exceeds 100% as respondents could select multiple options.

\*Only Providers that used the informational and media articles were asked this question.

Other places where respondents had distributed the informational and media articles included: email (n=3), team and staff meetings (n=3), intranet, front counters, office doors/walls, dining areas, stair wells, outside lifts and amenities rooms.

Table 51. How useful did you find the use of Workplace Presentation?

Response	N	Percent %	Usefulness Percent % <sup>a</sup>
Extremely useful/Useful	38	26.2	66.7
Neutral	17	11.7	29.8
Not very useful/Not at all useful	2	1.4	3.5
Have not used this resource	88	60.7	
<b>Total</b>	<b>145</b>	<b>100</b>	<b>100</b>

<sup>a</sup> Percent excludes those who have NOT used this resource.

Table 52. Who was the Workplace Presentation presented to?\*

Response	N	Percent % of respondents
Management	19	33.3
Employees	48	84.2
Other	8	14.0
<b>Total</b>	<b>75</b>	<b>131.5</b>

N.B. Total percent exceeds 100% as respondents could select multiple options.

\*Only Providers that used the Workplace Presentation were asked this question.

Other responses about who the Workplace Presentation was presented to were communities/community group (n=3), partnering organisations and workplace coordinators. Three did not actually present the Workplace Presentation.

Table 53. How useful did you find the use of Professional Guide to Physical Activity?

Response	N	Percent %	Usefulness Percent % <sup>a</sup>
Extremely useful/Useful	48	33.1	67.6
Neutral	22	15.1	31.0
Not very useful/Not at all useful	1	0.7	1.4
Have not used this resource	74	51.0	
<b>Total</b>	<b>145</b>	<b>100</b>	<b>100</b>

<sup>a</sup> Percent excludes those who have NOT used this resource.

Please enter any comments about the 10,000 Steps informational resources that you have used.

The majority of comments about the informational resources were positive. Providers thought the poster materials were well designed and a useful resource to promote the program. The information provided, pedometers and the online Step Log were also mentioned favourably. Many respondents commented further on what items they had used and how they had used them, which has been captured in their responses to previous questions. There were a few comments that access to the materials were limited due to large workplace size (order limits) or geographical area (materials not available outside Australia) and that the resources were hard to locate on the website. Other respondents commented that they were unaware of a lot of the resources or that they did not use the resources highlighted in this section of the survey. Some people commented that the survey made them aware of resources that they had not seen on the website.

### Section 3.4: 10,000 Steps environmental resources

The following section presents results relating to the Providers use of the 10,000 Steps environmental resources.

Table 54. Overall, how useful did you find the general steps template?

Response	N	Percent %	Usefulness Percent % <sup>a</sup>
Extremely useful/Useful	62	42.7	78.5
Neutral	16	11.0	20.3
Not very useful/Not at all useful	1	0.7	1.3
Have not used this resource	66	45.5	
<b>Total</b>	<b>145</b>	<b>100</b>	<b>100</b>

<sup>a</sup> Percent excludes those who have NOT used this resource.

Table 55. Overall, how useful did you find the walkway signage?

Response	N	Percent %	Usefulness Percent % <sup>a</sup>
Extremely useful/Useful	35	24.1	57.4
Neutral	21	14.5	34.4
Not very useful/Not at all useful	5	3.5	8.2
Have not used this resource	84	57.9	
<b>Total</b>	<b>145</b>	<b>100</b>	<b>100</b>

<sup>a</sup> Percent excludes those who have NOT used this resource.

Table 56. Overall, how useful did you find the environmental needs assessment?

Response	N	Percent %	Usefulness Percent % <sup>a</sup>
Extremely useful/Useful	17	11.7	34.0
Neutral	29	20.0	58.0
Not very useful/Not at all useful	4	2.8	8.0
Have not used this resource	95	65.5	
<b>Total</b>	<b>145</b>	<b>100</b>	<b>100</b>

<sup>a</sup> Percent excludes those who have NOT used this resource.

Table 57. Overall, how useful did you find the employee needs assessment?

Response	N	Percent %	Usefulness Percent % <sup>a</sup>
Extremely useful/Useful	20	13.8	40.0
Neutral	26	17.9	52.0
Not very useful/Not at all useful	4	2.8	8.0
Have not used this resource	95	65.5	
<b>Total</b>	<b>145</b>	<b>100</b>	<b>100</b>

<sup>a</sup> Percent excludes those who have NOT used this resource.

### Section 3.5: 10,000 Steps behavioural resources

The following section presents results relating to the Providers use of the 10,000 Steps behavioural resources.

Table 58. Overall, how useful did you find the Workplace Challenge?

Response	N	Percent %	Usefulness Percent % <sup>a</sup>
Extremely useful/Useful	81	55.9	83.5
Neutral	13	9.0	13.4
Not very useful/Not at all useful	3	2.0	3.1
Have not used this resource	48	33.1	
<b>Total</b>	<b>145</b>	<b>100</b>	<b>100</b>

<sup>a</sup> Percent excludes those who have NOT used this resource.

Table 59. Overall, how useful did you find the ExtraStep Challenge?

Response	N	Percent %	Usefulness Percent % <sup>a</sup>
Extremely useful/Useful	34	23.4	58.6
Neutral	21	14.5	36.2
Not very useful/Not at all useful	3	2.1	5.2
Have not used this resource	87	60.0	
<b>Total</b>	<b>145</b>	<b>100</b>	<b>100</b>

<sup>a</sup> Percent excludes those who have NOT used this resource.

Table 60. Overall, how useful did you find the GP and Health Care Professionals resource?

Response	N	Percent %	Usefulness Percent % <sup>a</sup>
Extremely useful/Useful	19	13.1	39.6
Neutral	25	17.2	52.1
Not very useful/Not at all useful	4	2.8	8.3
Have not used this resource	97	66.9	
<b>Total</b>	<b>145</b>	<b>100</b>	<b>100</b>

<sup>a</sup> Percent excludes those who have NOT used this resource.

Table 61. Overall, how useful did you find the dog walking strategy?

Response	N	Percent %	Usefulness Percent % <sup>a</sup>
Extremely useful/Useful	23	15.9	45.1
Neutral	22	15.2	43.1
Not very useful/Not at all useful	6	4.1	11.8
Have not used this resource	94	64.8	
<b>Total</b>	<b>145</b>	<b>100</b>	<b>100</b>

<sup>a</sup> Percent excludes those who have NOT used this resource.

Table 62. Overall, how useful did you find the library loan scheme?

<b>Response</b>	<b>N</b>	<b>Percent %</b>	<b>Usefulness Percent %<sup>a</sup></b>
Extremely useful/Useful	20	13.8	36.4
Neutral	28	19.3	50.9
Not very useful/Not at all useful	7	4.8	12.7
Have not used this resource	90	62.1	
<b>Total</b>	<b>145</b>	<b>100</b>	<b>100</b>

<sup>a</sup> Percent excludes those who have NOT used this resource.

#### Section 4: Logos, pedometers, support and communication

The 10,000 Steps workplace evaluation survey also examined the Providers use of the 10,000 Steps logo and pedometers. More than half of the Providers used the 10,000 Steps logos in the promotion of their workplace program. In addition to using the generic 10,000 Steps logo, workplaces and community groups are able to request and utilise a personalised 10,000 Steps logo with their workplace included as a unique identifier (see Figure 1). However, 90% of Providers did not request a personalised logo, and only 20% of workplaces were actually aware that they could do this.



Figure 1. Personalised 10,000 Steps logo

In regards to pedometers, one-third of Providers who had implemented a 10,000 Steps program purchased 10,000 Steps branded pedometers and/or logbooks from the exclusive pedometer distributor, HaB Oceania. However, two-thirds of Providers had purchased other types of pedometers with the most favoured being Omron, Yamax or the Heart Foundation pedometer. The main reasons that Providers purchased another type of pedometer over the 10,000 Steps pedometer were due to cost and availability. Overall, two thirds of the Providers were satisfied with the pedometer they had chosen. A chi square test was performed to examine the relationship between type of pedometer purchased and pedometer satisfaction. It was found that the type of pedometer purchased was related to pedometer satisfaction,  $\chi^2(2, 124) = 11.73, p < 0.05$ . A higher proportion of Providers that purchased a 10,000 Steps pedometer reported being satisfied with their pedometer choice than Providers who purchased another type of pedometer.

Providers were also asked to comment on the support they have received through the 10,000 Steps project office. Approximately 40% of Providers had contacted the project office and this was predominately done by email and phone. More than 90% of the Providers that contacted the project office were satisfied or very satisfied with the level of support they were given. Providers commented that the project staff were helpful, efficient and friendly in responding to queries. The main reason why Providers had not contacted the project office was because they had not needed assistance.

The Help section of the 10,000 Steps website was also viewed favourably. Approximately 40% of Providers had used the Help section, and of these around 80% were satisfied or very satisfied that the Help section assisted them to answer their query. Again, the main reason why Providers had not used the Help section of the website said that they had not needed help.

The survey examined the use of the Forums as a means of communication between Providers. It was found that the Provider Forum was not well utilised by the Providers. Only 1% of Providers posted in the forum, and only 10% were subscribed to receive notifications of the forum postings. One third of Providers were not aware this feature was even available.

The questions reported in this section were only applicable and asked to those 10,000 Steps Providers who DID utilise the 10,000 Steps resources and/or programs (n=145) unless specified otherwise.

### Section 4.1: Logo use

The following section presents results relating to the use of the 10,000 Steps logo.

Table 63. Have you used any of the 10,000 Steps logos in the promotion of your initiative?

Response	N	Percent %
Yes	84	58.3
No	60	41.7
<b>Total</b>	<b>144</b>	<b>100</b>

Table 64. Have you ever contacted the 10,000 Steps office to obtain personalised logos for your workplace?

Response	N	Percent %
Yes	8	9.5
No	76	90.5
<b>Total</b>	<b>84</b>	<b>100</b>

Table 65. Are you aware that you can contact the 10,000 Steps office to obtain personalised logos for your workplace?

Response	N	Percent %
Yes	26	19.1
No	110	80.9
<b>Total</b>	<b>136</b>	<b>100</b>

### Section 4.2: Pedometers

The following section presents results relating to pedometers and merchandise.

Table 66. Have you ever purchased any of the following 10,000 Steps merchandise items from HaB Oceania (previously known as Health MG)?

Response	N	Percent % of respondents
I haven't ordered any merchandise items	112	77.8
Water bottles	12	8.3
T-shirts	4	2.8
Hats	3	2.1
Stress balls	7	4.9
Pedometer safety straps	15	10.4
Other	11	7.6
<b>Total</b>	<b>164</b>	<b>114</b>

N.B. Total percent exceeds 100% as respondents could select multiple options.

Table 67. Have you ever purchased 10,000 Steps pedometers and 10,000 Steps log books from HaB Oceania (previously known as Health MG)?

Response	N	Percent %
Yes	51	35.4
No	93	64.6
<b>Total</b>	<b>144</b>	<b>100</b>

Table 68. Have you ever purchased another brand/type of pedometer?

Response	N	Percent %
Yes	87	60.4
No	57	39.6
<b>Total</b>	<b>144</b>	<b>100</b>

Table 69. Please select the brand/type of pedometer that you purchased.\*

Response	N	Percent % of respondents
Omron	19	21.8
Sportline	4	4.6
Walk4Life	2	2.3
Oregon Scientific	4	4.6
Weight Watchers	3	3.4
Heart Foundation pedometer	5	5.7
Yamax but not 10,000 Steps branded	8	9.2
Other	49	56.3
<b>Total</b>	<b>94</b>	<b>108</b>

N.B. Total percent exceeds 100% as respondents could select multiple options.

\*Only Providers that responded that they had purchased another type of pedometer were asked this question.

Other brands of pedometers purchased were Get Moving Tasmania pedometers (n=2), G-Sensor (n=2), York (n=2), Manpo, Slazenger, Speakwell, Step Meter and Yamasa. Nine Providers purchased promotional pedometers which could be branded with company names (no specific brand recalled). Four Providers reported that various pedometers were used in their workplace, e.g. when employees were required to purchase their own pedometer. The remaining Providers (n=22) were unsure of the brand of pedometer purchased.

Table 70. Why did you choose to purchase that brand/type of pedometer rather than a 10,000 Steps pedometer?\*

Response	N	Percent % of respondents
Less expensive option	44	50.6
Availability	23	26.4
Didn't know about 10,000 Steps pedometers	10	11.5
Didn't like 10,000 Steps pedometer	1	1.1
Wanted other functions on the pedometer	2	2.3
Other brand recommended	6	6.9
Other	21	24.1
<b>Total</b>	<b>107</b>	<b>123</b>

N.B. Total percent exceeds 100% as respondents could select multiple options.

\*Only Providers that responded that they had purchased another type of pedometer were asked this question.

The other reasons Providers chose to purchase another brand/type of pedometer rather than the 10,000 Steps pedometer were due to organisational requirements (e.g. approved pedometer provider or able to brand with company name; n=5), the quality of the other pedometer versus the 10,000 Steps pedometer (n=4), and because the pedometers were purchased prior to their 10,000 Steps program (n=2). International workplaces (n=3) sourced pedometers locally rather than purchasing the 10,000 Steps pedometers, generally to reduce costs involved with shipping etc. Ease of use of the other pedometer, the pedometers were donated and employees had to purchase their own pedometers for the program were the remaining other reasons.

Table 71. How satisfied are you with the pedometers that you have chosen to use?

Response	N	Percent %
Very satisfied/Satisfied	95	66.9
Neutral	23	16.2
Not very satisfied/Not at all satisfied	24	16.9
<b>Total</b>	<b>142</b>	<b>100</b>

Table 72. Pedometer satisfaction by type of pedometer purchased.

Type of Pedometer	Satisfied		Not satisfied		Total
	N	Percent %	N	Percent %	
10,000 Steps pedometer <sup>a</sup>	44	86.3	7	13.7	51
Other pedometer	42	57.5	31	42.5	73

<sup>a</sup>The 10,000 Steps pedometer category includes all Providers that reported purchasing a 10,000 Steps pedometer. This includes Providers that purchased both a 10,000 Steps pedometer and another pedometer, as well as those that only purchased a 10,000 Steps pedometer.

A chi square test revealed that the type of pedometer purchased was associated with pedometer satisfaction,  $\chi^2(2, 124) = 11.73, p < 0.05$ .

### Section 4.3: Support

The following section presents results relating to the support given by the 10,000 Steps project office and Help section of the 10,000 Steps website.

Table 73. Have you ever contacted the 10,000 Steps project office?

Response	N	Percent %
Yes	54	38.0
No	88	62.0
<b>Total</b>	<b>142</b>	<b>100</b>

The following questions about support from the 10,000 Steps project office were only asked to those Providers who had contacted the project office (n=54) unless specified otherwise.

Table 74. What communication method did you use to contact the 10,000 Steps project office?

Response	N	Percent % of respondents
Phone	33	61.1
Email	45	83.3
Website contact form	4	7.4
Visited the office	1	1.9
Other	0	0
<b>Total</b>	<b>83</b>	<b>154</b>

N.B. Total percent exceeds 100% as respondents could select multiple options.

Table 75. How satisfied are you with the level of support that you received from the 10,000 Steps project office?

Response	N	Percent %
Very satisfied/Satisfied	51	92.7
Neutral	3	5.5
Not very satisfied/Not at all satisfied	1	1.8
<b>Total</b>	<b>55</b>	<b>100</b>

Please enter any comments about the 10,000 Steps project staff.

The majority of comments (n=16) in regards to the 10,000 Steps project staff were positive, including how helpful, efficient and friendly the staff were in responding to queries. Most commented that the service was prompt and problems were solved quickly, however one respondent reported that the office was hard to reach via telephone. Only one respondent commented that the staff were unhelpful.

Table 76. Why have you not contacted the 10,000 Steps project office?\*

Response	N	Percent %
I did not know I could contact the project office	18	20.9
I have not needed any assistance	62	72.1
Other	6	7.0
<b>Total</b>	<b>86</b>	<b>100</b>

\* Only Providers who had not contacted the project office were asked this question.

The other reasons workplaces had not contacted the project office were due to having the information they needed, having alternate contacts to discuss issues with or their geographical location, e.g. international organisation.

Table 77. Have you ever used the Help section on the 10,000 Steps website?

Response	N	Percent %
Yes	59	41.5
No	83	58.5
<b>Total</b>	<b>142</b>	<b>100</b>

The following questions about support from the 10,000 Steps project office were only asked to those Providers who had contacted the project office (n=59) unless specified otherwise.

Table 78. How satisfied are you that the Help section of the website assisted you in answering/solving your query or problem?

Response	N	Percent %
Very satisfied/Satisfied	47	79.6
Neutral	9	15.3
Not very satisfied/Not at all satisfied	3	5.1
<b>Total</b>	<b>59</b>	<b>100</b>

Table 79. Why did you not use the Help section on the website?\*

Response	N	Percent %
I did not know there was a help section on the website	19	22.9
I have not needed help	62	74.7
Other	2	2.4
<b>Total</b>	<b>83</b>	<b>100</b>

\* Only Providers who had not used the Help section were asked this question.

No other reasons were given.

#### Section 4.4: Communication

The following section presents results relating to the Providers use of the 10,000 Steps Provider discussion forum.

Table 80. Have you ever posted on the Provider discussion forum?

Response	N	Percent %
Yes	2	1.4
No	139	98.6
<b>Total</b>	<b>141</b>	<b>100</b>

Table 81. Are you subscribed to receive notifications from the 10,000 Steps Provider discussion forum?

Response	N	Percent %
Yes	15	10.6
No	126	89.4
<b>Total</b>	<b>141</b>	<b>100</b>

Table 82. How useful have you found the information provided on the 10,000 Steps Provider discussion forum?

<b>Response</b>	<b>N</b>	<b>Percent %</b>
Was not aware of this feature	51	36.2
Was aware of this but have never used	53	37.6
Useful	17	12.1
Neutral	19	13.5
Not very useful	1	0.7
<b>Total</b>	<b>141</b>	<b>100</b>

## Section 5: Usability of the 10,000 Steps website.

The Providers reported their views on the usability of the 10,000 Steps website. The website was viewed very favourably with over 80% of Providers agreeing or strongly agreeing that:

- they liked the overall presentation of the 10,000 Steps website,
- they thought the information on the website was credible and useful, and
- they found the programs easy to implement.

Providers were given the opportunity to highlight more resources and features that they would like to see on the 10,000 Steps website. Some of the more common suggestions were:

- easier step-by-step guides,
- access to funding or free materials (e.g. pedometer / merchandise),
- wider variety of challenges, and
- ability to compete against other workplaces.

A complete list of suggestions is included below. 10,000 Steps will consider all suggestions made by participants however some of these are not feasible within the scope and funding of the project.

The questions reported in this section were only applicable and asked to those 10,000 Steps Providers who DID utilise the 10,000 Steps resources and/or programs (n=145) unless specified otherwise.

*Table 83. I like the overall presentation of the 10,000 Steps website*

Response	N	Percent %
Strongly agree/Agree	114	80.3
Neutral	19	13.4
Disagree/Strongly disagree	3	2.1
Not applicable	6	4.2
<b>Total</b>	<b>142</b>	<b>100</b>

*Table 84. I am able to easily find my way around the website to get the information I am looking for*

Response	N	Percent %
Strongly agree/Agree	98	69.0
Neutral	28	19.7
Disagree/Strongly disagree	11	7.7
Not applicable	5	3.5
<b>Total</b>	<b>142</b>	<b>100</b>

*Table 85. I think that the information on the website is credible*

Response	N	Percent %
Strongly agree/Agree	121	85.2
Neutral	15	10.6
Disagree/Strongly disagree	0	0.0
Not applicable	6	4.2
<b>Total</b>	<b>142</b>	<b>100</b>

*Table 86. I think the information provided on the website is useful*

Response	N	Percent %
Strongly agree/Agree	118	83.1
Neutral	15	12.0
Disagree/Strongly disagree	0	0.0
Not applicable	6	4.9
<b>Total</b>	<b>142</b>	<b>100</b>

Table 87. I found the resources easy to use

Response	N	Percent %
Strongly agree/Agree	96	67.6
Neutral	33	23.2
Disagree/Strongly disagree	7	5.6
Not applicable	6	4.2
<b>Total</b>	<b>142</b>	<b>100</b>

Table 88. I found the programs easy to implement

Response	N	Percent %
Strongly agree/Agree	95	81.0
Neutral	29	20.4
Disagree/Strongly disagree	8	5.6
Not applicable	10	7.0
<b>Total</b>	<b>142</b>	<b>100</b>

Is there information or resources that you would suggest for the website that may be beneficial for workplaces?

Information and resources that were suggested for the 10,000 Steps website that may be beneficial for workplaces included:

- Quick and easy how to guide with screenshots / Easier step-by-step guides (Help section).
- A team sheet for laminating, that a team can track individual daily totals (Paper tracking for Workplace Challenge).
- Create Community groups site (Communities page available in Library section).
- Editable resource like a certificate for when challenge is completed (Participants Certificate).
- Create linkages with reps internationally to benefit from experiences around world (Provider forum).
- Easier step-by-step guides on how to start the program.
- Access to funding applications to support the initiative.
- Free promotional materials (e.g. merchandise/rewards) for companies with a certain amount of employees.
- Free pedometers (suggested twice).
- Information on health and nutrition, and/or links to websites for further references.
- Create more challenges with international themes.
- More indigenous focused resources.
- Opportunity to have hard copy resources sent out.

Further to these suggestions, two respondents commented that they had difficulty navigating around the website due to the amount of content/ resources.

N.B. All suggestions were made once unless otherwise specified. Suggestions that have been underlined and italicised are already found on the website.

Q69. Are there any other website features that you would suggest may be beneficial for workplaces?

Website features that were suggested for the current 10,000 Steps website that may be beneficial for workplaces included:

- Once someone is signed into the website, emails to remind the person to log their steps (Daily reminder emails).
- Ability to access and compare team challenges easily (Online Step Log – My Workplace Teams).

- A function that allows the workplace coordinator to email team captains from the website.
- Being able to block teams from seeing other teams' progress until the end of the competition.
- Group login where everyone can type their steps in under their name/ID number.
- Ability to add health related information for personal use, e.g. Dietary and health information.
- Ability to set a time zone (e.g. Canada/US).
- Ability to compete against other workplaces (suggested twice).

N.B. All suggestions were made once unless otherwise specified. Suggestions that have been *underlined and italicised* are already found on the website.

## **Section 6: Barriers to using 10,000 Steps**

Finally, to identify some of the barriers to using 10,000 Steps, the survey examined the reasons why the 10,000 Steps resources were not used. This was done in two ways. Firstly, Providers who did use 10,000 Steps but had not used specific resources were asked to comment on why they had not used the specific resources (e.g. Workplace Guide, Workplace Challenge, etc.). Secondly, Providers who did not use 10,000 Steps at all were asked why they had not used 10,000 Steps and if they intended on using 10,000 Steps in the future.

When asking Providers that did use 10,000 Steps why they had not used the specific resources the most common response was that the particular resource was not relevant to their target audience. This was found for the 10,000 Steps informational and media articles, the 10,000 Steps posters, the workplace presentations and the Professional Guide to physical activity. However, it was not ascertained why the resource was not relevant. With each of these resources approximately a third of Providers also responded with other reasons why the resource was not used. The most frequent other response was that they were not aware of the resource.

Different reasons why the resources were not used were presented for the Workplace Guide and the Workplace Challenge. A quarter of respondents who had not used the Workplace Guide were actually planning on using it. However, like the other resources a large proportion of Providers suggested other reasons why they had not used the Workplace Guide with most commenting that they were not aware of the resource. For the Workplace Challenge equal number of Providers responded that it was not used because of a lack of interest from employees and a lack of time to implement the program. After this some responded that it was not relevant to their target population or that there was too much 'red tape' involved in getting approval from management to conduct the program.

When examining why Providers did not use the 10,000 Steps resources at all, it was found that approximately a third of the respondents were currently considering implementing 10,000 Steps. After this the most prominent reasons why they had not used 10,000 Steps were a lack of staff interest, a lack of time to implement a Workplace Challenge and a lack of funds to implement a Workplace Challenge. Even though lack of funds was one of the main barriers to implementing 10,000 Steps less than 10% of these Providers attempted to source external funding to implement a 10,000 Steps Workplaces program.

Despite not implementing 10,000 Steps, around 80% of these Providers thought that the resources found on the 10,000 Steps website were useful or extremely useful. A lot of Providers responded that they were considering utilising the 10,000 Steps resources in the future with the most popular resources considered being: the Workplace Challenge, the free promotional materials, the editable poster, the Professional Guide to Physical Activity and the general steps template. These Providers also offered some suggestions for the 10,000 Steps program. The suggestions generally included ways to reduce the cost of implementation (e.g. free pedometers, prizes) or more information to conduct the program (e.g. face-to-face training).

It is important to consider the reasons why those that did not use 10,000 Steps actually registered with the 10,000 Steps program. Half of the Providers that did not use the 10,000 Steps resources registered with the intention to implement the resources and programs within their workplace. However, approximately 40% registered to find out more about the 10,000 Steps program and around 35% stated they registered for professional interest. Some Providers may not have intended to use the resources but were just interested to know more about the program.

### Section 6.1: Barriers to using specific 10,000 Steps resources

The questions in this section were only asked to Providers that DID use 10,000 Steps but had not used the specific resource listed in the question. The number of respondents differs for each question.

*Table 89. Why have you not used the Workplace Guide resources?*

Response	N	Percent %
Not relevant to my target population	3	12.0
Planning to use it	6	24.0
Needed more information/support	3	12.0
Other	13	52.0
<b>Total</b>	<b>25</b>	<b>100</b>

The majority of other responses (n=6) as to why respondents had not used the Workplace Guide resource were that they were not aware of the resource. Some respondents reported that they had their own ideas on how to implement the program so did not use the resource.

*Table 90. Why did you choose not to use the Workplace Challenge?*

Response	N	Percent % of respondents
Currently considering implementing it	3	12.5
Not relevant to my target population	4	16.7
Lack of interest from workplace employees	5	20.8
Resistance from management to gain approval to implement program	0	0.0
Too much 'red tape' involved in gaining approval for implementation	4	16.7
Lack of funds to implement the Workplace Challenge	2	8.3
Lack of time to implement the Workplace Challenge	5	20.8
Lack of information/support from the 10,000 Steps project office	3	12.5
Other	7	29.2
<b>Total</b>	<b>33</b>	<b>138</b>

N.B. Total percent exceeds 100% as respondents could select multiple options.

Other responses for why Providers chose not to use the Workplace Challenge were that they used their own resources to conduct a similar challenge or that another organisation implemented the challenge in their workplace.

*Table 91. Why have you not used any of the 10,000 Steps informational and media articles?*

Response	N	Percent %
Not relevant to my target population	15	30.0
Planning to use some	13	26.0
Needed more information/support	7	14.0
Other	15	30.0
<b>Total</b>	<b>50</b>	<b>100.0</b>

Other reasons why the 10,000 Steps informational and media articles were not used included: that they were unaware of them (n=7), time constraints, and geographical location. One person responded that they had ordered the materials and never received them.

Table 92. Why have you not used any of the 10,000 Steps posters?

Response	N	Percent %
Not relevant to my target population	13	30.2
Planning to use some	7	16.3
Needed more information/support	7	16.3
Other	16	37.2
<b>Total</b>	<b>43</b>	<b>100</b>

Some Providers reported that they did not receive any 10,000 Steps posters; however, it is unknown as to whether or not they had ordered the 10,000 Steps posters (which is necessary as posters are not automatically sent to Providers). Other reasons they did not use the posters were that they did not know about the posters (n=4), a lack of time, they did not want to use them, there was too large an area to cover or that promotion was managed by another workplace division. Geographical location was another reason why Providers had not used the posters, as the 10,000 Steps posters are not available to Providers located outside of Australia.

Table 93. Why have you not used any of the 10,000 Steps Workplace Presentations?

Response	N	Percent %
Not relevant to my target population	39	44.3
Planning to use some	11	12.5
Needed more information/support	9	10.2
Other	29	33.0
<b>Total</b>	<b>88</b>	<b>100.0</b>

The main other reason Providers did not use the Workplace Presentations were that they were unaware of the resource (n=13). Further reasons were: it was not required (e.g. staff were familiar with program; n=5), lack of time (n=4) and it was difficult to organise in the workplace (n=2). One respondent commented it was too formal to be presented to staff.

Table 94. Why have you not used the Professional Guide to Physical Activity?

Response	N	Percent %
Not relevant to my target population	27	36.5
Planning to use some	14	18.9
Needed more information/support	7	9.5
Other	26	35.1
<b>Total</b>	<b>74</b>	<b>100.0</b>

Other reasons Providers did not use the Professional Guide to Physical Activity included: being unaware of the resource (n=14), having their own/other resources and information about physical activity to utilise (n=4), it was not required, lack of time, staff were already familiar with the program and it was seen as a low priority.

### Section 6.2 Barriers to using 10,000 Steps

The questions listed in this section were only asked to Providers that DID NOT use the 10,000 Steps resources to promote physical activity in their workplace (n=137).

*Table 95. Why did you initially register as a 10,000 Steps Provider? (Select all that apply.)*

Response	N	Percent % of respondents
For personal interest	34	24.8
For professional interest	47	34.3
Management decision	11	8.0
With the aim of using the resources and/or implementing the programs	77	56.2
Wanted to know more about the 10,000 Steps project	58	42.3
Wanted to know more about physical activity	11	8.0
Other	13	9.5
<b>Total</b>	<b>251</b>	<b>183</b>

N.B. Total percent exceeds 100% as respondents could select multiple options.

Other reasons why participants initially registered as a 10,000 Steps Provider included: to use 10,000 Steps as a workplace team building activity (n=4), to promote health/physical activity in their workplace (n=2), school, community group or amongst friends and to promote walking as a form of eco transportation.

*Table 96. What are your reasons for not using any of the 10,000 Steps resources or programs in your workplace?*

Response	N	Percent % of respondents
Currently considering implementing it	43	31.4
Not relevant to my target population	12	8.8
Lack of interest from workplace employees	25	18.2
Resistance from management to gain approval to implement program	8	5.8
Too much 'red tape' involved in gaining approval for implementation	6	4.4
Lack of funds to implement the Workplace Challenge	22	16.1
Lack of time to implement the Workplace Challenge	25	18.2
Lack of information/support from 10,000 Steps project office	8	5.8
Other	37	27.0
<b>Total</b>	<b>186</b>	<b>136</b>

N.B. Total percent exceeds 100% as respondents could select multiple options.

The main other reason why the 10,000 Steps resources or programs were not used were due to lack of resources such as time or staff, or because of their current workload (n=8). Some Providers developed their own initiative or used another similar program to promote physical activity (n=7) and a few other Providers were looking to commence the 10,000 Steps program in the near future (n=4). Other reasons mentioned were a change/loss of job (n=3), they were unaware of all the resources (n=3), difficulty accessing pedometers (n=2), difficulties accessing or using the website (n=2), or their location (international). Two respondents commented that they did not have the information required or were waiting to hear from project staff, however it is unclear if they had contacted 10,000 Steps to enquire about this. They have since been contacted so they could be assisted.

Table 97. Did you try to source additional (external) funding to support the implementation of the 10,000 Steps resources or programs in your workplace?

Response	N	Percent %
Yes, I was successful	6	4.4
Yes, I was unsuccessful	6	4.4
No, I did not try	125	91.2
<b>Total</b>	<b>137</b>	<b>100</b>

Table 98. Even though you haven't used any of the resources or programs, how useful have you found the information provided in the 10,000 Steps website Provider section?

Response	N	Percent %	Usefulness Percent % <sup>a</sup>
Extremely useful/Useful	89	65.0	80.2
Neutral	18	13.1	16.2
Not very useful/Not at all useful	4	2.9	3.6
I have never looked at the Provider section	26	19.0	
<b>Total</b>	<b>137</b>	<b>100</b>	<b>100</b>

Table 99. Are you planning on using any of the following 10,000 Steps resources or programs in the future?

Response	N	Percent % of respondents
Not planning on using any of the resources	38	27.7
Aboriginal and Torres Strait Islander posters	7	5.1
Editable posters	29	21.2
Point of decision prompt posters	18	13.1
Informational or media articles	21	15.3
Workplace Presentation	21	15.3
Professional Guide to Physical Activity	32	23.4
Free promotional materials ordered through the project office	42	30.7
Workplace Challenge	65	47.4
ExtraStep challenge	18	13.1
GP and health care professionals	12	8.8
Dog walking strategy	14	10.2
Library loan scheme	10	7.3
General steps template	26	19.0
Walkway signage	18	13.1
Environmental Needs Assessment	7	5.1
Employee Needs Assessment	15	10.9
<b>Total</b>	<b>393</b>	<b>287</b>

N.B. Total percent exceeds 100% as respondents could select multiple options.

Can you suggest any other information, resources or features for the 10,000 Steps website and program that you think may be beneficial to workplaces?

Other information, resources or features that were suggested for the 10,000 Steps website and program that may be beneficial for workplaces included:

- Free pedometers (suggested twice).
- Ability to purchase pedometers through the 10,000 Steps website.
- Improve some of the statistics that are calculated on the website.
- Improve the ease of adding multiple team members all at once, rather than individually.
- Eating plans.
- Face-to-face training.
- Short-term incentives/prizes.

- Information on how to use the program in informal settings e.g. church organisation.
- Keep the cost down. It is quite expensive to implement.
- Have team members enter information (rather than captains/coordinators).
- Run a complementary campaign focusing on the environmental benefits of walking over car transport.
- *Something... where you can add your steps online and track your path (Online Step Log).*
- *Step Log that can be downloaded and entered by hand (Help section).*

N.B. All suggestions were made once unless otherwise specified. Suggestions that have been *underlined and italicised* are already found on the website.

While respondents were invited to suggest other information, resources or features for the 10,000 Steps website and program, the majority of responses were providing further information about the specific organisations' use or intended use of the program. Some example comments are:

"We did implement a 10,000 Steps program in our workplace and the information from your site was part of that process. We are a small Canadian company with 16 staff, 13 of whom are still on our 13 week challenge ..."

"I actually didn't realise all of the above was there, and really have great plans for implementation in a range of aged care facilities"

"We did not use the program as it is reliant on pedometers. As we have 14,000+ staff; this was the first time that we had looked at any type of physical activity challenge in our workplace; and [as] we did not know participation numbers we did not wish to purchase pedometers."

A few commented that they wanted more information from the project office. However, it is unclear if they had contacted the project office to ask for further information or if they expected the project office to provide further information upon registration. It appears that some people are under the impression that the 10,000 Steps project office conducts the program. However, at this present time the 10,000 Steps project office maintains the website, develops resources and provides support for the implementation of 10,000 Steps while each workplace is ultimately responsible for their own implementation.

## DISCUSSION AND CONCLUSIONS

The 10,000 Steps workplace evaluation survey was valuable in providing information regarding the types of workplaces that utilise the 10,000 Steps program, their use and views on the 10,000 Steps resources for workplaces, and also information on why the program was not used in some workplaces.

Approximately 50% of 10,000 Steps Providers had implemented the 10,000 Steps resources or programs to promote physical activity within their workplace. The 10,000 Steps resources were predominately utilised in medium to large workplaces based in metropolitan and/or regional areas. This is reflective of the types of organisations regularly found to implement a workplace physical activity or health promotion program.<sup>9,10</sup> Small businesses, rural and/or remote businesses face additional barriers and challenges that impede their ability to implement a physical activity or health promotion program such as lack of personnel, resources and facilities.<sup>11,12</sup> Further information/resources may need to be developed to help encourage small businesses and rural or remote workplaces to initiate a 10,000 Steps program.

The 10,000 Steps Provider or the 'champion' who was responsible for implementing 10,000 Steps and who responded to the survey request held different positions than is usually found when investigating workplace health promotion programs. In this instance, they were most often a health professional, followed by other qualified professional, administration staff or assistants and then Human Resources staff. In previous research, it is usually Human Resources or Occupational Health and Safety staff that are approached or respond to queries about workplace health promotion programs.<sup>9,10</sup> It appears that more diverse sections of the workplace are influential in the promotion of the 10,000 Steps program than other workplace health promotion programs. However, the large number of health professionals responding to this survey may be due to the high number of workplaces that were categorised as Health and Community Services.

The program was predominantly utilised in workplaces located along the east coast of Australia, in Queensland, Victoria and New South Wales. More workplaces were located in Queensland than in any other state. This may be explained by the initial focus of the 10,000 Steps Project within Rockhampton, Queensland and then dissemination within Queensland prior to extending to national and international audiences. The support provided from Queensland Health has also been influential in the promotion within Queensland. With the expansion of the 10,000 Steps Workplaces program in line with the Queensland Workplaces for Wellness Initiative even more Queensland workplaces may be seen to implement 10,000 Steps within the next few years, in comparison to workplaces from other states.

Offering comprehensive workplace programs that address multiple risk factors can enhance the effectiveness of a workplace health promotion program and facilitate participation.<sup>13,14</sup> As such it is encouraging that over 70% of workplaces that had implemented 10,000 Steps offered a broader workplace health/wellbeing/wellness program above and beyond 10,000 Steps. The most common target behaviours addressed in the broader programs were physical activity, healthy eating, managing weight, quitting smoking and finally, other health related issues. These workplaces offered broader health programs despite 10,000 Steps being solely physical activity focused. On this basis future refinements of the Workplace Guide and other workplace health guides are encouraged to include information related to key target behaviours such as physical activity, nutrition, weight loss, smoking and mental health.

Over 80% of Providers that used the 10,000 Steps program reported that both the time and financial cost required to implement the 10,000 Steps program was extremely low, low or reasonable. These are extremely important findings as time and cost are among the most reported barriers to implementing a workplace health and

wellness program.<sup>10,15</sup> Providing a program with low to reasonable costs and time requirements will make it more appealing to workplaces and allow more workplaces to implement such a program for their employees. Despite the favourable findings in relation to cost and time by those who did implement the 10,000 Steps resources and programs, 8.2% and 20.8% of workplaces that did not implement 10,000 Steps reported that financial costs and time constraints respectively were reasons for not implementing the program.

In addition to being time and cost effective, many Providers believed that the 10,000 Steps resources were useful or extremely useful in addressing physical activity as a component of their workplace health/wellbeing/wellness program and that it was effective at increasing physical activity in their participants. Despite this subjective evaluation of the 10,000 Steps resources and program only a quarter of workplaces had actually evaluated their 10,000 Steps program, although an additional 30% planned to evaluate in the near future. Lack of evaluation was further highlighted when examining reported use of the 10,000 Steps Workplace Guide with only 12% of Providers who used the Workplace Guide utilising the Evaluation chapter and associated resources. The 10,000 Steps program does not currently require workplaces to report back regarding their use or outcomes of the program however, it does highlight the importance of evaluation and provide information and resources to evaluate the 10,000 Steps in the 10,000 Steps Workplace Guide. Evaluation is an important component of any workplace health/wellness program as it allows the workplace to assess the effectiveness of the program and allow for the program to be refined so that it can be more successful in the future.<sup>16,17</sup> More workplaces should be encouraged to evaluate the effectiveness of their 10,000 Steps Workplaces program.

The most used 10,000 Steps resources and programs in workplaces were the 10,000 Steps Workplace Guide and the 10,000 Steps Workplace Challenge. This was an expected result as these are the two most prominent workplace specific resources available to organisations registering with the 10,000 Steps program. The 10,000 Steps Workplace Guide was also the major resource developed in 2009 for the expanded Workplace resources. It has obviously been a beneficial resource to develop as it has been widely used and the majority of Providers have found the resource useful. Furthermore, these resources can be utilised together as many Providers reported using the Workplace Guide to assist them in implementing a 10,000 Steps Workplace Challenge, rather than as a stand alone resource.

The survey revealed a couple of surprising results about the 10,000 Steps Workplace Challenge. Approximately 45% of Providers did not use the 10,000 Steps website to track their Workplace Challenge. It is unknown how workplaces tracked their Challenge if they did not use the 10,000 Steps website or why they chose not to use the 10,000 Steps website. These Providers may have utilised paper-based tracking mechanisms or developed their own tracking methods to monitor the challenge. On the positive note, this finding does highlight that exposure to and use of the 10,000 Steps program at an individual level is greater than what can be observed on the 10,000 Steps website, as employees are participating in 10,000 Steps without accessing the website. Furthermore, despite all the positive feedback about the Workplace Challenge, there were multiple requests from Providers for a simpler Challenge Guide to aid the implementation of the Challenge. Based on the findings of this survey it may be useful in the future to further examine why some Providers do not use the 10,000 Steps website to track the Challenge and what is used instead to determine if there are more appropriate resources for workplaces. The development of a simple downloadable 10,000 Steps Challenge Guide is also recommended.

The survey was also useful in highlighting resources that were not used as frequently by Providers and a few resources that were seen to be less useful. The lack of use of the GP and Health Care Professional resources, dog walking strategy, and library loan scheme highlighted by this survey is understandable in the work environment.

These strategies and resources were developed as part of the 10,000 Steps Rockhampton project as community-based strategies to promote physical activity. While they can be tailored to suit a workplace, they are more applicable to the community setting. Hence, they would be less used and less useful to workplaces implementing 10,000 Steps. However, the workplace presentations, employees need assessment and environmental needs assessments have all been designed specifically for use in workplaces. While less than 40% of workplaces used the workplace presentation, it was viewed favourably by those that did use it. Further examination revealed that the main reason Providers did not use the presentation was because it was not relevant to their target audience. It may be useful to amend the workplace presentation to make it more suitable to a wider audience or develop it in such a way that it can be tailored to suit the audience.

The environmental needs assessment and employee needs assessment were also used and rated poorly by the Providers. Unfortunately, no further information about why these resources were not used was collected in this study. In theory, the needs assessments should be valuable resources as workplace health programs that have been developed specific to the employees and workplaces needs are more successful programs.<sup>16,17</sup> As they have been used infrequently and rated not useful in their present form it is recommended that both these needs assessments are revised. At present, they are quite long and comprehensive questionnaires so it may be valuable to shorten them for a more specific purpose.

While assessing the use and usefulness of the 10,000 Steps resources available for workplaces, it became apparent that many Providers are unaware of the variety of resources that are available within the 10,000 Steps program. It was quite often reported that workplaces had not used resources simply because they did not know they existed or that they survey actually brought the Providers attention to resources that they would like to inspect and consider for use. There is a need to further promote the resources that are available for workplaces. It might be necessary to emphasize the resources more in the 10,000 Steps Workplace Guide (which is a highly used resource) or make them more noticeable on the 10,000 Steps website.

The survey revealed that cost is a major barrier to purchasing the 10,000 Steps branded pedometers. Two thirds of Providers had purchased another type of pedometer while only a third had purchased the 10,000 Steps pedometer and logbooks. The main reason Providers chose another brand of pedometer over the 10,000 Steps pedometer was because it was a less expensive option. As workplaces are purchasing cheaper pedometers and costs are one of the major barriers to implementing a workplace health and wellness program,<sup>10,15</sup> it is worth investigating whether 10,000 Steps can introduce a cheaper pedometer model that may be more viable for workplaces to purchase. This would reduce the potential costs associated with running a 10,000 Steps Challenge and may allow more workplaces to implement a 10,000 Steps program. However, it would be important that any models considered had acceptable reliability and validity standards to maintain the level of satisfaction found in Providers who had purchased a 10,000 Steps pedometer.

The survey highlighted that the 10,000 Steps project office is providing outstanding support for the Providers and workplaces implementing 10,000 Steps. Almost all Providers that had contact with the 10,000 Steps project office were satisfied or very satisfied with the support and assistance received from project staff. Furthermore, the majority of Providers were satisfied or very satisfied with how the Help section on the 10,000 Steps website could assist with queries and/or problems. While almost half of the Providers did not contact the project office or utilise the Help section, the main reason for this was because they did not need any further assistance. The support given to workplaces through the project office and on the 10,000 Steps website is of an above satisfactory standard.

Finally, the survey gave us further information about workplaces who had not implemented the 10,000 Steps Workplaces program. Almost 50% of respondents had not implemented the 10,000 Steps program in their workplace. The Providers cited that lack of time, lack of employee interest and a lack of funds were the main reasons for not implementing the program and resources. These are commonly reported barriers for workplace health programs.<sup>2,9-11,15</sup> However, it was encouraging to see that approximately one-third of workplaces who did not use the 10,000 Steps resources were considering implementing 10,000 Steps at the time of the survey.

It is important to consider the limitations inherent with this study. We received a low response rate to the online survey and as such there may be a response bias in this sample. Workplaces that have used the resources or viewed the resources more favourably may have been more likely to respond to the survey. This should be considered when interpreting the results. Furthermore, this survey did not ascertain the type of workplace (e.g. size, location, industry) that did not implement the 10,000 Steps program which would have allowed for further comparison and possibly understanding of why Providers did not utilise the 10,000 Steps resources.

Overall it appears that the 10,000 Steps program and its resources have been well used in a variety of workplaces. The majority of the resources are rated favourably with high percentages of workplaces reporting they are useful to extremely useful. Those workplaces that had not used the 10,000 Steps resources still generally thought positively of the program with plans to implement it in the future. This survey has also highlighted a few resources which are currently not being used to their full potential and could be amended to better suit workplaces. These are covered in the recommendations below.

## **RECOMMENDATIONS**

Based on the findings of this survey, the current scope and funding for the 10,000 Steps project, the following recommendations are made:

- Further promotion of the 10,000 Steps program and resources to small workplaces and rural or remote workplaces. This may include providing information or tailoring resources to make the program more appealing to these types of workplaces.
- Further highlighting the importance for evaluating the 10,000 Steps program in workplaces and the resources available to do this.
- Further examination of why a large portion of Providers are not using the 10,000 Steps website to track challenges and what is being used instead.
- Development of a downloadable Workplace Challenge Guide to simply guide workplaces through implementing a Workplace Challenge
- Tailoring of the workplace presentations to suit a wider array of workplaces to increase its use and usefulness.
- Review of the environmental needs assessment and employee needs assessment to make them more useful to workplaces.
- Further promotion of the 10,000 Steps resources for workplaces (as many workplaces are not aware of the many resources available to them).
- Investigation of a 10,000 Steps branded pedometer at a cheaper price point.

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

Ph: (07) 4930 6751 Fax: (07) 4930 6402

Email: [10000steps@cqu.edu.au](mailto:10000steps@cqu.edu.au)

Website: [www.10000steps.org.au](http://www.10000steps.org.au)