

ABSTRACT

EFFECTIVENESS OF WORKPLACE PHYSICAL ACTIVITY PROGRAMS

by
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A multinational company introduced a Step Challenge program in which 7,001 employees participated. Participants wore a pedometer and the daily number of steps was recorded on-line through a third party administrator. The Step Challenge program was conducted for 30 days and included individual goals of 7,000 steps per day and a group (n=875) goal of 1,344,000 total steps.

The results from this program suggest that pedometer based physical activity programs is an effective means of promoting physical activity at work, fostering employee engagement and reducing the risk of being sedentary. A significant number of employees achieved the individual goal (62.3%) and the group goal (90%). A follow-up survey (n=262) was administered among the participant (n=184) and non-participant (n=78). Participants (72%) had positive attitude towards the program while non-participants (87%) identified time as the major factor that prevented them from participating in the challenge; therefore future programs should be designed to incorporate work situations for all employees.