

<b>Title of Intervention</b>	10,000 Steps Rockhampton	
<b>Website</b>	<a href="http://www.10000steps.org.au/">http://www.10000steps.org.au/</a>	
<b>Intervention Strategies</b>	Campaigns and Promotions, Environments and Policies	
<b>Purpose</b>	'The specific aim of the project was to increase the prevalence of health-related physical activity in the adult population of Rockhampton, Queensland.'	
<b>Populations</b>	General community, Rockhampton, Queensland, Australia	
<b>Settings</b>	Community-based, Worksite, Healthcare facility	
<b>Partners</b>	Central Queensland University (CQU), The University of Queensland (UQ) and Queensland University of Technology (QUT) in collaboration with members of the Rockhampton community. The implementation of the project was directed by a Local Physical Activity Task Force (LPATF)	
<b>Intervention Description</b>	A multi-strategy, community-based physical activity intervention. The program promoted the use of pedometers and step counting to increase level of physical activity. Four key strategies were utilized: 1) media campaign, 2) engaging general practitioners and other healthcare professionals in promoting physical activity, 3) worksite physical activity promotion, and 4) working with local government on environmental supports and walking trails.	
<b>Theory</b>	Not mentioned	
<b>Resources required</b>	<b>Staff/Volunteers:</b>	Not mentioned
	<b>Training:</b>	Not mentioned
	<b>Technology:</b>	Website
	<b>Space:</b>	Not mentioned
	<b>Budget:</b>	Not mentioned
	<b>Intervention:</b>	Branding, signage, pedometers, logbooks
	<b>Evaluation:</b>	Survey, random dial digit dial phone survey
<b>Evaluation</b>	<b>Design:</b>	Random community trial
	<b>Methods and Measures:</b>	"Pedometer use was promoted across all intervention strategies including: local media, pedometer loan schemes through general practice, other health professionals and libraries, direct mail posted to dog owners, walking trail signage, and workplace competitions. Data on pedometer use was collected during the 2-year follow-up telephone interviews from random population samples in Rockhampton, Australia and a matching comparison community." Characteristics of pedometer usage were analyzed.
<b>Outcomes</b>	<b>Short term impact:</b>	There was an increase of 1% of Rockhampton residents and 5% of Rockhampton women who were sufficiently active during 2001 to 2003 compared to a decrease of 7% of general population and 4% of women in the comparison community.

	<b>Long term impact:</b>	Not measured
<b>Maintenance</b>	Not mentioned	
<b>Lessons Learned</b>	1) Pedometer use was higher in the categories of women, age 45 years plus, increased education, and obese. Pedometer use was lowest for men and those with "home duty" occupation. Additional efforts should be focused at low income, men, and those with "home duty" to increase uptake.	
	2) All interventions were associated with pedometer use but the strongest association was with street signage/walking trails and the website.	
	3) General practitioner exposure is believed to be associated with uptake in obese populations.	
<b>Citation(s)</b>	Eakin, Elizabeth G, Mummery, Kerry, Reeves, Marina M., Lawler, Sheleigh P., Schofield, Grant, Marshall, Alison J., and Brown, Wendy, J. (2007) Correlates of pedometer use: Results from a community-based physical intervention trial (10,000 Steps Rockhampton). International Journal of Behavioral Nutrition and Physical Activity. 4:31 This article is available from: <a href="http://www.ijbnpa.org/content/4/1/31">http://www.ijbnpa.org/content/4/1/31</a>	
<b>Current Program Status</b>	10,000 Steps Rockhampton is now the 10,000 Steps campaign for Queensland, Australia and can be found at <a href="http://www.10000steps.org.au/">http://www.10000steps.org.au/</a> . Program details can be found at <a href="http://www.10000steps.org.au/pdfs/outcomes_screen.pdf">http://www.10000steps.org.au/pdfs/outcomes_screen.pdf</a> .	