

1 BILLION STEPS CHALLENGE



January 1–April 8

Healthiest Nation 2030

Changing Our Future Together



**National
Public Health
Week** www.nphw.org

AN INITIATIVE OF THE AMERICAN PUBLIC HEALTH ASSOCIATION



Join APHA's 1 Billion Steps Challenge!

APHA's 1 Billion Steps Challenge makes it easy and fun to promote good health and physical activity in your community. We have tools to help you organize a walking challenge in your neighborhood, workplace or congregation, or you can use our sample marketing materials to invite your whole community to join!

The 2018 Challenge begins January 1 and runs through April 8, the last day of APHA's celebration of National Public Health Week. No matter how big or small your group will be we make it easy for you to get people moving. And to help you successfully get stepping, we've partnered with Stridekick to give participants in the 1 Billion Steps Challenge, free access to their fitness-tracking platform.

Let's start a movement for active communities!

The 1 Billion Steps Challenge supports broader health promotion efforts, including **"Step It Up: The Surgeon General's Call to Action to Promote Walking and Walkable Communities"**, which was launched in 2015. We hope you'll join us in advocating for initiatives that make it easy for all people to engage in physical activity in their communities.

One way to start is with our 1 Billion Steps Challenge — it's fun, healthy and a great platform for starting larger conversations about the intersections between community design and active living. From Jan. 1 to April 8, we hope you'll get your community involved in walking in the Challenge. We know we can reach our goal of 1 billion collective steps — in fact, last year's Challenge surpassed 2 billion steps!

Help us do even better this time around. In the following pages, you'll learn how to walk in the Challenge, use the Stridekick app, and start and lead an official Challenge team.

Challenge Key Dates

CHALLENGE START January 1, 2018
CHALLENGE END April 8, 2018

Visit the Steps Challenge webpage today to sign up and get moving!



Walking in the Challenge

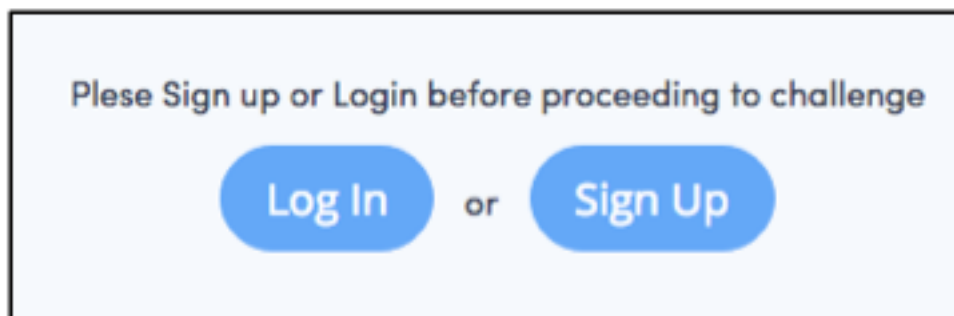
Our goal is to collectively walk 1 billion steps by April 8, while getting as many people as possible to begin a daily walking routine. Evidence already shows that consistent physical activities like walking help prevent chronic disease, improve quality of life, maintain mental health and promote healthy aging. So, let's get started!

Join as an individual on the APHA team or create a team of your own. As a team captain, you will be able to invite your group to join! Let's get started!

Join a team

Walk with a team and support APHA's goal of walking 1 billion steps by the end of National Public Health Week. Open the challenge link in a web browser: <https://stridekick.com/tc/apha18>.

1. Log in or create an account and connect your device
**If you participated last year, make sure to sign into your existing account*



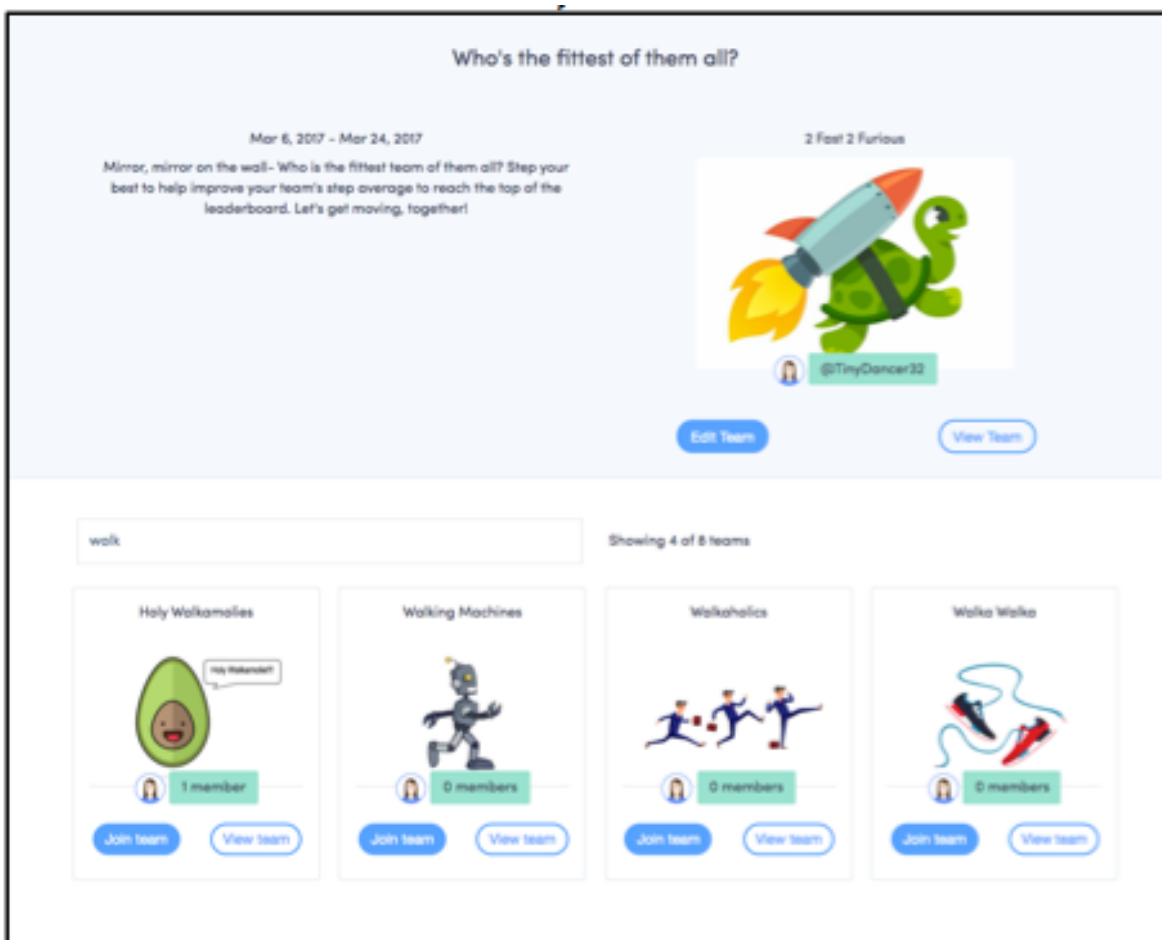


2. Find an existing team. Use the search bar to find your team.

No team? No problem. Join Team APHA!

Want to create your own team? Keep reading!

Choose wisely: You can only be a part of one team. Once you select a team, you won't be able to switch teams or join an additional team.



3. Select Join Team
4. Download the Stridekick app from the iOS App Store or Google Play store!



Create your own team

Team competition

The team competition is purely for fun...and bragging rights, of course. You can create your own team with a group of friends or colleagues, start a team for your company, or promote an event to get your whole community walking. Set up your Challenge team on Stridekick's platform, and you can track steps for both yourself and your team.

Reaching 1 billion steps is a challenging goal, and we need teams of every shape and size to get there. Our partnership with Stridekick means the Challenge can accommodate both an organizational team of thousands of people as well as a small team of three or four co-workers in a lunchtime walking group. Good luck to you and your team!

Step 1: Decide what kind of team to create

We're excited to welcome a variety of team efforts representing APHA Affiliates, APHA Sections, college alumni groups, company teams and public health departments. We also encourage groups of friends or families, such as Susan's Striders, Walking Dead Watchers, Indiana Pacers Fans or Liverpool Supporters — all are welcome.

Step 2: Register your team with Stridekick

Teams of three or more can compete together to step to the top of the leaderboard. If you're interested in creating or competing as a team, follow the directions below!

1. Nominate a Team Captain and decide on a team name/image.
2. The team captain will then register the team by visiting: <https://stridekick.com/tc/apha18>
3. Log in or create an account and connect your device.
**If you participated in the Challenge last year, make sure to sign into your existing account.*
4. Click 'Create a team'
5. Input your team name and add an image. This can be edited by the team captain at any time.
6. Select 'Create' to successfully complete your team.
7. To view the challenge and your team's progress, head to your [Stridekick dashboard](#).

Step 3: Invite people to join

Use the Share Link

Once your team is created, you can view your roster through the [View Team button on the team challenge page!](#) Click to view your team's custom share link. You have the option to invite members by sending out this link via email, Twitter or Facebook!

Once they click the specific link, they will be instructed to download the app, log in or set up an account and connect their tracking device and join the challenge!



Using the team challenge page

The second option is for team members to join your team through the [overall team challenge page](#).

Stridekick lets you recruit team members right from their platform with Twitter, Facebook and email. Use the “Team Info” button on the Stridekick site to open up your team’s membership and click the “Share” button.

Step 4: Get your team moving

Now that you have a team, it’s time to start counting steps. Think about what motivates your group to keep moving.

- Set a goal for your team’s total steps, like taking enough steps to make it across your state or logging enough steps to make it to San Diego, site of APHA’s 2018 Annual Meeting and Expo.
- Go “streaking”: Walk 10,000 or more steps each day for 30 days.
- Give a small prize to the top walker on your team each week or month.
- Challenge another department or a similar organization to a walking competition.

Pick a place to get moving!

- Walk to work on a sunny day.
- Take a hike with your family.
- Participate in a mall-walking event.
- Walk around a local park.
- Walk inside your local museums.

It can also be as simple as setting a time and place for your group to walk on a regular basis. Frequent communication and encouragement will help keep your team on the right path.

Go the extra mile

While our platform will be open from Jan. 1–April 8, it can also be used for one-time walking events. For example, you can organize a single-day walking event for your community, have a walking competition for your organization at an annual conference or host a challenge during a theme week. APHA and Stridekick give you the platform and resources you need. (Pro tip: APHA’s National Public Health Week, April 2-8, 2018, is the perfect time for a walking event. Check out our [NPHW toolkit](#), at www.nphw.org, for great tips on putting together an event as well as free promotional materials.) If you are already hosting a walking event using another platform, you can still count your steps toward APHA’s Challenge as well. Together, we can walk 1 billion steps by April 8!

Questions? [Email us!](#)



Log Your Steps or Movement

We are partnering with Stridekick, which integrates with **Fitbit**, Jawbone, **Garmin**, **Misfit**, **Apple Watch** and **Withings**. Don't have a fitness tracker? No problem! Use your iPhone to track your steps by downloading the Stridekick app from the app store and selecting the iPhone option, or connect through **Google Fit** on your Android phone use your phone as your tracker.

Sync your device

If you have a device that counts steps — like a Fitbit, smartphone or pedometer — you can sync up your device to log all the Challenge steps you take. Visit APHA's Stridekick page, <https://stridekick.com/tc/apha18>, to register, sync your device and start submitting steps. You'll be able to see how many steps you take over time and track your personal progress. Every time you visit the Stridekick website, it will automatically display your steps for the last 24 hours. So remember to visit the site frequently to make sure your steps are being properly synced to the website. **Participants must sync at least once every three days.**

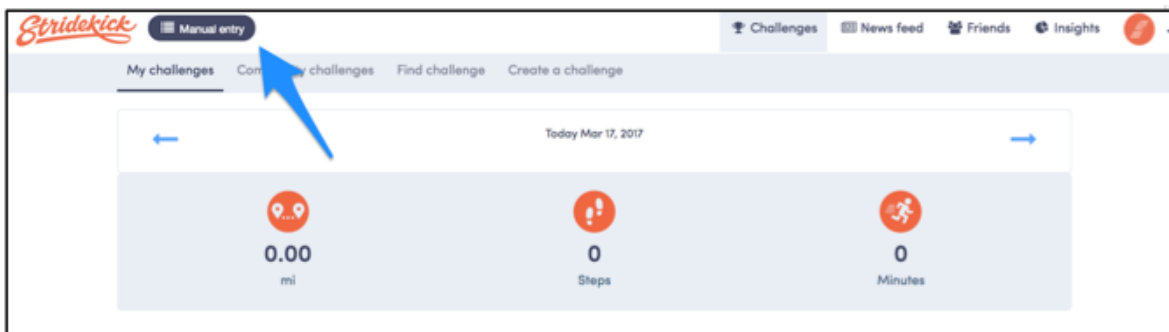
Manually enter your steps

If you don't have a step-counting device, you can use the Stridekick website to manually enter your steps. There are two ways you can do this:



OPTION 1 Sign in to your account on the Stridekick website —<https://stridekick.com/tc/apha18> —

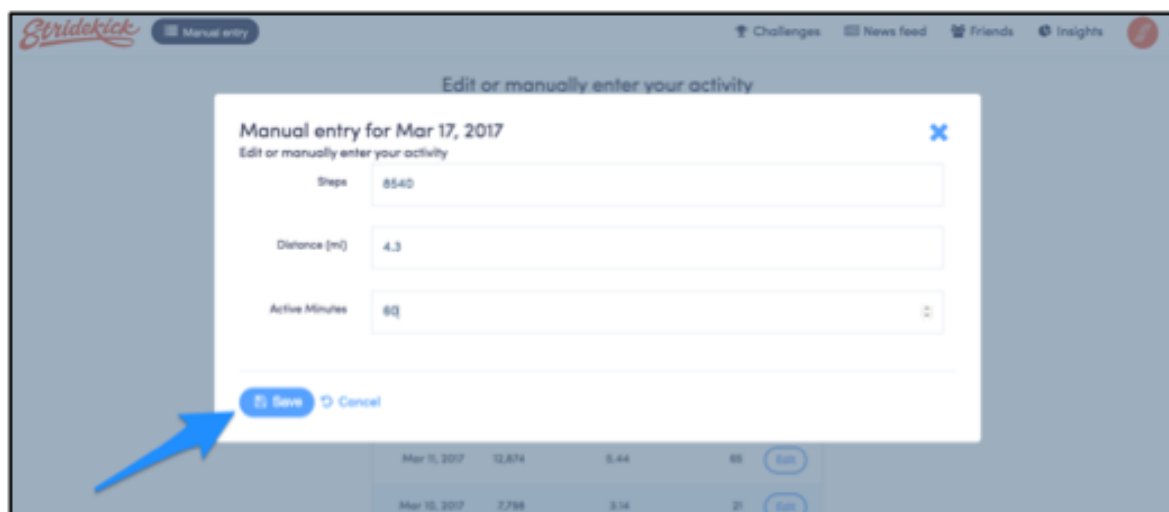
1. Select the Manual entry button in the top left hand corner



2. Edit



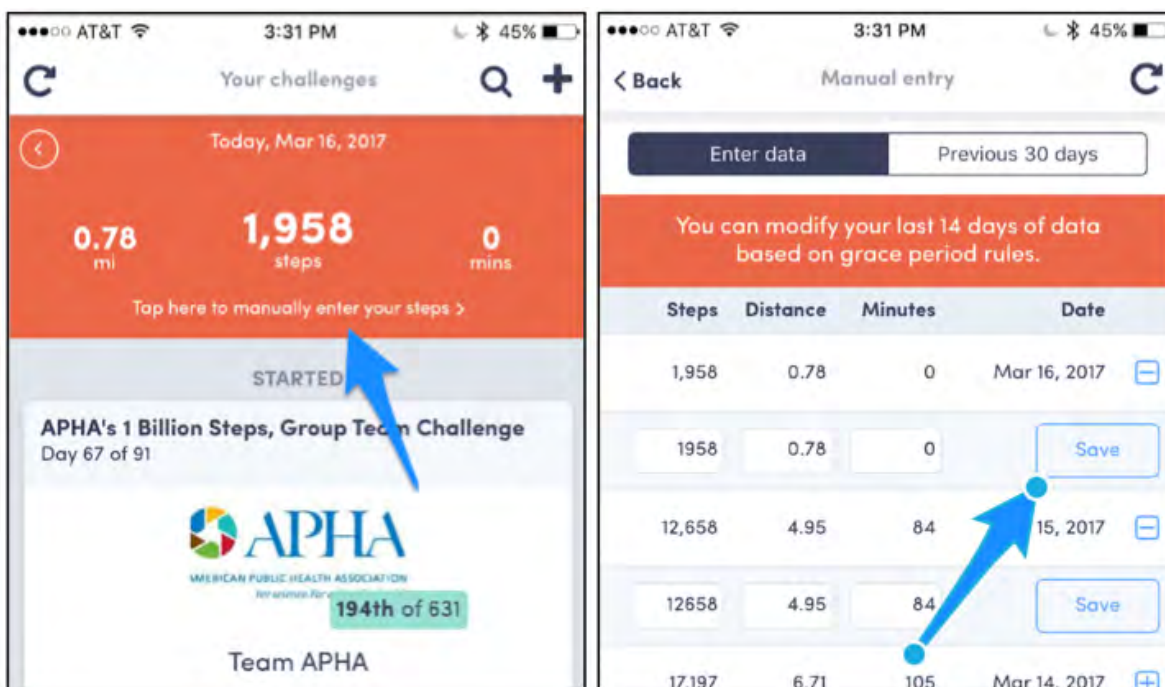
3. Enter your steps, distance and active minutes data
4. Save





OPTION 2 Add steps using the mobile app

1. Tap the text underneath your step count.
2. Enter your steps, distance, and active minutes data.
3. Save.
4. Use the [+] and [-] buttons to view more or less days of data.



Estimate your steps without a counting device

If you do not have a step-counting device, you can use an estimate of how far you walk in miles (or fractions of a mile) and calculate the steps. If you don't know the exact distance, just use your best estimate. For example, a typical person walks at a pace of three miles per hour, and people typically take 2,000 steps per mile. So a typical day's estimate could be as follows:

Leisure Steps:

15 minutes, walk the dog
10 minutes, walking on daily commute
15 minutes, walk with colleague at work
TOTAL 40 minutes or 2 miles

Exercise Steps:

+ 3 miles during a workout on the elliptical machine at the gym
TOTAL FOR DAY: 5 miles
TOTAL STEPS: 5 x 2,000 = 10,000 steps

Do you still have questions about the Stridekick app or website? Confused about creating a team or checking your progress? [View the FAQs.](#)



Motivate your Challenge team

Emails

The Stridekick platform lets you send a simple invitation asking someone to join your Challenge team. You can also customize sample emails to give people a more complete introduction to APHA's 1 Billion Steps Challenge. APHA will also send encouragement emails to all registered walkers, so together we'll keep everyone engaged and walking. Download and use the following email templates (Word) to communicate with your team members:

INVITATION EMAIL Describes the walking challenge and invites people to join.

ENCOURAGEMENT EMAIL Motivates participants to keep walking.

CLOSING EMAIL If you're focused on a shorter time window for your event, this email announces final results and encourages people to keep walking through the end of APHA's 1 Billion Steps Challenge.

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Keep the conversation going!

APHA's 1 Billion Steps Challenge is part of our larger efforts to get people and communities talking about active living, physical activity and chronic disease prevention. One way to do that is to support transportation planning that's inclusive of safe walking and biking opportunities. To learn more about the intersections between transportation planning and active living, visit [APHA's active transportation page](#).

For more information about the 1 Billion Steps Challenge or National Public Health Week, visit www.nphw.org.

