

STEP-UP

The incentive for a healthier campus


Overview

Step-Up aims to promote physical activity across university campuses in Ireland through realistic incentives based on student needs. The goal is to motivate students to walk more throughout their day in order to create a healthier environment, whilst simultaneously providing health benefits. Currently, physical inactivity is estimated to cause over 2 million deaths worldwide [LS1], but being physically active reduces the risk of premature death by 20-30% [LS2]. According to the Central Statistics Office, only 9% of working adults walk to work in contrast to the 66% that use their car.

What will this achieve?

This incentive will increase students' awareness of their physical activity, prompting them to become more active. We hope that this will create a happier and healthier campus, with students reaching their physical activity guidelines. For adults, this is 150–300 minutes of moderate-intensity aerobic physical activity or at least 75–150 minutes of vigorous-intensity aerobic physical activity [LS3]. Currently, only 64% of students are 'highly active' and sufficiently meet the recommended physical activity guidelines for health [LS4].

Rank	Cause of Death	Percent of Deaths
1	High Blood Pressure	12.8%
2	Tobacco Use	8.7%
3	High Blood Glucose	5.8%
4	Physical Inactivity	5.5%
5	Overweight & Obesity	4.8%
6	High Cholesterol	4.5%
7	Unsafe Sex	4.0%
8	Alcohol Use	3.8%
9	Childhood Underweight	3.8%
10	Indoor Smoke Solid Fuels	3.3%

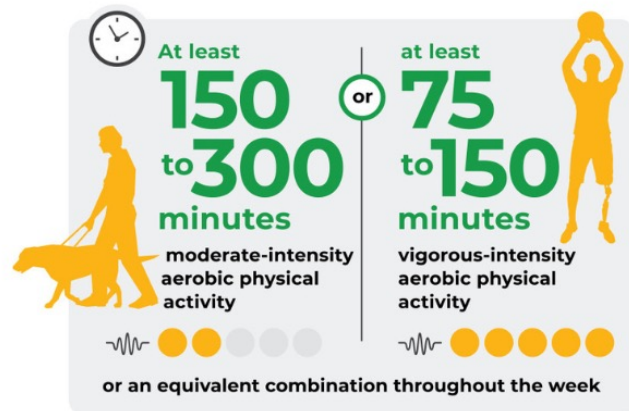
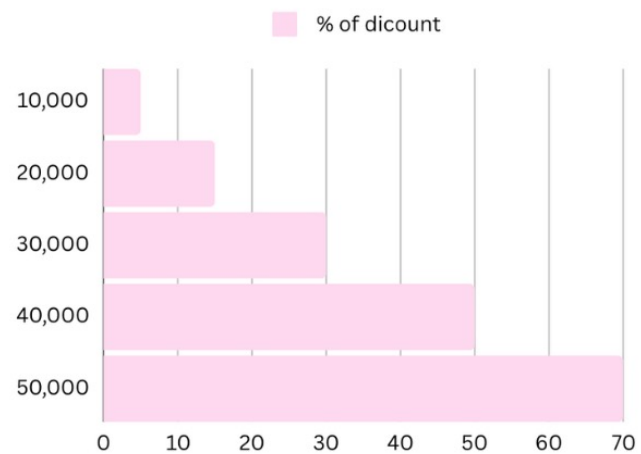
Source: WHO 

[LS1]



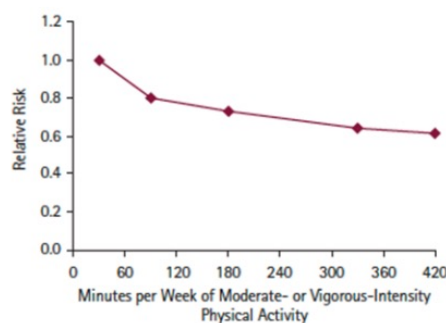
How will we do this?

Students in possession of a Student or Young Adult Leap Card will be able to sync their phone's default app for tracking their steps to their Leap Top-Up app. The student will aim to walk a certain amount of steps in order to avail of a certain discount on public transport with their TFI Leap Card.



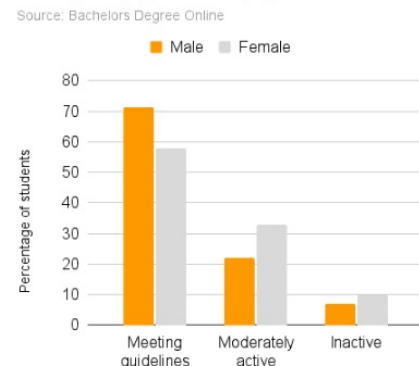
[LS3]

The Risk of Dying Prematurely Declines as People Become Physically Active



[LS2]

Proportion of male and female students meeting the physical activity guidelines



[LS4]