

Keele Staff Pedometer Challenge

Summary

In January 2018, a staff fitness tracker challenge was initiated at Keele University. Two departments from the University at a time compete against one another over a two week period, before step totals are compared. The total compared is the average steps per person meaning departments can all take part, regardless of size.

Fitness trackers were invested in to support the scheme, while staff could also use their own. To date, the project has had ten departments competing from across the University.

Aims/Objectives

To increase staff wellbeing at the University and decrease staff inactivity in the workplace. The trackers help encourage staff to take breaks, walk to work and/or park further away in order to win the competition. Moving forward following the challenge it was hoped these healthy behaviours would then be continued.

What did you do?

- The University invested in 50 fitness trackers and gained interest from two high profile departments to launch the challenge (Human Resources and Marketing and Communications)
- Sign Up sheets were sent to team captains to sign up their departments. Trackers were then delivered to the department with instructions on how to set them up.
- Emails were sent out:
 - As an introduction to the challenge
 - How to log steps at the end of week one and end of week two
 - A halfway scores email
 - A winners announcement email asking for feedback.
- A web page and overall leader board graphic were created in order to promote the challenge. The leader board was also promoted via social media.

What was the context / background?

- September 2017 saw the launch of the People Strategy, a Human Resources Strategic Project, and this provided the first gauge of interest for the project.
- The project was also based on the increased interest in staff wellbeing and inactivity levels

How was it organised and who was involved?

- It was organised by the Sports Development Team between two members of staff. The challenge is also a

part of our Active Lifestyles Group, a sub group of the Healthy Universities Network we have in place for health and wellbeing.

What resources did you need?

-The challenge involved the purchasing of 50 fitness trackers:

50 x £25 = £1250

-Organising staff time translates to around 2 hours a week when the challenge is happening, with an hour on top of this the week before a challenge takes place to deliver trackers and admin.

Has it been evaluated? How successful has it been?

-After the first three rounds of challenges had taken place, we collated the feedback form into a report. 61 of the participants had filled this in and found:

1. 100% of participants enjoyed taking part in the challenge.
2. 45% felt more active as a result of taking part, with a further 36% being unsure
3. 63% of those who hadn't previously owned a tracker now owned one or were planning to buy one.

Quotes:

"Fitness Challenge was a lot of fun, and generated a team spirit within the department"

"The challenge really made you think about how many (or how few!) steps you do each day and helps you to think about incorporating additional steps wherever possible"

-We have faced issues in terms of the trackers and attached app sometimes being ineffectual which we are trying to reduce by providing clear instruction. Others also mentioned about including cycling and swimming within the totals to reward all activity.

How did it draw on or contribute to a Healthy University Whole System Approach?

-The whole premise of the challenge is to get staff involved from varying departments across the University and this has been achieved.

-As stated previously this is a part of the Active Lifestyles Group, and thus part of the wider University approach.

Future Plans

-To look at the possibility of a different app which would mean all types of activity could be recorded, such as swimming and cycling.

-Possibility of extending to four weeks to encourage greater behaviour change

-We would also like to undertake a follow up survey to all participants who have taken part to see if the changes during the two week period have been sustained in the following months.

-To keep developing and promoting our staff sport offering to help encourage the activity levels to be sustained after the challenge.

-How could this involve students?

Key Learning Points

- That something very simple in idea and design can make a large difference to staff wellbeing. The challenge is not the first or last of its kind, but the difference it has made is still integral to improving staff wellbeing
- Importance of staff wellbeing initiatives and gaining constant feedback to develop and grow the project is integral
- That the project has also resulted in an increased staff morale and feeling of community.

Thematic Categories (tick any that apply to your case study)

Method	Topic	Population Group
Campaign / Event <input type="checkbox"/>	Alcohol /Substance Misuse <input type="checkbox"/>	Staff X <input type="checkbox"/>
Curriculum <input type="checkbox"/>	Built Environment <input type="checkbox"/>	Students <input type="checkbox"/>
Project X <input type="checkbox"/>	Food / Healthy Eating <input type="checkbox"/>	Wider Community <input type="checkbox"/>
Policy / Procedure <input type="checkbox"/>	Mental Health <input type="checkbox"/>	Other <input type="checkbox"/>
Whole System Approach <input type="checkbox"/>	Physical Activity / Active Transport X <input type="checkbox"/>	
Other <input type="checkbox"/>	Sexual Health <input type="checkbox"/>	
	Sustainable Development <input type="checkbox"/>	
	Tobacco <input type="checkbox"/>	
	Other <input type="checkbox"/>	

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