



## **Step It Up! Fact Sheet**

### **Premise:**

Aging healthfully is not just physical. Robert Butler states that “Not all aspects of individuals are in close synchrony as they age. One person may be declining physically in the later years while he may be growing psychologically. We can distinguish three ways in which humans grow old: biologically, socially and psychologically.....”

We will focus on how walking can impede decline in all of these aspects.

- Who:** Avenidas, Lifelong Fitness, Stanford Health Improvement Program
- What:** A 10 week program to encourage individuals and communities to “step up” their physical activity through cooperation, encouragement, goal-setting and incentives.
- Where:** Palo Alto, East Palo Alto, Menlo Park, Mountain View, Morgan Hill, and North Carolina
- When:** Launches on June 21<sup>st</sup>. Program is from June 25<sup>th</sup>-September 2<sup>nd</sup>

### **Program Elements**

#### **Support and Encouragement**

Each group (of 8-12 participants) will be led by an Ambassador; who is the person who will be the liaison between the sponsoring groups and their own group of walkers. The Ambassador will be responsible for distributing and collecting information and for ensuring proper tracking.

The “steps” will be tracked electronically through Stanford Health Improvement Program’s “Stepping Out with Stanford” program. Each participant will be given a “user name” and “password.” Those without internet access will make arrangements for

tracking, either through paper tracking to be turned in to the Ambassadors each week or with a phone call to a Sponsoring Organization.

Each week, participants will receive an encouraging email (sent from Stanford), full of tips for staying on the road to success. Ambassadors will be provided with handouts during the program to distribute to participants. These handouts will include information on nutrition, physical activity and other relevant topics.

Each group will be provided with potential locations to walk/run/hike or move and will be informed of other possible group activities that they might join. Walking with a “buddy” or with a group is encouraged. Walking alone is fine, too.

### **Commitment**

Participants will sign a commitment form/waiver to be turned in by launch party or by start of program. Participants will fill out a pre-evaluation form. Participants will be given name tags, instructions and tips on successful participation.

### **Incentives**

Participants completing 2 weeks will receive t-shirt. Other incentives (water bottle, hat) will be given at 5 and 8 weeks. Ribbons will be given at 50,000 step increments. Stars will be given for increasing weekly steps by 1000. Participants successfully completing the 10 week program will be eligible for cash and other prizes upon completion of the program.

### **Evaluation**

Pre and Post testing will be recorded in terms of activity level and survey. Program will be evaluated based on: retention, activity increase, qualitative evaluation from participants. Some of the results will be tabulated through the Stanford online program, and we have 3 questionnaires for participants to complete: one prior to the program, one immediately following the program, and one 6 months after the program to assess longer term results.

### **Benefits**

Along with the special incentives that we are providing, this program will provide participants with awareness of their activities (hopefully with an increase in such), an “Esprit de Corps,” and expanded awareness of their community organizations.