



## MEDIA RELEASE

### **National Steps Challenge™ expands to include corporates in new season and targets to get 250,000 Singaporeans moving**

*New season of the world's first population-level physical activity initiative returns with more activities, rewards and technological enhancements*

**Singapore, 1 October 2016** – Building on the success and scale of the National Steps Challenge™, Singapore's first ever nation-wide steps movement, the Health Promotion Board (HPB) is launching the second season of the National Steps Challenge™. In the new season, the Challenge has been expanded to include a Corporate Challenge component, thematic challenges, and new technological features, to motivate even more Singaporeans to lead active lifestyles.

### **156,000 participants reached through Season One of the National Steps Challenge™**

Almost 40 per cent of Singaporeans do not have sufficient physical activity. To encourage more Singaporeans to be physically active and reap the benefits of regular exercise, the world's first population-level pedometer-based physical activity initiative, the National Steps Challenge™ was launched last year.

Leveraging behavioural insights and technology to encourage participants to take more steps daily, the first season of the National Steps Challenge™ proved successful in mobilising 156,000 people to move more. It also effectively increased the time spent on physical activity among participants who were previously sedentary.

Data showed that about four in five participants who were sedentary<sup>1</sup> became active after joining the Challenge. On average, participants clocked about 1,500 more steps a day than adults who participated in a controlled group study conducted by HPB, and one in three participants recorded a high step count of 10,000 or more steps per day.

Studies have shown that even small increments in volume of activity are associated with improved health outcomes. For a sedentary adult, walking the recommended 7,500 to 10,000 steps daily can contribute to lower blood pressure<sup>2</sup> and blood cholesterol levels<sup>3</sup>, and improved glucose control<sup>2</sup>. This will help to reduce the risk of diabetes and other chronic diseases.

---

<sup>1</sup> Based on World Health Organization's guidelines of having fewer than 150 minutes of physical activity per week.

<sup>2</sup> Swartz AM, Thompson DL (2002) Increasing daily walking improves glucose tolerance in overweight women. Res Q Exerc Sport.

<sup>3</sup> Sugiura H, Kajima K, Mirbod SM, et al (2002) Effects of long-term moderate exercise and increase in number of daily steps on serum lipids in women: randomised controlled trial. BMC Womens Health.

“Regular exercise is beneficial to our health. By making small changes in our daily routine, we can increase our physical activity and reap the benefits of exercise. I hope the National Steps Challenge can encourage more Singaporeans to exercise regularly and to exercise together with their friends and family,” said Minister of State for Communications & Information and Health Mr Chee Hong Tat.

## **Enhanced Season Two aims to reach 250,000 participants**

To encourage more Singaporeans to become more physically active, HPB has ramped up its efforts by rolling out several new features for the second season of the Challenge.

### **I. Corporate Challenge**

To reach out to working adults, the National Steps Challenge™ will be extended to include a new Corporate Challenge, which calls for employees to compete in a nation-wide, inter-company challenge. In addition, the Corporate Challenge includes an optional intra-company challenge, which allows departments or teams within the same organisation to compete with one another. More information can be found in [Annex A](#).

### **II. Thematic Challenges**

To sustain continued interest and participant engagement, HPB will collaborate with other government agencies and commercial partners across different industries to introduce monthly thematic challenges designed to keep participants motivated. These include a wide range of recreational physical activity options for both young and old, such as walking trails, treasure hunts and other mini challenges that can be done with friends and family, or individually. More information can be found in [Annex B](#).

### **III. New Technological Features**

New technological features will be introduced in Season Two, making it even more accessible and convenient for Singaporeans to be physically active. Smartphone users who have successfully signed up for the National Steps Challenge™ will have the option of participating via a larger variety of fitness wearables and different modes of steps tracking on the Healthy 365 mobile app. Apart from using the HPB-issued steps tracker, participants can also use other compatible trackers or fitness apps. More information can be found in [Annex C](#).

### **IV. More reward tiers**

Results from last year also showed that sure-win rewards were effective in encouraging physical activity and fostering healthy living habits amongst the participants. In fact, most participants in Season One strived for all three tiers of rewards offered, half of whom achieved the rewards within just three months. With this insight, HPB has expanded the tiers of sure-win rewards from three to six in Season Two of the Challenge, with increasing difficulty levels, making it more

enticing and challenging for participants. This aims to help participants sustain their behaviour of incorporating physical activity into their lifestyles.

Commenting on the progress of the National Steps Challenge™, Mr Zee Yoong Kang, Chief Executive Officer of HPB, said: “The overwhelming response and support for this national initiative represents a huge milestone in HPB's efforts to make healthy living accessible for all Singaporeans and influence a nation-wide shift towards active lifestyles. Drawing on the learning points and public feedback last year, we have enhanced the design of the National Steps Challenge™ with fresh activities, rewards and technological features to provide more incentives for Singaporeans to incorporate physical activity into their daily activities. We hope to reach 250,000 adult participants in Season Two and take bigger strides in creating a national culture of active living. We are very encouraged that 62,500 have already registered during the pre-launch sign up last month, including returned participants from Season One and workforce participants for the new Corporate Challenge.”

---

**Factsheet on Corporate Challenge**

The Corporate Challenge is a national steps challenge among companies and/or organisations. The challenge is based on the National Steps Challenge™ Season Two. Employees will represent their respective participating organisations to compete in this nation-wide steps challenge between organisations.

Organisations compete based on the average number of steps clocked per employee, as per the steps synchronised to the Healthy 365 mobile app. There are various categories of challenge depending on the workforce size of the organisation. Organisations with the highest daily average number of steps per participant in each category win cash rewards. The leaderboard on the Healthy 365 mobile app will update and list the top five organisations for the respective categories on a daily basis.

In conjunction with the Corporate Challenge, organisations are also encouraged to organise and conduct its own intra-organisation challenge. The intra-organisation challenge is an optional feature of the Corporate Challenge which allows departments or teams within the organisation to compete with one another, based on the daily average number of steps clocked per participant.

The Corporate Challenge will officially start on 14 November 2016 and end on 28 February 2017. Registration for the Corporate Challenge will close on 16 October 2016. Interested organisations may call 6796 9346 or email [nscoc@SPOC.com.sg](mailto:nscoc@SPOC.com.sg) for a copy of the registration form.

**Eligibility**

- All organisations registered and operating in Singapore are eligible to join.
- The respective minimum eligible employees' sign-ups are as follows:
  - Organisations with workforce size < 200 employees: 25 eligible employees' sign-ups.
  - Organisations with workforce size ≥ 200 employees: 15% of workforce size of eligible employees' sign-ups or 100 eligible employees' sign-ups, whichever is lower
- Only employees with a valid NRIC or FIN number at the point of registration for the Corporate Challenge are eligible to participate.

**Rewards**

	FOR workforce size < 200	FOR workforce size ≥ 200
1st position	S\$5,000	S\$10,000
2nd position	S\$3,000	S\$7,000
3rd position	S\$2,000	S\$5,000

## **Factsheet on Thematic Challenges**

A new component of the National Steps Challenge™ Season Two, thematic challenges are monthly mini challenges which participants can sign up on the Healthy 365 mobile app.

The thematic challenges are conceptualised and conducted jointly with partners including Dasani, Subway®, 100PLUS, Samsung, Sony, Actxa®, Sentosa, CapitaLand Malls, TripleFit, Singapore Airlines & SilkAir and Jabra. They are designed to encourage participants to walk more in a fun and enjoyable way. Thematic challenges can be conducted through treasure hunts and fun walks which are best enjoyed with friends and family, or DIY challenges which participants can attempt on their own. As participants take part in thematic challenges to clock steps and points for sure-win rewards and Grand Draw, they will also walk towards attractive prizes such as gym passes, air tickets and electronic gadgets such as wireless earbuds.

Starting from November 2016, monthly thematic challenges will be published on stepschallege.sg and the Healthy 365 mobile app. Terms and conditions apply for each thematic challenge.

Examples of upcoming thematic challenges include:

### **Park Trail**

Enjoy a relaxing day out with your family and friends at the Park Trail thematic challenge, in conjunction with NParks' Parks Festival on 19 and 20 November 2016 at Bishan – Ang Mo Kio Park. Participants will take a one-hour walk in the park and complete mini challenges along the way to win prizes and at the same time clock steps to accumulate more points to unlock the sure-win rewards.

### **Destination Challenge**

Challenge yourself and make walking 10,000 steps part of your daily routine. Sustain 10,000 steps per day for a stipulated number of days and stand the chance to be rewarded with free air tickets to places like Lombok, Indonesia and Dusseldorf, Germany.

**Factsheet on New Technological Features**

Besides using the HPB-issued steps-tracker, participants may also participate in the Challenge and track their steps using other trackers or mobile applications compatible with the Healthy 365 app.

- HPB steps tracker
- Preferred apps and trackers:
  - S Health\* app with Samsung Gear Fit2
  - Lifelog app with Sony SmartWatch 3
  - Actxa app with Actxa Swift
- Other apps and trackers:
  - HealthKit\* app with Apple Watch
  - Fitbit

\*S Health (Android): Android 4.4 and above; HealthKit (iOS): iPhone 5S and above, with iOS 8 and above

In addition, non-smartphone participants can sync their step count at the Healthy 365 kiosks located island-wide at selected Guardian and Sportslink outlets, or use the new 'Sync for Friends' function in the Healthy 365 mobile application on their family members' or friends' smartphones.