

Patient and public engagement Employee Health and Wellness programme

Project name:

Walk This Way

Client:

NHS Stoke on Trent and Stoke on Trent City Council

Objective:

To motivate employees to become more active

Duration:

2 years



The challenge

NHS Stoke on Trent and Stoke on Trent City Council wanted to offer their 7,000 staff the chance to increase their activity levels, lose weight and feel better.

The solution

We developed 'Walk This Way' a pedometer-based programme that encourages people to make small changes in their everyday lives, such as increasing the number of steps they take.

To raise awareness and engage with the target audience we created a multi-channel communications campaign including emails, posters, E-zine articles and desk drops.

Some staff are based outside the office – such as community nurses and building maintenance workers. To reach them, we created a series of colourful posters that were displayed in different locations. We also introduced a portable display which visited various workplaces, so that people could find out more and register to join. To make the programme accessible to everyone, specially designated computer stations were placed at local libraries, enabling those without computers to upload their step data and track their progress.

Motivational challenges

A series of fun 'challenges' were built into the programme to keep people motivated. They included the 'Coast to Coast Challenge', in which colleagues were encouraged to form teams and combine their steps in a virtual walk around the coast of Great Britain.

'Coast to Coast' was so popular that it was followed by another team challenge, 'On Top of the World', where the goal was to reach the top of Mount Everest. Both challenges were launched with promotional campaigns including posters, flyers, emails and the intranet.

As well as the health benefits, the light-hearted, competitive element of the challenges proved to be extremely motivating and the positive team spirit has created a real buzz in the workplace.

Continued overleaf

HUMANA. CREATIVE

The Results

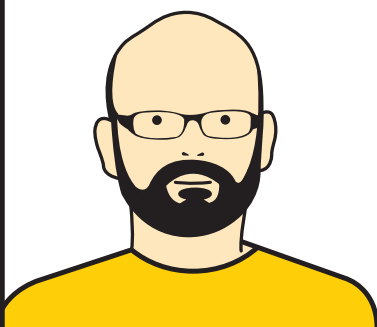
Programme take up has so far exceeded expectations and people are reporting a sense of achievement and camaraderie. The challenges have been exceptionally successful. In 'Coast to Coast', the goal for each team (of up to 6 people) was to walk a combined total of 1.8 million steps over a 30 day period. Eight teams finished on time, with the combined total number of steps reaching over 36 million, equating to 14,480 miles. 47% of challenge participants walked an average of more than 7,000 steps per day (the minimum number of steps recommended to maintain good health) during the challenge month.

The follow up challenge, 'On Top of the World', was just as popular. This time, even though the time period was shorter, the combined number of steps reached over 60 million, equating to over 24,300 miles – almost once around the world!

“Using the pedometer and being a part of a team challenge has given me the knowledge and motivation to get more active.”

Lyn, Coast to Coast participant

**Patient and public engagement
Employee Health and Wellness programme**



For further information please telephone **01483 419621**
or text **'ENGAGE' to 80011**