

ASIA-PACIFIC SOCIETY FOR PHYSICAL ACTIVITY CONFERENCE

26TH – 28TH NOVEMBER 2025



ADVOCACY, POLICY OR PRACTICE STREAM

Title: Step into Nature – A nature-based physical activity campaign delivered through the 10,000 Steps program

Authors: Corneel Vandelanotte¹, *Stephanie Schoeppe¹, Anetta Van Itallie¹, Rebecca Williams¹, Melissa Erbacher¹, Felix Parker¹

¹Central Queensland University, School of Health, Medical and Applied Sciences, Appleton Institute, Physical Activity Research Group, Rockhampton, Queensland, Australia

*Presenting Author

PURPOSE: To address physical inactivity among Queenslanders, the project aimed to develop, implement and evaluate the Step into nature physical activity campaign delivered through the existing 10,000 Steps Australia program.

Specific aims were to 1) Consult councils and community groups to inform strategies to promote physical activity in nature, 2) develop a steps map that displays steps logged by geographical area, 3) develop and implement the 'Step into Nature' campaign for all Queenslanders statewide and locally in council areas and community-based organisations, and 4) evaluate the campaign implementation and impacts.

The Step into Nature project facilitated large-scale and local campaign delivery.

PROJECT DESCRIPTION: In 2025, an online survey and drop-in sessions were conducted with stakeholders to inform strategies to promote physical activity in nature. Their findings informed the design of new campaign resources (i.e., the Australian steps map, nature-based physical activity directory, campaign toolkit, educational articles) freely available on the 10,000 Steps website.

A Step into Nature monthly step challenge was delivered across Queensland in collaboration with partners (Queensland Walks, Outdoors Queensland). Simultaneously, local community-based step challenges were implemented by community-based organisations (councils, schools, workplaces) facilitated by the Step into Nature campaign toolkit. All campaign resources will be disseminated in future local and statewide step challenges implemented by the 10,000 Steps team, partners and members.

CONCLUSIONS: The Step into Nature campaign toolkit and nature-based physical activity directory provides councils and community-based organisations practical resources to promote physical activity in nature in LGAs and organisations (e.g., councils, schools, workplaces). The steps map provides community organisations and partners feedback on the impact of local and statewide physical activity campaigns.

The Step into Nature Project is proudly supported by the Queensland Government through the ActiveKIT Super Round.