



STEP COUNT CHALLENGE  
Spring 2018

FULL REPORT



SUPPORTING  
year of young people  
bliadhna na h-òigridh  
2018



## Introduction

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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 was an initiative led by NHS Western Isles’ Health Promotion Department using the Big Team Challenge (BTC) website and app system to track progress and motivate participants. The challenge opened for registration at 1pm on 10<sup>th</sup> April 2018, closing at midnight on 30<sup>th</sup> April and the challenge started on 1<sup>st</sup> May 2018; closing after 6 weeks on 12<sup>th</sup> June 2018.

In 2017 NHS Western Isles’ Health Promotion Department piloted a successful step count challenge (Walk 500 Miles) which used the Florence (Flo) 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, such as this one. These recommendations included: allowing participants to view their own progress, reducing staff time spent on administration duties and aiming to stay within budget. *Refer to ‘Walk 500 Miles – Evaluation Report’ for full report.*

## Aim

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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

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

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

\*2018 is the ‘Year of Young People’, so to be more inclusive the minimum age was reduced from 18 years and over in 2017 to 13 years and over for 2018.

## Process Summary

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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.

Guidelines were created for participants. 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 piloted 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 and the majority liked the system.

Local physical activity events, walking routes, the benefits of physical activity and public health information on tick awareness were promoted to participants during the challenge via the BTC system.

Local support was provided by the Walk on Hebrides general Support Team. Technical support was provided by the BTC Technical Support Team, during registration and throughout the challenge. The majority of participants found the provided support 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

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- 400 registered for the challenge. 306 individuals and 47 teams.
- 293 started the challenge with 239 people completing it; an 82% completion rate.
- 51,652 miles of steps were logged during the challenge.
- The percentage of people meeting the weekly physical activity guidelines increased from 83% to 100%.
- The percentage of people taking regular daily activity (5-7 days) increased from 59% to 89%.
- 87% reported feeling the benefits of additional physical activity during the challenge.
- 83% stating the challenge has made them choose walking more often as a preferred option.

- 70% of participants had not taken part in 2017's Walk 500 Miles step count challenge; showing a new audience had been reached.
- 98% 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**

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- A higher percentage of people had fun during the challenge than they anticipated (37% pre challenge increasing to 58% post challenge).
- A participant used the challenge as part of their post cardiac rehabilitation exercise programme to motivate them and improve confidence and mental health.
- A participant used the challenge as part of an Occupational Therapy approved exercise programme following a knee operation.
- A participant used the challenge as part of a rehabilitation exercise programme following a road traffic accident.
- One participant lost 18lbs during the challenge.
- 3 people expressed an interest in becoming volunteer Walk Leaders.
- There was strong interest in NHSWI's Health Promotion department hosting more than 1 step count challenge per year.

### **Feedback**

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"Sad to see challenge come to an end ... enjoyed every minute of it ... made lots of friends ... helped with recovery from op ... I'll continue to walk after the challenge"

"Thoroughly enjoyed the challenge and it made sure I went for a walk daily"

"Gave me a goal and pushed me to do more physical activity"

"Fun logging distance walked"

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

## Costs

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	£
Big Team Challenge system	1020
Silva pedometers x 100	894 (only x20 issued to participants of challenge)
'Walk on Hebrides' Pens x 500	182.34
'Walk on Hebrides' water bottles x 50	176.94
'Walk on Hebrides' sports bags x 50	165.66
Posters A4 x 70 A3 x 10	13.50
Prizes for photo competition	130
	<b>TOTAL = £2582.44*</b>

\*Excluding salary costs for staff time

£6.46 per participant registered for the challenge.

## Challenges

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- **Registration for individuals**  
As the BTC system was ordinarily for teams (not individuals) the BTC support team amended the registration process for our challenge to allow an individual option. Unfortunately there was some confusion as individuals were required to 'register a team' and this was missed by some individuals as they were not expecting to have 'a team' as such.
- **Weather**  
The weather turned less favourable on the first week of the step count challenge, from sunshine and no rain for 3 weeks, to rain and cooler temperatures.
- **Low uptake for Harris area**  
Only 2% (9) of participants were residents of the Isle of Harris.
- **Low uptake by males**  
Only 12% (49) of participants were male.
- **Low uptake from participants aged 65+**  
Only 1.5% (6) of participants were aged 65+.
- **A significant number of people registered and failed to commence the challenge**  
27% (107) of people who registered for the step count challenge did not commence the challenge.
- **Loss of motivation due to too few milestones on the BTC system**  
A number of participants stated that they lost motivation due to too few milestones along the World Walking 'Na h-Eileanan Siar' virtual route.

## **Conclusion**

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In conclusion this initiative has met its original aims with participants from across the Outer Hebrides increasing their physical activity by taking part in the 'Walk on Hebrides' step count challenge. A very high percentage of participants completed the challenge and reported an increase in physical activity and the associated benefits during the challenge. More people had fun during the challenge than they expected.

Uptake was low for males, people aged 65+ and also for residents of the Isle of Harris and a more targeted approach should be considered for these groups when promoting similar initiatives in the future.

The Big Team Challenge was (for the majority) user friendly and well received by participants; allowing them to monitor their own progress at any time. The support received by participants and Health Promotion staff from the BTC support team was excellent and the use of this system greatly reduced administration duties for the local support team. There were a couple of suggested improvements identified if the system was to be used in the future, such as, reviewing the registration process, increased support to ensure those registered go on to participate, suggesting increased milestones along the virtual route and additional motivational messages.

The initiative remained within budget.

The majority of participants felt the duration of the challenge was just right, stating that they would be interested in taking part in a similar initiative again and would welcome an additional step count challenge some other time in the year.

## **Recommendations**

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

1. Aim to increase uptake from male residents of the Outer Hebrides.
2. Aim to increase uptake from residents of the Isle of Harris.
3. Aim to increase uptake from people aged 65+.
4. Follow-up with those registered but who failed to commence the challenge and provide additional support.
5. Feedback issues with individual registration to the BTC support team.
6. Feedback to BTC support team participants comments on too few milestones along the World Walking 'Na h-Eileanan Siar' virtual route; especially between Harris and Lewis.
7. Increase motivational messages issued during the challenge.
8. Provide more than one step count challenge annually.

## APPENDIX 1: PROCESS OF INITIATIVE

### 'Walk on Hebrides' Step Count Challenge

- 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
- Created guidelines for participants (including disclaimer)
- Allowed the conversion of activity into steps and provided a link to a suggested conversion chart
- Set-up a challenge email: [wi.walkonheb@nhs.net](mailto:wi.walkonheb@nhs.net)
- Set-up Facebook 'Walk on Hebrides' BTC event through HIRS Western Isles page
- Ordered resources required
- Researched localised information and created messages for issue to participants weekly
- Decided on a World Walking route
- Planned promotion of challenge and agreed communication routes
- Supported participants in the set-up of BTC accounts

### Promotion

- Promoted the challenge through:
  - Social media - NHS Western Isles, HIRS, Dietetics Dept., Sports Centres and Community Sports Hubs.
  - Local papers – Stornoway Gazette, Events, Am Paipear, Guth Bharraidh, De Tha Dol and Island News.
  - Local radio – BBC Radio nan Gaidheal, Isles FM and An Radio.
  - Local authority – Comhairle nan Eilean Siar Communications Manager, Sports Centres and Smarter Choices, Smarter Places lead.
  - NHS Western Isles – social media, Health Promotion website, Health Promotion team (including the Smoking Cessation service), Allied Health Professionals (via Dietetics Manager), Team Brief and GP Practices. *We were unable to promote on patient information TVs as the system was not working.*
  - Workplaces – Workplaces across Outer Hebrides registered with Healthy Working Lives.
  - Recovery services – Services working with the Outer Hebrides Alcohol and Drug Partnership (ADP).
  - Partners of the Community Planning Partnership (CPP) and the CPP Physical Activity subgroup.
  - Community Land Trusts
  - Community Associations
  - Community Halls
  - Community noticeboards
  - University of the Highlands and Islands (UHI)

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

- Promoted local physical activity events:
  - Promoted local events (e.g. 5k walking events) with participants through weekly informative messages issued on the BTC system
- Promoted local walking routes:
  - Promoted through weekly informative messages issued on the BTC system
- Promoted the benefits of physical activity:
  - Promoted through weekly informative messages issued on the BTC system
- Raised awareness on how to be 'tick aware':

- Promoted through weekly informative messages issued on the BTC system

#### Launch

- Launched challenge at the start of 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 50 registered across the Outer Hebrides with a free Walk on Hebrides sports bag, water bottle, pen and Get Active resource
- Offered free 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
- Provided participants with details on photo competition

#### Monitoring & Evaluation

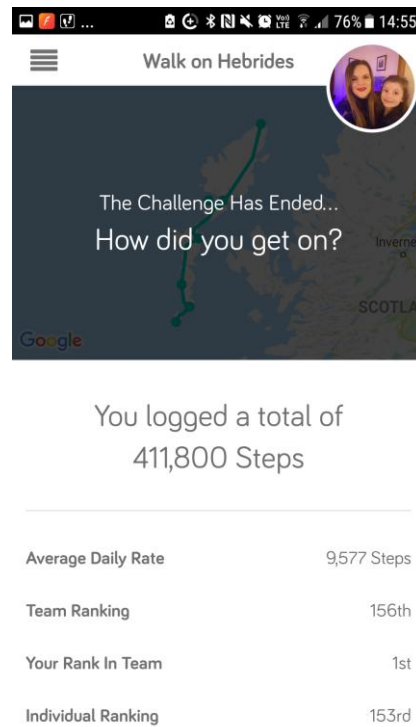
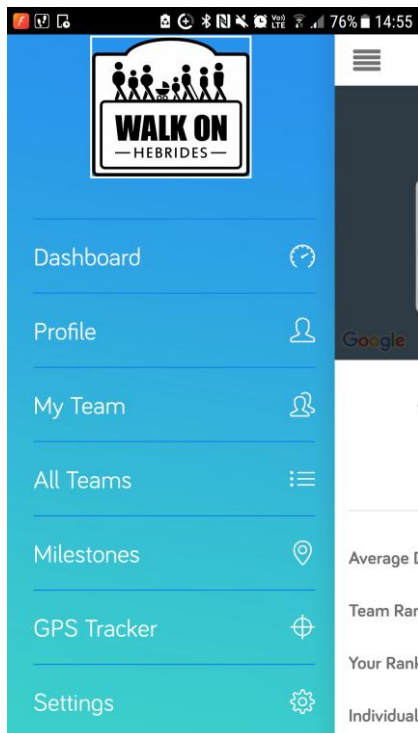
- Pre-challenge survey
- Monitoring steps progress
- Post-challenge survey
- Anecdotal verbal and written feedback

#### Photo Competition


- Teams of 2 and individual participants could enter a photo competition during the step count challenge for the best photo taken while undertaking the challenge.
- Prizes:
  - Individual winners for (1) Uist & Barra, and (2) Lewis & Harris to receive a £25 Cotswold Outdoors gift voucher each
  - Team winners for (1) Uist & Barra, and (2) Lewis & Harris to receive £40 of Cotswold Outdoors gift voucher each (£20 per finishing team member)



APPENDIX 2: BIG TEAM CHALLENGE SYSTEM




**Your Profile**




Karen Peteranna

8/10 Achievements | 10/15 Distance

Achievements



Distances

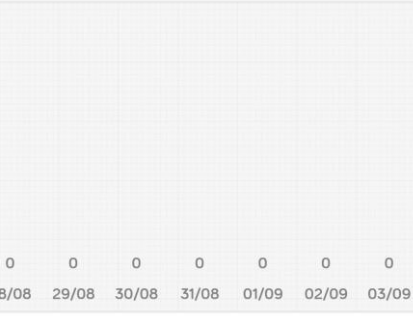


**Your Team** Edit

102%

Karen Peteranna

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



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**

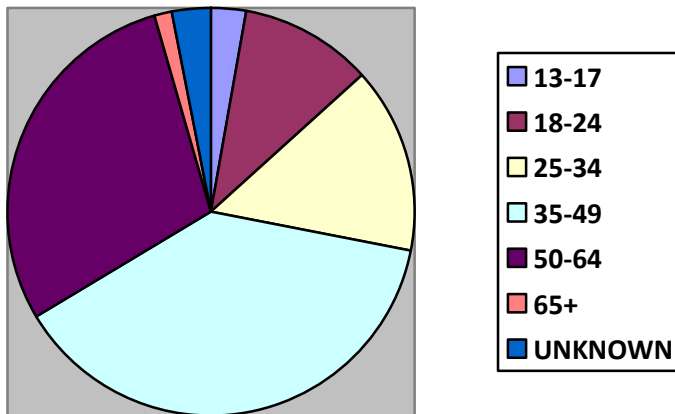


Lewis is the northern part of Lewis and Harris. The Western Isles' largest settlement is Stornoway on Lewis. The Western Isles were once part of the Norse Kingdom of Mann and the Isles. The famous Lewis chessmen, found on the island in 1831, date from the time of Viking rule. Traditional industries on 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

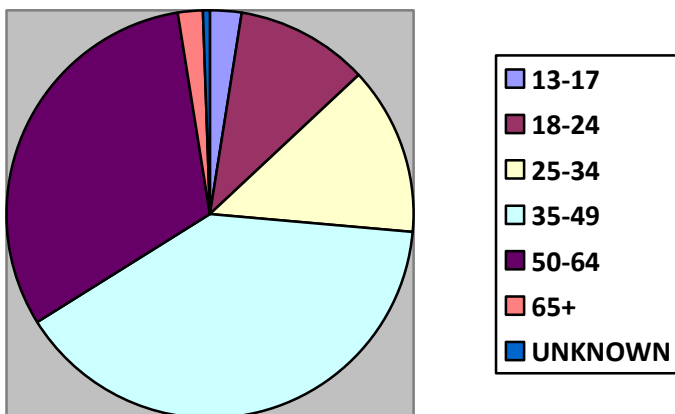
#### i) AGES OF PEOPLE REGISTERED

13-17	11
18-24	41
25-34	59
35-49	155
50-64	116
65+	6
Unknown	12
<b>TOTAL</b>	<b>400</b>



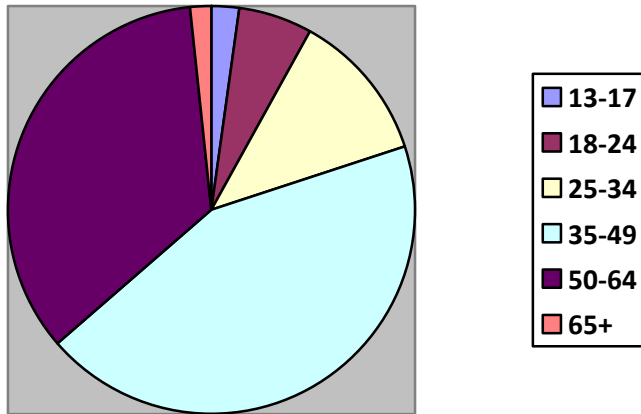
#### ii) AGES OF PEOPLE WHO STARTED CHALLENGE

13-17	7
18-24	31
25-34	39
35-49	117
50-64	92
65+	5
Unknown	2
<b>TOTAL</b>	<b>293</b>



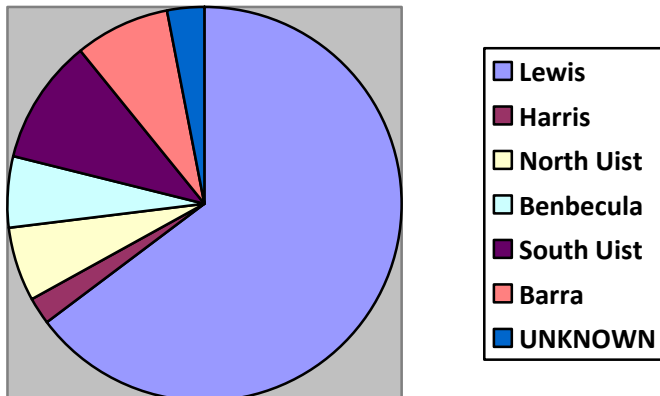
iii) AGES OF PEOPLE WHO COMPLETED CHALLENGE

13-17	5
18-24	14
25-34	29
35-49	104
50-64	83
65+	4
<b>TOTAL</b>	<b>239</b>



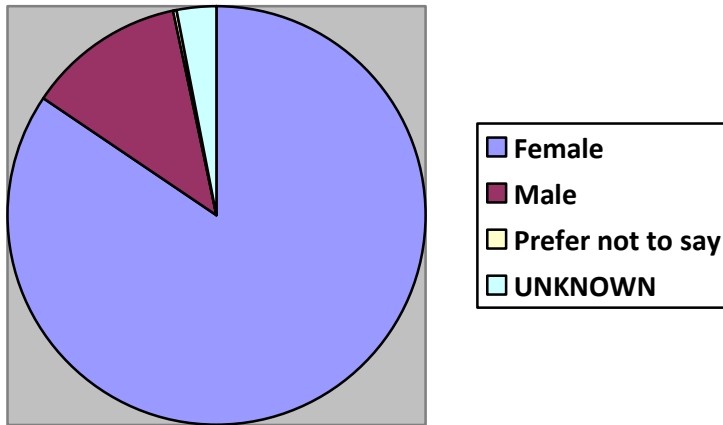
iv) LOCATION OF PEOPLE REGISTERED

Lewis	259
Harris	9
North Uist	24
Benbecula	23
South Uist	42
Barra	31
Unknown	12
<b>TOTAL</b>	<b>400</b>



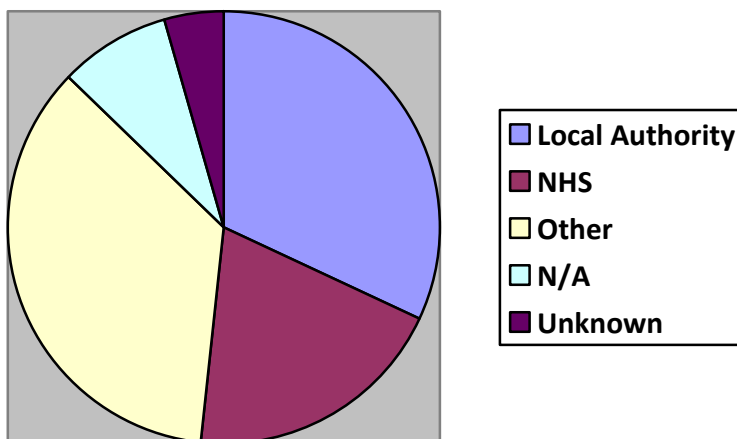
**v) SEX OF PEOPLE REGISTERED**

Female	338
Male	49
Prefer not to say	1
Unknown	12
<b>TOTAL</b>	<b>400</b>



**vi) EMPLOYER OF PEOPLE REGISTERED**

Local Authority	128
NHS	79
Other	142
N/A	33
Unknown	18
<b>TOTAL</b>	<b>400</b>



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

### Pre-challenge survey

Of the 293 people that started the challenge, 85 people completed the pre-challenge survey on Survey Monkey.

#### **EMPLOYMENT**

45% of respondents were employed in desk based jobs i.e. spend extended amounts of time being sedentary, and 35% were employed in non-desk based jobs. Others included unemployed (1%), retired (7%), carers, a student, a work at home mum, self-employed and those who worked in a mix of desk and non-desk based jobs.

#### **REASONS FOR TAKING PART**

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

- 56% To improve general health and wellbeing
- 52% To increase physical activity levels
- 51% To improve fitness
- 37% To get out and about
- 32% To lose weight
- 31% For fun
- 21% To maintain physical activity levels
- 17% To join family/friends
- 6% Encouraged by family/friends
- 6% To be social

Other comments:

- Post cardiac rehabilitation exercise
- Learn to walk again after 3 years being housebound and on crutches following an accident
- 4 weeks postpartum
- To have a goal and increase physical activity levels

#### **PARTICIPATION IN LAST YEARS 'WALK 500 MILES' STEP COUNT CHALLENGE**

70% of respondents did not take part in the Walk 500 Miles step count challenge in 2017 which shows there were new participants this year.

### Post-challenge survey

Of the 293 people that started the challenge and 239 that completed the challenge, 54 people completed the post challenge survey on Survey Monkey.

#### **PROMOTION**

72% of respondents heard about the challenge through NHS Western Isles communications (social media, website or Team Brief) with 54% 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. 17% heard about the challenge from family or friends and 15% through their workplace. Others heard from Events social media (7%) website (4%), poster (4%), Isles FM (2%) and UHI email (2%).

## BIG TEAM CHALLENGE WEB AND APP SYSTEM

94% of respondents to the survey advised that they used the Big Team Challenge system; 52% used the app only, 23% used both the app and website and 19% used the website only.

### BTC Features:

- Dashboard

The majority of respondents (83%) liked this feature, only 2% disliked the feature, while 12% were indifferent and 4% felt it was not applicable to them.

- Profile

The majority of respondents (73%) liked this feature, nobody disliked the feature, while 21% were indifferent and 6% felt it was not applicable to them.

- Leaderboard

The majority of respondents (78%) liked this feature, only 6% disliked the feature, while 10% were indifferent and 6% felt it was not applicable to them.

- Milestones / Route Map

The majority of respondents (81%) liked this feature, only 4% disliked the feature, while 12% were indifferent and 4% felt it was not applicable to them.

- GPS Tracker

With the lowest scoring, only 46% of respondents liked this feature, only 8% disliked the feature, while 18% were indifferent and 28% felt it was not applicable to them, suggesting they did not use this feature as much.

7 comments on the BTC features were added by respondents and 71% of these were suggesting more milestones on the route would be better; especially between Harris and Lewis. One person suggested the route should have started on Vatersay, as the most southerly inhabited island of the Outer Hebrides.

### Weekly messages issued by local step count challenge Support Team:

The majority (46%) found the weekly messages informative, 33% found the messages both informative and motivational, 15% found them motivational and 6% found them neither informative nor motivational.

## LOCAL EVENTS

Respondents were asked if they were encouraged to attend local events taking place during the challenge which were promoted through the BTC system. 17% (9) were encouraged to take part in the Women's Cancer Challenge 5K in Stornoway, 8% (4) the Benbecula ½ marathon and Fast Track and 6% (3) the Leanne Fund 5K in Point.

## LOCAL WALKS

Respondents were asked if they walked any of the Visit Outer Hebrides walking routes promoted on the BTC system. 12% (6) said yes, 71% (37) said no and 17% (9) said they plan to.

## REASONS FOR TAKING PART

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

- 69% To improve fitness
- 54% To increase physical activity levels
- 48% To improve general health and wellbeing
- 42% To lose weight
- 42% To get out and about
- 37% To maintain physical activity levels
- 37% For fun

- 21% To join family/friends
- 8% To be social
- 4% Encouraged by family/friends

One participant also advised they used the challenge as a motivational tool and confidence booster as part of post cardiac rehabilitation exercise and to boost mental health.

#### FREE PEDOMETERS

Participants were asked if they received a free pedometer from the Health Promotion department, did they find it useful. 92% answered 'non applicable'. This will be due to 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. Of those that received pedometers, 50% (2) said 'no' they did not find them useful. The pedometers available this year were of higher quality and accuracy. The question may not have been understood by those that answered 'no' and the figures are so low to really gauge the usefulness.

#### ENTRY AS INDIVIDUAL OR TEAMS OF 2

79% of respondents stated that they found it helpful that they could enter the step count challenge as an individual or team of 2. 13% selected 'non applicable'.

#### DURATION OF THE CHALLENGE

84% of respondents thought the duration of the challenge was 'just right'.

#### CONVERSION OF ACTIVITIES INTO STEPS

65% stated that they found the conversion of activities into steps during the challenge helpful. 25% stated 'non applicable'. 10% (5) said they did not find the conversion of activities into steps helpful.

#### BENEFITS FROM ADDITIONAL PHYSICAL ACTIVITY DURING CHALLENGE

87% of respondents felt the benefits of additional physical activity during the challenge. 13% (7) stated they did not feel the benefits of additional physical activity during the challenge, with 3 of these respondents adding their physical activity level remained normal for them.

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

- 73% Increased physical activity levels
- 58% Had fun
- 56% Improved general health and wellbeing
- 49% Improved fitness
- 38% Less stressed
- 33% Raised awareness of the importance of maintaining an active lifestyle
- 29% Enjoyed discovering / rediscovering my local area
- 24% Maintained physical activity levels
- 24% Weight loss
- 18% Weight maintenance
- 16% Socialised with family / friends/ colleagues

Other comments:

- A participant used the challenge as part of a rehabilitation exercise programme following a road traffic accident.



### WALKING AS A PREFERRED OPTION

83% said the challenge has made them choose walking more often as a preferred option. Of the 17% (9) who said 'no' 33% (3) said they were already regular walkers.

### WOULD THEY PARTICIPATE IN A SIMILAR STEP COUNT CHALLENGE?

98% of respondents said they would take part in a similar step count challenge again.

88% said they would like more than 1 step count challenge a year. Some suggested an additional challenge in autumn, winter or in the New Year.

### WALK LEADERS

3 respondents expressed an interest in receiving information on how to become a Walk Leader in their local area.

### VISIT OUTER HEBRIDES WALKING ROUTE PACKS

29 participants wished to receive Visit Outer Hebrides walking pack routes. *Lewis and Harris packs were made available for collection at the Health Promotion office in Stornoway and the North Harris Medical Practice in Tarbert. Uist and Barra packs were made available for collection at the Health Promotion office in Balivanich and Castlebay Sports Centre.*

### SUPPORT

49% said they found the support provided by the Walk on Hebrides general support team and the Big Team Challenge technical support team helpful. 45% answered 'non applicable' suggested they did not require support during the challenge.

### Physical activity levels

94% (51) of respondents to the post challenge survey completed the challenge. 14 of these respondents completed as part of a team of 2 and 79% 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 59% (48) 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 89% (48) 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 17% (14) said 'no' they were not physically active for at least 2.5 hours (150 minutes) per week.
2. In the post-challenge survey all respondents said 'yes' they were physically active for at least 2.5 hours (150 minutes) per week. This shows that 100% of respondents to the survey (who completed the challenge) met the national physical activity guidelines during the challenge.

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

People who did not complete the challenge:

- Other commitments didn't allow the time
- Did not have time to update steps
- Felt disheartened seeing position on league table. Actually did the steps but did not log
- Loss in communication between signing up and receiving email to survey monkey
- Registering participation on BTC app not straight forward
- Too busy and didn't have the energy or motivation
- The recording of steps looked complicated
- Did not get a response to queries from the BTC support team
- Had to withdraw due to injury (x2 similar responses)
- Withdrew as the Apple Watch did not link data to the BTC system automatically like the FitBit
- Work commitments restricted time to commit to challenge
- Step counting device broke
- Confusion with individuals having to register as 'a team'

People who did complete the challenge:

- Thoroughly enjoyed the challenge and it made sure I went for a walk daily
- Sad to see challenge come to an end ... enjoyed every minute of it ... made lots of friends ... helped with recovery from op ... I'll continue to walk after the challenge
- Fun logging distance walked
- Gave me a goal and pushed me to do more physical activity (x2 similar responses)
- Took part to see if my daily walking met the challenge
- Leaderboard used as a motivational tool
- A participant used the challenge as part of their post cardiac rehabilitation exercise programme to motivate them and improve confidence and mental health
- A participant used the challenge as part of an Occupational Therapy approved exercise programme following a knee operation
- A participant used the challenge as part of a rehabilitation exercise programme following a road traffic accident
- One participant lost 18lbs during the challenge
- Motivated by the steps on my fitness tracker
- Improved stamina
- Good to have a goal
- It was a very good challenge
- Really enjoyed the challenge and improved my fitness
- Great job, well done all
- Technical support were fantastic when I had issues

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



Daliburgh, Isle of South Uist



Coffin Road, Isle of Harris



Castlebay, Isle of Barra



Gerinish, Isle of South Uist



Port of Ness, Isle of Lewis

## APPENDIX 7: LOCAL PRESS

<http://www.welovebarraandwatersay.com/index.php/2018/04/view/archive&month=4>

Sign In Suggested Sites Web Slice Gallery


# We love Barra and Watersay

Building our communities

Home Jobs

PUBLISHED: 12 APRIL 2018

## Walk the Hebrides virtual challenge



NHS Western Isles' Health Promotion Department has a new challenge for island residents this spring. Walk on Hebrides step count challenge.

Sign up as an individual or team of two and track your progress along a virtual route of the Outer Hebrides with the Big Team Challenge website and app. The challenge follows a virtual route of the Outer Hebrides: starting on Barra, travelling north and finishing in Ness, Isle of Lewis. Individuals should aim for 9,500 steps per day. The 'team of two' option may be most suitable for people who currently undertake no activity, low activity or with low mobility where they each aim for 4,750 steps per day and combine their steps to reach the total.

This follows on from the success of last year's Walk 500 Miles step count challenge where 300 people across the Outer Hebrides set out to walk 500 miles during the summer while enjoying the outdoors, catching-up with friends and family, improving fitness and general health and wellbeing - and they had fun!

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