

# ASIA-PACIFIC SOCIETY FOR PHYSICAL ACTIVITY CONFERENCE

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## SCIENTIFIC OR RESEARCH STREAM

**Title: Every minute counts: Evaluating physical activity change in 10,000 Steps Program participants**

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### INTRODUCTION

10,000 Steps is Australia's longest-running digital physical activity promotion program, designed to motivate and connect individuals through a multi-strategy approach grounded in the social ecological model. While program reach is extensive, this study aimed to explore the activity levels of new users and whether participation drives increases in physical activity.

### METHODS

In 2022, a validated single-item physical activity question was integrated into the individual registration of the 10,000 Steps program to capture baseline activity levels. Participants were re-surveyed six weeks later via website intercept or automated email link to a Qualtrics survey. Physical activity was reported in number of active days ( $\geq 30$  minutes) in the previous week, categorised as insufficient ( $< 5$  days) or sufficient ( $\geq 5$  days).

### RESULTS

Since implementation of the physical activity question, 132,213 Australians have registered with the program. At baseline, 71% reported insufficient active days, including 21% with zero active days.

The following changes were reported by the 6,259 members who completed both surveys: Overall, 80% either maintained or increased their number of active days. The proportion reporting sufficient active days increased from 37% to 58%. Within those who reported insufficient active days at baseline (63%), 66% increased active days and 45% achieved sufficient active days. Of those with zero baseline active days, 79% increased their active days by one or more.

### CONCLUSIONS

Findings indicate that the 10,000 Steps program effectively engages insufficiently active individuals and supports meaningful increases in physical activity. Notably, nearly half of the new and inactive participants achieved sufficient active days within six weeks. These outcomes reinforce the program's role in promoting population-level health improvements, particularly among those most at risk from inactivity. Findings should nevertheless be interpreted with caution, as only a small proportion of users completed the follow-up assessment.