



# SportRCT Case Study

## Our Fitbit programme - Communities for Work Plus Cynon Men's Group

Our Fitbit programme blends modern technology and physical activity, aiming to get people more active. We work with groups that are looking to increase their physical activity levels and improve their general wellbeing. Participants are given Fitbit devices to track their daily steps and we support them over an 8-week period.

For this project we worked in partnership with the Communities for Work Plus team in Mountain Ash. They identified a group of seven men who were receiving support to gain employment. The staff felt the group would also benefit from support to improve their health and wellbeing. Each week we met the group for mentoring and monitoring sessions. We gave them personal and group challenges which kept them motivated and developed a strong team dynamic.

By the end of the 8 weeks every group member had increased their weekly steps by at least 8,000 steps, with one increasing by an incredible 36,000 steps a week. Another member of the group had been suffering from

the long effects of Coronavirus and was very inactive before starting the course. The project encouraged him to get active again and changed his way of thinking. As well as increasing their physical activity and improving their fitness, the project has helped the group in other ways. The staff also feel that the group have improved their employability. Now that the 8 week programme has finished, the group are continuing the project and setting weekly and monthly challenges themselves.

*“The more that I did, the better it was for me. My heart rate was better. My confidence is better. I’m talking to more people. It’s been really good.”*  
*“It made a difference. Each time I did it, it got easier. I wouldn’t want to go out for a walk, but then I’d make myself go and I’d come back and feel happy that I’d done it.”*


**100%**  
 of the group  
 intend to continue  
 being active


**100%**  
 of the group  
 are more active,  
 more often


**100%**  
 of the group  
 feel healthier


**86%**  
 of the group feel  
 more confident


**100%**  
 of the group  
 feel happier


**100%**  
 of the group have  
 made new friends

