



# 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 all of the data collected.

## 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. Final results show a total of 9400 participants from 525 organisations completed the surveys at baseline, of these participants 2848 completed the 6 week assessment and 1247 completed the 18 week assessment.

**Table 1. Participant survey response rate**

Participant Survey	Sent	Completed	Completion rate (%)
Pre survey	33,317	9400	28.21%
Post survey (6 weeks)	9436	2848	30.18%
Post survey (18 weeks)	6343	1247	19.66%



## 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	2353	25.0%	
	Female	7044	75.0%	
Age at Baseline				42.38 years
	18-34	2602	27.7%	
	35-44	2584	27.5%	
	45-54	2706	28.8%	
	55-64	1386	14.7%	
	65 and over	122	1.3%	
Ethnicity	Identify as ATSI or SSI	47	2.8%	

## 2.3 Changes in physical activity

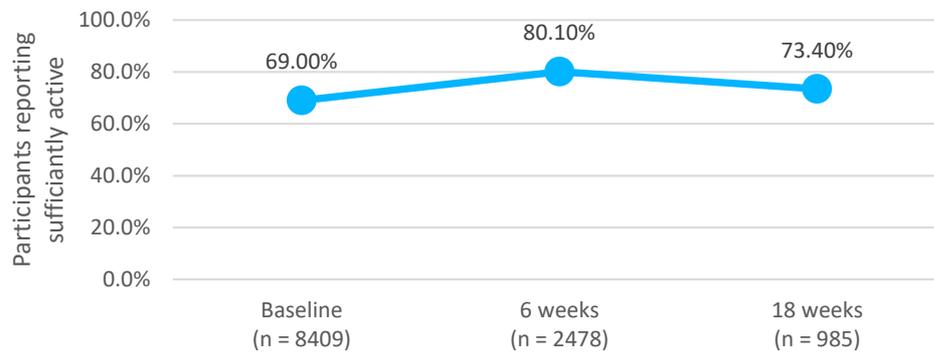
Overall change in sufficient physical activity was assessed for a sub-sample of participants (pre n= 8409; 6-weeks = n2478; 18-weeks = n985):

- At baseline 69.0% of participants reported being sufficiently active.
- At 6 weeks 80.1% of participants reported being sufficiently active.
- At 18 weeks 73.4% of participants reported being sufficiently active.
- Outcomes of change over time in physical activity, shows that there was a statistically significant increase in the proportion of participants engaging in sufficient physical activity when adjusting for age, gender, BMI and organisation at 6 weeks (OR = 2.61, 95% CI. 2.24-3.05) and also at 18 weeks (OR = 1.43, 95% CI 1.15-1.76).

### ***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 (69.0%) 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 the 10,000 Steps Tournaments are effective in increasing prevalence of sufficient physical activity (See Figure 1) and is consistent with reviews of similar interventions that have been implemented in workplaces.





**Figure 1 Percentage of participants reporting sufficient activity at each timepoint**

## 2.4 Satisfaction and support for the Tournament

When examining workplace support for physical activity, 73.1% of participants reported feeling encouraged by co-workers to take part in physical activity, and 59.5% reported management support for participation in physical activity. 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 (57.4%) and that the pedometer motivated them to achieve their daily physical activity goals (78.1%).

Overall, 89.6% of participants reported that they enjoyed taking part in the 10,000 Steps Tournament, 88.3% agreed that they would participate in another Tournament and 90.1% would recommend the 10,000 Steps Tournament to other workplaces. This indicates a high level of overall satisfaction with the 10,000 Steps Tournaments. The high level of participants reporting co-worker and management support and encouragement for physical activity when participating in the Tournament is important, given that social support is a key component of workplace based physical activity programs. Co-worker support for physical activity may be related to the team-based nature of the Tournaments, however future research is needed to confirm this.

## 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 83.5% reported that they liked the overall presentation of the website, and 85.5% reporting that they liked of the presentation of the Step Log. Similarly, 85.0% of participants reported that they found the website easy to navigate. Ensuring the functionality and aesthetics of the website, which are captured by the previous items, is important as this has been shown to impact upon users' engagement with a website.

## 2.6 Summary

In summary, the findings from the Participant Surveys suggest that the 10,000 Steps Tournament is an effective and popular intervention to increase physical activity in teams, including workplaces. Not only have the Tournaments been found to significantly increase the physical activity levels of participants, it has also shown that participants are choosing to continue physical activity and healthy behaviours beyond the duration of the Tournament. As well as positively influencing behaviour change, the participants of the Tournaments have rated them extremely positive with the majority saying they enjoyed the Tournament, would participate in another and recommend them to other organisations.



### 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.

The Coordinator Surveys started in 2012 and as with the Participant surveys, they have received changes in preparation for being integrated on the new 10,000 Steps website and recommencing in 2018. As shown in Table 3, 223 (30%) of organisations starting their first Tournament have completed the survey.

**Table 3 Workplace survey response rate**

Surveys	Sent	Completed	Completion rate (%)
Total	740	223	30.1%

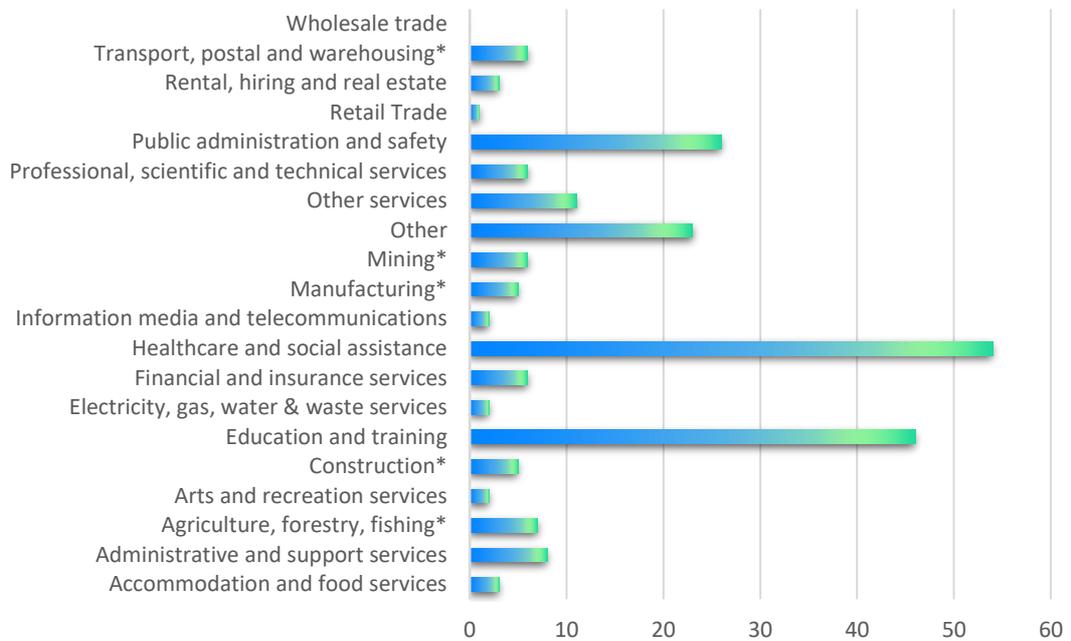
See Table 4 for a breakdown of the organisation characteristics from the 195 Queensland Coordinators who completed the survey. Figure 2 provides further details about the type of industry for the organisations completing the survey.

**Table 4 Characteristics of organisations who completed a Coordinator Survey (2012-2019)**

Organisations implementing a Tournament	%	
Size of Organisation	Small (1-19 employees)	12.1%
	Medium (20-199 employees)	52.5%
	Large (200+ employees)	35.4%
Main Industry Types	Healthcare and Social assistance	24.3%
	Education and Training	20.7%
	Public administration and safety	11.7%
	Other	10.4%
	* High risk industry	13.1%
Location of Organisation	Metropolitan	35.2%
	Regional	39.2%
	Rural	16.4%
	Remote	9.2%

\*High Risk as per the Workers' Compensation Regulator





**Figure 2 Industry type of Coordinator's Workplaces**  
\*High Risk as per the Workers' Compensation Regulator

### 3.1 Commitment to Health and Wellness

A total of 134 Coordinators (66.0% of respondents) indicated that their organisation offered a broader health/wellbeing/wellness program (above and beyond the 10,000 Steps initiative). The most common lifestyle behaviours addressed by their broader health and wellbeing programs were healthy eating (63.3%), physical activity (in addition to 10,000 Steps; 59.3%) and quitting smoking (38.0%). Other lifestyle behaviours addressed were reducing sedentary behaviour (32.7%), sun safety (31.3%), managing weight (30.7%), reducing alcohol use (18.7%) and other health related issues (38.7%).

Overall the majority of the Coordinators reported that their organisation is committed to promoting health and wellbeing. Approximately 68.0% indicated that their organisation is either committed or very committed to promoting the health and wellbeing of employees, and 67.0% indicated that their organisation is committed or very committed to promoting the physical activity of employees.

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

### 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 93.1% believed the resources to be effective in increasing physical activity in their employees. This is backed up by the results found in the Participant Survey that showed that physical activity levels significantly increased at both 6 weeks and 3 months after participating in a 10,000 Steps Tournament. 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 74.9% of Coordinators reporting this for time and 90.6% for cost. Overall, it appears Coordinators from Queensland Workplaces find the program to be useful and



effective at promoting physical activity and it does not require too much time or money from the workplace to implement.

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

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 listed in

Table 5. Of particular interest is the improvement in response by Coordinators for the website navigation statement since the release of the new website (I am able to find my way around the 10,000 Steps website to get the information I am looking for). When considering only respondents from the 2018 survey after the redeveloped website, it was found that 84.1% agreed or strongly agreed with the website navigation statement. These findings must be considered with caution due to small sample numbers (n=44), however, it is a promising finding that website usability may have improved with the release of the new website.

**Table 5 Satisfaction with the 10,000 Steps website and program**

Website and program satisfaction statement	Agree or strongly agree (%)	Neutral (%)	Disagree or strongly disagree (%)
I like the overall presentation of the 10,000 Steps website	88.2	9.8	2.0
I am able to find my way around the 10,000 Steps website to get the information I am looking for	79.4	14.7	5.9
I found the 10,000 Steps resources easy to use	84.3	11.8	3.9
I found the 10,000 Steps programs easy to implement	88.2	8.8	3.0

We asked Coordinators to comment on the usefulness of the main resources provided on the 10,000 Steps website (See Table 6). Approximately 75% of respondents reported the Active Workplaces Guide and Tournament Guide were useful or very useful, similar to the percentages shown for the satisfaction ratings with the website and program above. Ratings of the usefulness of the promotional materials was lower, however this is due to less Coordinators using these resources. The same was found for the Articles. If you only consider those that have used the resources, the percent that found the resources useful or very useful is 85.8% for Promotional materials and 72.1% for Articles. Coordinators also rated their satisfaction with using the 10,000 Steps website to track their Tournament progress. It was found that over 80% of Coordinators were satisfied or very satisfied with using the website to track their Tournament while 10.0% of Coordinators did not use the website to track Tournaments.



**Table 6 Usefulness of and satisfaction with the 10,000 Steps resources**

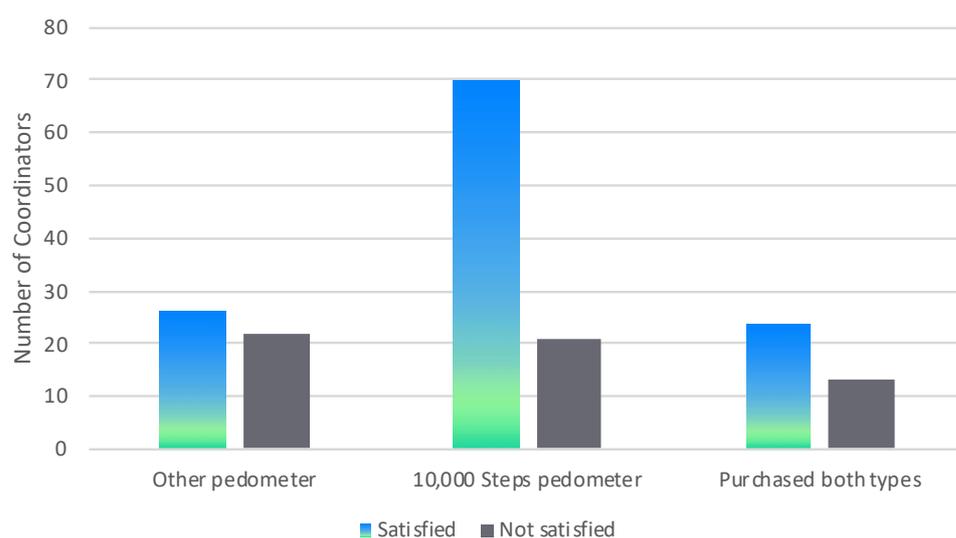
10,000 Steps resource	Useful/ very useful (%)	Neutral (%)	Not very useful/ not at all useful (%)	Did not use resource (%)
Active Workplaces Guide	74.6	12.4	4.5	8.5
Promotional materials	62.1	11.3	3.0	23.6
Articles	43.3	15.3	1.5	39.9
Tournament Guide	78.5	9.5	3.5	8.5

10,000 Steps resource	Satisfied/very satisfied (%)	Neutral (%)	Not very satisfied/ not at all satisfied (%)	Did not use resource (%)
Tournament tracking on 10,000 Steps website	81.0	6.5	2.5	10.0

Just over 40% of the Coordinators have purchased or used a 10,000 Steps branded Pedometer. Slightly over 20% of the Coordinators have purchased or used another brand or type of pedometer, with a further 16% of Coordinators purchasing or using both 10,000 Steps and another brand of pedometer. The main reasons for purchasing or using another type of pedometer were that they were the less expensive option (28.3%) or due to availability (22.4%). Sometimes the other brand was provided for free (11.8%), or they wanted other features on the pedometer (9.8%).

Overall 67.2% of Coordinators were satisfied or very satisfied with the type of pedometer purchased. However, when further examining satisfaction based on type of pedometer purchased or used, it was found that Coordinators that had purchased or used a 10,000 Steps pedometer were significantly more likely to be satisfied or very satisfied with their pedometer than Coordinators who had purchased another pedometer (see Figure 3). Coordinators that had purchased both 10,000 Steps and another pedometer were no more likely to be satisfied than Coordinators that had purchased just another pedometer.



**Figure 3 Pedometer satisfaction by pedometer type.**



### 3.3 Support from the 10,000 Steps project office

How satisfied the Queensland Coordinators were with level of support they received from the 10,000 Steps project office was also examined. Of the 156 respondents who had been in contact with the project office 62.2% had been in contact via phone, 82.1% had been in contact via email and 8.3% had been in contact via the website contact form. Of these, 92.3% (n=144) indicated that they were either satisfied or very satisfied with the support that they received. Survey respondents were also given the opportunity to make comments about the 10,000 Steps Project staff and the support that they received. Comments included:

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*“Thank you so much to the project staff. Anyone I made contact with was extremely helpful, from when it was just an idea to enter to how to implement.”*

*“This is a great program that we operate in Walktober and always gets people active.”*

*“Overall it was fantastic and easy to use rather than creating our own for the 500 staff we had participate, and I loved the app and its simplicity and ability to backdate steps when you couldn’t enter daily.”*

*“Super friendly and helpful when I had lots of questions about setting up tournaments! Very happy with their patience and professionalism.”*

*“The staff in the 10 000 steps office are amazing and super helpful - :)”*

*“Very happy with the communication and assistance.”*

*“Replies are timely and helpful.”*

*“It is a very big but rewarding program to run - lots of work - but really great to implement. :)”*

*“This is a great free resource for workplaces.”*

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### 3.3 Summary

Overall, the Coordinators from Queensland Workplaces have rated the 10,000 Steps program extremely positively. First and foremost, they have found the program to be both useful and effective in promoting and increasing physical activity in their organisation. The Workplace resources provided to support the implementation of the Tournament are useful and Coordinators are very satisfied with the support provided from the 10,000 Steps project office. In addition to this, the Providers have stated that the requirements to implement 10,000 Steps, in terms of staff time and financial costs, are reasonable.

