



The History of The Walking Challenge

In 2006, The Mayor’s Shape Up San Francisco Walking Challenge was developed by The Mayor’s Office; Department of Children, Youth and Their Families and the Department of Public Health and implemented with the help of the Department of Recreation and Park; the Department of Human Resources and various community-based organization. The objective of the Challenge has always been to increase the awareness of and opportunities for increased physical activities among people who live, work, learn and play in San Francisco and to promote physical activity in a way that can easily and inexpensively be incorporated into anyone’s daily routine.

The Challenge starts by urging people who live, work, or go to school in San Francisco to create or join a team (within their neighborhood, workplace, school, family, etc.), track how much they are walking and exercising, and log it online on our website (www.shapeupsfwalkingchallenge.com). All exercise is tracked in miles (the website includes a simplified conversion of participants’ minutes of vigorous physical activity into miles). Each person’s miles will contribute to their team’s total. **The goal is for each team to collectively “walk” enough miles to virtually complete a walk of the coastline of California—approximately 1,016 miles—within the 10 weeks of the Challenge.**

SHAPE UP SF Walking Challenge					
Year	Dates	Total # Participants	Total # Teams	Miles Collectively Walked	Equivalent Times Around the Earth
2006	Oct 4-Dec 24	~2000	86	100,981	4
2007	Oct 2-Dec 5	1882	121	167,691	6.7
2009	Mar 9-May 15	2,672	177	232,478	9.3

Since the Walking Challenge began, it has changed and improved each year to become more effective and efficient.

- Weekly emails have been added to remind participants to log their miles.
- Newsletters and online resources now offer tips on how and where to exercise, local events involving physical activities, motivational stories and opportunities to win incentive prizes.
- The variety of teams has evolved to include city workers, teachers, neighborhood groups, afterschool programs, local businesses, Rec & Park groups, existing exercise groups, and more.
- Coordination with several different departments is still key, but the Challenge is primarily coordinated by Shape Up staff from the Department of Children, Youth and Their Families and the Department of Public Health.
- Additional resources have been created to encourage participation of youth groups (e.g. parent letters, permission forms) and people without access to a computer (e.g. printable log sheets).
- Two extra routes were created for teams who want to continue tracking miles beyond the initial 1,016 mile goal. Teams can now try Level 2-Across the Country and Level 3-Around the World.
- The website is continually evolving, developing resources and becoming easier to use.

The 2009 Walking Challenge Results

2009's Challenge was a great success, resulting in more teams and higher participation than any other year. In addition, the *National League of Cities* honored the Shape Up San Francisco Walking Challenge as a model program encouraging physical activity. In June 2009, a few weeks after the Challenge ended, we surveyed participants to see how the Walking Challenge impacted their level of physical activity. Approximately 150 participants completed the survey. Here are some highlights from the evaluation results:

DURING the Walking Challenge, how many days did you engage in moderate physical activity for a total of 30 minutes or more each week?

- 0.7% 0 days
- 9.2% 1-2 days
- 34.5% 3-4 days
- 55.6% 5-7 days

AFTER the Walking Challenge ended, did you maintain the same level of physical activity?

- 8.3% I am much less active than I was during the Challenge
- 31.3% I am a little less active than I was during the Challenge
- 45.1% I have maintained the same level of physical activity
- 11.8% I am a little more active than I was during the Challenge
- 3.5% I am much more active than I was during the Challenge

Do you think your participation in the Walking Challenge encouraged and supported you to be more physically active? (you may choose more than 1 answer)

- 65.7% Yes, the "challenge" motivated me
- 23.6% Yes, my team motivated me
- 53.6% Yes, having a place to log my miles motivated me
- 6.4% No, the Walking Challenge did not motivate me

Would you participate in the Walking Challenge again in the future?

- Yes 98.6%
- No 1.4%

- “Everything was great! keep up the good work!”
- “Really got me thinking about taking my exercise routine to a new level. I always tried to walk 2 - 3 miles a day, but now I've added bicycling in a few time a week. Thanks for the motivation!”

Did you enjoy participating in the Walking Challenge this year?

- Yes 98.6%
 - No 1.4%
- “Peer pressure helps!”



“The challenge motivated my third grade students. They loved seeing how far they walked on our graph and our map of California, which we kept up on the bulletin board throughout the challenge.”- 2009 Walking Challenge Team Leader

Looking Ahead: 2010 Walking Challenge

The planning of the 2010 Walking Challenge is in full swing, with goals for reaching more youth participants, creating more resources for participants without regular computer access, and making the website a richer source of local physical activity opportunities and motivational tips.

Although Shape Up SF is facing the same budgetary realities as everyone else, the Walking Challenge remains a priority to the Coalition. Preventive health care is often overlooked as a priority in hard times, but Shape Up SF is committed to making programs like the 2010 Walking Challenge easy, fun and FREE to anyone who commits to participate. Plans are in place to hold more outreach informational meetings for potential participants and have staff attend regularly scheduled meetings of school health advocates, city departments, afterschool providers, and other targeted groups.

In addition to greater outreach, we hope that we can continue to maintain the benefits and incentives that this program offers its participants. **To supplement Shape Up SF’s efforts, we are looking for partners and sponsors to help us “step up” our efforts and offer motivators to our participants.** We hope that this will not only encourage them to stay with the program, but also help them develop healthier lifestyles long after the challenge is over.

There are three ways organizations can contribute to the Shape Up SF Walking Challenge. Please read through the options outlined below for details about being a Sponsor, Partner, or Supporter.

Sponsors

Benefits to Sponsors: A sponsor is a financial or in-kind contributor of more than \$2,000 to the Shape Up SF Walking Challenge. Sponsors will be prominently recognized and enjoy exposure throughout the Walking Challenge on both our Shape Up SF and Walking Challenge websites (www.shapeupsf.org and www.shapeupsfwalkingchallenge.com). We will also promote your organization by featuring the logo in electronic communication with participants and on newly printed materials such as posters and flyers. The organization will also be recognized and receive prominent visibility at Walking Challenge events. This campaign offers a unique opportunity to reach thousands of San Francisco residents and display your commitment to the health and well-being of the San Francisco community.

Sponsor Contributions: These are some of the ways that sponsors can contribute to the Walking Challenge.

- Donate larger gifts to offer as weekly raffle prizes for active participants, such as a bicycle, large gift certificate to a sporting good store, a massage package, a month-long pass to a yoga studio or gym, etc.
- Donate funding that can be used toward the production of incentive items (pedometers, canvas bags, etc), marketing campaigns, celebratory events, or resource development. We also welcome donated items with your company's logo.
- Host Shape Up SF Walking Challenge events at your place of business for no charge.
- Make changes at your workplace to encourage healthier lifestyles (i.e. have healthy food options at meetings, encourage people to take the stairs, organize group walks or gym time)
- Advertise the Walking Challenge at your organization throughout the months of February through May 2010 to promote the upcoming Walking Challenge.
- Offer discounts to participants for your services. We are happy to distribute coupons through email and on our website to participants. (i.e. "Bring in this newsletter for 20% your total purchase at XXX.")
- Organize neighborhood walks or another physical activity that start and/or end at your place of business to advertise your services. Shape Up SF will be happy to advertise these events on our website and in emails to participants.
- Your organization will also be expected to participate by forming a Walking Challenge team .

Partners

Benefits to Partners: Partners are businesses or organizations that make a financial or in-kind donation of \$2,000 or less and offer the program other support. By participating as partners, you demonstrate your organization's commitment to preventive health and reducing obesity. Your logo will appear on both the Shape Up SF and the Walking Challenge website (www.shapeupsf.org and www.shapeupsfwalkingchallenge.com) and may appear in other electronic marketing, outreach and notifications during the Challenge. In addition, you will have on-site visibility opportunities at Walking Challenge celebrations at the end of the Challenge (details TBD).

Partner Contributions: Here are some examples of how to partner with the Walking Challenge:

- Start a team at your workplace and be a part of the Shape Up SF Walking Challenge.
- Make changes at your workplace to encourage healthier lifestyles (i.e. have healthy food options at meetings, encourage people to take the stairs, organize group walks or gym time)
- Hang posters/flyers about the Walking Challenge in your place of business throughout the months of February through May 2010 to advertise the upcoming Walking Challenge.
- Offer discounts to participants for your services. We are happy to distribute coupons through email and on our website to participants. (i.e. "Bring in this newsletter for 20% your total purchase at XXX.")
- Donate small gifts for each participant that will help improve their nutrition/physical activity routine, such as pedometers, reusable totes, water bottles, stickers (for kids) or gift certificates for all-natural snacks. We welcome incentive items with your company's logo.
- Organize neighborhood walks or another physical activity that start and/or end at your place of business to advertise your services. Shape Up SF will be happy to advertise these events on our website and in emails to participants.

Supporters

Benefits to Supporters: Supporters of the Walking Challenge will send a message to their employees and the community that they value health and physical activity by encouraging others to participate. Your organization name will also be listed on the All Teams list on our website, creating an automatic advertisement.

Supporter Contributions: These are a few examples of how you can support the Walking Challenge:

- Start a team at your workplace and be a part of the Shape Up SF Challenge.
- Make changes at your workplace to encourage healthier lifestyles (i.e. have healthy food options at meetings, encourage people to take the stairs, organize group walks or gym time)
- Hang posters/flyers about the Walking Challenge in your place of business throughout the months of February and May 2010 to advertise the upcoming Walking Challenge and encourage participation.

We would love to have your business/organization be part of this program and would love to speak with you further about ideas and opportunities. At the very least, we invite your organization to form a team and participate as members. Please feel free to contact me if you are interested in being a part of this fantastic program.

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Shape Up SF is a collaborative of non profits, community based organizations, residents, city agencies, health plans, and businesses working to prevent chronic disease and address associated health disparities by creating settings that make it fun and easy to be physically active and eat healthfully. For more information about Shape Up SF, please visit www.shapeupsf.org