



The following Statistics are taken from a survey sample size of 1103 participants surveyed. The 1103 participants were surveyed immediately at the conclusion of the mychallenge program and also 4 months after the conclusion to measure sustained behavioral change.

Key Statistics Summary

Program Satisfaction

94.3% of participants said they would do the program if offered again

96.7% of Managers who had staff in the program said they would recommend their staff to do it again.

Physical Activity

84% of participants reached the physical activity goals they set themselves at the beginning of the challenge.

Not only did participants greatly increase physical activity during the 10 week challenge but 4 months later 74.5% of participants were still doing 3 or more exercise sessions per week.

68.4% of participants increased their physical activity levels during the challenge and 4 months are still maintaining higher levels of physical activity than before the challenge.

Weight Loss and Nutrition

88.5% of participants lost weight during the challenge of which 65.3% lost 2kg or more

Prior the Challenge only 48.5% of participants did 3 or more exercise sessions per week.

Before the nutritional education program 39.7% of participants rated their nutritional knowledge as above average by the conclusion of the program this increased to over 67%



Program Satisfaction Data

Participant Data

If Mychallenge is offered again in 2010 would you participate?		
Answer Options	Response Percent	Response Count
Yes	94.3%	973
No	5.7%	59

Site Manager's Data

Would you recommend staff participation in this campaign in 2010?		
Answer Options	Response Percent	Response Count
Yes	96.7%	89
No	3.3%	3

Physical Activity

Mychallenge conclusion

Have you increased your physical activity levels as a result of participating in Mychallenge?		
Answer Options	Response Percent	Response Count
Yes	73.0%	767
No	9.6%	101

Do you think you will continue to perform this increased level of activity?		
Answer Options	Response Percent	Response Count
Yes	97.3%	745
No	2.7%	21

Did you achieve your exercise goals?		
Answer Options	Response Percent	Response Count
Yes	84.0%	877
No	16.0%	167

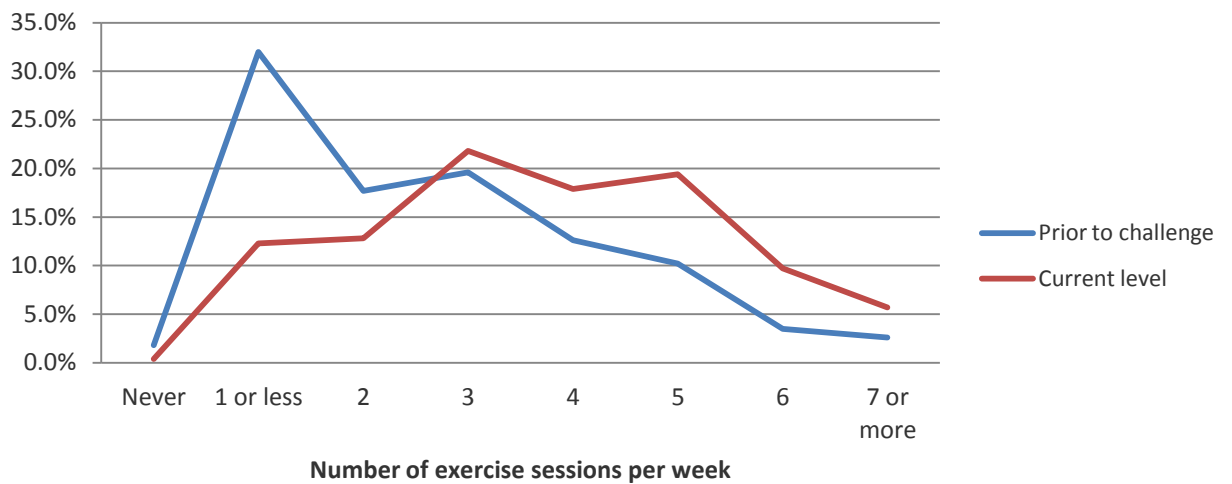


Four months after mychallenge conclusion

Prior the Challenge only 48.5% of participants did 3 or more exercise sessions per week.

Not only did participants greatly increase physical activity during the 10 week challenge but 4 months later 74.5% of participants were still doing 3 or more exercise sessions per week.

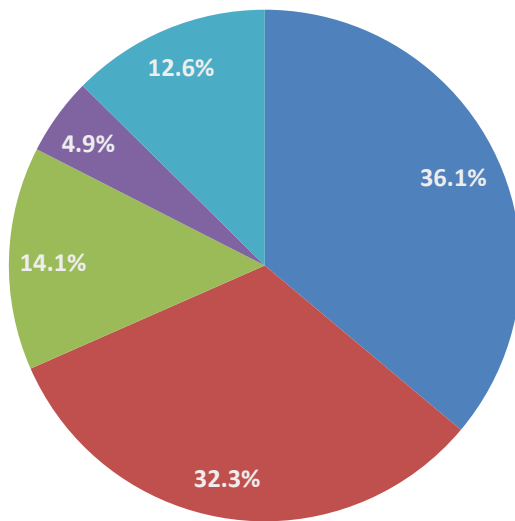
Activity Level



68.4% of participants increase their physical activity levels during the challenge and 4 months post are still maintaining higher levels of physical activity than before the challenge.



Change in Activity Level



- Increased my level of activity, which I have maintained
- Increased my level of activity initially, which has now dropped off, but still more than pre-challenge
- Increased my level of activity initially, which has now dropped off to the pre-challenge level
- Increased my level of activity initially, which has now reduced to below the pre-challenge level
- There was no increase in my level of activity at any time during or post challenge