

EMERGING HEALTH POLICY & ECONOMICS RESEARCH (EHPER) CONFERENCE

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HEALTH POLICY



TITLE: Policy mapping as an approach to scale up and sustainably implement the 10,000 Steps Program in Victoria

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INTRODUCTION: Most Australians aren't meeting physical activity guidelines, leading to poorer health and wellbeing outcomes. The 10,000 Steps Program is a long-standing, evidence-based initiative to increase physical activity with broad reach (over 660,000 individual users and over 22,000 organisations), yet formal integration into policy and systems varies across Australia. In Victoria, despite high user engagement, the program lacks systemic policy alignment and support, limiting its scalability.

RESEARCH QUESTION: Can policy mapping be used to identify opportunities for scaling up and sustainably implementing the 10,000 Steps Program in Victoria?

METHODOLOGY: This study involves a comparative analysis of Victoria's 79 Municipal Public Health and Wellbeing Plans (2021–2025). A desktop policy review is being conducted using an adapted CAPLA-Sant  tool designed to assess physical activity policies. Data are currently being extracted, with analysis to follow, utilising a directed content analysis to identify policy alignment, gaps, and opportunities for future scale-up of the 10,000 Steps Program.

FINDINGS: Initial document extraction has identified a range of local policies relevant to physical activity promotion. Early insights suggest variability in policy alignment and support mechanisms across municipalities. A final presentation of the analysis will outline the extent to which policies support scale up of the 10,000 Steps Program.

POLICY IMPLICATIONS: Preliminary findings indicate potential for greater integration of the physical activity promotion, particularly the 10,000 Steps Program, into Municipal Public Health and Wellbeing Plans. Final recommendations will describe strategies to embed the program within Victorian public policy documents, and leverage policy cycles to enhance long-term impact.

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