



# SportRCT Case Study

## Getting adults more active – Ynysybwll Fitbit project

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.

We worked with a group of parents at Trerobart Primary school that were attending an RCT Work & Skills weekly coffee morning. The group expressed interest in our Fitbit project as they were looking for support to improve their wellbeing. The group of women had varying ages and physical activity levels, all with different reasons for joining the course.

We loaned the individuals Fitbit devices and provided them with a logbook to monitor their step count each day. Those that completed the course would be allowed to keep the device long term. Each week we attended the coffee morning sessions to meet with the group. We discussed their progress and any difficulties they had encountered that week. Each individual was then given a personal target for the following week.

Over a 10-week period the participants increased their step count by 383,590 which was an

increase on average of 38,359 per person. Participants commented that the project had motivated them to get more active, held them accountable, given them both structure and flexibility, and improved their understanding. They enjoyed having personal goals and seeing their own progression.

Following their completion of the Fitbit programme, the group asked us to help them establish a Family fitness session at the school. They were proud of their progress and wanted to challenge themselves further to improve their health and wellbeing. Holding the session at the school and making it a family session removed some barriers such as travel and childcare.

*“If it wasn’t for this project I’d have never had the confidence to join the local women’s rugby team.”*  
*“This project has got me out of the house after being stuck in the house for a year.”*


**10**  
 participants


**100%**  
 are now more active, more often


**100%**  
 intend to continue being active


**100%**  
 feel healthier


**100%**  
 feel more confident


**10**  
 sessions


**100%**  
 feel happier


**100%**  
 made new friends

