



# 10,000 Step Tournament - Participant and Coordinator Surveys Summary

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## 1.0 Introduction

This report covers the main summary results of the 10,000 Steps Tournament Participant Surveys and Coordinator Surveys conducted with Queensland members on the 10,000 Steps website. The surveys were originally implemented in 2012 when one of the objectives of 10,000 Steps was to: Increase levels of physical activity in accordance with Australia's Physical Activity and Sedentary Behaviour Guidelines amongst Queensland participants by supporting the implementation of 10,000 Steps Tournament. The report has been prepared to include data up to 1<sup>st</sup> August 2018.

## 2.0 Participant Survey

The evaluation conducted in the surveys measured Queensland participants' activity levels, intentions to be active and socio-demographics prior to the start of the 10,000 Steps Tournament (baseline), 6 weeks after the commencement of the Tournament (6 week assessment) and 3 months after the completion of the Tournament (18 week assessment).

Moderate to vigorous intensity physical activity (MVPA) was measured on all occasions using the Active Australia Survey, a valid and reliable instrument that is also sensitive to assessing change in physical activity. Participant socio-demographic characteristics (age, gender, BMI) were assessed at baseline and participant satisfaction at the 6 week and 18 weeks. The proportion of people classified as sufficiently active was also examined; this classification was based on the National Physical Activity Guidelines and the standard interpretation of accumulating at least 150 minutes of physical activity in at least 5 or more sessions during the last 7 days.

The first surveys started in 2012, with modification to include some additional questions in 2014 and 2016. There was a break in the delivery of the surveys while the new website was launched and then the surveys developed within the new website. Changes in terminology have occurred including the change from Worker Survey to the Participant Surveys. The latest version of the surveys were activated on the new website on 6th June 2017 and have continued to be sent out to any individual who is in a Tournament started by a Queensland organisation.

### 2.1 Survey response rate

Table 1 will show the response rate for the surveys at each time point. As at August 2018, a total of 8499 participants from 464 organisations completed the surveys at baseline, of these participants 2543 completed the 6 week assessment and 1026 completed the 18 week assessment.

**Table 1. Participant survey response rate**

Participant Survey	Sent	Completed	Completion rate (%)
Pre survey	28,480	8499	29.84%
Post survey (6 weeks)	8392	2543	30.30%
Post survey (18 weeks)	5301	1026	19.35%

\*Response rate as at 7<sup>th</sup> August 2018.



## 2.2 Participant demographics

The demographics of participants who completed the baseline survey are presented in Table 2. It was found that 74.7% were female and the average age was 42.49 years.

Table 2. Participant demographics at baseline

Demographics		N	%	Mean (SD)
Gender	Male	2153	25.3%	
	Female	6346	74.7%	
Age at Baseline				42.49 years
	18-34	2316	27.3%	
	35-44	2357	27.7%	
	45-54	2432	28.6%	
	55-64	1278	15.0%	
	65 and over	116	1.4%	
Ethnicity	Identify as ATSI or SSI	21	3.2%	

## 2.3 Changes in physical activity

Overall change in sufficient physical activity was assessed for a sub-sample of participants (pre = 8145; 6-weeks = 2441; 18-weeks = 954):

- At baseline 70.1% of participants reported being sufficiently active.
- At 6 weeks 81.4% of participants reported being sufficiently active.
- At 18 weeks 77.0% of participants reported being sufficiently active.
- The proportion of participants engaging in sufficient physical activity significantly increased at 6 weeks (OR = 2.58,  $p < 0.05$ ) and 18 weeks (OR = 1.57,  $p < 0.05$ ).

### ***10,000 Steps Tournaments are effective in increasing sufficient physical activity levels of participants.***

The prevalence of sufficient physical activity reported by participants at baseline (70.1%) is higher than the overall proportion of Queensland adults who are sufficiently active (60%). This may reflect the ongoing issue encountered with physical activity interventions where already active people are more likely to engage in the interventions. Despite this, the data shows that Participants in the 10,000 Steps Tournaments are still increasing their physical activity levels.

## 2.4 Satisfaction and support for the Tournament

Overall, 89.5% of participants reported that they enjoyed taking part in the 10,000 Steps Tournament. This indicates a high level of overall satisfaction with the 10,000 Steps Tournament. Given that social support is a key component of physical activity programs, it is important to highlight that a high number of participants reported co-workers (74.0%) and management (60.7%) support and encouragement for physical activity when participating in the Tournament. The majority of participants reported



that their participation in the Tournament resulted in them being able to increase their level of physical activity at work (66.1%) and outside of work hours (57.5%) and that the pedometer motivated them to achieve their daily physical activity goals (78.5%).

## 2.5 Satisfaction with website components

An evaluation of website components was included in the Participant surveys. At 6 weeks, participants reported high levels of satisfaction with the 10,000 Steps website and the Step Log (the main feature on the website) with 84.7% reported that they liked the overall presentation of the website, and 86.4% reporting that they liked of the presentation of the Step Log. Similarly 86.7% of participants reported that they found the website easy to navigate. Ensuring the functionality and aesthetics of the website is important as this has been shown to impact upon users' engagement with a website.

## 3.0 Coordinator Surveys

To evaluate the 10,000 Steps program from a broader organisational perspective, Queensland Coordinators that conducted an online 10,000 Steps Tournament during 2012 to 2016 and in 2018 were invited to give their feedback. The contact Coordinator for the organisation was invited to complete the Survey 6 weeks after their organisation's Tournament began. The survey assessed their organisations commitment to employee health and wellbeing in general, which 10,000 Steps resources the organisation used and whether the resources were useful in promoting physical activity and health. It also asked about the support given from the 10,000 Steps Project office.

In total, 195 Queensland Coordinators completed the survey, see Table 3 for a breakdown of the organisation characteristics.

**Table 3 Characteristics of organisations who completed a Coordinator Survey (2012-2016, 2018)**

Organisations implementing a Tournament		%
Size of Organisation	Small (1-19 employees)	12.3%
	Medium (20-199 employees)	54.9%
	Large (200+ employees)	32.8%
Main Industry Types	Healthcare and Social assistance	23.1%
	Education and Training	20.5%
	Public administration and safety	11.3%
	Other	20.2%
	* High risk industry	14.9%
Location of Organisation	Metropolitan	34.5%
	Regional	39.2%
	Rural	16.9%
	Remote	9.4%



### 3.1 Commitment to Health and Wellness

A total of 115 Coordinators (66.3% of respondents) indicated that their organisation offered a broader health/wellbeing/wellness program above and beyond their 10,000 Steps initiative. The most common lifestyle behaviours addressed by these broader health and wellbeing programs include healthy eating (61.8%), physical activity (in addition to 10,000 Steps; 61.0%) and quitting smoking (36.0%). Other lifestyle behaviours addressed were reducing sedentary behaviour (32.5%), managing weight (30.1%), sun safety (29.3%), reducing alcohol use (18.7%) and other health related issues (32.5%).

Overall the majority of the Coordinators reported that their organisation is committed to promoting health and wellbeing. Approximately 66.5% indicated that their organisation is either committed or very committed to promoting the health and wellness of employees, and 64.2% indicated that their organisation is committed or very committed to promoting the physical activity of employees.

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***Many organisations are reporting that they are committed to promoting health and wellbeing in their workplace.***

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### 3.2 Satisfaction with 10,000 Steps Website and Resources

Coordinators were asked to report on the usefulness and effectiveness of the 10,000 Steps program in promoting and increasing physical activity in their organisation. Over 95% reported that the resources are useful or extremely useful in promoting physical activity and 92.6% believed the resources to be effective in increasing physical activity in their employees. In general, Coordinators rated the time required to implement the program and the financial cost of implementing the program to be low to reasonable, with 74.4% of Coordinators reporting this for time and 93.2% for cost.

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***Queensland Organisations found 10,000 Steps to be useful and effective for promoting physical activity, without requiring too much time or money to implement.***

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Satisfaction with the 10,000 Steps website and overall program was also high among respondents, with more than three quarters of the Coordinators agreeing or strongly agreeing with the website and program satisfaction statements. The website navigation statement: "I am able to find my way around the 10,000 Steps website to get the information I am looking for" was rated least favourably by participants and this is was an area we were hoping to see an improvement in with the redevelopment of the 10,000 Steps website in 2017. It improved slightly from 78.0% the last time this data was analysed in January 2017. However, when considering only respondents from the 2018 survey after the redeveloped website, it was found that 87.5% agreed or strongly agreed with the website navigation statement. These findings must be considered with caution due to small sample numbers, however, it is a promising finding that website usability may have improved with the release of the new website. We will continue to monitor this as we get more completed surveys.

