



National StepsTM Challenge

500,000 Participants
over 2 seasons

1 in 7 Singapore Residents
1 in 3 Singapore Households

Mr Zee Yoong Kang
CEO
Health Promotion Board

Overview of Physical Activity Strategy Targets

Aim: Increase physical activity levels (50 calorie deficit per person per day from the Physical Activity Strategy by 2020)

6 in 10 adult residents achieve the recommended ≥ 150 minutes of physical activity/week

Target: By 2020, increase proportion of adults who achieve recommended ≥ 150 minutes of physical activity/week from 60% to 66% (additional 180,000 adults)

*Based on 2010 National Health Survey data and assuming no change in prevalence



Increase incidental physical activity by 10 minutes daily (20 calories per person per day)

Increase leisure-time physical activity (LTPA) by 30-60 minutes weekly (30 calories per person)

A gamification-based Natural Experiment achieved its objective



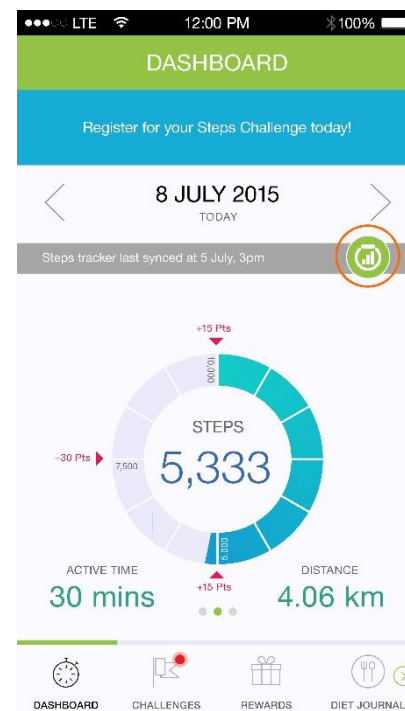
National Steps Challenge

Make every step count.

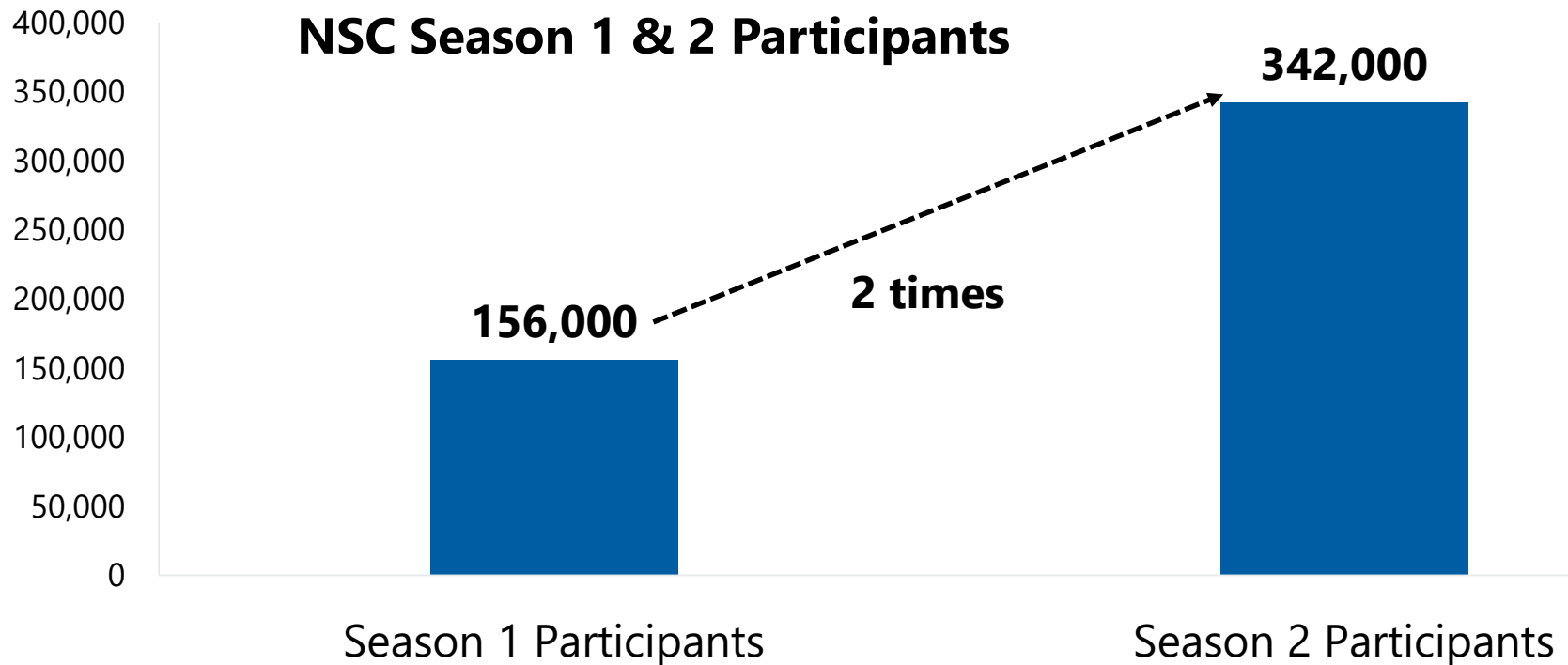
Turn steps into rewards when you join the National Steps Challenge™

stepschallenge.sg | #my10ktoday

Health Promotion Board



National Steps Challenge™: A Natural Experiment to create a social movement leveraging technology and gamification

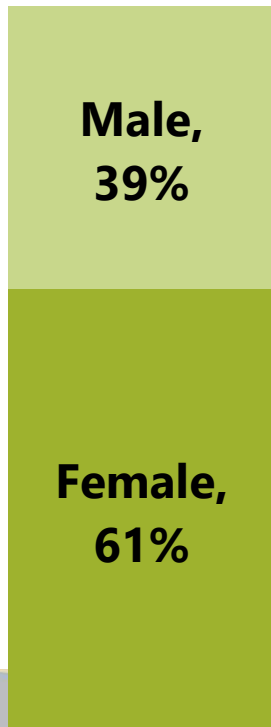


A good mix of people from all age groups, gender, BMI and physical activity levels participated in and completed the National Steps Challenge™

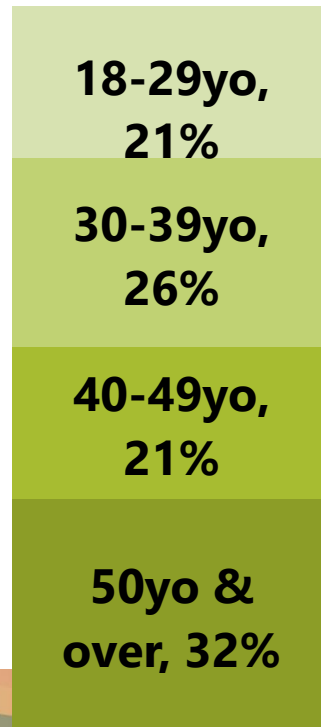
500,000 Participants over 2 seasons
1 in 7 Singapore Residents, 1 in 3 Singapore Households

For the 156K NSC2 Completers:

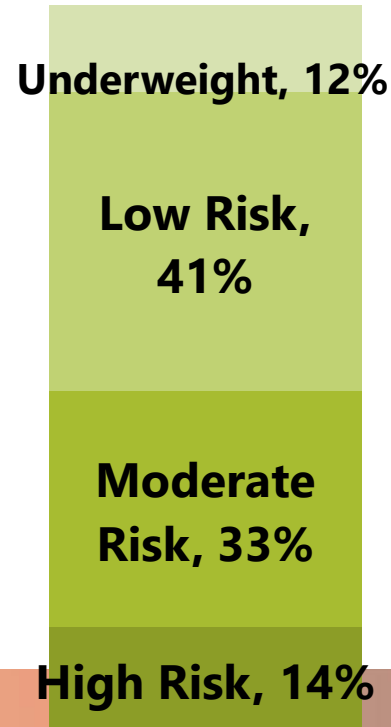
Gender Profile



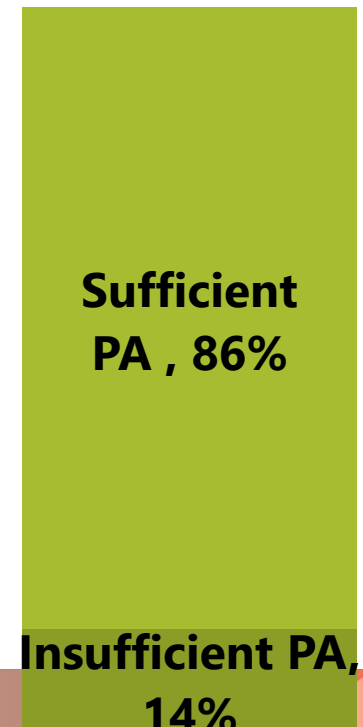
Age Profile



Asian BMI Profile

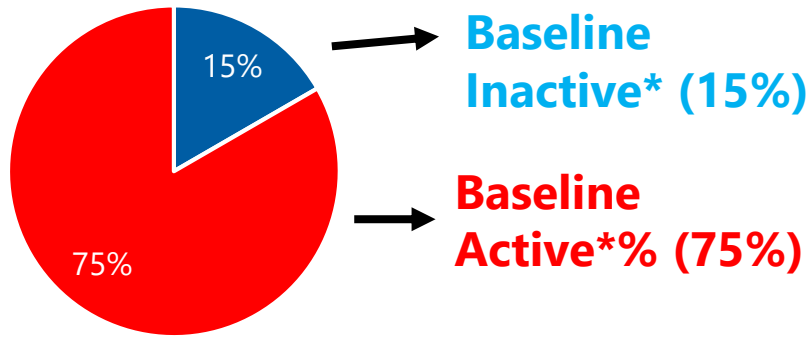


Physical Activity Profile



70% of participants in National Steps Challenge™ who started off insufficiently active, walked more post-NSC

Profile of NSC Participants at Baseline



Legend

- Decreased walking time
- Maintained walking time
- Increased walking time

Baseline Inactive
(n=354)
<150mins/wk of
physical activity



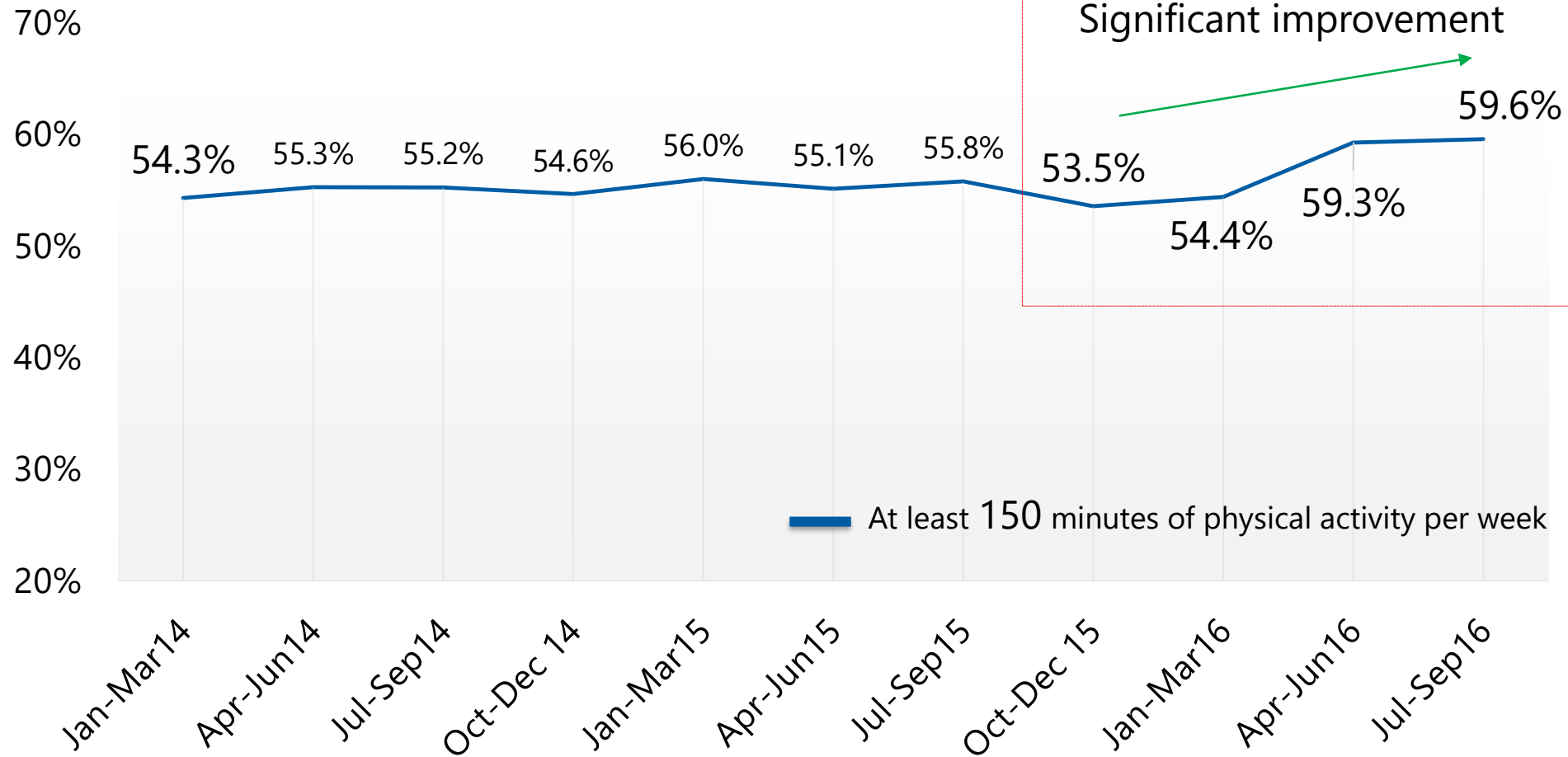
Baseline Active
(n=1989)
≥150mins/wk of
physical activity



***Inactive: Less than 150 mins of physical activity per week**

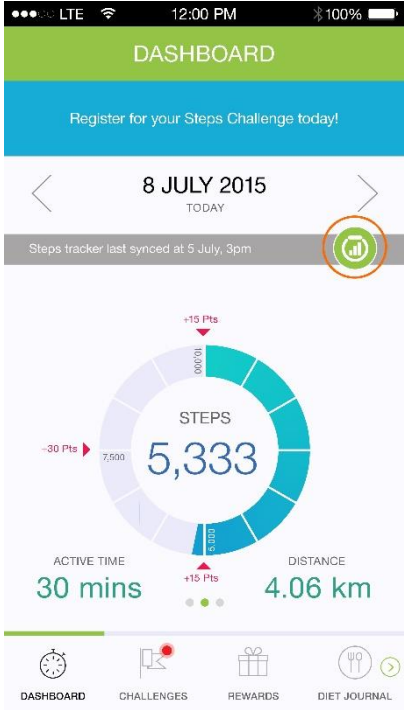
****Active: At least 150 mins of physical activity per week**

Proportion of Singaporeans who are sufficiently active increased from 53.5% to 59.6% since the start of the National Steps Challenge™



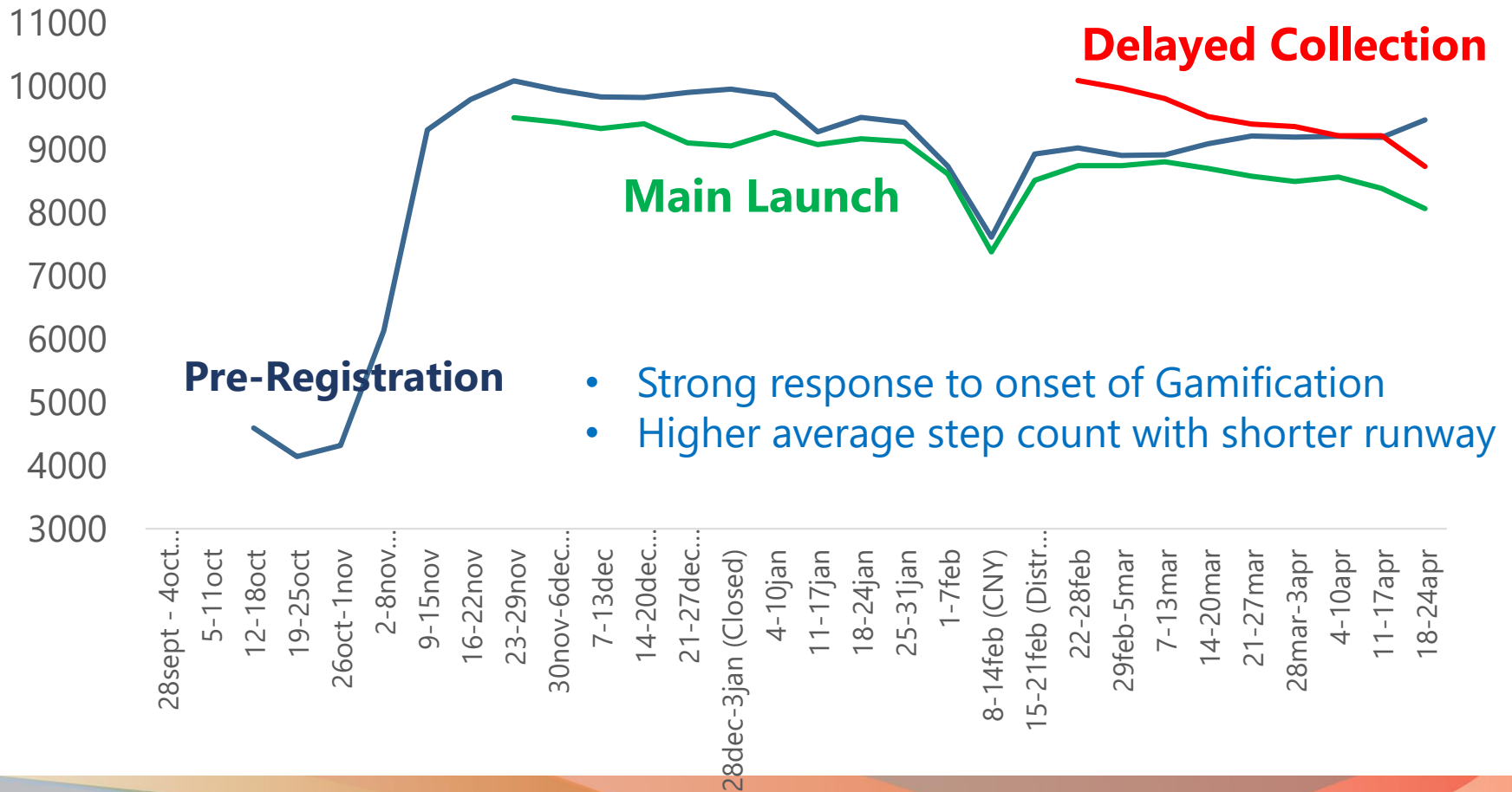
Source: Health Behaviour Surveillance of Singapore, among Singapore Residents aged 18-69 years
Average of 8000 respondents per year

The Natural Experiment provided sufficient data & insights to improve programme design



Higher average step count with shorter runway

NSC1 : Average Daily Stepcount per week, by the User cohorts who collected &/paired each week



Increase from 3 Tiers to 6 Tiers increased participants' average step count, at a lower cost

Season 1 : 60 days of 10K steps
→ 3 days / week of 10K steps

Season 2 : 120 days of 10K steps
→ 6 days / week of 10K steps



Redeem
sure-win rewards (worth \$30 or more) with points³ earned. The more points you collect, the greater the value of the rewards you can redeem.

Prize Tier	Points	Rewards Value
Tier 1	600 pts	From \$5
Tier 2	+1,800 pts	From \$15
Tier 3	+1,200 pts	From \$10

Redeem sure-win rewards

Exchange your points for up to 6 tiers of sure-win rewards worth up to \$35 in total. The more points you earn, the greater the value of shopping and grocery vouchers you can redeem!

	POINTS (TOTAL)	REWARDS VALUE [^]
TIER 1	600	\$5 voucher
TIER 2	Additional 1,800	\$10 voucher
TIER 3 - 6	Additional 1,200	\$5 voucher

Results :

% who Used Steps Tracker for an average of 7 days / week:

- **Season 1 – 1%**
- **Season 2 – 18%**

Cost Savings:

- **\$4 saved per prize winner**
- **\$600K saved cumulatively**

The Natural Experiments interacts with the wider environment to inform policy design



National Steps Challenge

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Health Promotion Board

The poster features a large black shoe where the interior is filled with a detailed cityscape, including buildings, roads, and green spaces. A dashed line leads from the shoe to a gift box and a voucher, symbolizing rewards for steps.

LTE 12:00 PM 100%

DASHBOARD

Register for your Steps Challenge today!

8 JULY 2015
TODAY

Steps tracker last synced at 5 July, 3pm

STEPS
5,333

ACTIVE TIME: 30 mins
DISTANCE: 4.06 km

15 Pts, 30 Pts, 15 Pts

DASHBOARD CHALLENGES REWARDS DIET JOURNAL

The screenshot shows a mobile app interface with a green header and a blue banner. It displays the current date and time, a progress ring for steps, and summary statistics for active time and distance. A bottom navigation bar includes icons for Dashboard, Challenges, Rewards, and Diet Journal.

13% reduction in bus and MRT short trips <1km, for participants engaged in the Steps Challenge



The “Buzz”

Creating goods of desire



Thank you.