

STEP IT UP!

Fitness Challenge



Adventure Series

Step It Up! – Spring 2018 Survey Results

Introduction & Highlights

Introduction

The 2018 Spring Step It Up! Fitness Challenge kicked off on April 9. The free, 8-week program was designed to help community members get active and visit new parks. The challenge featured 10 group walks at parks throughout Ottawa and Allegan Counties. A new Adventure Series was also launched, providing 5 opportunities to cycle, trail run, kayak, play disc golf, and navigate nature as a group!

During the challenge, participants were asked to record their steps or track their physical activity and enter this information into a database. All physical activity was converted into number of steps taken.

This document is organized around 3 primary goals:

- Get people active
- Get people to visit new parks
- Enroll 500 participants

Additional data is also included to capture participant motivation and demographics.

“I love this program. Thank you Ottawa County Parks and staff for a really fun time walking and exploring the different parks. Also it was nice to include some of the Allegan County Parks. Being able to register for kayaking and disc golf was an added bonus.”

Highlights

- **Over 167 million steps reported**
- **About 2/3 of participants reported an improvement in their health, an increase in physical activity, visiting a new park, and exercising outdoors more**
- **Over 1,000 people enrolled**
- **20% of enrollees were returning Step It Up! participants**
- **Enrollment was up 235% from the previous Spring**
- **About 1/3 participated in the Leader Board competition**
- **A wealth of positive feedback was received (snapshot provided above)**
- **Over a quarter of participants learned about the challenge from friends/family**
- **The majority of participants live in Ottawa County**
- **Nearly half of participants are between 50 and 69 years of age**

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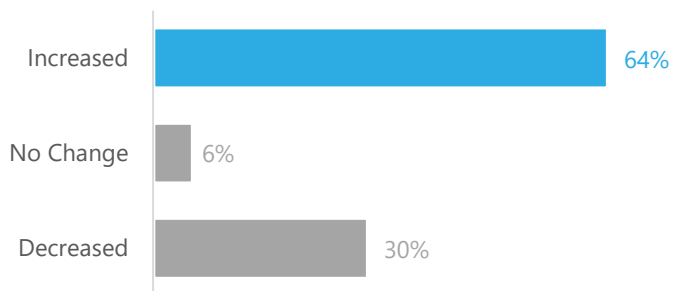


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Goal 1: Get People Active

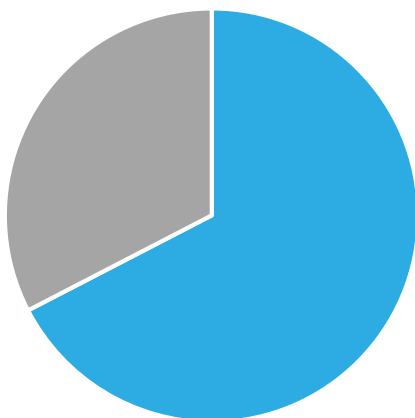
64% of participants* reported an **Increase** in physical activity from pre-program to post-program.



“The benefit of this program is that it gave me the incentive to purchase a Fit Bit and be more aware of how many steps I was taking each day which in turn had me set goals each week of taking more steps than the week before...”

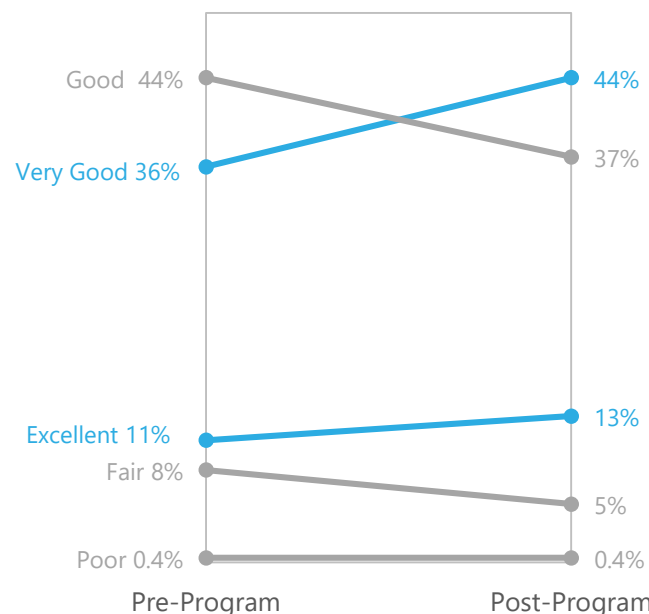


167.8 million steps** reported during the program.



67% of participants* reported that their **Health Improved** as a result of participating in Step It Up!

There was an increase in the percent of participants* who reported **Excellent** and **Very Good** health as a result of participating in Step It Up!



* 261 participants provided data for these survey questions.

** 449 participants reported activity data for at least one week.

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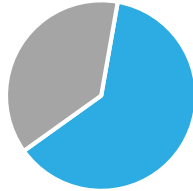
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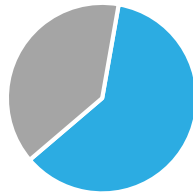
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Step It Up! – Spring 2018 Survey Results

Goal 2: Get People to Visit New Parks



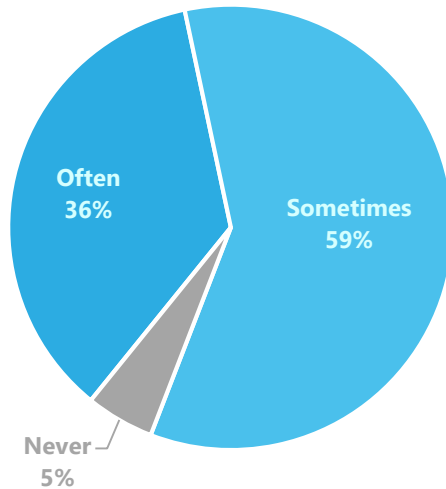
62% of participants* reported that they Visited a New Park during Step It Up!



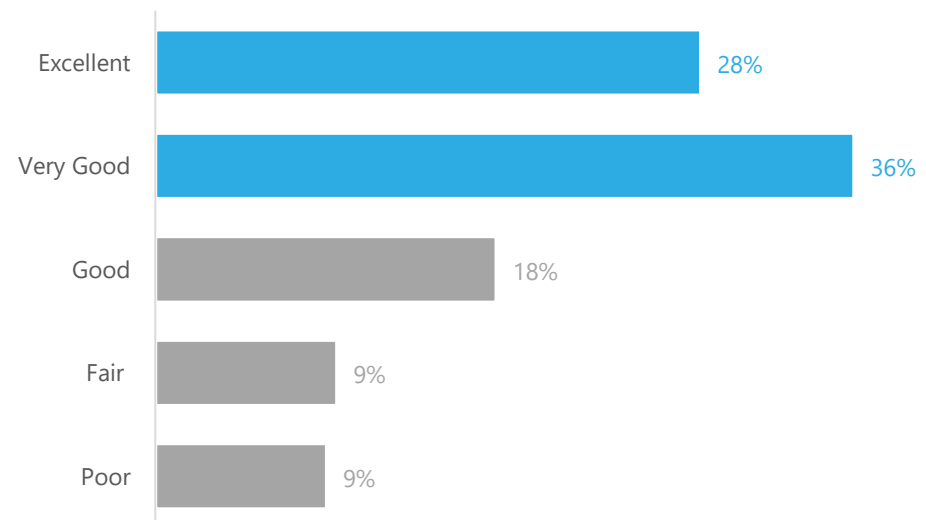
61% of participants* reported Exercising Outdoors More since participating in Step It Up!

"We just love what the Parks have done with the locations throughout the County. Thanks to the Crew in the office, nice work."

36% of participants** exercised outdoors Often before participating in Step It Up!



64% of participants** rated Ottawa County parks as Excellent or Very Good before participating in Step It Up!



* 264 participants provided data for these survey questions.

**1,078 participants provided data for these survey questions.

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Goal 3: Enroll 500 Participants

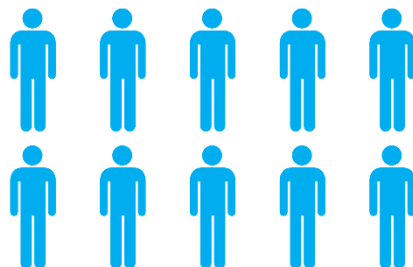


1,078 people enrolled in Step It Up!

Spring 2018 saw a **235% increase** in the number of people enrolled in Step It Up! from the previous Spring.



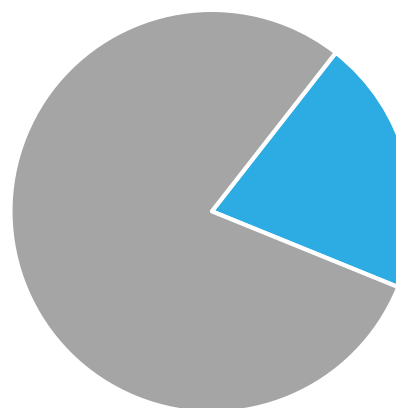
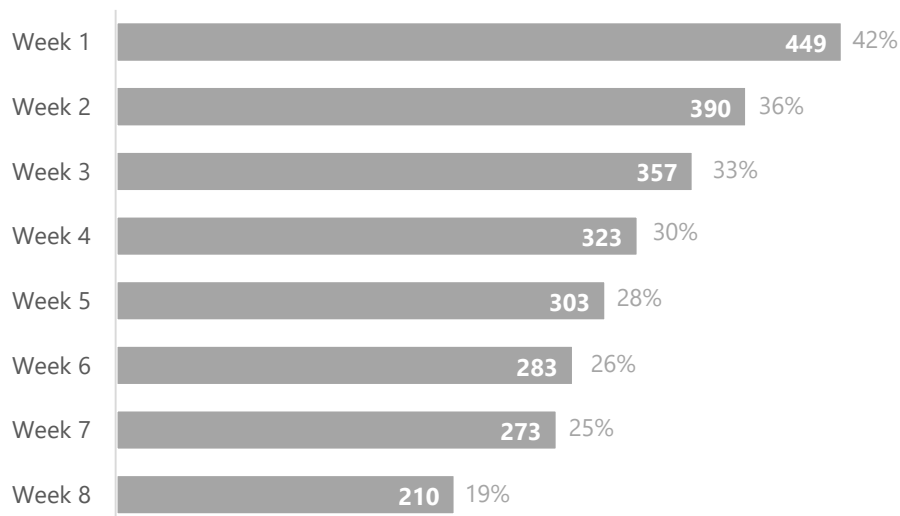
322 people enrolled
(Spring 2017)



1,078 people enrolled
(Spring 2018)

Weekly reporting of steps ranged from a high of 449 participants (42% completion rate) to a low of 210 participants (19% completion rate).

164 participants (15%) reported steps for all 8 weeks.



20% of people enrolled had previously participated in Step It Up!

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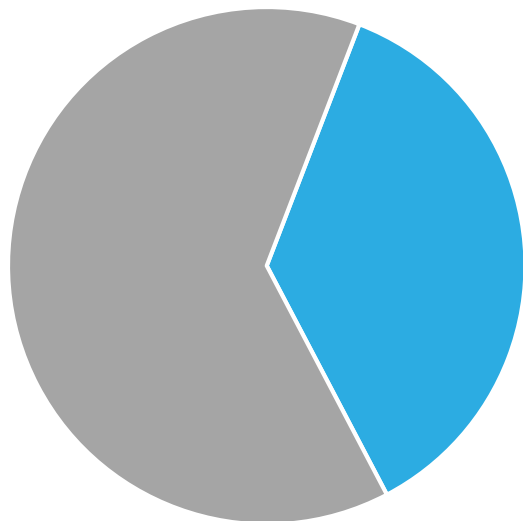
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Step It Up! – Spring 2018 Survey Results

Participant Motivation



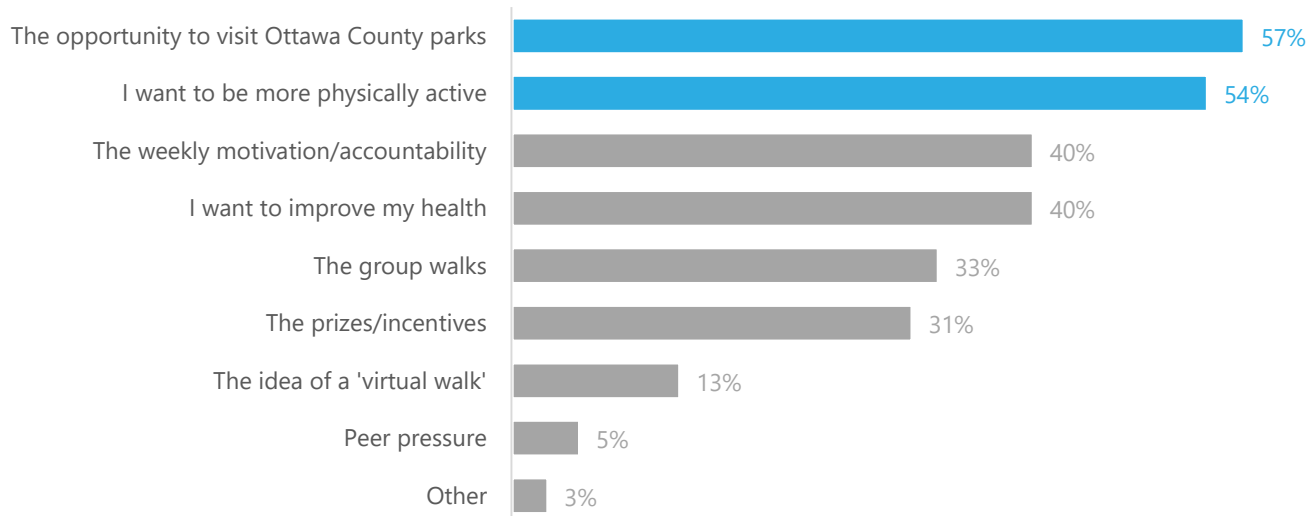
36% of participants* opted to participate in the Leader Board competition.

The feedback about the Leader Board competition was mixed...

"A challenge seems to motivate me – thanks for starting the Leader Board."

"Not sure what you mean by the Leader Board competition--what's all involved? I may be interested with more information."

Over half of participants** identified 'The opportunity to visit Ottawa County parks' and 'I want to be more physically active' as the main reasons for participating in Step It Up!



* 1,072 participants provided data for this survey question.

**246 participants provided data for this survey question. Respondents could provide multiple answers to the question.

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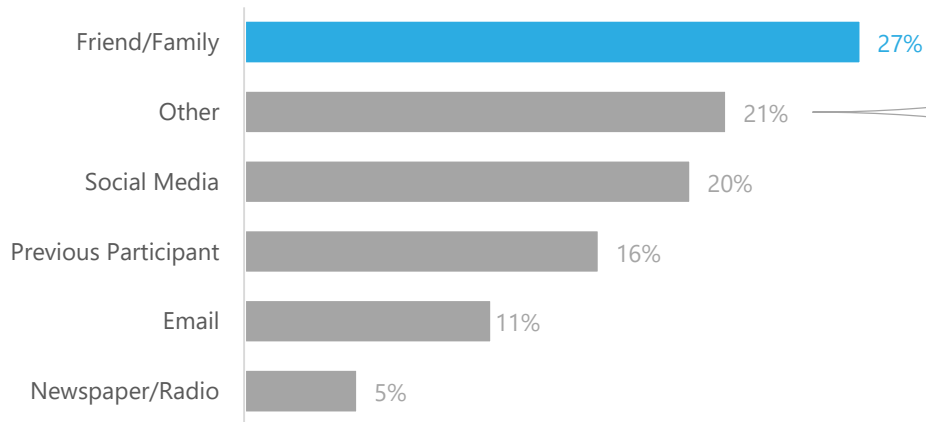


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Step It Up! – Spring 2018 Survey Results

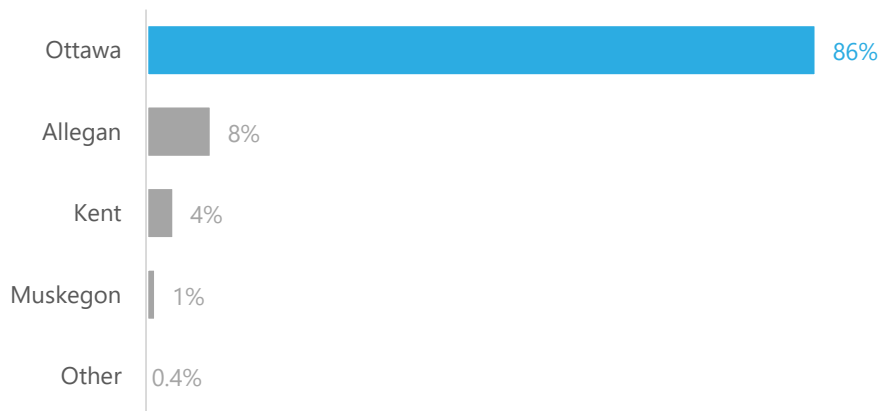
Participant Motivation & Demographics

27% of participants* learned about Step It Up! from a **friend or family member**.

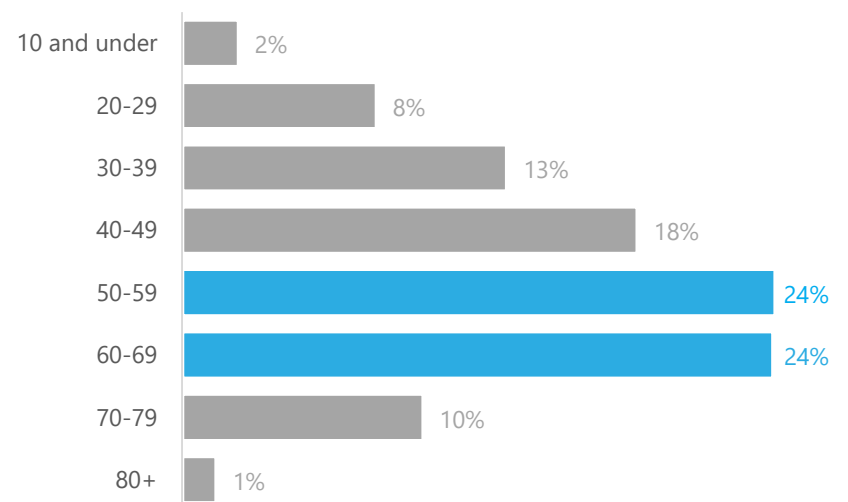


- Outdoor Discovery Center pamphlet (3 similar comments)
- Four Pointes Senior Center in Grand Haven. I'm a former participant also but would not have heard about it this year if not for Four Pointes (1 similar comment)
- Saw info in Port Sheldon newsletter. Good idea in our area, as neighbors are spread out & isolated! Thanks!
- Saw in DHS office
- I received the publication from the Ottawa Department of Public Health which explains your program of walking. I love to walk and exercise almost each day at Evergreen Commons
- I got info at my doctors office
- Community Action Allegan County
- Weight watchers class member told us about it

86% of participants* live in **Ottawa County**.



Nearly half of participants* are in the **50 to 69 year old** age group.



* 1,078 participants provided data for these survey questions.