

WALKTOBER

Step Challenge 2020

Coordinators Information Webinar



WALKTOBER

5th OCTOBER
to 1st NOVEMBER
2020



SIGN UP NOW
[ACTIVETRAVELLOGGER.IE](https://activetravellogger.ie)

TEAMS OF 3-6
GIFT VOUCHERS
AND OTHER GREAT
PRIZES TO BE WON!

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What is Walktober?

- Walktober is a **fun & free** annual event to build team spirit and encourage your colleagues to stick on their shoes and get walking (while maintaining a safe social distance and adhering to current government guidelines).
- Walktober is a challenge **EVERYONE** can participate in.
- For teams of 3-6 people (including the captain).
- It's easy, just track your daily steps on a step counter/app.
- It is a fantastic way to encourage a regular walking routine (habit-forming) while encouraging long-term physical activity and modal shift.



What did Participants achieve in 2019?

- **5,289** people from **74** organisations walked a total of **1,475,058,657 steps!**

That's approx. 9,000 steps per person each day.

- **Before the Challenge** 22% of survey respondents walked to work/college
- **During the Challenge** 80% reported swapping trips for walking and 41% walked to work/college on a regular basis
- **Following the Challenge** 38% intend to walk to work/college on a regular basis



What did Participants say?

What were the main reasons for participating?

- ❖ 'Get to know colleagues better'
- ❖ 'Encourage more work life balance'
- ❖ 'To get my colleagues up and active and to create a sense of team!'

How did you and your team benefit?

- ❖ 'Being more aware of how many steps I take and long periods of time sitting at my desk'
- ❖ 'Fun, laughter, friendly competitive banter between teams'
- ❖ 'The challenge encouraged the team to get more active, as the steps increased we had to make a conscious effort to increase our steps'



Key Dates

- Registration live on ActiveTravelLogger.ie from 21st August 2020
- Walktober starts – Monday 5th October 2020
- Walktober ends – Sunday 1st November 2020
- Final day to log steps **2pm on Monday November 2nd 2020**



Competitions

Theme this year: Staycation

Week 1	Week 2	Week 3	Week 4	Final
Best team photos (Socially distant/virtual)	Best team photos (Socially distant/virtual)	Best team photos (Socially Distant/virtual)	Best team photos (Socially distant/virtual)	1 st – 3 rd place on each LB + Draws 4 th -50 th
	Limerick		Limerick	Best Workplaces & Campus
Virtual Target	Virtual Target	Virtual Target	Virtual Target	Team Captains
Top 25 draw	Top 25 draw	Top 25 draw	Top 25 draw	Best Coordinator
				Evaluation Survey
				Walktober Story

Leaderboard Categories

Overall Leaderboard	Desk Based Leaderboard
	Desk Based Teams Only
Total Average Team Steps	Total Average Team Steps

Role of the Workplace/Campus Coordinator



Resources available to you

- Footers and images for use in emails, social media, intranet
- Coordinator Guide – *lot's of info & content for participants*
- Video tutorial – using the Active Travel Logger
- Promotional presentation slide
- www.stepchallenge.ie
- Weekly Competitions
- Weekly Leaderboards
- Weekly email reminders



Promoting Walktober

HOW TO COMMUNICATE THE MESSAGE

- Register yourself on the **Active Travel Logger**
- Get buy-in from **Senior Management/Student Union**
 - Create virtual/internal competitions vs. Senior Management
 - Can they provide incentives/prizes for participation?
- **Organise a sign-up** day via video link/call
- Do you have an **online newsletter**?
- **Email all staff/students** draft emails are in your coordinators' guide.
- **Find a champion** - Help promote, participate & engage.
- Promote Walktober on your organisation's **social media** accounts and **intranet**.



Start Your Promotion Now!

Ideas to promote Walktober

When working REMOTELY

- Create a **‘virtual’ canteen**
Have a casual chat as if you were in the canteen ... Virtually.
- Put **Walktober on the agenda**
Promote it at weekly team meetings or at the beginning of internal presentations.
- Include a reminder message to register on **staff emails** (use our Walktober Banner)
- **Use prompts** - Desktop screensavers / Reminder on calendar
- Organise an **Walktober video call** to give out information and encourage sign-ups.

Ideas to promote Walktober - in your *ORGANISATION*

- **Spread the word** through interactions with colleagues.
- **Poster Promotion** – at reception, in the canteen, on the noticeboard, in elevators, in the bathrooms, etc.
(Looking for poster ideas? Come to us!)
- Create an **information desk** where colleagues/students can receive information and get involved.
- Put **Walktober on the agenda**
Promote it at weekly team meetings or at the beginning of internal presentations.

Motivating your Workplace/Campus During Walktober

Engage, Motivate & Communicate

- Get people talking about it – weekly emails, social media, newsletters, posters, competitions etc.
- Create and share **internal competitions** – most improved, leaderboards, Beat the Boss, most creative photo, etc
- Have a weekly team meeting with Team Captains.
- Can you facilitate a **walking meeting/ coffee break**.
- **Team scavenger hunt** – around the workplace/virtually
- **Happy hour** – hit the weekly target by Friday, finish early!
- Encourage **team photos** – be creative, have fun!
- Publish your organisation's **Weekly Leaderboard**

Fun ➡ **Achievable** ➡ **Easy to participate**

A sample plan to promote & engage

Week 1:

1. Send Monday email at 9pm to welcome and encourage Walktober
2. Promote this weeks virtual target & team photo competitions
3. Send encouragement email midweek to keep stepping
4. End of week meeting with team captains – share ideas

Week 2:

1. Publish organisations weekly leaderboard & reminder to log steps
2. Send Monday email with new weekly target & competitions
3. Create a virtual walk – take a team call/selfie during walk
4. Weekly team meeting

Week 3:

1. Publish weekly leaderboard & message of encouragement from Senior Management
2. Promote this week's challenge and encourage participation
3. Hold an internal competition – be as creative as your can.
4. Weekly team meeting

Week 4:

1. Email to encourage continued effort in the final week & publish leaderboard
2. Promote the final challenges & competitions
3. Congratulate participations for their effort

Coordinators Prizes

We value your hard work

The work that **YOU** put into running a successful Walktober event in your organisation will not go unrecognised.

Prizes:

- 1: Coordinators who sign up **FIVE +Teams** – Entered into a draw for a prize.
- 2: Prizes for the **TOP 5 Coordinators at the end of the challenge**

What will we be looking out for?

- What activities did you engage in prior to the Step Challenge?
- What activities did you organise during the Step Challenge?
- How did you mark the end of the event in your organisation?

European Mobility Week

EUROPEAN MOBILITY WEEK

16-22 SEPTEMBER

- Zero Emissions for all
- Send in a walking photo or selfie (competition)
- Join our fun online quiz on all things MOBILITY

All teams signed up by 22nd September 2020 will be entered into a draw for a Smarter Travel prize

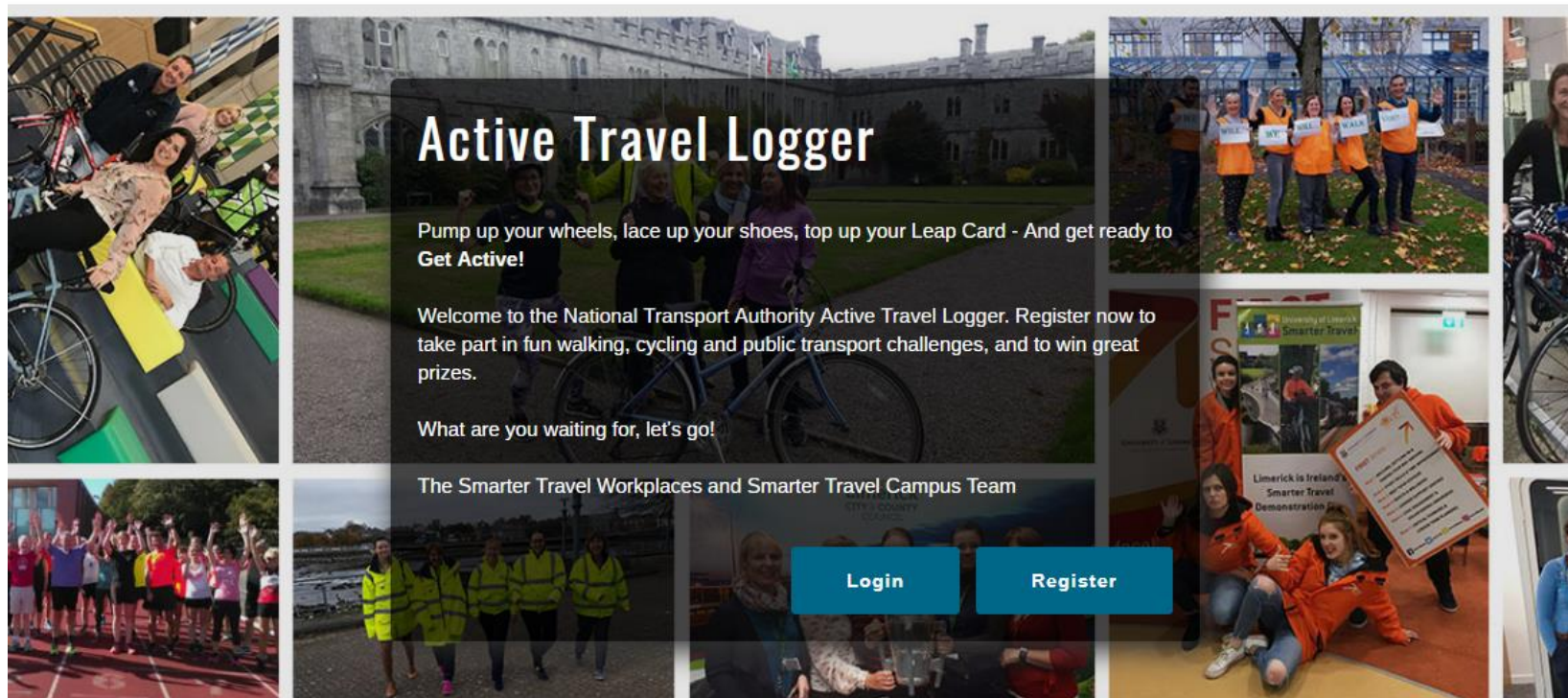
Active Travel Logger



Active Travel Logger

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Active Travel Logger

Pump up your wheels, lace up your shoes, top up your Leap Card - And get ready to **Get Active!**

Welcome to the National Transport Authority Active Travel Logger. Register now to take part in fun walking, cycling and public transport challenges, and to win great prizes.

What are you waiting for, let's go!

The Smarter Travel Workplaces and Smarter Travel Campus Team

[Login](#) [Register](#)

Coordinators Panel

Active Travel Logger - Coordinators Dashboard

- Set up your account on activetravellogger.ie
- Let us know you've done so
- Let us know what email domains are permitted
- We will assign you Coordinator privileges
- On your next log in, you'll see this message

Organisation Coordinator

Hi,

The Smarter Travel Team has invited you to become a Coordinator for your company. Please read the Terms & Conditions before accepting or declining.

[View Terms & Conditions](#)

I have read the terms and conditions and I would like to accept the invitation.

Yes

No

Active Travel Logger - Coordinators Dashboard

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MY DASHBOARD

CONTACT


arlene.finn@nationaltransport.ie

Organisation Dashboard


Logout

My Dashboard


Hi **Arlene**, welcome back to your Active Travel Logger




Manage My Team



Log My Activity



My Progress



View Leaderboards

Step Challenge Coordinators Webinar DRAFT AF Aug

Active Travel Logger - Coordinators Dashboard

Active Travel Logger Organisation Coordination

arlene.finn@nationaltransport.ie ▾

Dashboard

Challenges

Users

Teams

 Main Site

Your Organisation

Name		Number of Users	Allowed Email Domains	Active	Actions
National Transport Authority	National Transport Authority	28	• Any domain	Yes	<ul style="list-style-type: none">• View Challenges• View Users• View Teams

Active Travel Logger - Coordinators Dashboard

Active Travel Logger Organisation Coordination arlene.finn@nationaltransport.ie

Dashboard Challenges Users Teams [Main Site](#)

Search

Challenges								Showing 1 to 10 of 10 Challenges
Name	Type	Registrations Open	No. of Participants	Active	Display From	Start Date	End Date	Actions
Step Challenge 2016	Steps	Yes	3	No	01/08/2016	12/09/2016	09/10/2016	<ul style="list-style-type: none">List TeamsLeaderboard

Choose a Challenge to view Leaderboards and teams

You'll also be able to download certificates of participation for everyone in your group when the challenge ends.

Active Travel Logger

- If your group should be limited to people with particular email addresses e.g. @nationaltransport.ie and @smartertravelworkplaces.ie can access the NTA group.
- We can lock access to more than one email domain
- Don't limit access if all of your employees don't have access to a work email address on a regular basis
- You can include contractors email domains also

Very important information we now need from you!

- Permitted email domains for your workplace
- An email to tell us you have created your own account on the Active Travel Logger
- Your company logo

Resources: [Stepchallenge.ie](https://stepchallenge.ie)

Q & A

