

# 2018 Community Grant Outcomes



## Rockhampton Regional Council

## Botanic Gardens 10,000 Steps Signage Renewal

### 10,000 Steps Strategy: Walkway Signage

#### Grant Objectives:

- To encourage awareness and use of local walking trails.
- Update the 10,000 Steps branded signage and replace damage caused to signs from the 2015 cyclone and floods.

#### Grant Outcomes:

- Signage bollards were installed at every 200m along the 1.8km Yeppen Lagoon Trail in Rockhampton.
- 10,000 Steps map brochures were printed and displayed at Council Customer Service points, the Rockhampton Botanic Gardens, the Rockhampton Information Centre and published on Council's website.
- Brochures were also distributed at Council's 2019 Sports & Health Expo which attracted over 4,000 attendees.
- Rockhampton Regional Council provided Central Queensland Hospital and Health Service with boxes of brochures to utilise during intervention programs and to supply in New Employee' packages.
- The new signage was promoted on the KickStart CQ Facebook Page which has 2,500 likes, and in the KickStart CQ e-Bulletin which has more than 400 subscribers.



*"[The Community Grant] provides the opportunity to prioritise the 10,000 steps program."*

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# 2018 Community Grant Outcomes



## Charters Towers Regional Council Steps Around the World

### 10,000 Steps Strategy: Walkway Signage

#### Grant Objectives:

- To encourage the community to incorporate physical activity into their daily lives.
- To raise awareness of available walking trails in the town area.



#### Grant Outcomes:

- A total of 10 blade signs and 5 square markers were implemented along 3 walkway trails; around a sporting field, up a popular walking hill and within the town centre.
- It is expected that the Walkway Signage will reach around 800 community members.
- Information on the trails has been distributed in a Walkway Trails brochure which is available from Council's website, the tourism website and is provided in hard copy from Council offices and the Visitor Information Centre.
- The Signage has also been promoted through social media, media releases and adverts in the local newspaper.
- The Walkway Signage project will be incorporated into Council's annual health and wellbeing event, Towers Rush held in October 2019 and also in future wellness initiatives.

*"There is visibly more pedestrian traffic on the designated trails."*

*"Many conversations have been generated amongst walkers, as they were not aware of the amount of steps they were walking. Many have increased their walking distance in order to increase their daily step target of 10,000 steps."*

*"Community members are embracing the signage, with many community members commenting that it is a great idea and are keen to put the trails to great use."*

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# 2018 Community Grant Outcomes



## Bundaberg Regional Council

### 10,000 Steps Signage Upgrade and Promotion

#### 10,000 Steps Strategy: Walkway Signage

#### Grant Objectives:

- To increase awareness of the pathway connectivity within the community through the installation of Walkway Signage and updating of previously installed signs.
- To clearly mark distances to promote walking as active transport and for recreation.

#### Grant Outcomes:

- Signage was developed and installed along 4 pathways in the Bundaberg Region, 2 in Childers, 1 in Gin Gin and 1 in Bargara.
- A total of 51 new and updated signs were installed.
- Interactive walkway map brochures were published online on the Bundaberg Regional Council website, Facebook page and newsletter.
- The digital maps will enable comments to be made to encourage the development of walking groups and building of community.
- Over 250 business and 20,000 people are expected to have been reached by social media posts promoting the signage.
- The 10,000 Steps logo and link was also displayed in 5000 *Be Active Be Alive* program fliers that were distributed throughout targeted areas of the community.



*“10,000 Steps has allowed us to dedicate infrastructure and online information as a motivation tool geared to increase usage of these pathways.”*

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# 2018 Community Grant Outcomes



## Mackay Regional Council

## Upgrade of 10,000 Steps Signage and Markers

### 10,000 Steps Strategy: Walkway Signage

#### Grant Objectives:

- Replace, update and consolidate the branding of signage previously installed within the Mackay region.
- To promote active travel and increase awareness of the walkability of the CBD and connectivity to the Bluewater Trail.

#### Grant Outcomes:

- 46 directional blade signs indicating distance and steps to key public locations were installed at 19 locations within through the CBD and integrating pathway networks.
- New maps and promotional material were updated in line with an active season campaign.
- An electronic media release was distributed to acknowledge the new infrastructure and to promote physical activity within the community.
- The new signage, walking trails and maps will be highlighted in the *Try the 5* initiative run in May, where free activities such as cycling, adrenaline sports, water sports, fitness, walking and running will be promoted to the community.
- Council plans on launching a 10,000 Steps Tournament in collaboration with the local Heart Foundation Walking group and Mackay Institute of Research and Innovation to further encourage physical activity in the region through winter.



*“Walking is an accessible and affordable means of physical activity. The concept of 10,000 steps is well known and understood by the general population as a measure of achievable physical activity and is easily identifiable. The program offers an opportunity to educate individuals as to the potential of integrating activity within their everyday lives and tasks.”*

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# 2018 Community Grant Outcomes



## Mackay Hospital and Health Service

## Let's Shape Up! v 10,000 Lives Community Challenge

### 10,000 Steps Strategy: Community Tournament

#### Grant Objectives:

- To encourage the Mackay and Central Queensland regions to lead healthier lifestyles by getting out and moving more.
- Encourage leaders to inspire behaviour change within their tribes.

#### Grant Outcomes:

- A Health Challenge was conducted as a part of the *Let's Shape Up!* project and CQ Hospital and Health Service's (CQHHS) *10,000 Lives* campaign.
- The Health Challenge enabled participants to track steps, weight and waist measurements.
- The Challenge was launched with an event attended by the Minister for Health and promoted on partner's websites, radio and TV ads, newspaper articles, on social media channels and using hardcopy promotional materials.
- A total of 20 organisations in Mackay and Central Queensland participated, including council departments, CQUniversity campuses as well as the Hospital and Health Services.
- 500 participants formed 21 teams within the Challenge and over 50 locations were involved.
- Participants continue to meet for group walks and utilise the 10,000 Steps website to track their steps and health measures following the end of the Health Challenge.



- ✓ COUNT YOUR STEPS
- ✓ RECORD YOUR KILOS
- ✓ RECORD WAIST CMS

Make bite sized changes towards tackling obesity and type 2 diabetes

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*"Participants were excited by the challenge and engaged well right across the community."*

*"Overall, the Challenge is the motivating force to make changes."*

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# 2018 Community Grant Outcomes



## Central Queensland Hospital and Health Service – 10,000 Lives CQ

### 10,000 Steps Strategy: Community Tournament

#### Grant Objectives:

- To involve the local community, non-government organisations and businesses in a range of health improvement campaigns.
- To increase community awareness of the *10,000 Lives* campaign which aims to promote healthy lifestyle change.

#### Grant Outcomes:

- Using the 10,000 Steps website, a Health Challenge was conducted between Central Queensland Hospital and Health Service (CQHHS) the Mackay Hospital and Health Service (MHHS).
- The Health Challenge enabled participants to track steps, activity as well as weight and waist measurements.
- The Challenge ran for 16 weeks, from Monday 18 June 2018 - 5 October.
- An extensive campaign was undertaken to promote the Community Tournament which included a media launch event, social media posts, press releases, media events, promotion on the CQ Health website.
- A roadshow team traveled around Central Queensland, promoting the challenge and facilitating signups to the 10,000 Steps website.
- A total of 754 individuals participated in the Health Challenge.

*“The 10,000 Steps website indicated that the challenge had a positive impact on physical activity levels, with the following stats shown at the completion of the challenge: 182.4kgs lost, 166.8cms lost, 86,436,592 Steps logged.”*



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# 2018 Community Grant Outcomes



## Mackay Hospital and Health Service Steps for Schools

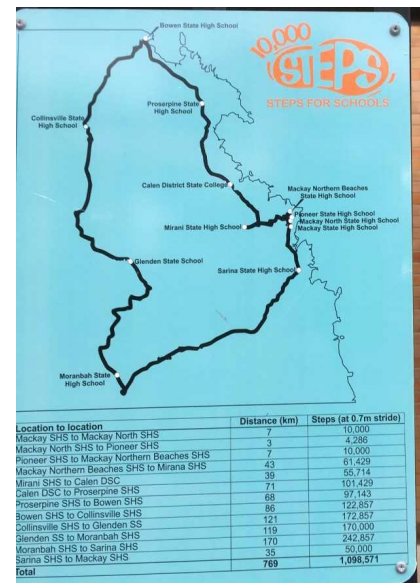
### 10,000 Steps Strategy: Community Tournament and Signage

#### Grant Objectives:

- Encourage physical activity and highlight the link between physical and mental health.
- Connect people within each school by giving them a common goal.
- Link more remote communities such as Glenden and Bowen to make them feel part of a wider community and give a sense of belonging.

#### Grant Outcomes:

- An aluminium sign was developed and provided to each school which displayed a map of the area, linking the state high schools. The map sign also contains a table outlining the distances and steps between the schools.
- A sign was provided to each school in the region to display at their front gate or at the office.
- A *Steps for Schools* Time Out Tournament was run over a two-week period for staff, students and parents who were provided with pedometers.
- Schools which participated in the Tournament included Mackay North SHS, Mackay SHS, Pioneer SHS, Mirani SHS, Proserpine SHS, Collinsville SHS, Bowen SHS and Calen SHS.
- The Community Tournament was promoted through email, notices, newsletters, online, social media and at staff meetings.



*“Teachers were seen checking their pedometers as they walked around the school. They encouraged each other to improve their efforts and the challenge became an excuse to talk to each other.”*

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# 2018 Community Grant Outcomes



## Australian Catholic University (ACU) Step it up ACU Banyo

### 10,000 Steps Strategies: Walkway signage, Dog Walking, Walking Groups

#### Grant Objectives:

- Install walkway signage on the Flourish Gardens Walk.
- Set up and promote community walking groups and encourage use of the pathways.
- Share information on the benefits of physical activity.

#### Grant Outcomes:

- A total of 6 walks within and beyond the university grounds were mapped. Along the walking paths 16 arrowed signs and 6 large map signs were installed.
- A walkway map brochure was developed, with 2400 copies printed with 600 distributed in a local letter box drop.
- The 10,000 Steps Banyo Walk and walking groups were officially launched on October 2018 with Cr Adam Allen in attendance representing the Lord Mayor Graham Quirk.
- Several community walking groups departing from the ACU Health Clinic were established including a regular group led by an Exercise Physiologists that facilitated discussion about physical activity and the benefits.
- Brisbane Airport Rotary Club, Deception Bay mothers group and community members have also been utilising the paths, often joined by their dogs.
- The map brochure included designates a dog off-leash area and communicates to community members that dogs are also welcome on campus.



*“We could lean on the existing [10,000 Steps] resources and branding to make our project in the community walking space credible and identifiable.”*



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# 2018 Community Grant Outcomes



Apunipima Cape York Health Council

Cape York Community Walkway Signage and Promotion

**10,000 Steps Strategies:** Walkway Signage and Promoting 10,000 Steps

## Grant Objectives:

- The implementation of Walkway Signage aimed to highlight popular walking routes and encourage community members to aim for 10,000 steps per day.

## Grant Outcomes:

- Apunipima worked closely with Aurukun Shire Council to plan a network of walkway signage to implement within the community.
- Aurukun Shire Council provided information on popular walking routes, locations recommended to be sign posted, approved and installed the signage and promoted the project on social media.
- A total of 29 street blades, 16 directional signs and 3 map signs were developed and installed. These signs guide members of the community along 4 distinct walking routes, covering an overall distance of 8580 meters.
- The most durable materials available were used to provide maximum resistance to weathering and vandalism.
- Promotion of the signage and 10,000 Steps message occurred via social media, posters placed in prominent locations and presentations key groups.

*“We believe that Walkway Signage is a great initiative to help promote physical activity in communities.”*

*“Having the backing of a nationally recognised brand added strength to our strategies and made it easier to engage with communities.”*



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# 2018 Community Grant Outcomes



## Bulloo Shire Council Bulloo Healthy Steppers

### 10,000 Steps Strategies: Community Tournament, Dog walking strategy

#### Grant Objectives:

- To increase awareness of physical activity within the community.
- To provide opportunities for the community to increase physical activity through organised events and a community Tournament.

#### Grant Outcomes:

- A 6-week Time Out Tournament was conducted from September to October 2018. Due to the Tournaments popularity a second Rabbit Proof Fence Tournament was run in November 2018.
- The Tournament was launched with a Dress Up Walkathon event and pedometers were provided to participants.
- A total of 91 individuals participated in the Tournament.
- Weekly emails were sent to participants providing updates of the leading teams and motivation to continue to be active and log steps.
- Dog owners were encouraged to take their dogs for walks in the designated areas in the area. Dog walking was promoted through the display of posters at local stores and on notice boards as well as through emails, social media posts and a local newsletter.

*“There was a huge increase of walkers using the towns River walk path and an overall increase in groups of people walking both in the mornings and evenings.”*

*“[The Community Tournament] brought the community together in a fun and active way encouraging them to be more active through healthy activity and fun competition.”*



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# 2018 Community Grant Outcomes



## Queensland Country Women's Association

### 10,000 Steps Beech Mountain to Byron Bay Virtual Walk

**10,000 Steps Strategies:** Walkway signage, Community Tournaments, Dog Walking Strategy, Walking Groups.

#### Grant Objectives:

- To build the health and cohesiveness of the community through enjoyable activity and communal sharing of healthy food.

#### Grant Outcomes:

- Two Community Tournaments were conducted:
  - *The Beechmont to Byron Bay* Tournament where participants virtually walked the equivalent of 170km from Beechmont to Byron Bay.
  - *The Beechmont School* Tournament was a one day event that mobilised local school children in fun team activities.
- A total of 220 participants participated in the strategies. Participants dogs were welcome on group walks.
- New walking groups were formed during participating in the Tournament and existing groups have been strengthened. The groups report enjoying walking and talking with friends.
- Walkway signage was unable to be installed due to paperwork and approval systems which went beyond the project timeframes.



*"We saw the leveraging potential of a well-known Project [10,000 Steps] in helping us build community confidence and willingness to get involved with our planned activities."*

*"The 10,000 Steps program has inspired me to follow an exercise program on a daily basis. This program is very worthwhile to implement into any community."*

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