



Program Results

Logging: **October 5 - November 15, 2020**

Total registered participants: **2430**

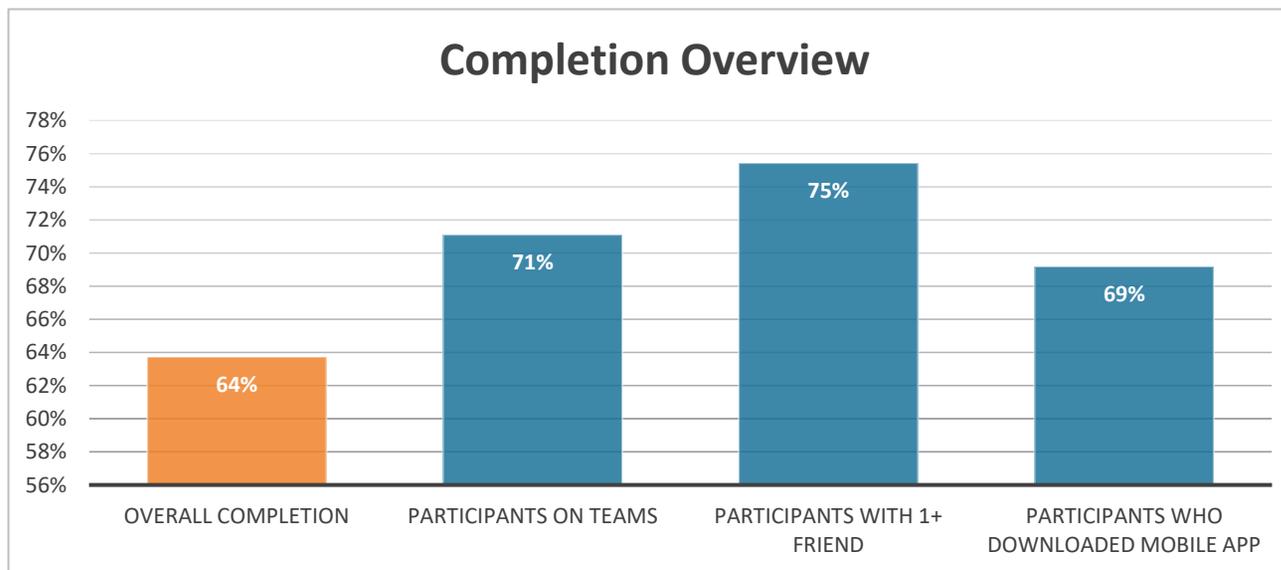
Total completed evaluations: **1107**

Evaluation completion percentage*: **46%**

Mobile app participants: **1029**

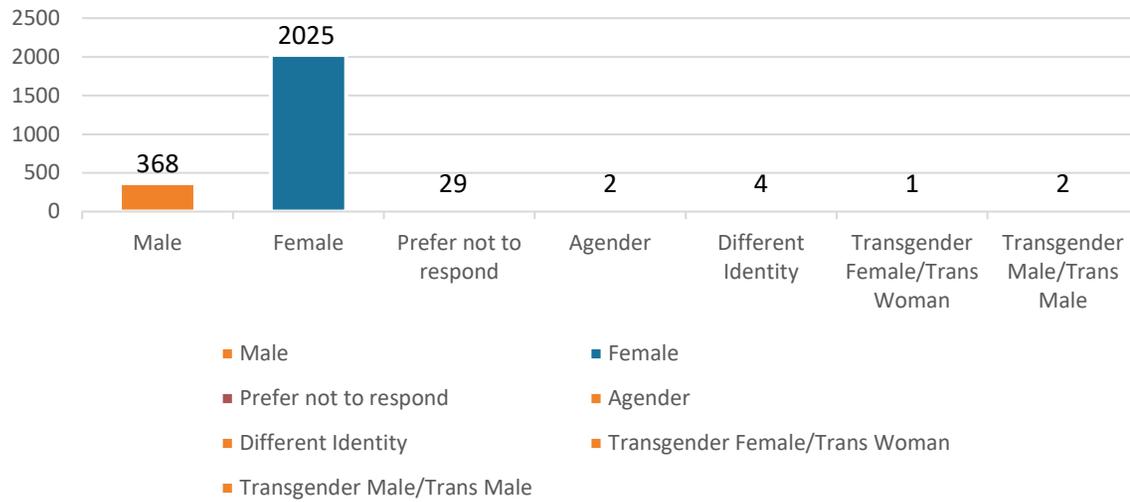


*The following data is based on participants who completed the *Walktober* End of Program evaluation.

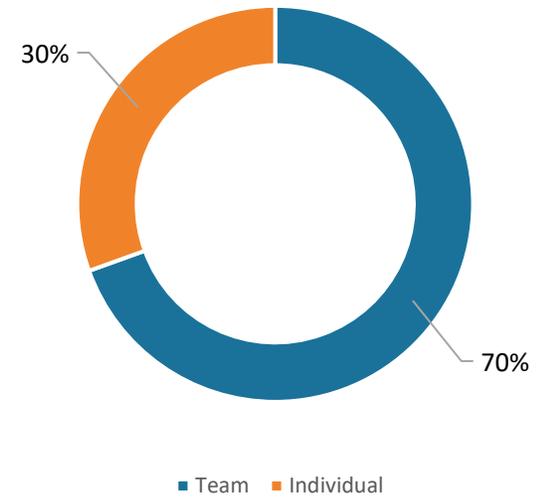


Completion rates are based on the number of participants who achieved the program goal.

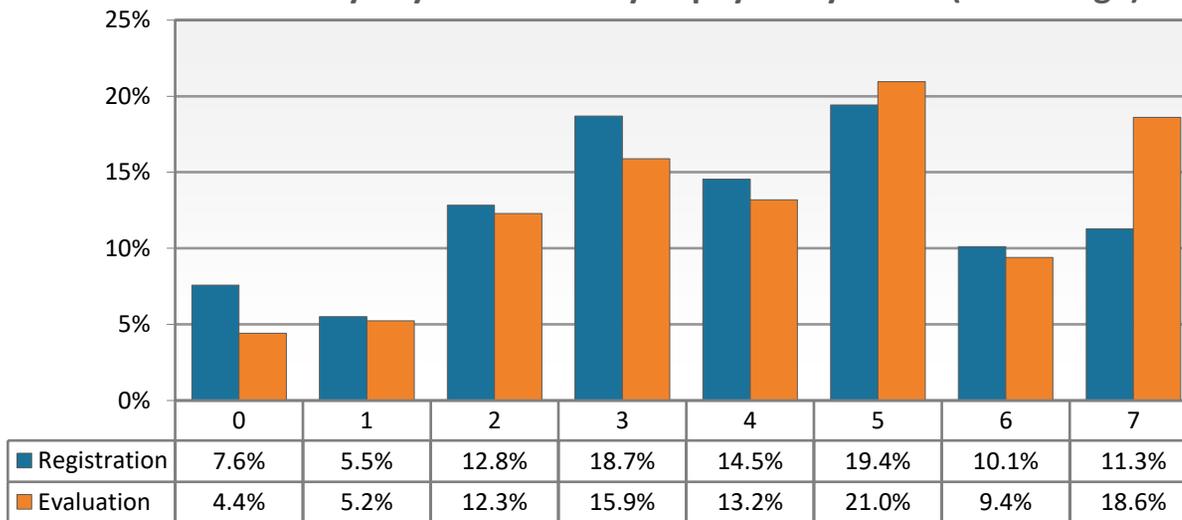
Gender Ratio



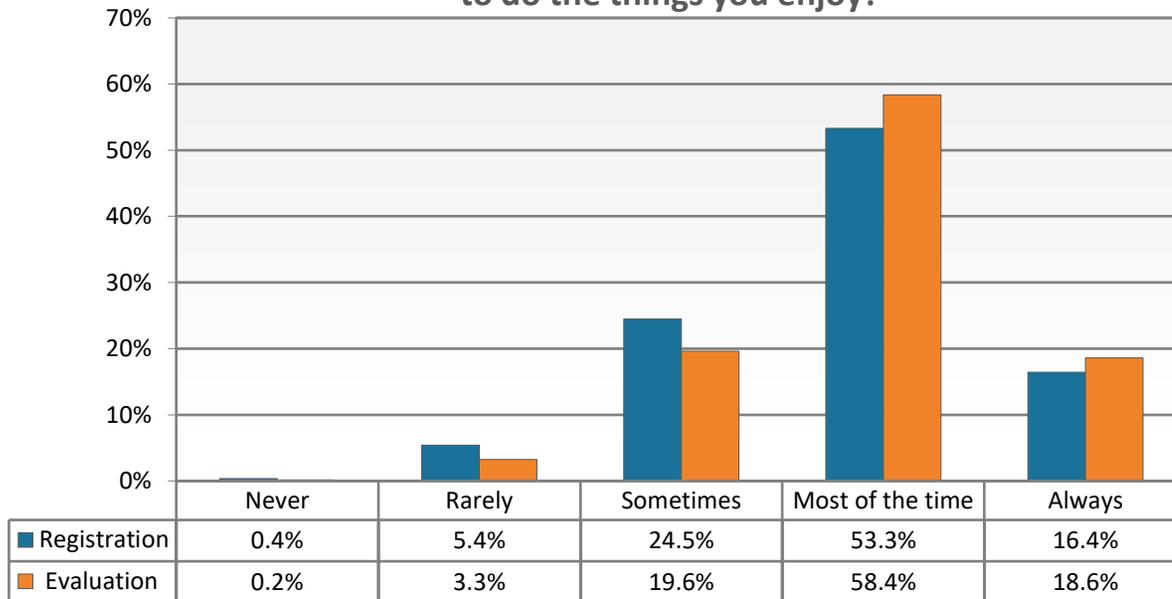
Team/Individual Participation



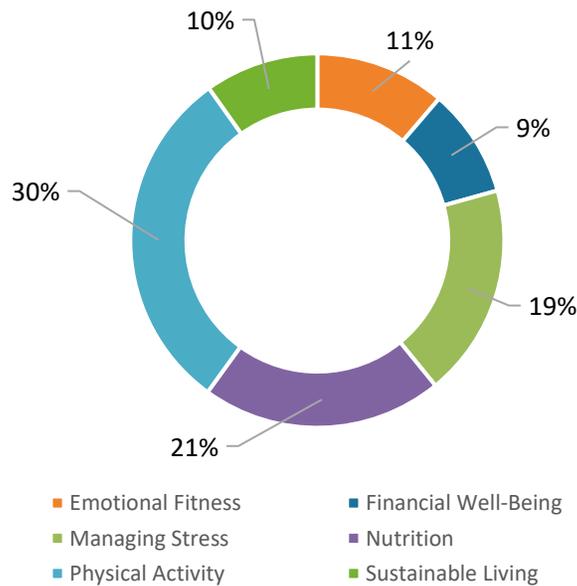
How many days a week are you physically active (on average)?



In the last month, how often did you have enough energy to do the things you enjoy?



Future Campaign Topics





What participants liked most:

"The program motivated me to be active every day, which helped me to re-think my daily schedule to make time for exercise."

"It kept me motivated to walk every day despite the weather, fatigue and just the overall blariness of the pandemic."

"My favorite aspect of this program was the community it provided. I liked the messages other participants wrote on the wall, and the tips the wall moderator wrote on the wall. I also liked that this program provided accountability. And I liked watching my tree gain leaves."

"That I can connect my apple watch and it updates it automatically and I don't have to remember to update it to participate."

"I love the fitness challenges. They keep me motivated. When I don't feel like going out for a walk, it's the challenge that gives me the added incentive."

"That goals could be customized to my levels. No way I was getting 10k steps a day, so I appreciate still feeling successful at a lower goal!"

"The program was perfectly timed. I really benefited from the social component of the activity during this time of social distancing. The program kept me together with others working towards fitness goals."

"It was very informative, the recipes were great, and the photos were beautiful. it helped while we are not able to get out and mingle."

"It was nice to join a team and work towards a goal with some tracking that didn't increase my stress. It was also easy to share how much I worked out through my phone."

"I liked that I could be on a team with my co-workers so that we could share enthusiasm about walking and getting exercise."

"I really appreciate having the external accountability and reminders that this program provides. I found that I had an easier time of getting up and away from my desk than I have been having since the pandemic began. I felt that way during the Work of Art challenge as well and would enjoy having different focused 'challenges' like these even more frequently during the pandemic."

"Very easy to use the app, I liked the visual of the leaves and the different colors for different steps. Also the message board."

"It provided some accountability and i actually paid attention and made more attempt to get in my steps/activity as the weeks progressed."



Success Stories:

"I had my right hip replaced last July. A few weeks before my surgery, I went for my last walk. I made it one block and had to turn around. I simply could not bear the pain. After my surgery, I was determined to make the most of my new hip. I have kept up with my physical therapy and at first was only allowed to walk for 3 minutes total, with a walker. As the days progressed, I was able to add more minutes to my walks. Slowly I built up my strength, abandoned the walker for a cane, and by the time Walktober started, I was walking with Trekking Poles. While I can now walk for great distances, and have been taking advantage of our lovely fall weather to go on hikes with my husband, I still have to pay attention to my body, and signs of fatigue. Because of this, I usually spread my walking time out over the day. I walk in the morning, before I start my work day, I walk for a bit at lunch, and again after I finish working for the day. If for some reason I can't walk at one of these times, I don't feel bad because I know I have other chances to get it done. I also have a great group of friends in the neighborhood and if I'm up to having company on my walk, I just give them a call. This has been a great help to not only my recovery, but also my stress levels, my mental health, and as an extra plus, a greater appreciation for the parks and architecture in my neighborhood." *Mary Clemens*

"It really was not my intent to get so involved in the program. I set a modest goal that I thought I could reach without changing my normal routine. But after two days I got motivated by a personal challenge that I decided on....to hit 10,000 steps a day. It took getting up early in the morning and starting my run or walk sometimes before dawn. It took extending that run or walk more than I typically would have. But the program gave me the impetus to get more out of myself. I did hit my goal of 10,000 steps a day (except for Day 1) and I am so satisfied with that. I'm kind of sorry to see Walktober end." *Michael Grupe*

"This program inspired me to find different ways to stay active. Even when it was cold, blustery and rainy I decided to run the steps in my house to keep up with my teammates. This program really help me to stay on track!" *Danielle Tallchief*

"Walktober offered incentive for me to make that extra effort to walk an extra lap around the park or increase my country walk from 2 miles to 4 miles. With COVID pandemic, increased stress requires some relief and walking/exercising is a way to counteract some of this stress." *Twyla Juehne*

"When I started at WashU, I weighed nearly 40 pounds more than I do now. From the first challenge to this one, I have been inspired to move more and create healthy habits for myself. Thanks for this kick!" *Jillian Martin*

"Walktober helped me truly appreciate the changing of seasons this year and got me exploring my neighborhood more. I usually came home after walks with more energy after getting my "leaf" for the day." Participant

"With Covid19 my workout studio closed i used to work out 4 times a week and plus walk the dog in the morning without the studio i gained weight this program pushed me to walk further on my walks looking forward to the next one." *Elizabeth Eultgen*