

Heart Foundation

Walking

Year in Review - 2018



Contents

| | |
|--|----|
| Introduction to Heart Foundation Walking | 5 |
| Heart Foundation Walking and Physical Activity in Australia | 6 |
| Increasing Physical Activity..... | 6 |
| Summary of Key Achievements in 2018 | 7 |
| Key highlights | 7 |
| Heart Foundation Walking Structure..... | 8 |
| Heart Foundation Walking Participants..... | 9 |
| What We Provide | 10 |
| Other support:..... | 10 |
| Profile of Heart Foundation Walking Groups | 12 |
| Case Study | 13 |
| Profile of Heart Foundation Walking Local Coordinators | 14 |
| Case Study:..... | 15 |
| Heart Foundation Walking Participant Retention | 16 |
| Group Retention Rates | 16 |
| Why group walkers stay | 16 |
| Individual Walker Retention | 16 |
| Heart Foundation Walking App | 18 |
| App User Profile (as at 31 December 2018)..... | 18 |
| Case Study:..... | 19 |
| 2018 Recruitment Campaigns | 20 |
| Heart Foundation Walking Recruitment Target Priority Regions | 21 |
| Major Events | 22 |
| Prime Minister’s One Million Steps Challenge..... | 22 |
| Active Australia Innovation Challenge | 23 |
| Heart Foundation Member Surveys | 24 |
| Group Walker Overview | 25 |
| Walker Profile..... | 25 |
| Group Walker Survey - Key Findings..... | 26 |
| Heart Foundation Walking program..... | 26 |
| Health and wellbeing..... | 26 |
| Physical activity | 26 |
| Case Study | 27 |
| Walk Organiser Overview | 28 |
| Walk Organiser Profile:..... | 28 |

| | |
|---|----|
| Walk Organiser Survey - Key Findings | 29 |
| Heart Foundation Walking program..... | 29 |
| Walker motivation..... | 29 |
| General Support | 29 |
| Health and wellbeing..... | 29 |
| Physical activity | 29 |
| Walker Recruitment | 29 |
| Walker Engagement | 29 |
| Usefulness of Guides, Materials and Resources and General Support | 29 |
| 2018 Reflections..... | 30 |

Introduction to Heart Foundation Walking

Welcome to the Heart Foundation Walking 2018 Annual Review.

The purpose of this document is to provide a 12-month overview of achievements of the Heart Foundation Walking program and highlight feedback from the annual surveys undertaken with Walkers, and volunteer Walk Organisers. Activities undertaken in recruitment campaigns and information on Group Walkers are also reported and include data from the newly developed Heart Foundation Walking app, and the new membership type – App Walker.

Heart Foundation Walking is Australia's largest free walking network. The Heart Foundation works in partnership with Host Organisations and nominated Local Coordinator/s to set up walking groups in their community or workplace. Local Coordinators come from a variety of organisations including health and community centres, councils and other workplaces and liaise with the Heart Foundation to recruit and assist volunteer Walk Organisers to establish groups.

Community-based volunteer Walk Organisers begin and maintain groups in their community with the assistance of their Local Coordinator. They are provided resources, training and support and receive complimentary Heart Foundation merchandise to aid their role.

Registered walkers are provided information and newsletters and may choose to participate in the Walker Recognition Scheme which includes certificates and other incentives when they reach walking milestones (e.g. 25 walks). The Heart Foundation provides ongoing assistance, support and resources to all Host Organisations, Local Coordinators and Walk Organisers.

Walkers can join a group and / or be part of a virtual walking community tracking their activity via the Heart Foundation Walking app, launched January 2018. App walkers receive newsletters and participate in incentivised step challenges.

The general public can access a range of health and wellbeing information on the Heart Foundation Walking website which encourages more Australians to be more active, more often, through walking.

By December 2018, Heart Foundation Walking reached over 45,000 active members. The Heart Foundation Walking team looks forward to growing this number and working with government, corporate and community partners in 2019 and beyond.

It is my pleasure to showcase the Heart Foundation Walking program and acknowledge the Federal and State support provided to the program and thank the generosity of the wonderful volunteers who take part in the program every day of the year.

Kay Richards, General Manager – Walking

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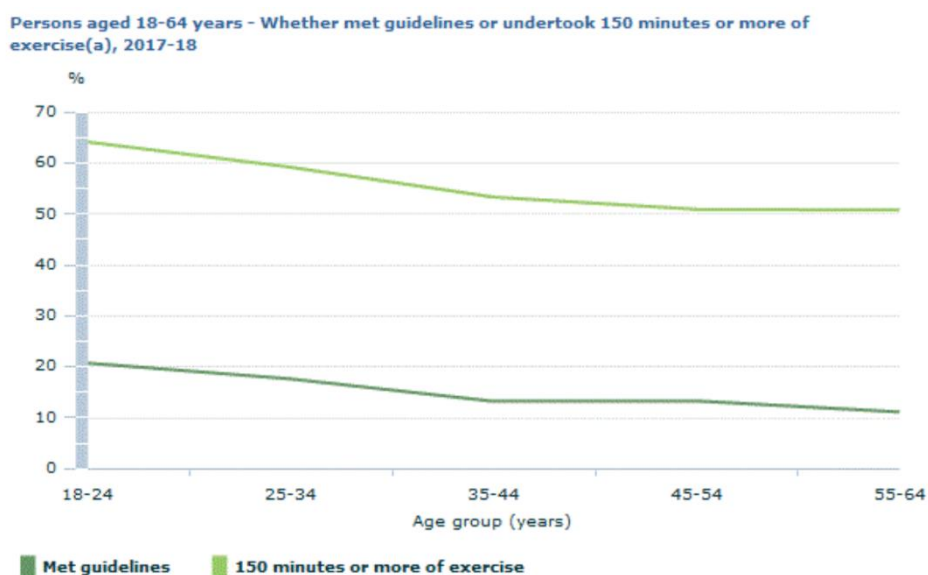
For heart health information please call 13 11 12

Heart Foundation Walking and Physical Activity in Australia

Why does the Heart Foundation support an increase in physical activity in the community? Unfortunately, evidence shows a decrease in activity levels across all ages and the figure below demonstrates in adults more so as they age.

Since 1995 the Heart Foundation has offered the Walking program to support people to be more active and be aware of the risk factors for cardiovascular and other chronic diseases. The aim of the Walking Program is to encourage more people to be more active, more often.

Various research papers show regular physical activity helps reduce the risk of many chronic conditions such as cardiovascular disease and type 2 diabetes. People that are sufficiently active also experience lower rates of breast and colon cancer, depression and anxiety. However, the 2018 National Health Survey reported just over half (55.4%) of adults aged 18-64 completed the recommended 150 minutes or more of weekly physical activity. This figure increases to approximately two thirds (65.5%) of the population if workplace physical activity is included. As age increases the number of people meeting the recommended 150 minutes of physical activity decreases regardless of whether workplace physical activity is included. For adults aged 65 years and over, just over a quarter engaged in the recommended 30 minutes or more of moderate to vigorous physical activity on 5 or more days.



Physical inactivity remains one of the leading contributors to the burden of chronic disease worldwide, particularly in vulnerable groups. Those living in areas of most disadvantage are less likely to meet the physical activity guidelines and experience increased disease burden due to physical inactivity compared to those living in areas of least disadvantage. Similarly, those living in regional and remote areas of Australia are more likely to be physically inactive compared to those living in cities.

Increasing Physical Activity

Walking is low cost and has low risk of injury plus requires little skill. It is the most popular form of physical activity in Australia for men and women for every age range beyond the age of 40 years. By increasing brisk walking by 15 minutes for 5 days each week, the total disease burden associated with physical inactivity could be reduced by 13%. Group-based walking programs can be effective in improving health and increasing physical activity.

The 2018 Heart Foundation Walking Walker and Walk Organiser Surveys indicate that over 90% of respondents in the program completed enough physical activity to obtain health benefits in the past week. Almost 3 in 4 Walk Organisers and 3 in 5 walkers reported having participated in five or more walking sessions in the past week, independent of other forms of moderate physical activity. Heart Foundation Walking appears effective in assisting walkers to meet recommended physical activity levels. Additionally, the group component of Heart Foundation Walking is effective at recruiting vulnerable members of the community including; the elderly, the socially isolated and households on a low income.

Summary of Key Achievements in 2018

Key highlights

Heart Foundation Walking operates in all States and Territories and continues to experience significant growth. With national support from the Federal Government, Stockland Australia, as well as state support from the QLD Government and Brisbane City Council, 2018 has seen the Heart Foundation Walking program advance in the area of technology and e-resources to support walkers and achieve steady growth.

With a significant grant received from the 2017 Federal budget, the Heart Foundation Walking program was heavily influenced by the *Healthy Heart Initiative* which saw:



- the expansion of e-Resources, namely the development of the Heart Foundation Walking app, and an improved database. This enabled the expansion of the walking group concept to include people walking individually while tracking their steps.
- two major events:
 - the *Prime Minister's One Million Steps* challenge; a 20-week campaign to achieve 1 million steps or 100 walks during the challenge period
 - the *Active Australia Innovation Challenge*; a program aimed at schools, universities and community groups to promote innovative ideas to improve activity levels in a chosen community.
- an education campaign to promote a national conversation on the benefits of increased physical activity.
- the expansion of the Heart Foundation Walking program.

These initiatives supported by a major communications and marketing campaign, saw an immediate doubling of membership. As at 31 December 2018:

- 45,858 total participants including:
 - 22,990 group walkers
 - 20,791 app walkers
 - 1,242 walking groups
 - 1,647 volunteer Walk Organisers
 - 441 Local Coordinators
 - 559 Host Organisations.
- Group retention rates continue to be exceptional with over 80% still active after 6 months and over 50% after 3 years participation. App Walker retention is lower, and people are more likely to be engaged through the app when challenges are operating.

Heart Foundation Walking Structure

Role: The Heart Foundation Walking program supports a community of walkers and encourages active living. The Heart Foundation Walking Team supports Heart Health, Prevention and Active Living to achieve the goals set out in the One Heart Strategy: **Australia free from heart disease.**

Purpose: The Heart Foundation Walking program is designed to encourage and support walking and increase physical activity for all Australians: **More Australians will be more active, more often, through walking.**

Function: The Heart Foundation Walking program encourages Australians to meet Australia's Physical Activity and Sedentary Behaviour Guidelines through walking, across multiple platforms: **Australia's largest free walking network.**



Walking Groups

In partnership with local organisations, free walking groups meet for regular walks organised by a local volunteer.

Target: men and women aged 60+, low physical activity levels.

Benefits: Provides a social setting for physical activity, rewards and recognition for increased activity, and health information.

Engagement: Building a community of walkers through our newsletters, sharing stories and achievements, Facebook page and face-to-face events.



Heart Foundation Walking App

A free mobile phone app enables users to track their steps and take part in challenges.

Target: men and women aged 40+, moderate physical activity levels.

Benefits: Provides regular incentives via challenges to encourage walkers to increase their steps, and connects them to Heart Foundation health information.

Engagement: Building engagement through regular newsletters, app notifications, Facebook page and celebrating stories and achievements.



Personalised Program (2020)

A free online 6-week walking program for individuals based on their level of fitness.

Target: men and women aged 30+, low or no physical activity.

Benefits: Will provide a personalised plan supported by the Heart Foundation for people who want to start walking to improve their health.

Engagement: Connect with individuals through their personalised plan, health information and motivational messages.

Heart Foundation Walking Participants

Local Coordinators (employed by Host Organisations such as councils, general practitioners, pharmacies etc) work with the Heart Foundation Walking team to:

- Start and maintain local support groups and networks
- Act as a contact point for Heart Foundation Walking and promote the program throughout their region
- Recruit Heart Foundation Walking participants and Walk Organisers
- Participate in the Heart Foundation Walking Local Coordinator induction and train volunteer Heart Foundation Walking Walk Organisers
- Support local Heart Foundation Walking groups to promote their own groups, run walking events, and carry out administrative tasks.

The role of volunteer Walk Organisers includes:

- Start Heart Foundation Walking group/s and using the Heart Foundation Walkability Checklist, plan the walking route, and notify walkers of time and date of each walk
- Participate in the Heart Foundation Walking Walk Organiser induction session online or with the Local Coordinator
- Act as contact point for the group
- Attend walks and welcome new walkers
- Administration (registration forms/attendance logs).

*A full volunteer position description has been developed and is outlined in the Heart Foundation Walking Walk Organiser Induction program.

The role of Group Walkers includes:

- Find out when and where the group meets
- Complete program registration
- Walk with the group (social support/motivation)
- Participate in challenges
- Receive newsletters and earn incentives.

The role of App Wakers includes:

- Downloading the Heart Foundation Walking app
- Register and provide demographic information
- Track their steps
- Participate in challenges
- Receive motivational and incentive notifications.



What We Provide

The Heart Foundation Walking team are responsible for providing:

- coordination of the Heart Foundation Walking program across the country
- delivering agreed outcomes for funding partners
- securing and managing ongoing program funding
- promotion of Heart Foundation Walking and distribution of health information
- recruiting, training and supporting Heart Foundation Walking Local Coordinators
- supporting recruitment, training and providing general support for Heart Foundation Walking Walk Organisers
- providing participants with newsletters, resources, and milestones recognition
- advocating for increased physical activity and improved health
- maintaining accurate Heart Foundation Walking records and report on data and outcomes.

Heart Foundation Walking offers a proven and sustainable framework to facilitate physical activity in local communities. With the support of grant funds, Program Officers were employed as part of the *Healthy Heart initiative* to support each state and territory across Australia. Their role is to promote Heart Foundation Walking at community events, groups, schools, and health forums, support existing Heart Foundation Walking groups and participants, whilst also facilitating a national conversation on physical activity.

Across 2018, Program Officers presented physical activity information and ran free walking events to encourage engagement and brand awareness at the local community level. This led to an increase in participation in the program. As an example, walking groups were launched in Stockland Retirement Villages across the country. The Program Officers visited many of these settings to present the benefits of being physically active and information on joining the Walking Program. This resulted in 17 Stockland retirement villages joining the program in 2018, with an expectation of many more in 2019.

Program Officers compliment and add to the work of the Walking Team which includes:

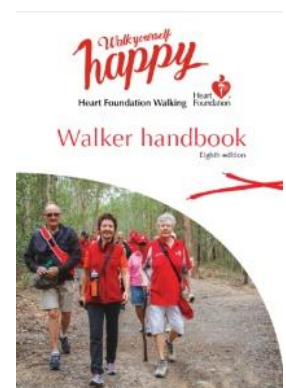
- training and support
- customer service
- program development
- media and marketing
- administration, and meeting the objectives of additional project work.

Team work and member support was the focus of all Walking Team members in 2018 and this will continue in years to come as they aim to meet the strategic direction of the Heart Foundation; An Australia free of heart disease.

Other support:

Resources and tools

- a wide range of regularly updated resources
- an online portal with varying capacities based on participant type
- a free Heart Foundation Walking app to encourage walking individually, as well as walking in a group
- downloadable tools and monthly webinars including the Heart Foundation Walkability Checklist
- regular emails including walking, heart health and active living information
- free merchandise for Walk Organisers
- local Coordinators have access to walking group data reporting.



Induction and support

- interactive induction modules for Walk Organisers and Local Coordinators
- dedicated Heart Foundation Walking staff to provide training and support who are just an email or phone call away
- monthly educational webinars
- state and territory workshops for Local Coordinators and Walk Organisers.

Risk Management

- policies and procedures relating to risk management and insurance;
- walk Organisers are registered Heart Foundation Walking volunteers and are provided with insurance coverage under the Heart Foundation Volunteer Policy.

Motivational Activities

- The Golden Shoe Awards recognise individuals who have made an exceptional contribution to the Heart Foundation Walking Program. Judging of the over 100 entries was based on 4 categories:
 - Courage and Commitment
 - Leadership in Walking
 - Health and Wellbeing
 - Increased Walking During the *Prime Minister's One Million Steps* Challenge.

The category for the Step Challenge aimed to recognise people who had demonstrated a major behaviour change in increasing their physical activity, but who otherwise may not have reached the milestones of 1 million steps or 100 walks.



- The annual Photo Competition encouraged people to take either a solo photo or one striding along with walking friends and capture the fantastic feeling walking provides. Winners were featured in the Heart Foundation Walking 2019 calendar.



Profile of Heart Foundation Walking Groups

Walking Groups:

- the majority of Heart Foundation Walking groups walk for 45-60 minutes
- the average walking group has been active for 3.4 years, with groups ranging from newly established, to existing for over 22 years
- predominately women, over the age of 60 years.

Walks:

In 2018, 107,172 group walks were completed. However, it is likely this number is an under representation as 25% of participants aren't accounted for on attendance logs. This could be attributed to incomplete or outdated data (i.e. have not sent in attendance logs on time), or walkers and Walk Organisers have opted not to return attendance logs or be part of the Walker Recognition Scheme.

There are currently 330 active specialty walking groups, with:

- 75 parents with prams groups
- 74 health facility groups including cardiac rehabilitation
- 38 workplace groups
- 42 other special interest groups
- 50 shopping centre groups
- 23 Aboriginal and Torres Strait Islander groups
- 8 culture specific groups (e.g. Muslim women's groups)
- 20 retirement living groups.



Case Study: Brilliant Support Walking Group

Jill started the Brilliant Support Walking Group in 2009 by approaching Council with the idea, prior to knowing about Heart Foundation Walking. The council worked with Jill and Heart Foundation Walking to establish the group. She started the group because she has always been passionate about motivating others to be active since it in turn motivates her.

Jill began spreading the word by creating her own flyers and distributing them to local letterboxes, and approached a local newspaper, Outlook, for free advertising. The group has had 96 walkers registered over the ten years, with a minimum of 15-20 attending each walk on a regular basis. They meet at Thorndon Park Reserve Car Park, and loop around the edge of the park three times – walking one direction for two laps, then back the opposite direction for the last lap. This allows for walkers to travel at their own pace, with some only completing one or two laps, and the faster walkers encouraging them as they walk back past on their final lap.

Jill enjoys organising the group because it allows her to make valuable connections in her community. Since starting the group, she feels as though her network has grown significantly, and she enjoys seeing people at the shops or on the street who she has connected with through Walking and might not have otherwise known. Jill also feels motivated to continue coordinating the group because it motivates her to start the day positively. She is passionate about the social outcomes and the benefits that the group brings to the lives of her walkers, particularly with regards to companionship, and this is one of the main reasons Jill continues to walk.



“I am happy to motivate people to walk because it also motivates me. I believe in good health and getting out into the community.”

Walk Organiser - Jill Di Cianni

Nella has been part of the Brilliant Support Walking Group for four years, joining after her husband passed away from a heart attack. Nella was reluctant to join the group at first; but was encouraged by a friend who also lost her husband to heart disease. Nella says that being part of the Heart Foundation Walking program keeps her accountable for her exercise by maintaining the routine with friends. Nella has since recruited her sister to join the group, and has also started another group, who walk on a Saturday morning at Morialta Falls.

“If my friends are going to the walk, then I feel like I should go as well. I enjoy being part of the community.”

Walker - Nella Faraonio

Profile of Heart Foundation Walking Local Coordinators

The Heart Foundation works in partnership with Host Organisations to set up groups in local communities. Host organisations may be health or community centres, councils or workplaces. A Local Coordinator is nominated to be a contact person for the Heart Foundation. Their role includes starting and maintaining a local support network, promoting Heart Foundation Walking throughout their region, recruiting Heart Foundation Walking participants, training Walk Organisers and supporting local Heart Foundation Walking groups.

Over recent years there has been a strong increase in the number of shopping centres, aged care services, retirement villages and neighbourhood or community houses that have registered with the program. There are Host Organisations in each major state and territory of Australia with 30% located in remote and rural locations.

At December 2018, there were 525 Host Organisations registered with Heart Foundation Walking and 393 active Local Coordinators. Just over half of all registered Host Organisations are local councils or health services.

- over 80% are female, with an average age of 43 years
- 77% work for local councils or health service/hospital
- close to 40% indicated their organisation has been involved with the Heart Foundation Walking for 5 or more years
- the majority of Local Coordinators spend less than ten hours per month supporting their local Heart Foundation Walking group(s)
- 70% participate in Heart Foundation Walking as it helps build networking in the community
- Local Coordinators indicated a strong value for the program itself and that Heart Foundation Walking is well known and recognised.

| Host Organisations - Data taken from the Heart Foundation Walking Host Organisation report for December 2018 | | |
|--|--|-----|
| State | ACT | 8 |
| | NSW | 146 |
| | NT | 7 |
| | Qld | 84 |
| | SA | 49 |
| | Tas | 23 |
| | Vic | 131 |
| | WA | 77 |
| Type of service | Aboriginal health service | 6 |
| | Aged care service | 11 |
| | Cardiac rehabilitation service | 2 |
| | GP clinic | 8 |
| | Local Government | 119 |
| | Neighbourhood or community house | 33 |
| | Non-government health or community service | 105 |
| | Other | 46 |
| | Pharmacy | 17 |
| | Private business | 43 |
| | Retirement village | 24 |
| | Shopping centre | 57 |
| | State Government health service | 54 |
| Location | Metro | 352 |
| | Remote | 18 |
| | Rural | 155 |

Case Study: Jim Binder, Local Coordinator – Host Organisation City of Salisbury, SA

How did you get involved as a Local Coordinator?

Originally, I was a Walk Organiser at the Jack Young Centre (JYC). When the Local Coordinator changed jobs, I stepped in and have been here ever since. Other community members then became Walk organisers, starting other groups.

What have you enjoyed the most about being involved with the program?

The positive feedback from the walkers such as “I feel healthier” or “I’m able to walk greater distances without being out of breath”. It’s great to see that group of red walking local streets and parks. As a Local Coordinator, you do feel you are making a difference and are having a positive influence.

What benefits has your organisation had from being involved in Heart Foundation Walking as a Local Coordinator?

The positive and long-standing relationship we have had with the Heart Foundation and their staff. The City of Salisbury being seen as being active and interested in encouraging people to develop healthy lifestyles.

What strategies have been the most useful for you in recruiting new Walk Organisers and walkers?

Creating opportunities for awareness of Heart Foundation Walking in the community through:

- Presentations at local community groups
- Having information about Heart Foundation Walking and its benefits everywhere
- Push for the publication of stories / information in local newspapers and council publications.

Creating awareness and interest for walkers by:

- Keeping it fun, interesting and social – walk in different locations occasionally, link in with other groups nearby – enthusiastic Walk Organisers are vital
- Encouraging people to stay for a ‘cuppa’ – building that sense of group belonging which creates peer type pressure – “I don’t feel like going out this week – but XY and Z will see that I’m not there – and I know I will feel better afterwards ... so I think I’ll go”. ‘They come for the physical...they stay for the social’

What is your top tip or best piece of advice for new Local Coordinators?

Try to make regular contact with your Walk organisers...even if it’s just an email or phone call. Go for the occasional walk with the group if you are able.

If you have a number of groups a yearly group event where you invite the general public is always a good way to promote Heart Foundation Walking and a ‘team’ feel.

Heart Foundation Walking Participant Retention

Group Retention Rates

A key success of Heart Foundation Walking groups is the consistently high retention rates.

A typical community based physical activity program has a six-month retention rate of 50%. Heart Foundation Walking demonstrates retention rates above this, even at the three-year mark.

The high attendance rates are attributed to the social aspect of the groups, the ownership groups take on so quickly, and the resources and support provided by the program. The Walker Recognition Scheme assists in providing motivation and allows walkers to set goals and monitor progress.

Why group walkers stay

The main reason group walkers continue to participate in Heart Foundation Walking is to improve their health and fitness. Fun and enjoyment associated with the program was the other most commonly cited reason.

More than half of all participants also rated the social aspect of the group walking program as a reason they continued to walk.

- Heart Foundation Walking consistently demonstrates retention rates well above typical community based physical activity programs which have a 6-month retention rate of 50%.
- exceptional attendance rates are attributed to the social aspect of the group, the ownership groups take on so quickly, as well as the resources and support from the Heart Foundation Walking. The Walker Recognition Scheme assists in providing motivation and allows walkers to set goals and the quarterly newsletter allows walkers to feel part of a broader community.

| Retention Rates | Groups | Participants |
|-----------------|--------|--------------|
| After 6 months | 88% | 81% |
| After 12 months | 72% | 62% |
| After 3 years | 70% | 54% |

Individual Walker Retention

Live data is collected and monitored directly from the Heart Foundation Walking App and individual walker retention is measured using the following determinants:

- total number of app downloads
- total number of uninstalls
- total number of active users inside challenge periods (data collection points determined by the length of the challenge)
- total number of active users outside of challenge periods
- number of users reengaging with the app from previous challenges.

During 2018, active individual walker numbers dropped when challenges were not running. To address the attrition, Heart Foundation Walking is working towards an always on campaign which offers a personalised user experience.

A more variable usage pattern for app walkers compared to group walkers is expected, however, to address the variable app walker activity, Heart Foundation Walking is working towards offering regular challenge activities, the ability to form teams and an 'always on' personalised user experience. More detail on this work will be reported for the 2019 year.



"I am still alive after a heart attack followed by quadruple bypass surgery 21 years ago and at 82 years of age, I am still feeling good. A lot of people my age that I know are struggling."

"Being a Walk Organiser was great when I went through the breast cancer problems, I was unable to do all day walks as I could not wear the backpack with straps aggravating my scars, so I was thankful that I had weekly walks which I was committed to do with my wonderful group."

"I enjoy motivating my walkers to enjoy the exercise and on a personal level have improved my fitness level over the past few years."

"Suffering depression prior to joining my walking group my newfound friends have helped me overcome my depression by regular outings."

Heart Foundation Walking App



The Heart Foundation Walking App was developed as part of *Healthy Heart Initiative*. The app expanded on the Heart Foundation Walking program which had previously been restricted to people walking in a group or manually uploading steps to their online profile on the website.

The development of the app (available for iOS and Android devices) provides an opportunity for individuals to be part the Heart Foundation Walking program, track their activity and be rewarded for their commitment to physical activity. The app enables people to walk as an individual and take part in the walking program especially in areas where there are no walking groups. The platform has allowed the program to reach a broader population (broader age range, in any location, and at any time) and provides accessible healthy living information.

The app has two modes:

- in 'campaign mode'; used when a specific campaign is running, such as the *Prime Minister's One million steps*, where additional pages are shown, for example, additional leader board and in app badges when the user reaches a milestone
- out of 'campaign mode', for everyday use by the walker to track their step and activity minutes progress.

The app can be connected to Apple Health, Google Fit and Garmin and Fitbit step trackers.

The app achieved 32,270 downloads to year end 2018, including approximately 80% on Apple and 19% Android.

App User Profile (as at 31 December 2018)

- just over 20,000 people recorded steps using the Heart Foundation Walking App
- over 12,282,997,902 steps have been recorded
- more than 70% of app users are female
- user average age is 47.

Case Study: Bob Ueckert

He wasn't even a quarter of the way into the Prime Minister's One Million Steps campaign, but that didn't stop 51-year-old Sydney meter reader Bob Ueckert from claiming the title as the first person to reach the magic target of one million steps in the Heart Foundation Walking initiative.

Given 20 weeks to clock up one million steps, Bob reached the target in just 23 days. But, his achievement gets more extraordinary. Fifteen years ago, Bob lost his ability to walk after suffering a stroke. At the time, he weighed more than 160 kilograms, had high blood pressure, high cholesterol, and due to his stroke, was paralysed on the entire left side of his body.

"I was so overweight they couldn't fit me in the MRI after my stroke. They even tried wrapping me up like a mummy to try and get me to fit. It didn't work."

Bob underwent rehabilitation to learn to walk again, lost more than 80 kilos, and found a new lease on life.



2018 Recruitment Campaigns

The *Prime Minister's One million steps* campaign was launched on the 25th of March, through a national media campaign, with TV commercials, radio releases and social media posts. The 20-week campaign aimed to reward walkers who achieved 1 million steps on the Heart Foundation Walking app, 100 group walks, or those that demonstrated significant behavioural change during the campaign timeframe. Media and PR activities continued after the launch to provide local stories across Australia with case studies and profiles of walkers. Further media coverage was achieved during Heart Week 2018, due to the theme of Physical Activity.



The media campaign ran to the end of May 2018, with a final reach of 5.56 million people through TV alone. Outdoor advertising had a reach of 4.8 million people and digital channels made 64 million impressions. Because of the campaign, an increased visitation to the Heart Foundation Walking website by 600% was seen compared to usual visitation, of 82,000 people visiting the website each month during the campaign.

Once paid activity concluded, communications and engagement continued through regular Electronic Direct Mail (eDM) to the audience and organic social media posts. The most engaging posts on the *Prime Minister's One million steps* challenge were callouts for people's major walking milestones and congratulating the Prime Minister on reaching his one million steps. Three out of four eDMs sent to participants during the reporting period achieved a click-through rate above 40%.

The *Prime Minister's One million steps* campaign attracted over 22,000 participants in the 20-weeks, who stepped over 10.6 billion steps.

There were a further two smaller scale recruitment campaigns conducted in 2018, a 'Parents and Prams' campaign to target new parents and increase their physical activity and a 10-day challenge for app users to encourage them to get to 100,000 steps. Both campaigns utilised social media and eDMs to promote the activities.

The three campaigns delivered by Heart Foundation Walking in 2018 resulted in an 82.5% increase in total participation which is detailed below.

| Location | Host Organisations | Local Coordinators | Walk Organisers | Group Walkers | App Walkers | Total Participants |
|----------------|--------------------|--------------------|-----------------|---------------|-------------|--------------------|
| ACT | 9 | 3 | 41 | 590 | 1,063 | 1,706 |
| NSW | 153 | 125 | 441 | 5,667 | 6,397 | 12,783 |
| NT | 9 | 7 | 14 | 456 | 283 | 769 |
| QLD | 91 | 71 | 383 | 6,101 | 4,088 | 10,734 |
| SA | 51 | 47 | 227 | 2,604 | 1,765 | 4,694 |
| TAS | 23 | 18 | 81 | 1,048 | 528 | 1,698 |
| VIC | 139 | 97 | 329 | 4,336 | 5,200 | 10,101 |
| WA | 84 | 73 | 131 | 2,177 | 1,562 | 4,027 |
| Unknown | | | | 11 | | 11 |
| National Total | 559 | 441 | 1647 | 22,990 | 20,886 | 46,523 |

Heart Foundation Walking Recruitment Target Priority Regions

To take advantage of the advertising budget, recruitment activity was targeted based on regions with high physical inactivity rates and/or high prevalence of cardiovascular disease (CVD).

Heart Foundation Walking identified 28 priority regions to target recruitment activities. Heart Foundation Walking in these areas currently represents 36.8% of all participants. These areas have been identified via Heart Maps and are SA4 regions across Australia having high levels of physical inactivity, CVD prevalence and obesity. Regions with large Aboriginal and Torres Strait islander and Culturally and Linguistically diverse populations have also been included.

Heart Foundation Walking aims to increase participation in priority regions by 50% by 30 June 2021.

| ACT | NSW | NT | QLD | SA | TAS | VIC | WA |
|------------------------------|----------------------------|------------------------------|----------------------|------------------------------|---------------------------|----------------------------|--------------------------------|
| Australian Capital Territory | Central West | Northern Territory – Outback | Queensland – outback | South Australia – South East | Launceston and North East | North West | Western Australia – Wheat Belt |
| | Far West and Orana | Darwin | Wide Bay | South Australia – Outback | West and North West | Latrobe – Gippsland | Bunbury |
| | Murray | | Cairns | Barossa – Yorke - Mid North | South East | Shepparton | Western Australia – Outback |
| | New England and North West | | | | | Warrnambool and South West | Mandurah |
| | Riverina | | | | | Melbourne – North West | |
| | Sydney – Blacktown | | | | | | |
| | Sydney – South West | | | | | | |

Major Events

Prime Minister's One Million Steps Challenge

A component of the *Healthy Heart Initiative*, the *Prime Minister's One million steps* challenge leveraged the existing Heart Foundation Walking program and used its existing infrastructure (and improved website) to recruit and engage walkers. The Heart Foundation developed new models of engagement and program delivery to further engage disadvantaged groups and communities in the challenge.

The *Prime Minister's One million steps* challenge launched on 25 March 2018 and ran for 20 weeks, concluding 11 August 2018. The campaign attracted over 22,000 participants in the 20-weeks, who stepped over 10.6 billion steps.

Dashboard reporting was developed to display live data which provided a range of demographic information on the walker, where people heard about the challenge, what device was used to download the app (iOS, Android) and step counts including average daily steps the highest daily steps.

As at 12 August 2018:

Total number of Heart Foundation Walking Program members **41,550**

The *Prime Minister's One million steps* **21,369**

| | App Users | Group Walkers |
|------------------------------|----------------------------|----------------------------|
| Walkers: | | |
| Total number of walkers | 18,444 | 3,913 |
| Total number of steps /walks | 10,684,865,251 | 2,865 |
| Average age | 47 years | 60 years |
| Gender | 74.4% female /24% male | 79.1% female / 20.4% male |
| Reason for joining | Improve health and fitness | Improve health and fitness |
| Location: | | |
| Suburb | 77.9% | 71.8% |
| Major Urban | 1.9% | 2.9% |
| Urban | 13.5% | 16.6% |
| Rural | 1.5% | 1.6% |
| CALD: | | |
| English as first language | 75.7% | 86.9% |
| Number of walkers | 1,355 | 264 |
| Average age | 44 | 57 |
| Gender | 60.2% female / 37.9% male | 75.9% female / 23.4% male |
| Reason for joining | Improve health and fitness | Improve health and fitness |
| ATSI: | | |
| Number of walkers | 896 | 37 |
| Average age | 48 | 52 |
| Gender | 68.7% female / 27.5% male | 81.1% female / 16.3% male |
| Reason for joining | Improve health and fitness | Improve health and fitness |

Active Australia Innovation Challenge

The 2018 *Active Australia Innovation Challenge* aims to encourage schools (primary and secondary), tertiary institutions (universities, TAFEs, colleges), and other organisations, including councils and community groups to raise awareness of the benefits of physical activity and develop and implement innovative project ideas to encourage physical activity in a chosen community.



The *Active Australia Innovation Challenge*, also a component of the *Healthy Heart Initiative*, is an event designed to run in four consecutive years (2018 – 2021) with up to eight annual grants available, each to the value of \$10,000 to help bring the idea to life.

Activities to support the challenge included the development of:

- guidelines;
- the application processes;
- promotional materials;
- judging criteria.

The challenge was primarily promoted via email and Heart Foundation digital channels – Facebook and Twitter. A paid advertising campaign utilised Twitter and Facebook with messages targeted to students, school communities and community groups.

To enhance the winning project delivery, a one-day workshop was developed to provide an opportunity to showcase the innovative ideas, to celebrate the applicant's achievements and to learn from each other.

Results of the challenge included:

- 136 entries, including 8 universities, 13 schools and 115 community groups
- fifty-five applications progressed to Round 2
- national judging of 16 finalists who pitched their project ideas 'virtually' to the judging panel
- eight \$10,000 (Plus GST) grants were awarded.

Heart Foundation Member Surveys



The Heart Foundation Walking program conducts annual and regular (at registration, 6 and 12 monthly) surveys of group walkers, and Walk Organisers. In 2019 there are plans to survey App walkers. Additionally, usually every 3 years, Host Organisations, via Local Coordinators are also surveyed.

The group walker surveys seek demographic information, health and wellbeing perceptions, reasons for staying in the program, and satisfaction with the program and its offerings. The surveys also seek walker's confidence in undertaking physical activity and people's understanding of the benefits of being active.

In addition, the Walk Organiser survey seeks opinion on the importance of the elements of the program such as the Walker Recognition Scheme, the use of eDMs, and newsletters and motivational activities such as the Golden Shoe Awards.

Useful to the Heart Foundation Walking Team are questions about confidence levels of Walk Organisers to undertake the role. Walk Organisers are provided with a range of support and materials including webinars and survey results assist in developing new and innovative ways of communicating with and providing materials to support Walk Organisers.

Importantly, the survey seeks advice on how to improve the program, information on the Heart Foundation Website and on-line portal and asks how people like to receive information from the Walking Team.

The survey results are used to not only promote the Heart Foundation Walking program but serve as a continuous improvement tool to measure success.

Complete results are reported separately, however the following provides a summary of the key finding. The Heart Foundation Walking Team can be contacted via walking@heartfoundation.org.au if complete results are required.

Group Walker Overview

Data source: 2018 Heart Foundation Walking Walker Survey – an online survey distributed to 7,875 walkers with 478 completing the survey (a 7% response rate).

Walker Profile

From the information provided by walkers, we know:

- more than three in four were women
- almost 90% were aged 60 years or over
- more than one in four lived alone
- around two in five have an annual household income of less than \$55,000.



“I feel fitter and enjoy the social side of our walking group. After joining when I moved to our country town a few years ago, I have made lots of new friends and have discovered some beautiful places where our walks take us”.

| | | n=478 |
|--------------------------------|--|-------|
| State | ACT | 3% |
| | NSW | 28% |
| | SA | 14% |
| | VIC | 15% |
| | TAS | 4% |
| | NT | 1% |
| | WA | 7% |
| | QLD | 28% |
| Gender | Male | 21% |
| | Female | 79% |
| Age | Under 30 | 1% |
| | 30-39 | 1% |
| | 40-49 | 3% |
| | 50-59 | 7% |
| | 60-69 | 40% |
| | Over 70 | 48% |
| Household Structure | Person living alone | 28% |
| | Couple only | 56% |
| | Couple living with their child(ren) | 5% |
| | Single person living with their child(ren) | 2% |
| | Adult living at home with parents | 1% |
| | Other | 1% |
| Annual Household Income | Below \$25,000 | 14% |
| | Between \$25,000 to \$55,000 | 27% |
| | Between \$55,001 to \$85,000 | 9% |
| | Between \$85,001 to \$100,000 | 5% |
| | Over \$100,000 | 3% |
| Education Attainment | Year 11 or below | 21% |
| | Year 12 | 8% |
| | Vocational qualification | 3% |
| | Other TAFE or technical certificate | 13% |
| | Diploma | 13% |
| | Bachelor Degree (including Honours) | 14% |
| | Post Graduate diploma or degree | 13% |
| | Other | 5% |

Group Walker Survey - Key Findings

Heart Foundation Walking program

- over 90 percent of survey respondents continue to participate in Heart Foundation Walking
- the main reason walkers continue to participate is to improve health and fitness
- almost 50 percent of walkers felt the Heart Foundation Walking program needed no improvements
- over 80 percent of walkers are satisfied with the support they receive from the Heart Foundation, their volunteer Walk Organiser and their Local Coordinator
- more than one in two walkers believe the Walker Recognition Scheme is important
- fewer than 10 percent of walkers joined the walking program as a result of one of the incentivised recruitment campaigns.

Health and wellbeing

- the vast majority of walkers rated Heart Foundation Walking as important to their physical wellbeing and as being important to their social and mental wellbeing
- more than nine in ten walkers felt the program has helped improved their overall health
- the majority of walkers believe their participation in Heart Foundation Walking has enabled them to increase the amount of regular walking they do
- close to 90 percent of walkers rated their general health as at least good, and two in five felt their health had improved when compared to one year ago.

Physical activity

- all walkers believe that doing any physical activity is better than doing none
- on average, walkers reported having walked 5 hours in the week leading up to the survey
- based on self-reported data, the vast majority of walkers did sufficient exercise (150 minutes per week), in the seven days prior to the survey.



Case Study: Marg from the Ellendale Walkers, Tasmania

A friend's invitation to join a Heart Foundation Walking group was an opportunity for Marg, from Ellendale in the Central Tablelands of Tasmania, to turn her life around.

It was time to change. Marg's medical history of high blood pressure, thyroid problems, asthma, depression, a life time battle with her weight and a family history of premature deaths was not a healthy story. But after joining the Ellendale Walkers, her determination, her strong positive attitude and wonderful beaming smile have become bigger than any health crisis.

Though Marg admits she did not think she was going to survive her first walk.

"I was breathless, hurting and wobbling like jelly but I completed the walk and since then I haven't stopped walking - whether at home by myself, with a friend or every Tuesday with the Ellendale Walkers," says Marg. "I no longer need to stop during an hour's walk due to breathlessness and I no longer have really sore feet or knees. I have also joined a program which has me running, skipping and boxing every Friday afternoon."

"It was wonderful for me to see Marg put in such an awesome effort on that first day," says Ellendale Walkers, Walk Organiser, Kim. "And now, Marg is shining! We're very proud of her commitment to change her life" she says

Marg's husband couldn't be more supportive. "Marg lost 12 kilos in 3 months. She had tried to lose weight before but nothing seemed to work. She couldn't keep herself motivated and used to get depressed over her weight but with the encouragement of friends and the walking group she a lot happier. Marg is a different girl."



"I feel fantastic! I have the motivation to get up and go and am doing things that I could not do before, and it has turned my life around".

Walk Organiser Overview

Walk Organisers are volunteers who manage the walking groups. This involves starting the group, participating in training, acting as a point of contact for the group, undertaking administration tasks (including supporting walkers to complete registration forms and attendance logs), attending walks and welcoming new walkers.

Data source: the 2018 Heart Foundation Walking Walk Organiser Survey – an online survey that was distributed to 1,086 volunteer Walk Organiser with 130 completing the survey (a 12% response rate).

Walk Organiser Profile:

From the information provided by Walk Organisers, we know:

- more than three in four were women
- three in four were aged 60 or over
- just over one in five live alone
- around one in three have an annual household income of less than \$55,000.

“I have met many new people. The program has given me the opportunity to walk with other groups (3 besides my own group) and to seek out other groups when away on holiday, so I have walked with groups both in my state and interstate and it's fantastic.”

| | | n=130 |
|--------------------------------|--|-------|
| State | ACT | 2% |
| | NSW | 19% |
| | SA | 18% |
| | VIC | 15% |
| | TAS | 6% |
| | NT | 2% |
| | WA | 8% |
| | QLD | 30% |
| Gender | Male | 22% |
| | Female | 78% |
| Age | Under 30 | 1% |
| | 30-39 | 1% |
| | 40-49 | 2% |
| | 50-59 | 19% |
| | 60-69 | 36% |
| | Over 70 | 41% |
| Household Structure | Person living alone | 22% |
| | Couple only | 62% |
| | Couple living with their child(ren) | 6% |
| | Single person living with their child(ren) | 2% |
| | Group household | 2% |
| Annual Household Income | Below \$25,000 | 15% |
| | Between \$25,000 to \$40,000 | 12% |
| | Between \$40,001 to \$55,000 | 6% |
| | Between \$55,001 to \$70,000 | 6% |
| | Between \$70,001 to \$85,000 | 4% |
| | Between \$85,001 to \$100,000 | 6% |
| | Between \$100,000 to \$120,000 | 2% |
| | Over \$120,000 | 3% |
| | Prefer not to say | 46% |
| Education Attainment | Year 11 or below | 24% |
| | Year 12 | 17% |
| | Vocational qualification | 4% |
| | Other TAFE or technical certificate | 17% |
| | Diploma | 9% |
| | Bachelor Degree (including Honours) | 7% |
| | Post Graduate diploma or degree | 12% |

Walk Organiser Survey - Key Findings

Heart Foundation Walking program

- all survey participants are current Walk Organisers for Heart Foundation Walking
- the main reason Walk Organisers continue walking with Heart Foundation Walking is to improve fitness and health.

Walker motivation

- the majority (almost three in four) Walk Organisers felt that the Walker Recognition Scheme motivates walkers
- walk Organisers suggested more incentives and walker recognition would give further motivation for walkers
- over 80 percent of Walk Organisers agreed their skills and confidence in promoting the benefits of walking and encouraging physical activity have improved.

General Support

- most Walk Organisers were satisfied with the general support they receive from the Heart Foundation
- over 60 percent of Walk Organisers were satisfied with their Local Coordinator.

Health and wellbeing

- the majority of Walk Organisers rated Heart Foundation Walking as important to their physical, social and mental wellbeing
- the majority of Walk Organisers felt Heart Foundation Walking has improved their overall health (96%) and enabled them to increase the amount of regular walking they do (96%).

Physical activity

- the majority of Walk Organisers agreed doing any physical activity is better than doing none (99%) and minimising the amount of time spent sitting can benefit their health (96%)
- almost three in four Walk Organisers reported having participated in five or more walking sessions in the week leading up to the survey
- the majority of Walk Organisers (94%) met Australia's Physical Activity and Sedentary Behaviour Guidelines of at least 150 minutes of physical activity per week in the week prior to the survey.

Walker Recruitment

- the use of posters and/or flyers was the most popular form of advertising and recruitment used by Local Coordinators
- word of mouth and/or direct contact was viewed by Local Coordinators as the best method for recruiting Walk Organisers and Walkers to the program.

Walker Engagement

- almost 50% of Local Coordinators agreed the Walker Recognition Scheme motivates Walkers
- just over one in five Local Coordinators believed the incentives and/or rewards currently provided in the Heart Foundation Walking program work well
- 20% of Local Coordinators believed the Heart Foundation could better motivate Walkers by offering different or more incentives/rewards.

Usefulness of Guides, Materials and Resources and General Support

- the majority of Local Coordinators rated the components of the training, online implementation guide and reporting portal and associated resources as useful
- over 70% of Local Coordinators felt the online tools provide by the Heart Foundation were sufficient.

2018 Reflections



2018 was a big year for Heart Foundation Walking. With continued support from Federal and State Government Departments and ongoing external financial support, the Walking Team has been expanded to deliver more 'on the ground' support to communities who want to set up walking groups and encourage increased physical activity.

The Heart Foundation Walking program saw the launch of the inaugural Heart Foundation Walking app and delivered the largest campaign in the program's history, the *Prime Ministers One Million Steps*.

Both initiatives contributed heavily to the program increasing its participation by 82.5% to over 45,000 walkers.

Heart Foundation Walking has had continued success in terms of recruitment, retention and public profile in 2018. The Heart Foundation Walking app brought a new audience to the program whilst the existing capacity building train-the-trainer model provided a streamlined cost-effective framework for the implementation of community walking programs.

A major marketing and communications strategy and awareness raising campaign reached an audience of 6.5 million people. The promotion of the *Prime Minister's One Million Steps* challenge was the most visited page on the Heart Foundation website with more than 75,000-page views.

Paid media, TV and radio advertisements reached a 5.56 million people and outdoor advertising reached 4.8 million people and digital channels made 64 million impressions.

As a result of the campaign, an increased visitation to the Heart Foundation Walking website by 600%.

There were many ups and downs throughout the year with technology providing several challenges, however, through great teamwork, and a commitment to achieving an Australia free from heart disease, the Heart Foundation Walking program has enabled more Australians to be more active, more often.

Volunteers played a significant role in the Walking Program and they are acknowledged and thanked for their ongoing support.