



10K-A-Day



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May 29, 2008

What is the 10K-A-Day Program?

- Simple and inspiring walking program designed to boost your physical activities everyday.
- 10K-A- Day stands for 10,000 steps a day , the level at which you achieve outstanding health benefits.
- **Objectives:**
 - Promote healthier life practices.
 - Encourage employees to increase the amount of physical activity they participate in.



welcome to
10K-A-Day™
Stepping Up to Better Health

sign in

email

password [\(forgot?\)](#)

go

remember my email

The 10,000 steps a day program that gets everyone moving!

What is 10K-A-Day?

How does it work?

Why track steps?

Who participates?

Getting started

click here to
Register Now



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**Before You Know
It, You Just Feel
Better!**

There are few activities as sneaky as walking. You step out your door to take a stroll around the neighborhood or down to the local park. As you walk a small group of joggers huff and puff their way past you and a speed walker rapidly approaches w ...
[more](#)





Past US Program Results

Participation and Changes In Activity Levels

10K helped increase physical activity	91%
10K did not help increase physical activity	9%

Level of Activity – Stages of Change

Category	Baseline	28-Day	1M Step
Not thinking about	6%	3%	1%
Starting to think about	16%	10%	1%
PA occasionally	20%	20%	30%
less than 6 months	10%	16%	10%
regularly for 6 months+	48%	51%	58%

Body Weight

Average baseline weight	180 lbs (81.8 kg)
Average weight (28-day program)	178 lbs (80.9 kg)
Average weight (million step club)	175 Lbs (79.5 kg)

Body Mass Index

Category	Baseline BMI	28-Day BMI	1M Step BMI
Median BMI	26.3%	26.0%	25.9%

Participation Outside the U.S.

- Over 2,200 non-U.S. payroll employees.
- 7% of Chevron's non-U.S. population.
- 10K-A-Day was rolled out in non-U.S. locations on a demand pull basis.
 - 4,697 employees had access to the program.
 - 47% program uptake where 10K-A-Day deployed.



Philippines Deployment 10K-A-Day and Typhoon Relief Aid



Outcomes

- More than 400 employees — about 95% of the workforce participated.
- Walkers took nearly 58 million steps in 30 days, raising nearly USD 20,000.
- Funds raised provided assistance to 24 public schools serving 9,313 children.

Lessons Learned

- Employee participation in programs can often be increased and team efforts can be reinforced through the creative use of incentives.
- Organizations can help employees become and remain physically active throughout life by sponsoring programs that encourage and enable those behaviors.
- Effective programs may either leverage existing opportunities for physical activity, or create new ones.

Nigeria Deployment Utilizing Local Resources

Logistics

- 10K-A-Day pedometers were sent to Medical Division personnel in Nigeria.
- Employees registered for the program online and presented confirmation to Medical Division personnel to receive their pedometer.
- Walking groups were established and initially met morning, afternoon and/or evening to complete their 10,000 step daily goal.

Outcomes

- More than 700 employees are participating in the program.
- Approximately 70% of employees exceeded 10-15K steps a day.
- 95% are walking towards a *million* steps.
- Weekly employee walks are a highlight if the Nigerian program.



Additional International Implementations

- Indonesia
- Bangladesh
- South Korea
- Vietnam
- Thailand
- South Africa
- United Kingdom
- Kazakhstan



Implementation

- Management Support.
- Weekly Tips.
- Creation of the 10K Committee who Creates:
 - Implementation Plan -
 - ▶ Send Verification Files
 - ▶ Processes for Registration and Pedometer Fulfillment
 - ▶ Celebrations
 - Communication Planning -
 - ▶ Rollout support
 - ✦ Communication plans
 - ✦ Formatted materials – to be customized locally
 - ▶ Employee support



Once the 42-day 10K program has concluded



- Celebrate first milestone – completion of the 42 Day program
- Million Step Club Participation
 - Celebrate successes along the way.
- US Refresh
 - Encourage enrollment and reenrollment.



Lessons Learned

■ Sustainability

- Local committee support.
- Visible management support.
- Importance of cultural nuances.
- Periodic program refreshing.

