

Program Results

Overall Stats

Logging: **March 7 - May 1, 2022**

Registered participants: **1786**

Evaluations submitted: **738**

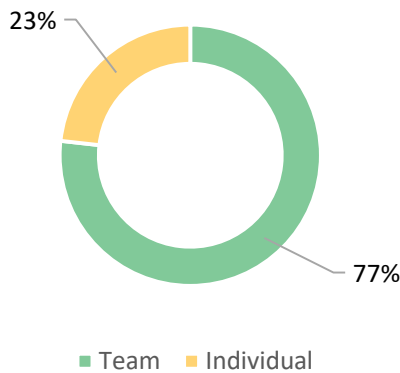
Evaluation submission percentage: **41%**

Participants on a team: **1371**

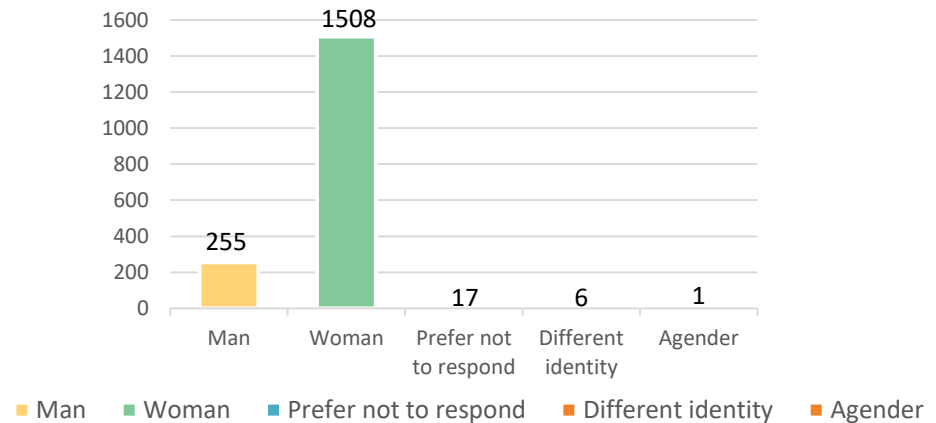
Participants with 1 or more Friends: **531**

Mobile App Downloads: **919**

Team/Individual Participation



Gender Ratio



Rings Earned



17285



15258



34886

Total Steps

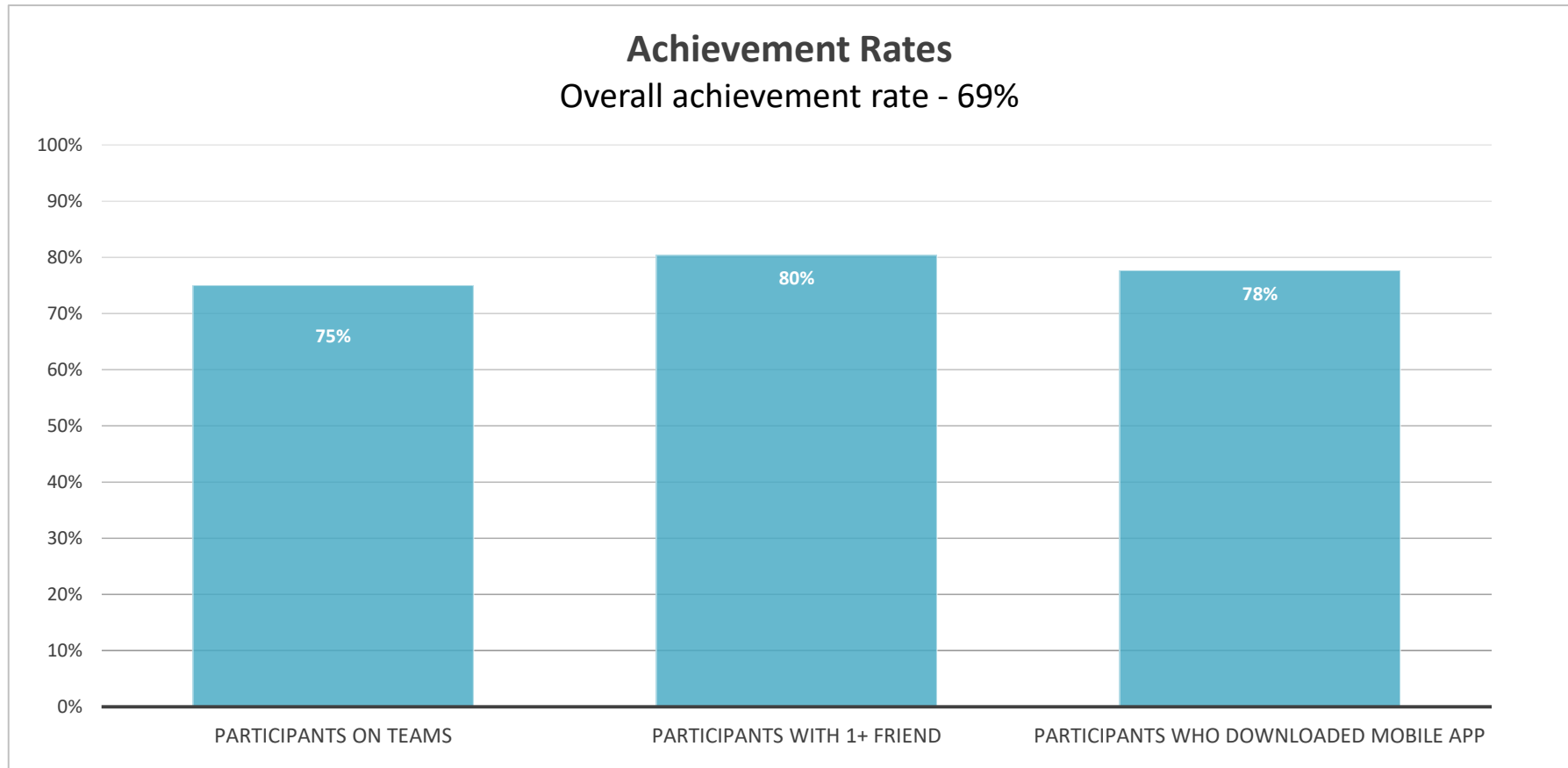


744,473,267

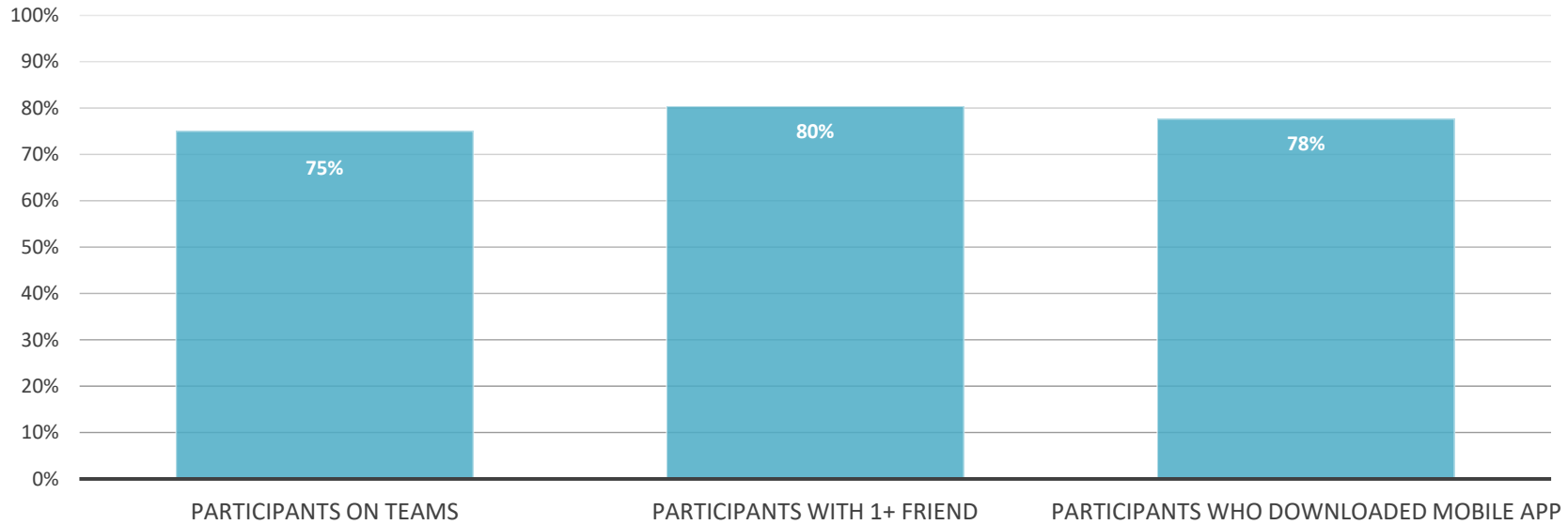
Program Goal and Achievement Rates

Goal is to earn 120 points by recording physical activity.

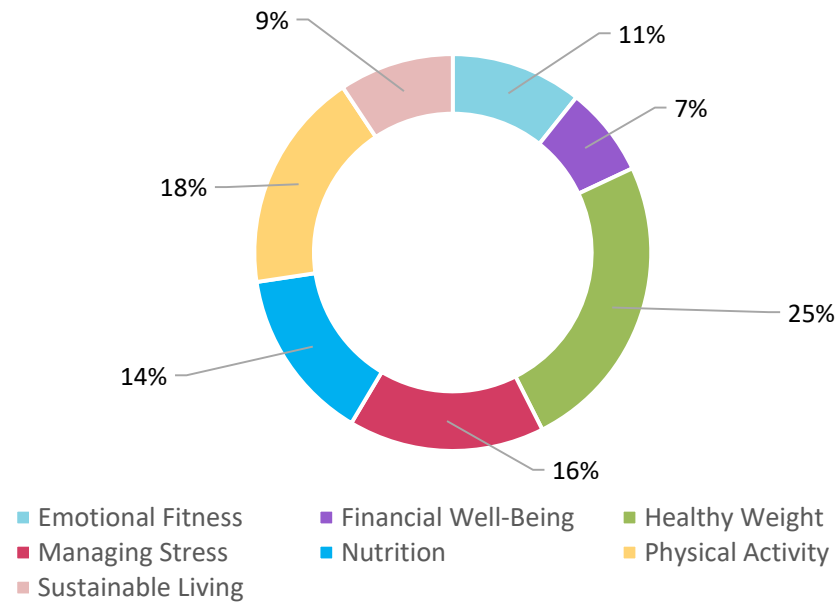
Achievement rates show the percentage of participants who met the program goal. The group with the most success meeting the goal is participants with friends.



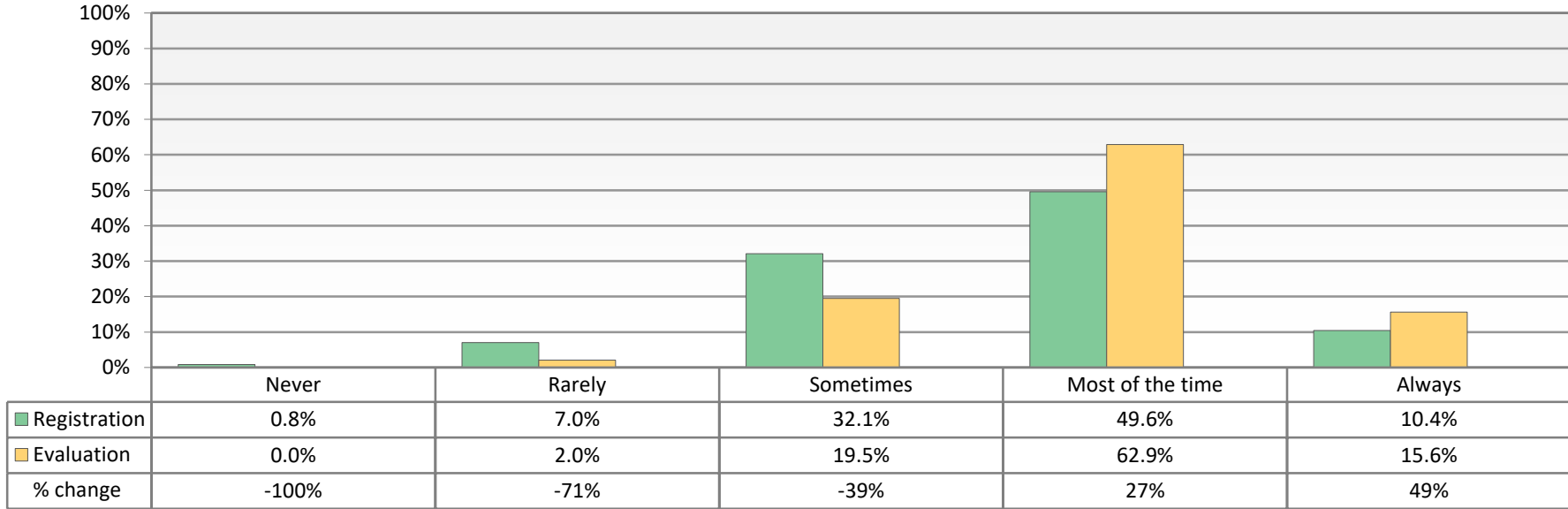
Feature Utilization



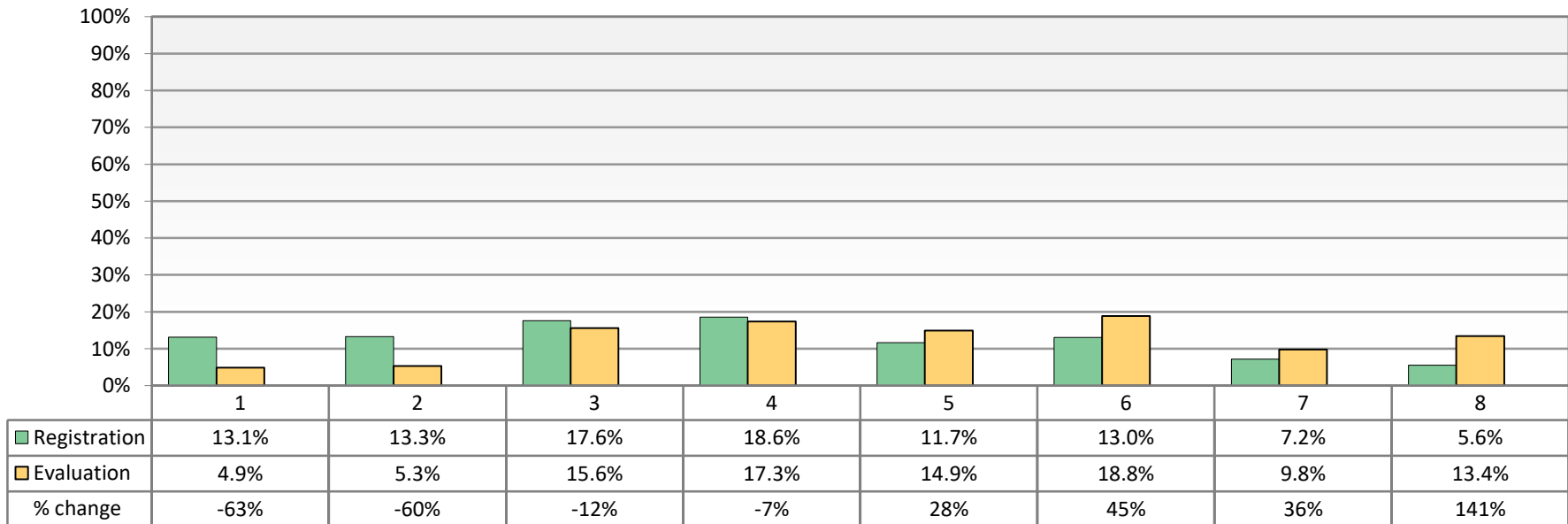
Future Campaign Topics



In the last month, how often did you have enough energy to do the things you enjoy?



How many days a week are you physically active (on average)?





What participants liked most:

"I really liked the weekly improvement piece. If you increase your steps week over week, then you get that gift card thing. That encourages people to do better than the week before."

"The competitive nature-it was fun without being too competitive. I think there are a lot of people who walk well over 10,000 steps a day just because of their jobs. I liked how some of the spotlight stories highlighted that and gave them the opportunity to shine! The monetary incentive was awesome too!"

"The recipes, tips and resources. I tried a couple of recipes and the resources page gave exercise examples that were invaluable."

"I got to know some of my co-workers better. Since I have a Garmin it was very easy for me to connect and upload steps."

"I was able to participate easily without having to worry about tracking activity all the time. The fact that my watch linked to the program automatically made it stress-free!"

"I liked the daily questions and the buzz feed. By reading the buzz feed I was able to get new ideas from other people in the program."

"What I liked most was being part of a team working toward a goal. Knowing that others were also working on walking and being healthy was a great motivator to stay on track."

"Working together as a team helped keep me on track to make my daily goal. I also liked the daily features and Thrive Thursday activities which reminded me that health is about much more than physical activity."



Success Stories:

"For most of the past few months, I rarely had over 10k steps. The last day of the challenge, I recorded over 20k for the first time ever after walking through the botanical gardens and playing two softball games!" *Anna Russo*

"I loved that this program pushed me to put my exercise routine as a priority. I have begun putting it on my calendar daily to ensure I make the time. I also loved some of the recipes!" *Tiffany Millaway*

"I've found a motivation to go out and make some exercise with this challenge. After pandemics, it was hard to start again, but, this program helped me to see the motivation that maybe I was looking for, seeing how other people were training hard, was really cool!!" *Daniel Quiros*

"Not a success at all, but just wanted to say that although I couldn't participate physically, I did enjoy reading the daily tips and recipes. I am hopeful that I can participate more in the next challenge. Thank you for organizing!" *Participant*