



Central Queensland
Hospital and Health
Service

VS

Mackay Hospital
and Health Service



10,000 Steps Strategy: Health Challenge

Objectives:

- To facilitate a health challenge between two Hospital and Health Services.
- To encourage weight loss, waist circumference loss and increase steps.
- To encourage healthy lifestyles by using existing facilities and programs in the community.

Timelines:

- **Concept and website development:** February – May 2018
- **Challenge issued and accepted:** May 2018
- **Challenge started:** 18 June 2018
- **Challenge finished:** 5 October 2018

Outcomes:

- **800 Participants**
- **Average age:** 43.2 years
- **Gender:** 87.3% Female, 12.6% Male
- **Health Challenge ran for 16 weeks.**
- **Promotion in CQHHS:** Wellness roadshow, community events, Facebook, internal and external communication, promotional materials.
- **Promotion in Mackay HHS:** Digital/Facebook, TV ads, radio, print, Let's Shape Up events and health checks, emails/conversations with partners, promotional materials.
- **Due to the competitive nature of the challenge and the ongoing promotion participants continued to join throughout the challenge.**
- **Can be implemented differently depending on the resources available:** CQHHS used it as a promotional activity, while Mackay HHS instigated it as part of the funded Let's Shape Up program.
- **10,000 Steps Tournaments supported Mackay HHS's Inspire your tribe engagement strategy (21 Tournaments started).**
- **Value of partnerships and building on existing projects.**
- **Ability to be replicated in other Hospital and Health Services.**

Challenges Leaderboard

Rank	Name	Weight Loss (kg)	Waist Girth Loss (cm)	Total Steps
1	Mackay Hospital and Health Service Participants: 401 Tournaments: 22 tournaments	205.2	180.9	152,627,430
2	CQ Hospital and Health Service Participants: 354 Tournaments: 8 tournaments	182.4	166.8	86,436,592
3	Other Participants: 50 Tournaments: 6 tournaments	8.9	16.5	15,464,263

www.10000steps.org.au



Healthier. Happier.

