



STEP COUNT CHALLENGE
Spring 2019

FULL REPORT

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Introduction

In recent research and reports the Outer Hebrides was shown to have:

- the highest incidence of adult obesity in Scotland
- a higher percentage of overweight or obese people compared to the Scottish average, and
- a lower percentage of people meeting the physical activity guidelines compared to the Scottish average.

Obesity has an impact on physical and mental health and is associated with an increased risk of developing a range of conditions such as diabetes, cancer, and heart and liver disease.

There is a growing body of scientific evidence becoming available suggesting that walking helps to maintain a healthy weight, prevent or manage various conditions including heart disease, high blood pressure and type 2 diabetes, strengthen bones and muscles and improving mood, balance and co – ordination.

The ‘Walk on Hebrides’ step count challenge is led by NHS Western Isles’ Health Promotion Department on behalf of the Outer Hebrides Community Planning Partnership (OHCPP) to assist in the delivery of key outcomes set-out in the Active Hebrides Strategy 2019-2030. The Big Team Challenge (BTC) website and app system were used to track progress and motivate participants. The challenge opened for registration on 1st April 2019, closing at midnight on 30th April and the challenge started on 1st May 2019; closing after 6 weeks on 12th June 2019.

In 2017 NHS Western Isles’ Health Promotion Department piloted a successful step count challenge (Walk 500 Miles) which used the Florence text messaging system as a tool for logging steps and motivating participants. While the evaluation of the initiative was extremely positive there were some challenges which informed the recommendations for future initiatives.

The Big Team Challenge (BTC) website and app system was piloted in 2018 for the ‘Walk on Hebrides – Step Count Challenge’, allowing participants to log steps and track progress along a virtual route of the Outer Hebrides (Barra to the Butt of Lewis). Using a purpose built system meant there was minimal Health Promotion administration time required for set-up. This challenge evaluated extremely well with only minor changes recommended for a similar future initiative.

Refer to *Walk 500 Miles 2017 Evaluation Report* and *Walk on Hebrides - Step Count Challenge 2018 Report* for further details.

Aim

The aim of the initiative was to:

- encourage people across the Outer Hebrides to increase their physical activity through a step count challenge
- use the Big Team Challenge system as a tool to increase physical activity and maintain motivation, and
- inform and increase awareness of the benefits of being physically active.

Target group

Inactive residents of the Outer Hebrides aged 13 years and over.

Additional targeting was undertaken on the following groups due to low uptake within these categories during the 2018 step count challenge:

- Males
- People aged 65+
- Residents of Harris

We aimed to have 300 people register for the step count challenge.

Process Summary

The 'Walk on Hebrides' step count challenge was set-up where individuals or teams of 2 aimed to walk the 'Na h-Eileanan Siar' virtual 'World Walking' route, covering 172 miles over a 6 week period. Individuals aimed for 9,500 steps per day and an option was promoted for people who currently undertook no activity, low activity or with low mobility. This option allowed teams of 2 to combine their steps to complete the challenge by each walking 4,750 steps per day.

The 2018 participant guidelines were amended for use and issue. The guidelines were flexible to be inclusive of all abilities.

The challenge was promoted through NHS Western Isles' communication routes, including Community Planning Partners, Healthy Working Lives workplaces and local recovery services. A press release and accompanying photo was issued by NHS Western Isles' Communications Manager to local media outlets (including NHS Western Isles' own communication routes) to promote the launch of the step count challenge.

The Big Team Challenge website and app system was used to allow participants to log steps and track progress along a virtual route of the Outer Hebrides (Barra to the Butt of Lewis). Using a purpose built system meant there was minimal Health Promotion administration time required for set-up. All participants used the BTC system during the challenge apart from one person who emailed their steps. The majority of participants liked the BTC system.

During the challenge the following was promoted with participants via the BTC system: local physical activity events, walking routes, national initiatives, the benefits of physical activity and public health information on tick awareness.

During registration and throughout the challenge local support was provided by the Walk on Hebrides General Support Team and technical support was provided by the BTC Technical Support Team. Most participants did not require support during the challenge. Of the participants that did require support, they all found it helpful.

To monitor progress on the aims of the initiative, data was gathered through various methods before, during and after the challenge.

Also see *Appendix 1: Process of Initiative and Appendix 2: Big Team Challenge System*

Outcomes Summary

- 365 registered for the challenge. 255 individuals and 55 teams
- 304 started the challenge with 208 people completing it; a 68% completion rate
- 48,267 miles of steps were logged during the challenge
- Participation drop-off between registration and the challenge starting reduced by 10% in 2019
- Slight increase in percentage of male participants (+1.5%), people ages 65+ (+3.8%) and residents of Harris (+1.6%)
- 53% of respondents did not take part in the Walk on Hebrides step count challenge in 2019; showing a new audience had been reached
- 79% of post challenge survey respondents met the physical activity Guidelines prior to the challenge, with this increasing by 19% to 98% of respondents meeting the Guidelines during the challenge
- 73% of post challenge survey respondents that completed the challenge as a team stated that their physical activity levels increased from the challenge
- 86% reported feeling the benefits of additional physical activity during the challenge
- 77% stated the challenge has made them choose walking more as a preferred option
- 97% said they would take part in a similar step count challenge again

Also see *Appendix 3: Demographics of people registered* and *Appendix 4: Data collected from pre & post challenge surveys*

Unintended outcomes

- 41% of participant felt less stressed as a result of taking part in the challenge
- 150 known entries in local and national events with a physical activity element due to promotion of these events during the challenge
- 10 people expressed interest in becoming a volunteer Walk Leader in their community
- Some participants began running

Feedback

“I was motivated to keep walking knowing local people were taking part.”

“Thank you very much for another amazing challenge, which is great for our health in more ways than one.”

“Wonderful idea and will certainly take part next year.”

“Even though I didn’t complete the challenge my steps increased and I am looking at other challenges to take part in.”

Also see *Appendix 5: Feedback from participants (from Surveys and emails)*

Costs

	£
Big Team Challenge system	974
Silva pedometers x 20	£260 (only 4 issued – remaining for general stock)
‘Walk on Hebrides’ Pens x 500	190 (only x20 issued – remaining for general stock)
‘Walk on Hebrides’ water bottles x 50	223 (only x20 issued – remaining for general stock)
Hi-vis armbands x 51	98 (only x20 issued – remaining for general stock)
Posters A4 x 70 A3 x 10	13.50

TOTAL = £1758.50*

*Excluding salary costs for staff time

£4.82 per participant registered for the challenge.

Challenges

- **Registration link misprinted in press release**
The registration link was misprinted in the press release launching the challenge which made it more challenging for participants to register. Additional promotion with the correct link was undertaken to try and counteract the effects.
- **Unseasonable weather**
During May and early June the weather was unseasonably cool with higher than average rainfall and a frequent westerly wind. There were short periods of sunny and warm weather.
- **Low uptake for Harris area**
While there was a slight increase in participation from residents of the Isle of Harris uptake remains low. Only 3.8% of participants were residents of Harris; Harris makes up 6.9% of the population.

- **Low uptake for participants aged 65+**
While there was a slight increase in participation from people aged 65+ uptake remains low. Only 3% of participants were aged 65+ while this age group make up 21.6% of the population (2011 Census).
- **Low uptake by males**
While there was a slight increase in male participation uptake remains low. Only 16% of participants were male while they make up 49.4% of the population (2011 Census).
- **Lower uptake with NHS staff**
Uptake from NHS staff reduced by 4.7% in 2019.
- **Lower number of participants completed the challenge**
The percentage of participants completing the challenge reduced by 13.2% in 2019.

Conclusion

There is an ever growing body of evidence on the benefits walking can bring to health and the prevention and management of health conditions.

Taking cognisance of recent research and reports that highlight the Outer Hebrides need to lower rates of overweight and obesity of adults and support the increase of physical activity levels, NHS Western Isles' Health Promotion Department set-out to host an initiative encouraging people to increase their physical activity through a step count challenge. A 6 week step count challenge 'Walk on Hebrides' was held during spring 2019. The challenge followed similar successful challenges hosted by the department in 2017 and 2018.

This year a respectable 68% of participants completed the challenge and there was a slight increase in participation from males, people aged 65+ and residents of Harris. The majority of participants said they felt benefits from additional activity during the challenge and the majority of people taking part in a team found their activity levels increased from the challenge and the. Many participants believe the challenge has made them choose walking more as a preferred option.

Some challenges were comparable to previous years with unseasonable weather experienced and low uptake for Harris residents, males and people aged 65+. This year saw a lower uptake from NHS staff and a low number of participants completing the challenge.

The Big Team Challenge web and app system was well received by participants and the local Administrator again this year with all but one using the system to log steps. Similarly to last year the majority of feedback on the system was requesting more milestones along the route.

Through evaluation and data monitoring the Health Promotion Department consider this year's step count challenge a success; meeting the desired aims.

Recommendations

If we were to run the same or a similar initiative in the future the following should be considered:

1. Ensure the registration link in the press release is correct after issue.
2. Aim to increase uptake from residents of the Isle of Harris.
3. Aim to increase uptake from people aged 65+.
4. Aim to increase uptake from male residents of the Outer Hebrides.
5. Aim to increase uptake from NHS staff.
6. Consider alterations to allow more participants to complete the challenge.
7. Continue to follow-up with those registered who fail to commence the challenge and provide additional support.
8. Feedback comments on the BTC system to the support team e.g. too few milestones.

APPENDIX 1: PROCESS OF INITIATIVE

'Walk on Hebrides' Step Count Challenge Set-up

- Set-up a step count challenge with the Big Team Challenge system where individuals or teams of 2, aged 13 years and over, aimed to walk the World Walking (<https://worldwalking.org>) Na h-Eileanan Siar route (Barra to Butt) which is 172 miles long
- Updated 2018 Guidelines for participants (including disclaimer)
- Allowed the conversion of activity into steps and provided a link to a suggested conversion chart
- Reinstated last year's challenge email: wi.walkonheb@nhs.net
- Set-up Facebook 'Walk on Hebrides – step count challenge' closed group through HIRS Western Isles page
- Ordered resources required
- Drafted messages on local and national walking events and informative and motivational messages for issue to participants (approx. 3 per week)
- Planned promotion of challenge and agreed communication routes
- Supported participants with registration

Promotion

- Promoted the challenge through:
 - Social media & websites: NHS Western Isles, HIRS Western Isles, Dietetics, Events, Am Paipear, Isles FM, Sports Centres, Guth Bharraidh, Community Sports Hubs and Stornoway Gazette.
 - Local papers – Stornoway Gazette, Events
 - Local radio – Isles FM, BBC Radio nan Gaidheal
 - Local authority – via Communications Manager
 - NHS Western Isles – social media, Health Promotion website, Team Brief, GP practices, patient information TVs, long term condition steering group, Diabetes Centre, Dental Centre, Physiotherapy, Occ. Health, Occupational Therapy, MPower, Dietetics, 'Healthy Weighs' healthy weight initiative participants
 - Sports Centres
 - Workplaces – Workplaces registered with Healthy Working Lives across Outer Hebrides
 - Recovery services – Services working with the Outer Hebrides Alcohol and Drug Partnership (ADP)
 - Partners of the Community Planning Partnership
 - Community Land Trusts
 - Community Associations
 - Community Groups – older people groups, support groups for long term conditions and cancers e.g. Mens Cancer Support Group
 - Community Halls
 - Community notice boards e.g. supermarkets, shops.
 - UHI (Outer Hebrides)
 - Walk on Hebrides Walk Leaders
 - Move More Activity Officers
 - Harris – workplaces, community groups

No and low cost promotional routes were utilised in the first instance.

- Promoted the following in messages to participants via the BTC system:
 - local physical activity events (e.g. 5k walking events)
 - national initiatives with a physical activity element (e.g. #WalkThisMay)
 - local walking routes and groups
 - the benefits of physical activity
 - NHSWI Public Health topics (e.g. tick awareness)

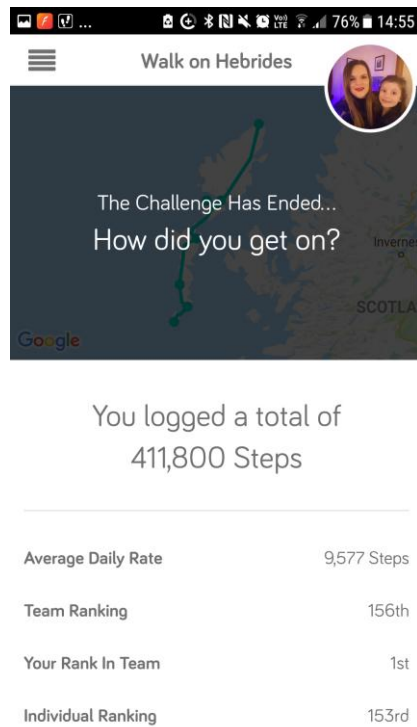
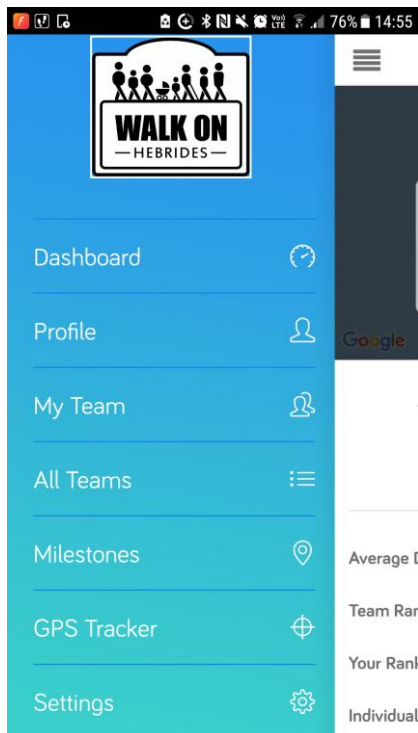
Launch

- Launched challenge on 1st April through agreed communication routes; coinciding with the end of Cancer Research UK's 'Walk All Over Cancer – 10,000 steps a day this March' campaign
- Issued press release through NHS Western Isles Communications Manager
- Supported participants in registering with the challenge and BTC system
- Provided guidelines to all participants through the BTC system
- Provided the first 20 registered across the Outer Hebrides with a free 'Walk on Hebrides' resource pack
- Offered a limited amount of pedometers to people who did not have a fitness monitor (e.g. Fitbit) or smart phones with the ability to download a pedometer app
- Issued link to pre-challenge survey through BTC system


Monitoring & Evaluation

- Pre-challenge survey
- Monitoring steps progress
- Post-challenge survey
- Anecdotal verbal and written feedback

APPENDIX 2: BIG TEAM CHALLENGE SYSTEM




Your Profile




Karen Peteranna

8/10 Achievements | 10/15 Distance

Achievements



Distances

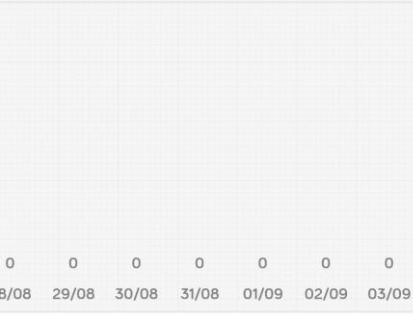


Your Team Edit

102%

Karen Peteranna

Total Steps Together 175 miles
Leaderboard 156 (overall)
135 (Individual Teams)



0 0 0 0 0 0 0
8/08 29/08 30/08 31/08 01/09 02/09 03/09

Leaderboard Individual Teams Favourites


Your Team

135th	Karen Peteranna	175 miles	★
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Individual Teams

1st	SAM	727 miles	★
2nd	There is an I	639 miles	★
3rd	Bruno Marsbar	501 miles	★
4th	Emma and Eric	499 miles	★

Milestones



102% 411,800 steps

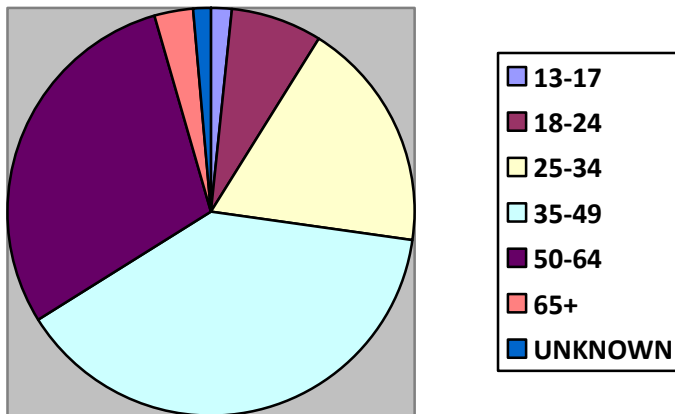


Lewis
Lewis is the northern part of Lewis and Harris. The Western Isles' largest settlement is Stornoway on Lewis. The Western Isles were once part of the Norse Kingdom of Mann and the Isles. The famous Lewis chessmen, found on the island in 1831, date from the time of Viking rule. Traditional industries on Lewis are crofting, fishing and weaving. Despite the name, the Harris Tweed industry is now focused in Lewis with mills in Shawbost and Stornoway. Peat is still cut for fuel in many areas of Lewis. Attractions include the famous Callanish Stones, the Dun Carloway Broch; the Blackhouse village at Garenin, the Bragar whale bone arch and the Butt of Lewis cliffs, the most

APPENDIX 3: DEMOGRAPHICS OF PEOPLE REGISTERED

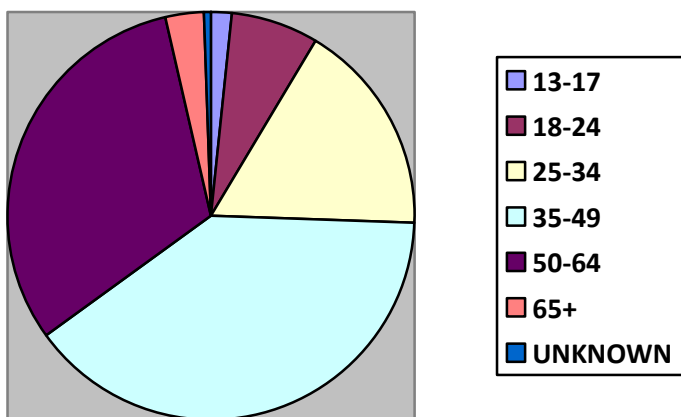
i) AGES OF PEOPLE REGISTERED

13-17	6
18-24	26
25-34	67
35-49	142
50-64	108
65+	11
Unknown	5
TOTAL	365



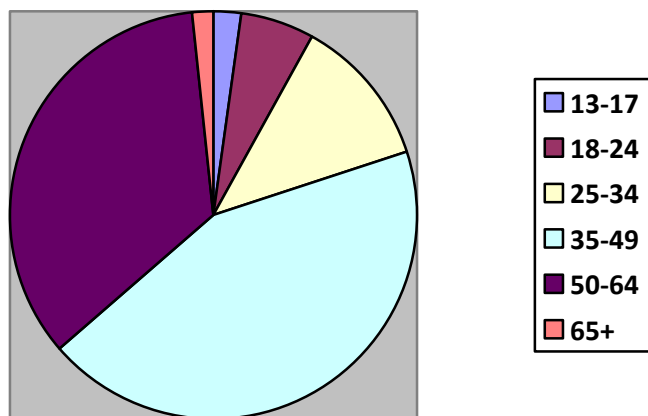
ii) AGES OF PEOPLE WHO STARTED CHALLENGE

13-17	5
18-24	21
25-34	52
35-49	120
50-64	95
65+	9
Unknown	2
TOTAL	304



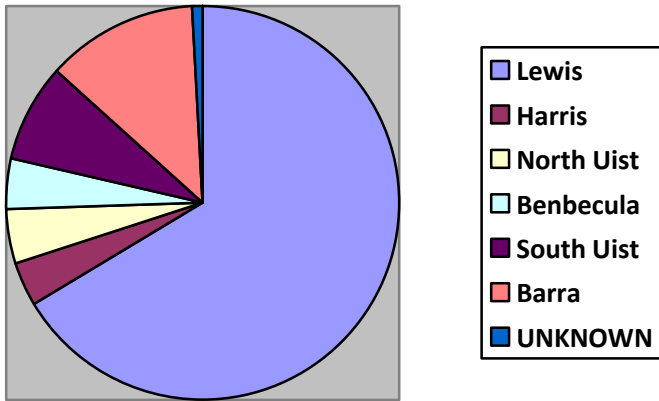
iii) AGES OF PEOPLE WHO COMPLETED CHALLENGE

13-17	3
18-24	13
25-34	32
35-49	76
50-64	73
65+	9
TOTAL	208



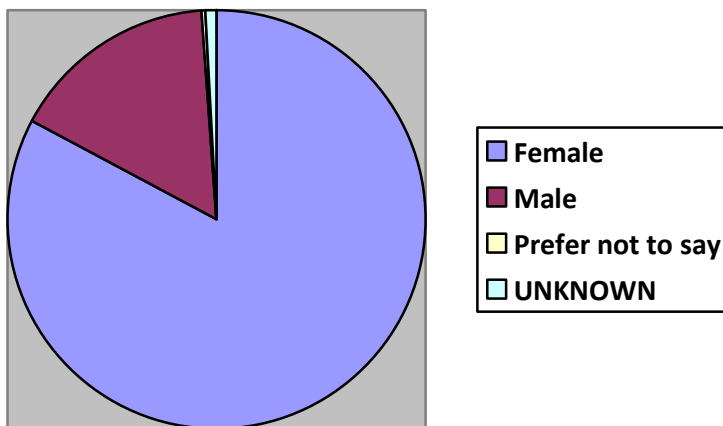
iv) LOCATION OF PEOPLE REGISTERED

Lewis	242
Harris	14
North Uist	16
Benbecula	15
South Uist	29
Barra	46
Unknown	3
TOTAL	365



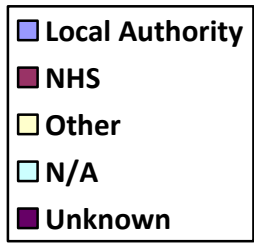
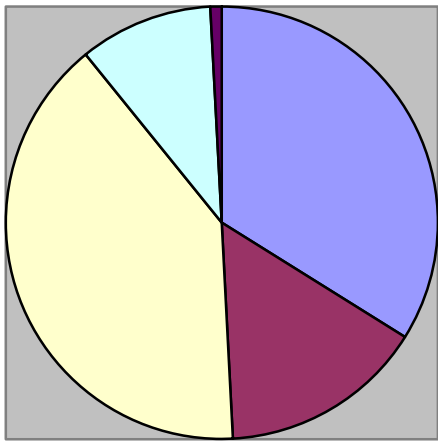
v) SEX OF PEOPLE REGISTERED

Female	302
Male	59
Prefer not to say	1
Unknown	3
TOTAL	365



vi) EMPLOYER OF PEOPLE REGISTERED

Local Authority	124
NHS	55
Other	146
N/A	37
Unknown	3
TOTAL	365



APPENDIX 4: DATA COLLECTED FROM PRE & POST- CHALLENGE SURVEYS

Pre-challenge survey

Of the 304 people that started the challenge, 62 people completed the pre-challenge survey on Survey Monkey.

EMPLOYMENT

37% of respondents were employed in desk based jobs i.e. spend extended amounts of time being sedentary, and 37% were employed in non-desk based jobs. Others included retired (16%), unemployed (3%), semi-retired, self employed, home maker and unemployed due to medical reasons.

REASONS FOR TAKING PART

Participants were asked what their reason for taking part in the challenge was:

- 67% To improve general health and wellbeing
- 58% To improve fitness
- 56% To increase physical activity levels
- 49% To lose weight
- 42% For fun
- 40% To get out and about
- 23% To maintain physical activity levels
- 21% To join family/friends
- 18% Encouraged by family/friends
- 7% To be social

Other comments:

- To see how far I walk
- Improve confidence
- To make more effort to be active

PARTICIPATION IN LAST YEARS 'WALK ON HEBRIDES' STEP COUNT CHALLENGE

53% of respondents did not take part in the Walk on Hebrides step count challenge in 2019.

Post-challenge survey

Of the 304 people that started the challenge, 83 people completed the post challenge survey on Survey Monkey.

PROMOTION

49% of respondents heard about the challenge through NHS Western Isles communications (social media, website or Team Brief) with 43% of this from social media alone; highlighting the effectiveness of social media as a tool (and particularly NHS Western Isles social media platforms) in promoting health improvement initiatives. 27% heard about the challenge from family or friends and 16% through their workplace. Others heard from Events social media (11%) website (5%) and poster (4%).

BIG TEAM CHALLENGE WEB AND APP SYSTEM

99% of respondents to the survey advised that they used the Big Team Challenge system; 52% used the app only, 29% used the website only and 18% used both the app and website.

BTC Features:

- Dashboard

The majority of respondents (88%) liked this feature.
(8% were indifferent and 4% felt it was not applicable to them.)

- Profile

The majority of respondents (76%) liked this feature.
(18% were indifferent and 7% felt it was not applicable to them.)

- Leaderboard

The majority of respondents (78%) liked this feature.
(3% disliked the feature, while 17% were indifferent and 3% felt it was not applicable to them.)

- Milestones / Route Map

The majority of respondents (85%) liked this feature.
(9% disliked the feature, while 5% were indifferent and 1% felt it was not applicable to them.)

- GPS Tracker

With the lowest scoring, only 45% of respondents liked this feature.
(7% disliked the feature, while 22% were indifferent and 27% felt it was not applicable to them, suggesting they did not use this feature as much.)

11 comments on the BTC features were added by respondents.

Comments:

- More milestones along the route (majority of comments)
- A feature that told you what date/time your last steps were logged would be helpful
- Over-achievers on the leader-board can be de-motivating for the less active

Weekly messages issued by local step count challenge Support Team:

The majority (49%) found the weekly messages informative, 28% found the messages both informative and motivational, 8% found them motivational and 15% found them neither informative nor motivational.

LOCAL EVENTS AND WALKING ROUTES

Respondents were asked if they were encouraged to attend local events taking place across islands during the challenge or undertake walking routes promoted through the BTC system. Results:

	Participants	Participants who plan to
Clean Coast beach clean	10	3
Women's Cancer Challenge 5K	16	3
Walk to School Week	10	2
Leanne Fund 5K	10	4
Benbecula ½ marathon, 10k and Fast Track	10	2
Big Fit Walk	10	6
Roadside Litter Awareness Week	8	4
Mental Health Awareness Week	13	4
Walk on Hebrides Health Walks	17	6
Visit Outer Hebrides walking routes	17	11

Walk Highlands walking routes	11	10
Great Global Greyhound Walk	4	3
North Harris Trust Guided Walks	6	7
Hebridean Walking Club	7	4

REASONS FOR TAKING PART

Participants were asked what their reason for taking part in the challenge was:

- 57% To increase physical activity levels
- 54% To improve fitness
- 44% To improve general health and wellbeing
- 39% To lose weight
- 39% To get out and about
- 35% For fun
- 32% To maintain physical activity levels
- 11% To join family/friends
- 11% Encouraged by family/friends
- 10% To be social

Comments:

- To provide a boost after a long winter
- The leaderboard provided a competitive element that appealed

FREE PEDOMETERS

Participants were asked if they received a free pedometer from the Health Promotion department, did they find it useful. Only 4 pedometers were issued to participants as the challenge guidelines stating that participants with pedometers, fitness trackers and smart phones with the ability to download a pedometer app should use this in the first instance. 100% of participants that received pedometers found them useful.

Comments:

- Free pedometers should not be provided
- Didn't know they were available

ENTRY AS INDIVIDUAL OR TEAMS OF 2

86% of respondents stated that they found it helpful that they could enter the step count challenge as an individual or team of 2. 11% selected 'non applicable'.

Comments:

- Demotivating that teams appear to enter on individual accounts

DURATION OF THE CHALLENGE

80% of respondents thought the duration of the challenge was 'just right'.

Comments:

- 6 weeks good for a team of 2 but not so easy for an individual
- Maybe 8 to 10 weeks

CONVERSION OF ACTIVITIES INTO STEPS

57% stated that they found the conversion of activities into steps during the challenge helpful. 32% stated 'non applicable'.

Comments:

- Couldn't see where I could do this
- I didn't realise I could do this (x6)

BENEFITS FROM ADDITIONAL PHYSICAL ACTIVITY DURING CHALLENGE

86% of respondents felt the benefits of additional physical activity during the challenge. 14% stated they did not feel the benefits of additional physical activity during the challenge.

Comments:

- Able to walk more now
- Able to walk steeper inclines now

When asked about the benefits felt from additional physical activity respondents told us:

68%	Increased physical activity levels
56%	Improved general health and wellbeing
51%	Had fun
49%	Improved fitness
41%	Less stressed
35%	Maintained physical activity levels
29%	Weight loss
28%	Raised awareness of the importance of maintaining an active lifestyle
22%	Enjoyed discovering / rediscovering my local area
21%	Socialised with family / friends/ colleagues
16%	Weight maintenance

Other comments:

- Quality time with my dog
- Using the car less for short journeys

WALKING AS A PREFERRED OPTION

77% said the challenge has made them choose walking more often as a preferred option. Of the 13% (18) who said 'no' almost half said they were already regular walkers.

Comments:

- Walking a preferred choice anyway (x8)
- Previous challenges from NHSWI and Cancer Research UK made me choose walking as a preferred option
- I enjoy running

WOULD THEY TAKE PART IN A SIMILAR STEP COUNT CHALLENGE?

97% of respondents said they would take part in a similar step count challenge again.

The majority of people that commented on other times during the year would welcome another challenge in autumn, winter or in the New Year.

Other comments:

- Already signed-up to another World Walking challenge

WALK LEADERS

10 participants expressed an interest in receiving information on how to become a volunteer Walk Leader in their local community.

VISIT OUTER HEBRIDES WALKING ROUTE PACKS

40 participants wished to receive Visit Outer Hebrides walking pack routes.

Packs were made available for collection through the Health Promotion Department.

SUPPORT

44% said they found the support provided by the Walk on Hebrides general support team and the Big Team Challenge technical support team helpful. 54% answered 'non applicable' indicating they did not require support during the challenge.

Physical activity levels

82% of post challenge survey respondents completed the challenge. 72% as an individual and 28% as part of a team of 2. 73% of those who completed the challenge as part of a team of 2 stated that their physical activity levels had increased since before the challenge.

Respondents were asked in an average week how many days they were physically active (1) prior to the challenge in the pre-challenge survey and (2) during the challenge in the post challenge survey.

1. In the pre-challenge survey 60% said they were physically active for 30 minutes or more on 5-7 days per week prior to the challenge.
2. In the post-challenge survey 84% said they were physically active for 30 minutes or more on 5-7 days per week during the challenge.

In line with the national physical activity guidelines respondents who did less than 5 days activity were then asked *if 4 days or less, were they physically active for at least 2.5 hours (150 minutes) per week.*

1. In the pre-challenge survey 46% said 'yes' they were physically active for at least 2.5 hours (150 minutes) per week. This shows that 79% of respondents to the survey met the physical activity guidelines prior to the challenge.
2. In the post-challenge survey 85% of respondents said 'yes' they were physically active for at least 2.5 hours (150 minutes) per week. This shows that 98% of respondents to the survey (who took part in the challenge) met the national physical activity guidelines during the challenge.

APPENDIX 5: FEEDBACK FROM PARTICIPANTS (FROM SURVEY'S AND EMAIL)

Feedback from people who did not complete the challenge

Barriers:

- Ill health
- Work commitments
- Routine with children
- Holidays
- Poor weather
- Over-achievers on the leader-board can be de-motivating for the less active
- Once you fell behind it was hard to catch-up

Positive experiences:

- Great to spend quality time with my dog
- Able to walk more now
- Even though I didn't complete the challenge my steps increased and I am looking at other challenges to take part in
- Wonderful idea and will certainly take part next year
- Absolutely felt benefits from taking part even though I didn't complete it
- I was motivated to keep walking knowing local people were taking part

Other comments:

- A feature that told you what date/time your last steps were logged would be helpful
- I have realised I am not as active as I thought
- A longer challenge would be better

Feedback from people who did complete the challenge

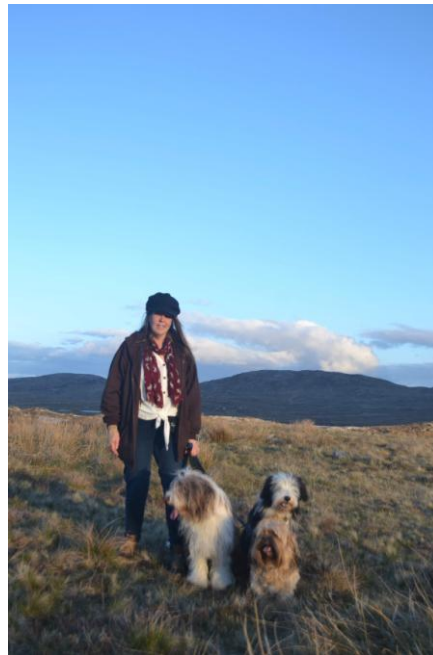
Positive experiences:

- Gives you a boost after a long winter
- Started running also
- Have now signed-up for a world walking challenge
- Using the car less for short journeys
- Able to walk steeper inclines now
- walking more as part of everyday life
- feeling much fitter
- Thank you very much for another amazing challenge, which is great for our health in more ways than one

Other comments:

- Demotivating that teams appear to enter on individual accounts
- Exciting reaching a new milestone
- Too few milestones along the route, more required
- It's quite a challenge for an individual to complete this route in 6 weeks

- APPENDIX 6: PHOTOS FROM 'WALK ON HEBRIDES' STEP COUNT CHALLENGE





APPENDIX 7: LOCAL PRESS

The screenshot shows the homepage of 'The Press and Journal (Inverness, Highlands, and Islands)' dated 1 Apr 2019. The page features a navigation bar with 'Home feed', 'NEWS', and a search bar. Below the navigation, there are several news items:

- Return of nurses brings new hope for rural health:** An article about the return of nurses to rural areas, mentioning 'The Press and Journal (Inverness, Highlands, and Islands)' and dated 1 Apr 2019.
- al music:** A section header for local music news.
- Pipers and drummers gather in Lochaber:** An article about a piping competition, featuring a photo of a man playing a bagpipe. The text mentions 'AWARD: Ronnie McIntosh of Fort William won the Ewan MacRae Trophy at the Lochaber Piping Society's annual competition...'.
- Walk the length of the outer islands:** An article about a walking challenge. The text states: 'A challenge has been set for people to walk the length of the Outer Hebrides over six weeks this spring in a bid to stay healthy. NHS Western Isles' Step Count Challenge covers 172 miles. Health improvement practitioner Karen Peteranna said: "Last year's Step Count Challenge saw over 50,000 miles of steps logged by walkers up and down the Outer Hebrides. "This was a fantastic effort from walkers who told us they felt the benefits to their health from the additional activity during the challenge." She added: "Walking for just 30 minutes a day can bring all round benefits to our physical, social and mental health."
- Walker lifted to safety in Orkney:** An article about a walker who fell off a cliff. The text says: 'A walker has been airlifted to safety after sustaining a leg injury in Orkney. The casualty was walking in Yesnaby cliffs on the west coast when they injured themselves. Coastguard Rescue He...'
- Private view of exhibition:** An article about an art exhibition. The text says: 'Art enthusiasts are being invited along to a private viewing of two new exhibitions in Acharacle. Creators Margaret Uttley and David Knight's Edge of Sight showcase will feature along...'
- Knoy:** A partially visible article about a community event. The text says: 'Work is new will. commu accessib over a r voyage l'

At the bottom of the page, there is a navigation menu with categories: 1 FRONT PAGE, 2 NEWS, 26 WORLD NEWS, 27 AGENDA, 31 BUSINESS, 34 MONEY, 36 FARMING, 38 OBITUARIES, 40 PUZZLES, 42 TELEVISION, 48 SPORT, 1 THE SCORE, 16 SCOREBOARD, 3 SHELL SP.

The screenshot shows the 'E-Sgìre' website with a news article titled 'Walking all over the Hebrides this Spring!' dated 15 April 2019 at 17:09:21. The article is in Gaelic and discusses a walking challenge. The website has a navigation bar with categories: Dachaligh Home, Coimhearsnachdan Communities, Beachd Opinion, Naidheachdan News, Tachartsan Events, Gàidhlig Gaelic, and Déanadas Performance. A 'News archive' sidebar on the right lists months from 2019 (January to September) and 2018 (January to September). The article text includes:

Are you ready to walk the length of the Outer Hebrides over six weeks this Spring?

Now is your chance to join in with NHS Western Isles' successful Step Count Challenge - covering 172 miles with your progress tracked along a virtual route of the Outer Hebrides using the Big Team Challenge App and web-system.

NHS Western Isles Health Improvement Practitioner, Karen Peteranna, said: "Last year's Step Count Challenge saw over 50,000 miles of steps logged by walkers up and down the Outer Hebrides. "This was a fantastic effort from walkers who told us they felt the benefits to their health from the additional activity during the Challenge." She added: "Walking for just 30 minutes a day can bring benefits to our all round health; our physical, social and mental health."

The Step Count Challenge is free and open to island residents aged 13 years and over; and last year the Challenge attracted 300 people from across the islands, with participants stating they found the Challenge helped them reach individual goals, such as taking the time to walk daily, increasing activity following an operation, and losing weight. Many said they had fun while getting out and about rediscovers their local community!

Jacqui Marshall, who completed the Challenge last year, said: "The Walk on Hebrides Step Count

https://www.facebook.com/search/top?q=walk%20the%20hebrides%20step%20cou... PETERANNA, Karen (NHS WES... walk the hebrides step cou...

Guth Bharradh
29 March

Walking all over the Hebrides this Spring!

Are you ready to walk the length of the Outer Hebrides over six weeks this Spring?

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Many said they had fun while getting out and about rediscovering their local community!

Jacqui Marshall, who completed the Challenge last year, said: "The Walk on Hebrides Step Count Challenge came at the right time for me. My mobility had been limited for some time and I was reliant on crutches."

"I was determined to take part in the Challenge and my bearded collie Hydie was a great support. In fact she helped me swap one crutch for her lead" she continued.

"I enjoyed every minute of the Challenge last year and the sense of achievement from finishing it. I can't wait to get going again this year"

Participants to the Step Count Challenge are encouraged to use The Big Team Challenge web and App system, logging steps and distance along a virtual route of the Outer Hebrides.

To register visit www.walkthehebrides.bigteamchallenge.com

Registration for the Step Count Challenge 2019 opens on Monday, April 1st at 1pm and closes at Midnight on April 30th, when the six week Challenge starts on Barra in the south and finishes at the Butt of Lewis in the north. And the first 20 people to register will receive a free Walk on Hebrides resource pack.

Participants can enter as an individual or team of two. The team option may be most suitable for people who currently undertake no activity, low activity, or with low mobility. Individuals should aim for 9,500 steps per day, and teams of two should each aim for 4,750 steps per day and combine their steps to reach the finish-line.



For further information on the Challenge, please email:

https://www.facebook.com/search/top?q=walk%20the%20hebrides%20step%20cou... PETERANNA, Karen (NHS WES... walk the hebrides step cou...

MPower Health Western Isles - Adult Support Service
10 April

Get registered to start Walk On Hebrides! 🏃🏻‍♀️ 🐾

We all know the great benefits of walking on our overall health and wellbeing 🥰

BACK FOR 2019!
WALK THE HEBRIDES THIS SPRING!

REGISTRATION OPENS: 1st April at 1pm

Register at: www.walkthehebrides.bigteamchallenge.com

FREE Walk on Hebrides resource pack for the first 20 registrants

HRS Western Isles
1 April

"NEW REGISTRATION LINK BELOW"

Walking all over the Hebrides this Spring!

Are you ready to walk the length of the Outer Hebrides over six weeks this Spring?

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She added: "Walking for just 30 minutes a day can bring benefits to our all round

APPENDIX 8: STEP COUNT CHALLENGE TRENDS 2017 – 2019

Residency of registration compared to population distribution (2017 – 2019)

ISLAND	Population % (2011 Census)	Challenge Registration %			2019 Registration % compared to Population %
		2017	2018	2019	
Outer Hebrides	27,684	364	400	365	
Lewis	19,658 (71%)	250 (68.7%)	259 (64.8%)	242 (66.3%) ↑	93.4%
Harris	1916 (6.9%)		9 (2.25%)	14 (3.8%) ↑	55.1%
North Uist	1619 (5.8%)	114 (31.3%)	24 (6%)	16 (4.4%) ↓	75.9%
Benbecula	1330 (4.8%)		23 (5.6%)	15 (4.1%) ↓	85.4%
South Uist	1897 (6.9%)		42 (10.5%)	29 (7.9%) ↓	114.5%
Barra & Vatersay	1264 (4.6%)		31 (7.8%)	46 (12.6%) ↑	273.9%

Sex of Registrations (2017 – 2019)

Sex	Sex of Registrations %		
	2017	2018	2019
ALL	364	400	365
Female	323 (88.7%)	338 (84.5%) ↓	302 (82.7%) ↓
Male	41 (11.3%)	49 (12.3%) ↑	59 (16%) ↑
Unknown	0	13 (3.3%) ↑	4 (1%) ↓

Age of people registered (2018 – 2019)

AGE	Age of participant registrations %	
	2018	2019
ALL	400	365
13 - 17	11 (2.8%)	6 (1.6%) ↓
18 - 24	41 (10.3%)	26 (7.1%) ↓
25 - 34	59 (14.8%)	67 (18.4%) ↑
35 – 49	155 (38.8%)	142 (38.9%) ↑
50 – 64	116 (29%)	108 (29.6%) ↑
65+	6 (1.5%)	11 (3%) ↑

Please note: 2018 was Year of Young People and the challenge used this branding to attract young people.

Employer of people registered (2018 – 2019)

EMPLOYER	Employer of participant registrations %	
	2018	2019
ALL AGE GROUPS	400	365
Local Authority	128 (32%)	124 (34%)↑
NHS	79 (19.8%)	55 (15.1%)↓
Other	142 (35.5%)	146 (40%)↑
N/A	33 (8.3%)	37 (10.1%)↑
Unknown	18 (4.5%)	3 (1%)↓

No. of participants who registered, started and completed the challenge (2017 – 2019)

CHALLENGE	No. Registered	No. Started (of registered)	No. Completed (of registered)	No. Completed (of started)	No. completed 75% + over	No. completed 50% + over
2017	364	300 (82.2%)	221 (60.7%)	221 (73.7%)		
2018	400	293 (73.3%)↓	239 (59.8%)↓	239 (81.6%)↑		
2019	365	304 (83.3%)↑	208 (57%)↓	208 (68.4%)↓	234 (77%)	263 (86.5%)

Please note: In 2017 and 2018 participants were granted an additional week to input steps by email and there was a reasonable uptake for this.

Physical Activity Levels (2018 – 2019)

from post challenge survey

YEAR	Meeting Physical Activity Guidelines prior to challenge	Meeting Physical Activity Guidelines during challenge
2018	83%	100%
2019	79%	98%

Distance walked (2017 – 2019)

DISTANCE	2017	2018	2019
TOTAL Miles	130,000	51,652	48,267
TOTAL Steps	260 m	103.3 m	96.5 m
Miles Per Participant (started)	433	176	159

Please note: The aim of the 2017 challenge was to walk 500 miles over 80 to 134 days. The aim of the 2018 and 2019 challenge was to walk 172 miles over 6 weeks as an individual or a team of 2.

Reasons for participation 2017 – 2019 (from post challenge survey)

REASON FOR PARTICIPATION	2017 (%)	2018 (%)	2019 (%)
To increase physical activity levels	63	54↓	57↑
To improve fitness	63	69↑	54↓
To improve general health and wellbeing	72	48↓	44↓
To lose weight	46	42↓	39↓
To get out and about	44	42↓	39↓
For fun	41	37↓	35↓
To maintain physical activity levels	26	37↑	32↓
To join family/friends	UNKNOWN	21	11↓
To be social	UNKNOWN	8	10↑
Encouraged by family/friends	UNKNOWN	4	11↑

Benefits from participation 2017 – 2019 (from post challenge survey)

BENEFITS FROM PARTICIPATION	2017 (%)	2018 (%)	2019 (%)
Increased physical activity levels	85	73↓	68↓
To improve fitness	80	49↓	49 ← →
To improve general health and wellbeing	87	56↓	56 ← →
Had fun	83	58↓	51↓
Raised awareness of the importance of maintaining an active lifestyle	70	33↓	28↓
To maintain physical activity levels	67	24↓	35↑
Enjoyed discovering / rediscovering my local area	59	29↓	22↓
Weight maintenance	52	18↓	16↓
Socialised with family / friends / colleagues	46	16↓	21↑
Less stressed	43	38↓	41↑
Weight loss	33	24↓	29↑

Cost of Step Count Challenge 2017 - 2019

YEAR	TOTAL COST	PER PARTICIPANT (Registered)
2017	£14164.50	£47.22
2018	£2582.44↓	£6.46↓
2019	£1758.50↓	£4.82↓

Please note: Costs are excluding staff costs. Also, 2017's challenge was longer and used a different data collection system.