



Sport RCT Case Study

Getting adults more active – Walking Month Challenge

To celebrate Walking Month and encourage residents of Rhondda Cynon Taf to walk more, we organised and launched a Walking Month Challenge. The challenge encouraged participants to get outside and walk as much as possible throughout the month of May. 64 participants signed up online and were asked to submit their miles to us weekly and join our 'Walk Sport RCT' Facebook group. The Facebook group is a forum where we share route videos and maps, promote walking groups, and encourage members to share their own routes and photos. We gained 58 new group members from the challenge.

On sign up, participants were asked some questions to gain a baseline of their physical activity levels. 5% of participants were inactive, with 26% of participants stating they were physically active (for 30 minutes or more) 0-2 days per week. Interestingly, 75% of the people that signed up were female, and 68% were aged 30-59.

We shared regular emails and social media posts with participants to encourage them and keep them motivated. Each week they were asked if the challenge was motivating them to walk more than they would normally. Over the month, 82% of responses answered yes. We also asked for feedback to better understand how the challenge was benefiting them. Many of the participants

commented on a positive impact on their well-being - *"it helps me with my depression and anxiety a lot"*, *"Pushing myself to go on a walk every day has helped me notice the positive effect on my wellbeing - just taking the time for myself has been so rewarding"*. Others noted that they were making healthy changes to their lifestyle and routine - *"walking more than using buses"*, *"making effort to meet daily step goals by taking the stairs, parking away from buildings etc"*.

49 participants completed the challenge, submitting their miles every week and in total, the group walked 6,706 miles. Our final email to the participants encouraged them to keep walking, shared details of local walking groups and promoted our Community Sport Programme. Our post-challenge evaluation form gave us the following insight for the future.

- **97% would like to take part again**
- **68% would like to do this type of challenge 2-3 times a year**
- **69% were motivated because they were 'held accountable and had to submit miles weekly'**

