

Marchathon Step Challenge 2020

Coordinators Information Webinar





Agenda

Overview of the Step Challenge

Role of the Workplace/Campus Coordinator

Active Travel Logger

Q&A

What is the Marchathon Step Challenge?

- **Fun & free** annual event to promote walking
- For teams of **3-6 people**
- To get people walking for **4 weeks** (habit-forming) from Monday March 2nd till Friday March 27th
- **Tracking steps** on a step counter or app
- About encouraging longer term **physical activity** and a move to more **active travel**

What did Participants achieve in 2019?

- **4,650** people from **52** workplaces and campuses walked over **1,1 billion** steps!
- **Before the Challenge** 16% of survey respondents walked to work/college
- **During the Challenge** 79% said the reported swapping trips for walking
- **Following the Challenge** 31% plan to walk to work/college on a regular basis



Resources Available

- Posters
- Coordinator Guide
- Team Guide
- Banner stand
- www.marchathon.ie
- Weekly Competitions
- Weekly Leaderboards
- Weekly email reminders



New This Year!!

- Restructure of the prize categories, including:
 - Limerick competition
 - Top 4-10, 11-20, 21-30, 31-40, 41-50 prize draws
 - Team based weekly virtual goal
 - Top team per province (based on location headquarter)
- First 10 organisations who organise a sign up event get some goodies to give out. Let us know and send a picture of the event afterwards.
- Pre challenge walk – send in your group walking photo to win a selection of Smarter Travel Goody Bags
- Step counters

Leaderboard Categories

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

Competitions

Week 1	Week 2	Week 3	Week 4	Final
Best team photos		Best team photos		1 st – 3 rd place on each LB + draws 4 th - 50 th
	Limerick		Limerick	Workplaces/ Campus
Weekly Goal	Weekly Goal	Weekly Goal	Weekly Goal	Team Captains
				Best Coordinator
				In my shoes story
				Best team per province
				Participation evaluation

Key Dates

- Registration live on www.activetravellogger.ie from 27th January 2020
- Marchathon starts – Monday 2nd March 2020
- Marchathon ends – Friday 27th March 2020
- Final day to log steps **2pm on Monday March 30th 2020**



Role of the Workplace/Campus Coordinator



Promoting in your Workplace/Campus

- Register yourself on the Active Travel Logger
- Email all staff/students
- Use your intranet – create an event space
- Do you have a staff/student ezine?
- Posters in halls, canteens, lifts, toilet doors
- Consider social media
- Present at management & department/team meetings
- Sign-up days with PC in canteen at lunch/breaks
- Create internal competition

Start Your Promotion Now!

Motivating your Workplace/Campus

Engage & Motivate before & throughout the month by:

- Get people talking about it – social media, newsletters, posters, competitions etc.
- Organise a **launch event** e.g. walk to work/campus breakfast or lunchtime walk
- Find **Champions** early that can help promote sign up, and later Champions that can help keep up motivation!
- Call out for team photos and stories and share them
- Publish **Weekly Leaderboards**

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

Best Practice

- Form Challenge Organising Committee
- Lunchtime walks
- Internal Competitions
- Introduction of incentives to participate & to **keep** participating
 - Internal Leaderboard
 - Weekly posters and emails
 - Lunch in canteen
 - Cinema tickets
 - Mugs
 - Healthy snacks
 - Foot cream
 - Walking socks
 - Voucher for walking shoes
- Prize Ceremony - fun celebration all for participants
- Surprise/Token for every participant

Coordinators Prizes

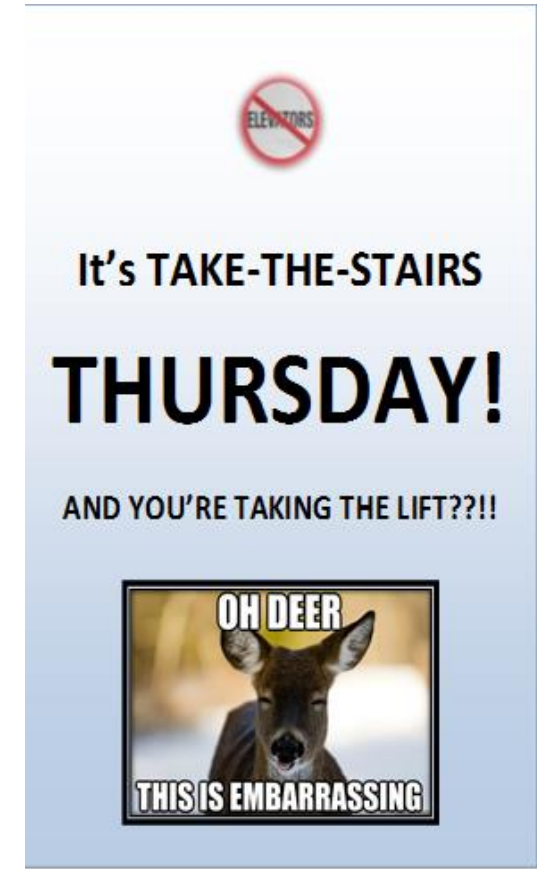
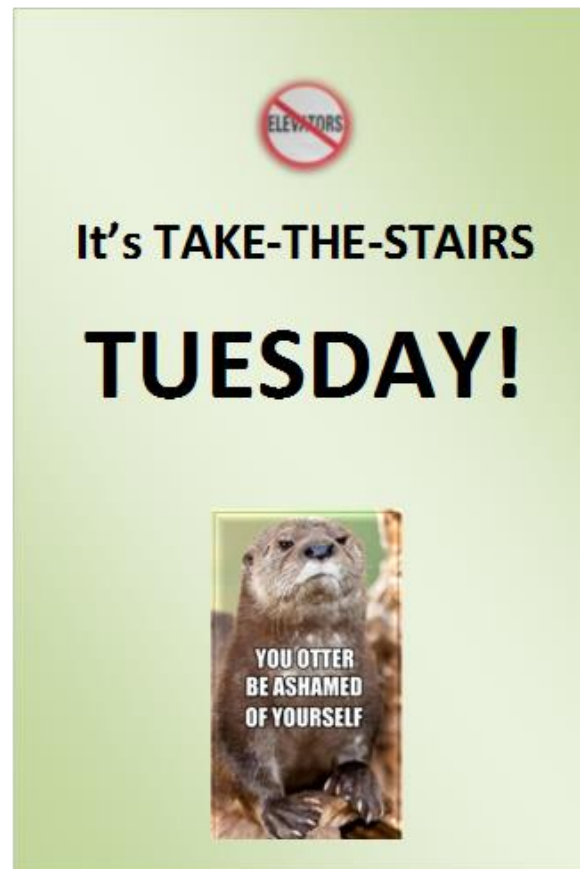
- What activities did you engage in prior to the Step Challenge?
 - Promotion, engagement, management support, launch walk
 - Highlighting the fun element
- What activities did you organise during the Step Challenge?
 - Lunchtime/evening walks
 - Interdepartmental competitions
 - Weekly poster campaigns/talks
 - Keeping the fun alive
- Have you held/do you plan to hold a prize-giving event at your organisation?
 - Canteen or outdoor event
 - Present certs and internal prizes
 - Get management involved

5 Coordinators will each win a €75 gift card

Motivational Poster Campaign



Cork
County Council
Comhairle Contae Chorcaí



Beat the Chief Competition



- CEO or similar shares their daily steps with the coordinator only
- Coordinator encourages participants to beat CEO

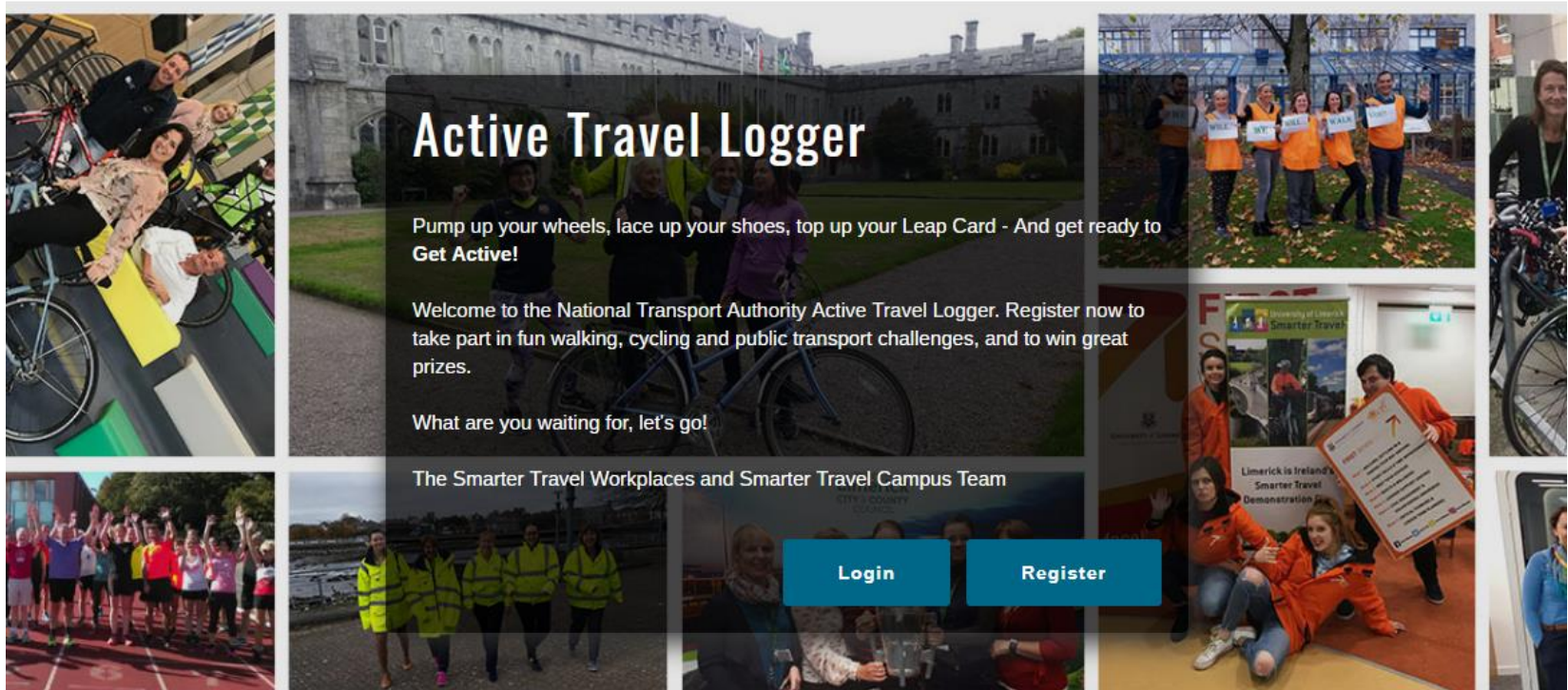
Active Travel Logger



Active Travel Logger

smartertravel >>> smartertravel >>>
>>> workplaces >>> campus

[HOME](#) [CONTACT](#) [LOGIN](#)



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](#)

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

smartertravel >>> workplaces

smartertravel >>> campus

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

Active Travel Logger - Coordinators Dashboard

Active Travel Logger Organisation Coordination

[Dashboard](#)[Challenges](#)[Users](#)[Teams](#)[News Update Emails](#)[Main Site](#)

Your Organisation

Name	Number of Users	Allowed Email Domains	Active	Actions
 National Transport Authority			Yes	<ul style="list-style-type: none">View ChallengesView UsersView Teams

Active Travel Logger - Coordinators Dashboard

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

Dashboard Challenges Users Teams [Main Site](#)

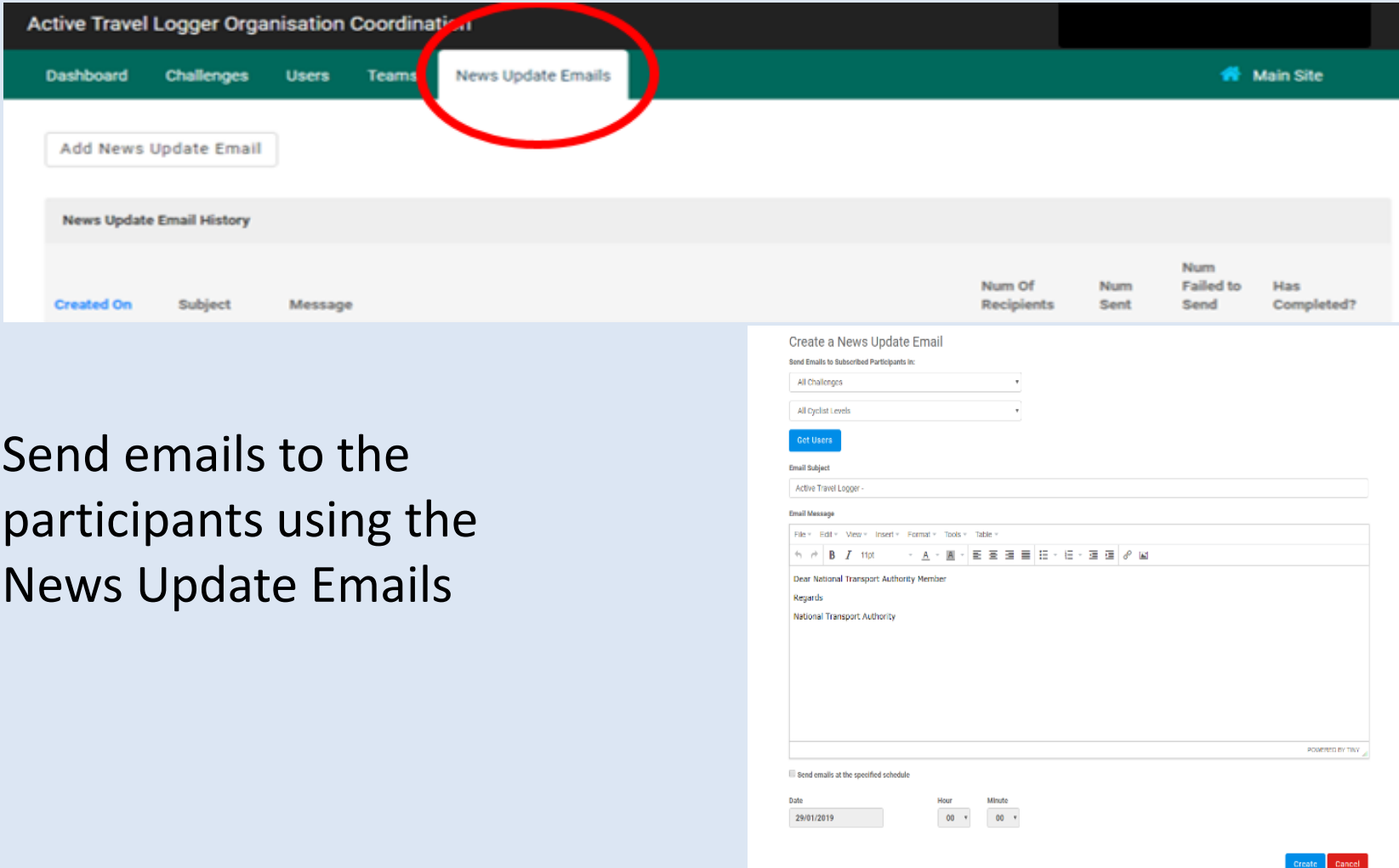
Search

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 - News Update



Active Travel Logger Organisation Coordination

Dashboard Challenges Users Teams **News Update Emails** Main Site

Add News Update Email

News Update Email History

Created On	Subject	Message	Num Of Recipients	Num Sent	Num Failed to Send	Has Completed?
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Create a News Update Email

Send Emails to Subscribed Participants In:

All Challenges

All Cyclist Levels

Get Users

Email Subject

Active Travel Logger -

Email Message

File Edit View Insert Format Tools Table

Dear National Transport Authority Member

Regards

National Transport Authority

Send emails at the specified schedule

Date: 29/01/2019 Hour: 00 Minute: 00

Create Cancel

Send emails to the participants using the News Update Emails

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

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

<https://www.smartertravelworkplaces.ie/step-challenge/marchathon-resources/>

Q & A

