

# TOWN OF PORT HEDLAND

## Walk-It Hedland Healthy Team Challenge

### Project Date:

October – November 2011

### Project Location:

Town of Port Hedland

### Target Group:

Local residents

### Background

The Town of Port Hedland conducted a four week Walk-It Hedland Healthy Team Challenge to encourage the local community to stay active and promote a healthy lifestyle.

### Objectives

- Increase the participant physical activity levels.
- Encourage and support healthy eating.
- Promote community interaction.

### What happened?

- A 'Paws Walk' event A 3.5 kilometre 'Paws Walk' along the beach with participants and dogs was conducted.
- A pedometer challenge ran for four weeks with teams recording their daily steps.
- All pedometer challenge participants received a free pedometer and a selection of other free resources (drink bottles, flyers, cook books).
- A nutrition session was run by a local dietitian with information about healthy eating habits and recipe modification tips.
- A 'My Kitchen Rules' inspired cooking challenge was conducted with a focus on healthy cooking.

- Participants were provided with details of local health professionals and services.
- The Town of Port Hedland worked with local community groups SAFE Hedland and the Department of Housing's South Hedland New Living Project on the challenge program.

### Results

- The 'Paws Walk' attracted 250 people and 100 dogs.
- The pedometer challenge had 35 teams each consisting of five participants (175 participants total). Each participant walked an average of 6,500 steps per day.
- By providing pedometers to all participants they could follow their own progress.
- Participants have been encouraged to join other sports and recreation activities in the town.

### Tips for others

Consider organising team events because these prove to be popular.

### Where to from here?

The Town of Port Hedland followed up the Walk-It Hedland Healthy Team Challenge with a corporate challenge program and plans to run the four week pedometer challenge again in late 2012. The Town is also investigating an online tool that future challenge participants can use to record their daily results.

### Organisation contact

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