

Research/Situation Analysis: In 2015, the Florida Department of Health in St. Lucie County (FDOH-SLC) assembled a group of stakeholders to review local health data (Florida Charts, County Health Rankings, Community Commons, and a local United Way Needs Assessment) as part of a Community Health Assessment. Following the review, stakeholders selected what they thought were the most important health issues facing our community. Alarmed by the 2013 adult sedentary rate of 30.1% and the role of inactivity in chronic disease, stakeholders selected increasing physical activity as a priority for the 2016-2019 Community Health Improvement Plan. One strategy chosen to generate change was a community-wide campaign to promote physical activity. At a November 2016 meeting, a consensus workshop was held and three themes for the campaign were identified – *Challenge St. Lucie*, *Seeing St. Lucie*, and *Get Active*. In February of 2017, the American Public Health Association hosted a nationwide Billion Steps Challenge leading up to American Public Health Week. Healthy St. Lucie (HSL) joined this walking challenge as a pilot campaign to test out the ‘Challenge St. Lucie’ theme. In conjunction, HSL hosted a hiking series, *6 Parks/6 Weeks*, to test out the ‘Seeing St. Lucie’ theme. Participants met at a different local park for six Saturdays leading up to Public Health Week. Both pilots were well received and HSL moved forward to design a year-long challenge for the county. Changing a health behavior can be tough, but groups can play an important role in creating a community culture that supports walking and make it easier. We used, *Step It Up! The Surgeon General’s Call to Action to Promote Walking and Walkable Communities*, to select target organizations we should engage in the challenge. In the months leading up to the launch, we developed a conceptual calendar to use in pitches with target organizations. With limited funds, Healthy St. Lucie sought support from Indian River State College to design a logo for the campaign. Finally, preparations were made to sponsor the Treasure Coast Fit Festival as the official kick-off event for the challenge. **Objectives:** 1) A minimum of 1,000 residents in St. Lucie County will register for the challenge between January 1-December 31, 2018; 2) Attract ten organizations to create teams for the challenge by December 31, 2018; 3) Increase Healthy St. Lucie Facebook followers by 100% and establish an Instagram account by December 31, 2018; 4) Secure proclamations in support of the challenge from the City of Port St. Lucie, City of Fort Pierce, and the Board of County Commissioners of St. Lucie County by March 31, 2018. **Implementation:** We used an online platform called, Walker Tracker, to host the challenge. Walker Tracker allowed us to customize a registration landing page and the ability to aggregate step totals. After completing registration, participants sync a device (such as a Fitbit,

Garmin, Apple Health, or Google Fit) to the Walker Tracker app. The official kick off for the challenge was held during the Treasure Coast Fit Festival on January 13, 2018. This event started with a free 5K Walk/Run and ended with a festival of health and wellness activities for residents to explore. Registration for the challenge was open all year and it was promoted at twenty-five community events, through five radio programs, and on two local television shows. Regular communication with challenge participants through the Walker Tracker platform focused on sharing community progress towards the challenge goal, and promoting health observances and local wellness events. Facebook and Instagram sites were used to promote health observances, community health and wellness opportunities, and other health topics. We launched six mini-challenges to keep the momentum fresh and members engaged. Completion of the challenge was celebrated during the 2nd Annual Treasure Coast Fit Festival on January 19, 2019. During this event, awards and medals were given to individuals and teams with the best daily step averages. Community leaders received plaques of appreciation for their support of the 2018 challenge, during public meetings held in February 2019. The community reached one billion steps on January 21, 2019. **Evaluation:** 1) We recruited 1,377 residents to register for the challenge between January 1-December 31, 2018, surpassing our intended objective of 1,000. 2) A total of 122 teams formed from over 35 unique organizations, exceeding our original goal of 10 organizations. 3) We increased our followers on Facebook from 152 to 474 (a 200% increase) and started an Instagram account with 220 followers by December 2018. 4) We secured proclamations with the City of Port St. Lucie, Board of County Commissioners of St. Lucie County, and City of Fort Pierce before March 31, 2018. An unexpected success resulting from pursuing proclamations was the Mayor of Port St. Lucie adopting the Billion Steps Challenge as one of his two community challenges for 2018. This support resulted in the City of Port St. Lucie creating a challenge landing page on their website where residents could read about the challenge and join in. Additionally, the City of Port St. Lucie hosted a *Walk-a-Mile with the Mayor* event to promote one of their parks and encourage residents to join the challenge. This event was recorded and later aired on a local TV station. Throughout the year, the Mayor promoted the challenge at numerous community events. Finally, national survey results, showing trends in local sedentary rates, are expected to be released in late 2019. **Budget:** Challenge Platform: \$6,355/12 months. Promotional palm cards: \$150. Challenge administration: \$24,000 (staff time: approx. 32 hours/month for 17 months). Prizes for mini challenges: 22 prizes (valued at \$550) were provided in-kind by local business partners. Sponsored Facebook/Instagram Ads: \$75. Awards for Challenge Participants: \$540 (trophies and medals). Plaques for Community Leaders & Graphic Designers: \$190. Strategic Sponsorships: \$15,000 for 7 events.