

STEP IT UP!



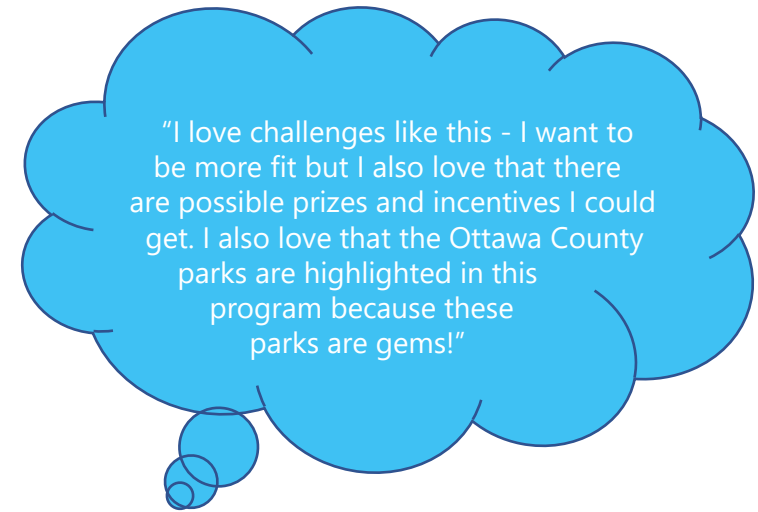
Ottawa County
Where You Belong

Introduction

The 2022 Spring Step It Up! Fitness Challenge & Adventure Series kicked off on April 11. The free, 8-week program offers group walks, an adventure series, weekly strength training, healthy eating tips, and provides accountability with physical activity goal setting and reporting. Through these program offerings, the goal is to get community members active, visiting new parks, exercising outdoors more frequently, and improving their overall health.

This document is organized into four sections:

- Participant outcomes
- Program participation
- Program components
- Participant demographics



Highlights



Over 70% of participants reported an **improvement in their physical and mental health** as a result of participating in the program.



53% of program participants reported **participating in another Ottawa County parks program** either since last year (for returning participants) or during the 2022 Step It Up! program.

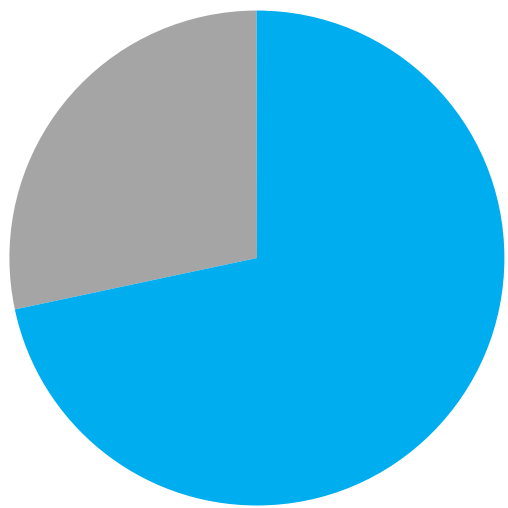


Over 50% of participants report **being more comfortable exercising outdoors and doing so more frequently** as a result of the program.

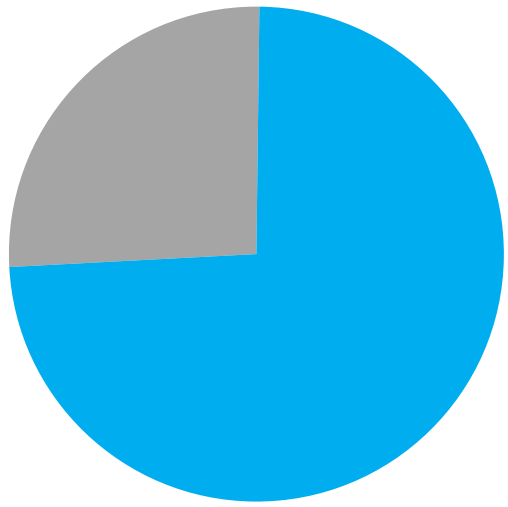


By the end of the program, **over 70%** of participants reported **meeting or exceeding the national health guidelines for weekly physical activity**. Up from just over 50% at the start of the program.

Participant Outcomes – Health

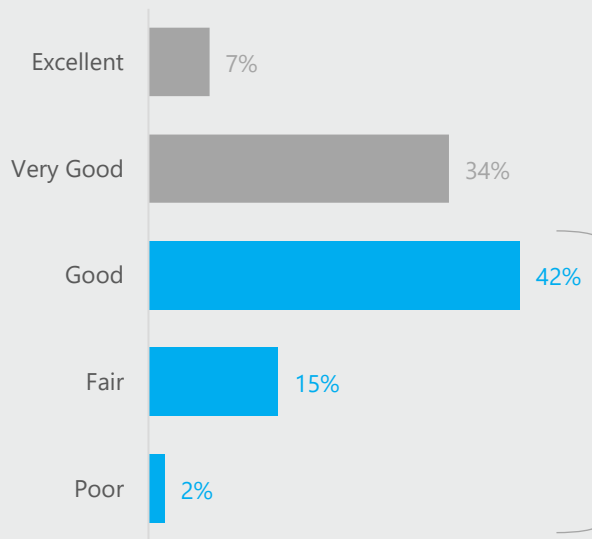


72% of participants reported that their **Health Improved** as a result of participating in Step It Up!



74% of participants reported that their **Mental Health Improved** as a result of participating in Step It Up!

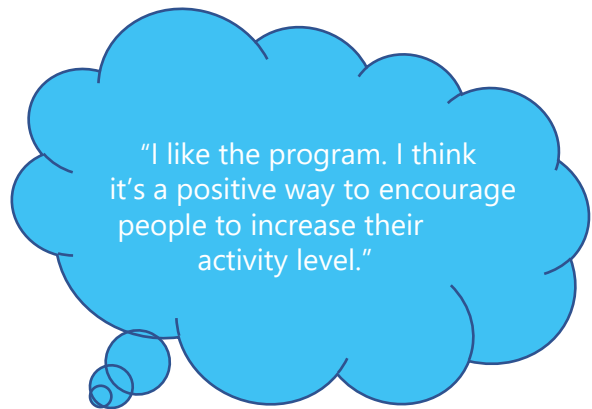
59% of participants reported **Good, Fair, or Poor Health** before participating in Step It Up!



40% of these participants reported an improvement in their health after completing Step It Up!

Notes:
Total responses by question: 219 – health improvement, mental health improvement, & health rating.

Participant Outcomes – Physical Activity & Strength Training

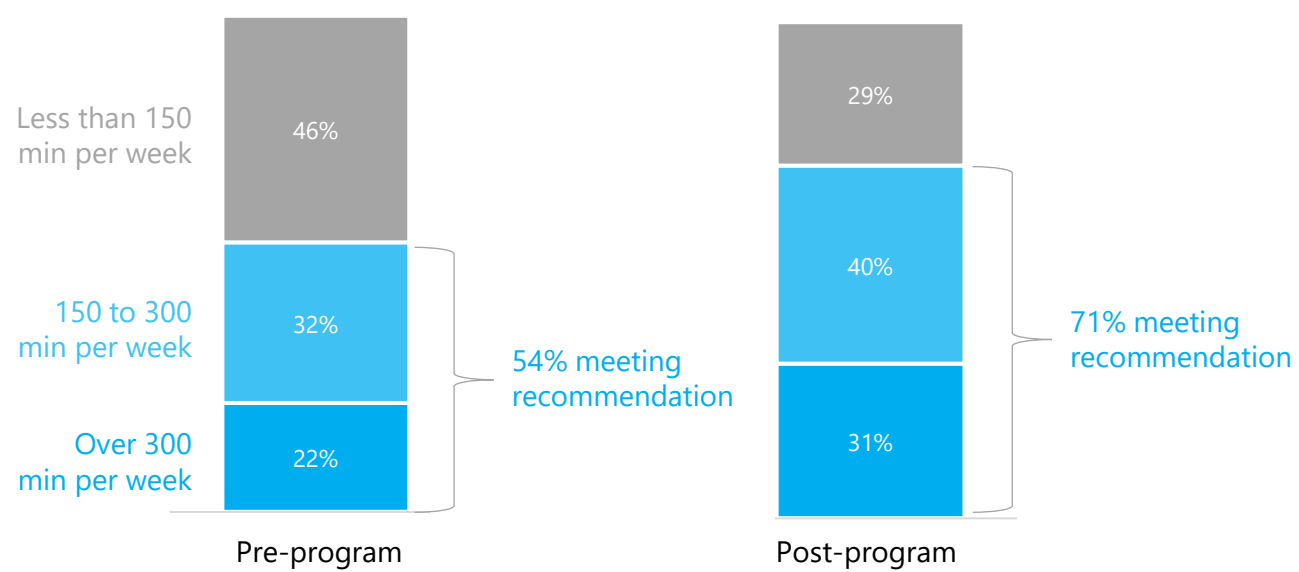


National health guidelines recommend that adults do muscle-strengthening activities on 2 or more days a week. Before starting the Step It Up! program, 41% of participants reported meeting this recommendation. At the end of the program, 57% of participants reported meeting this recommendation.

Pre-program

Post-program

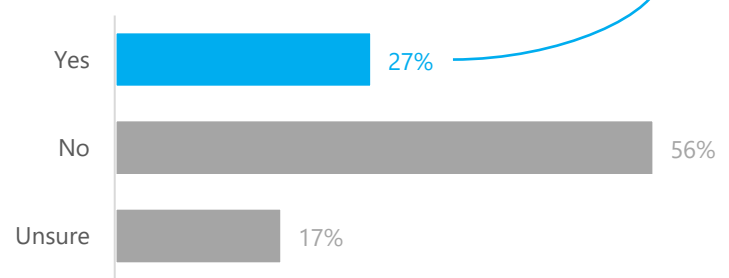
National health guidelines recommend that adults get at least 150 minutes (2.5 hours) to 300 minutes (5 hours) of physical activity per week. Before starting the Step It Up! program, 54% of participants reported meeting this recommendation. At the end of the program, 71% of participants reported meeting this recommendation.



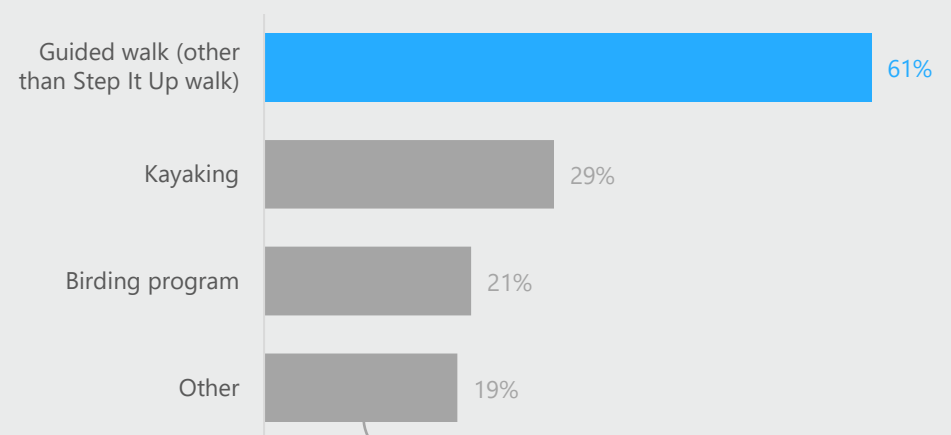
Notes:
Total responses by question: 219 – physical activity; 218 – strength training.

Participant Outcomes – Park Program Participation

27% of previous Step It Up! participants reported that they have participated in an Ottawa County Parks program since participating in Step It Up!



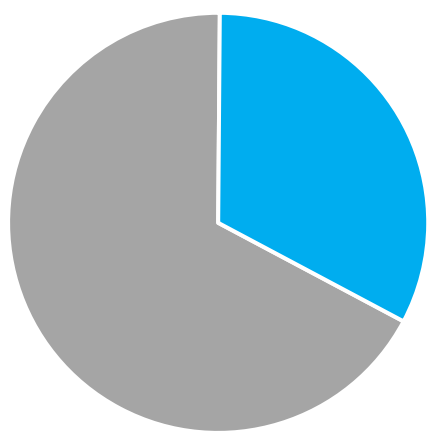
61% of previous participants who reported participating in an Ottawa County Parks program since participating in Step It Up! reported participating in a Guided Walk.



- Others include:
- Story walk (3 participants)
 - Boat ride
 - Coffee with Birds - gift for parents
 - Intro to Ottawa Parks
 - Kids programs
 - Outdoor discovery center archery
 - Snowshoeing
 - Tunnel Park

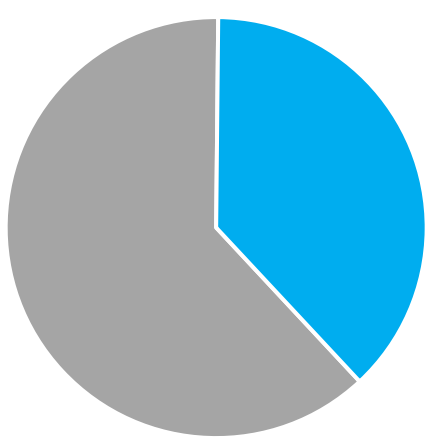
Notes:
Total responses by question: 311 – parks program participation; 72 – type of park program.
Participants could select multiple types of parks programs.

Participant Outcomes – Park Program Participation & Visits



32% of participants reported that they participated in an Ottawa County Park's program since the start of this year's Step It Up! program

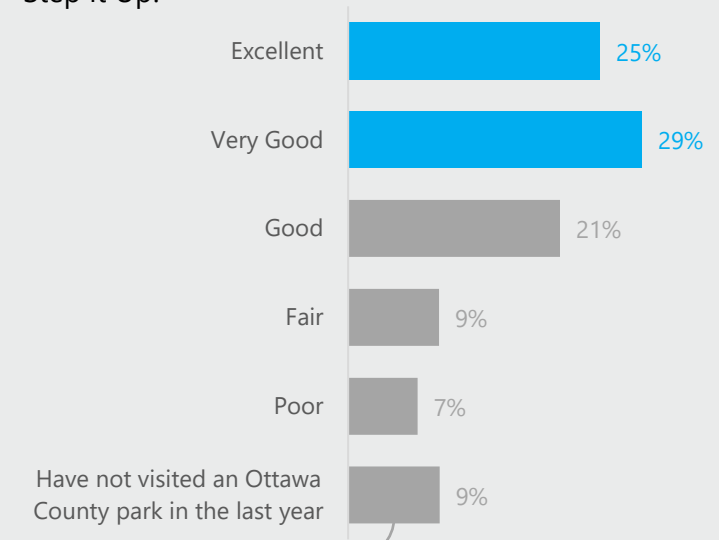
"I did enjoy getting to experience Parks I would probably have not checked out without the program. I will be visiting Ottawa Parks more because of this program."



38% of participants reported that they visited an Ottawa County Park that they had not visited before while in the Step It Up! program

"I visit Ottawa County Parks each week and it's been a wonderful experience! I want to learn more about them and the work you do for us. Thanks for this opportunity!"

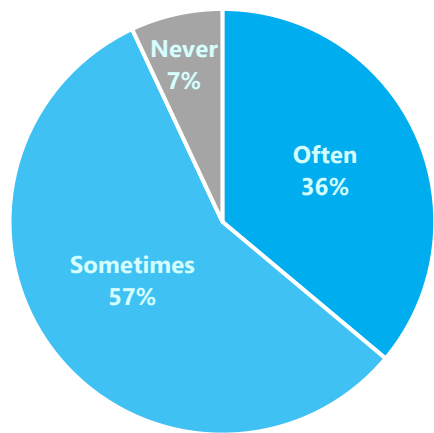
54% of participants rated Ottawa County parks as Excellent or Very Good before participating in Step It Up!



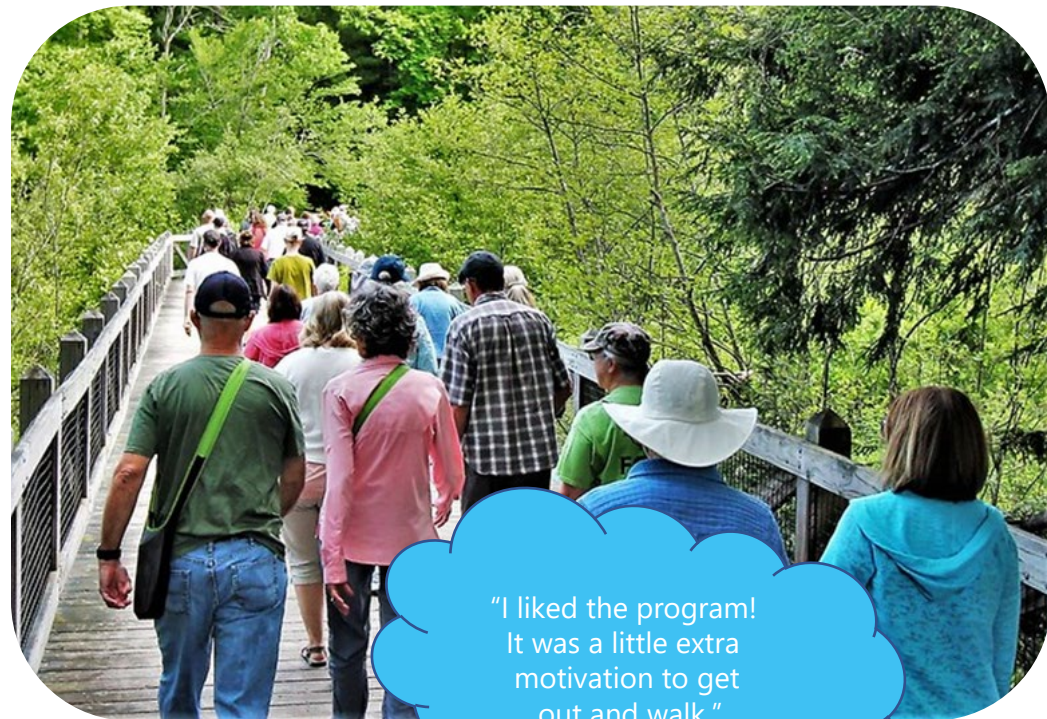
- Reasons include:
- Too busy (13 participants)
 - Parks not located near me (11 participants)
 - Unaware of parks (11 participants)
 - COVID-19 restrictions/safety (10 participants)
 - New to the area (10 participants)
 - Unsure (7 participants)
 - Lack of motivation (6 participants)
 - Winter weather (4 participants)
 - Injury (3 participants)
 - Don't like going alone (2 participants)
 - Other reason (2 participants)

Notes: Total responses by question: 219 – park program & park visitation during program; 1,041 – parks rating.

Participant Outcomes – Exercising Outdoors



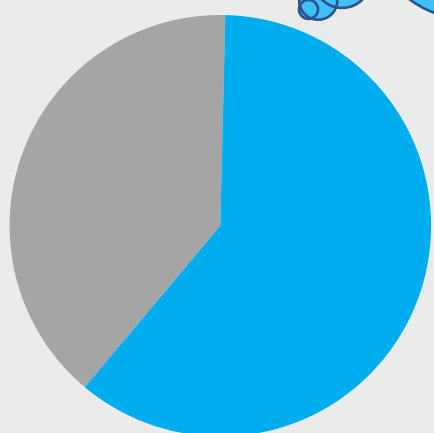
36% of participants exercised outdoors often before participating in Step It Up!



"I liked the program! It was a little extra motivation to get out and walk."



54% of participants reported that they are more comfortable exercising outdoors as a result of Step It Up!



61% of participants reported that they are exercising outdoors more frequently as a result of Step It Up!

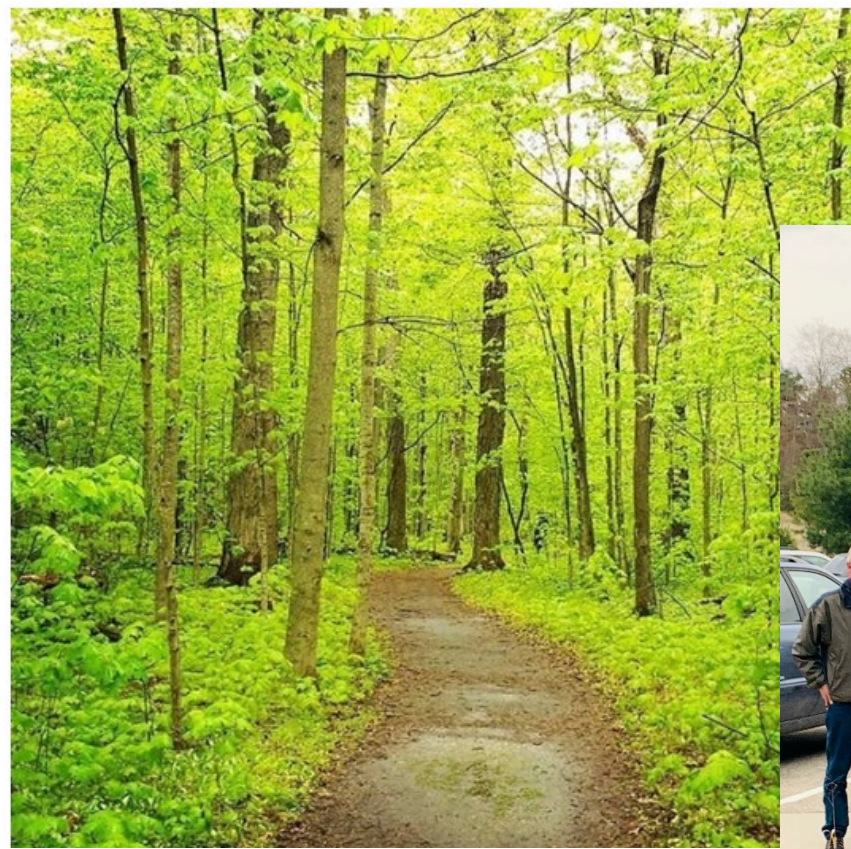
Notes: Total responses by question: 1,061 – pre-program frequency of exercise; 219 – post-program frequency & comfort of exercise.

Program Components – Group Walks & Adventures

The Step It Up! group walks and adventure series continued this year with 22 group walks featured at parks throughout Ottawa and Allegan counties. Participants also had the opportunity to participate in an Adventure Series that includes activities such as kayaking and nature navigation.

26% of participants report attending at least one group walk.

"I totally enjoyed the program - the variety of the walks; the variety of the leaders; the variety of the parks. Thanks so much for this wonderful program! I am sorry it is coming to an end!"

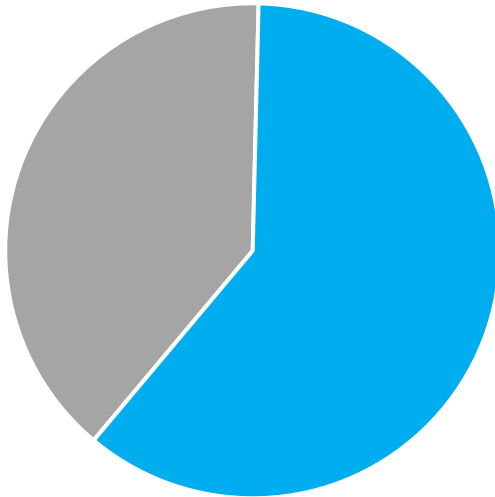


Notes:
Total responses by question: 219 – group walk attendance.

Program Components – Healthy Eating Tips

The partnership with Ottawa Food continued in 2022 to provide weekly healthy eating tips to participants. Provided to the right is one of the weekly tips shared this year.

Post-program feedback indicates that **72%** of participants reported **using the healthy eating tips** shared in the weekly emails.



Video to make Chocolate Cherry Energy Bites

realfoodcan.com



Chocolate Cherry Energy Bites



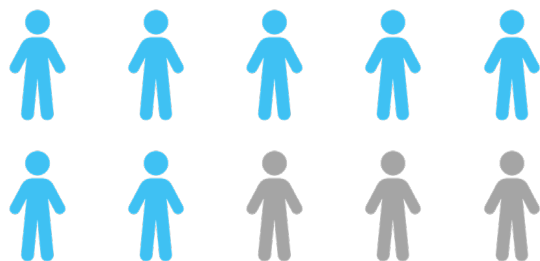
Tips from Ottawa Food, a Step it Up! program partner

Notes:

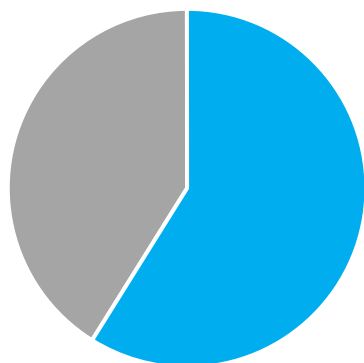
Total responses by question: 219 – healthy eating tips.

Program Components – Goals & Reporting

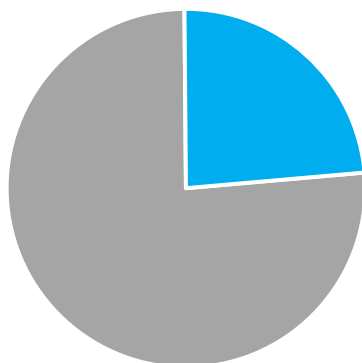
69% of participants chose to set a weekly physical activity goal.



59% of participants who chose to set a weekly physical activity goal reported achieving the goal they set by the end of the program.

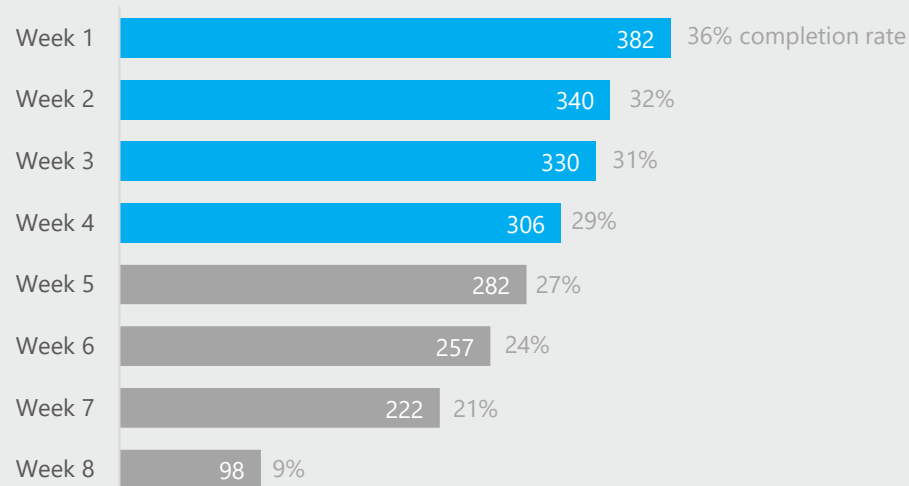


24% of participants who chose to set a SMART goal, in addition to the physical activity goal, reported achieving the goal they set by the end of the program.



Participants are encouraged to report minutes of physical activity at least once a week. As in previous years, all participants who report activity are entered into a weekly prize drawing.

Weekly reporting of physical activity ranged from a high of 382 participants (36% completion rate) to a low of 98 participants (9% completion rate). 75 participants (7%) reported physical activity for all 8 weeks.

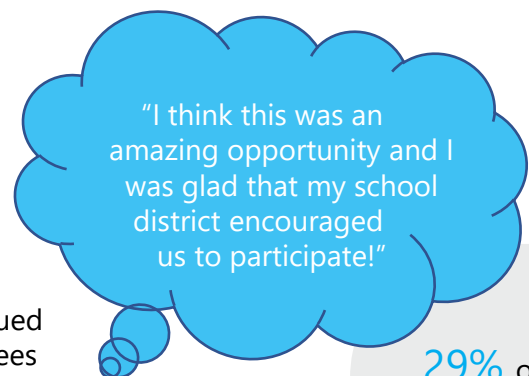


Notes:
Total responses by question: 1,061 – goal setting & reporting; 219 – goal achievement.

Program Participation – Enrollment Rates



1,061 people enrolled in Step It Up! in Spring 2022.

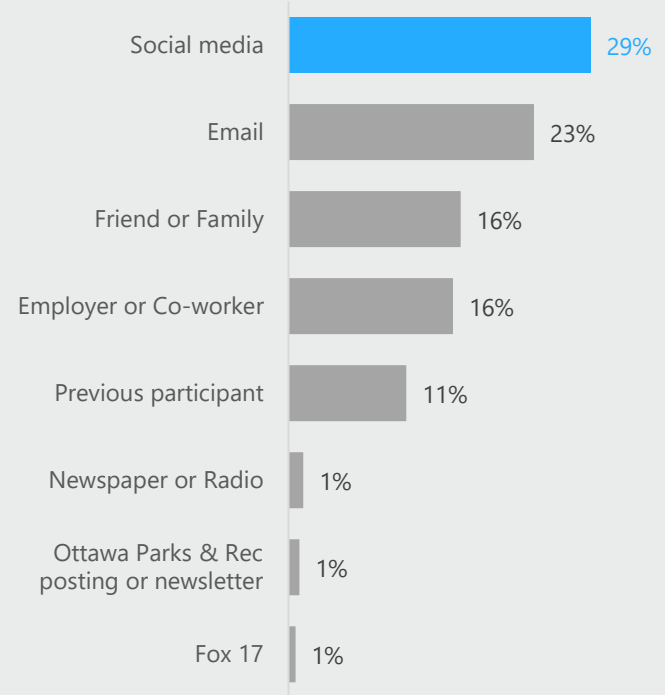


"I think this was an amazing opportunity and I was glad that my school district encouraged us to participate!"

The Workplace and Community Wellness challenge continued this year to help employers and agencies get their employees and clients active.

11% of participants work at or are the spouse/child of one of the Workplace Wellness employers or joined through one of the Community Wellness agencies. 13 employers and/or agencies participated this year.

29% of participants heard about the program through social media.



COMMUNITY WELLNESS

Perks for participating organizations:
Ottawa County Parks gift cards are available as weekly incentive prizes for your employees!

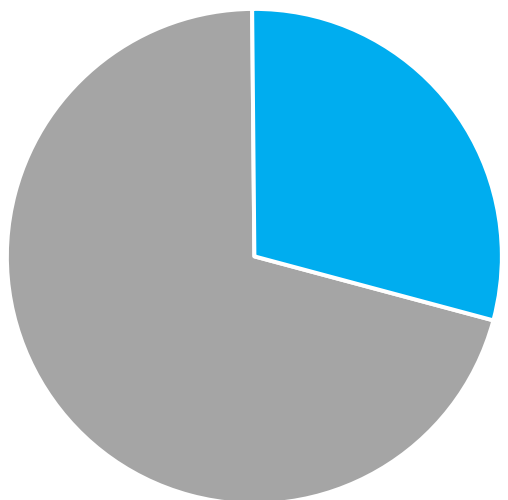
IT'S TIME TO STEP IT UP!

- ✓ 8-week program
- ✓ Get active
- ✓ Visit new parks
- ✓ All levels of fitness welcome
- ✓ Free to participate
- ✓ Sign up online

Notes:
Total responses by question: 1,059 – learned about the program. Responses of less than 1% are not included in the graph.

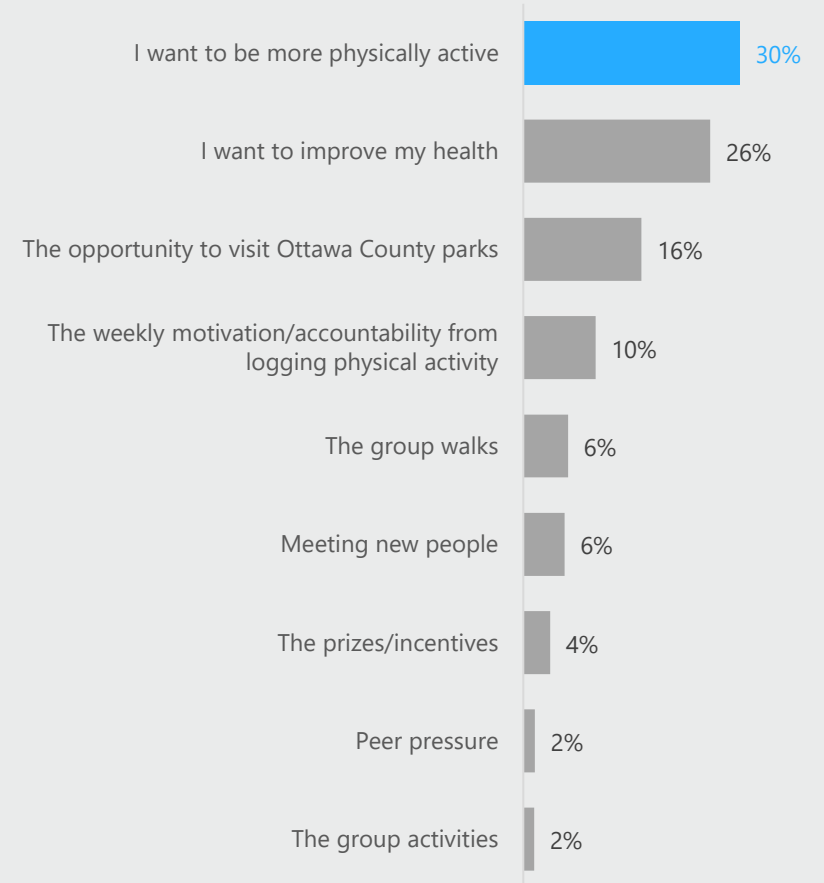
Program Participation – Motivation to Participate in Step It Up!

"I am also interested in visiting Ottawa County parks – my husband and I love to walk so this will be good motivation for us to see new places and keep moving!"



29% of people enrolled had previously participated in Step It Up!

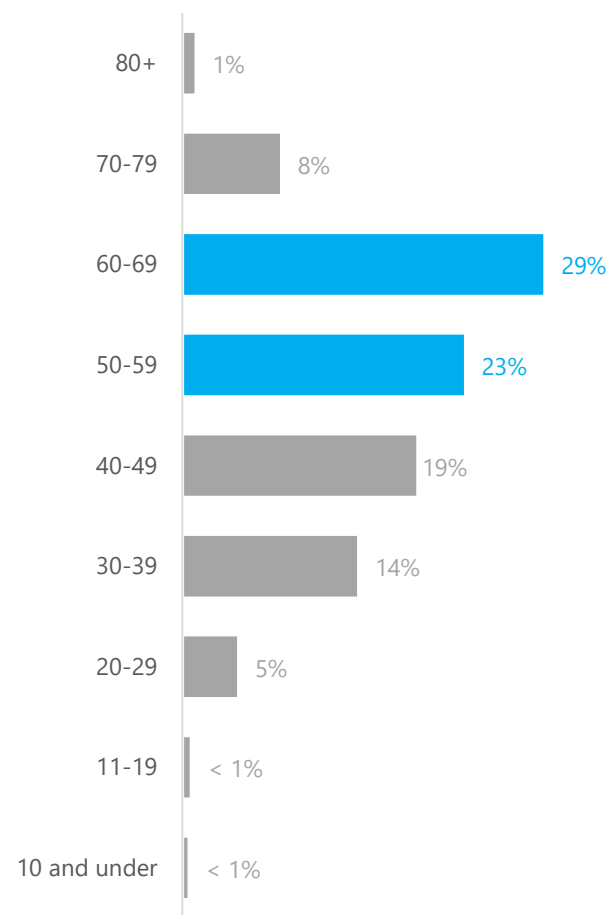
30% of participants identified 'I want to be more physically active' as the main reason for participating in Step It Up!



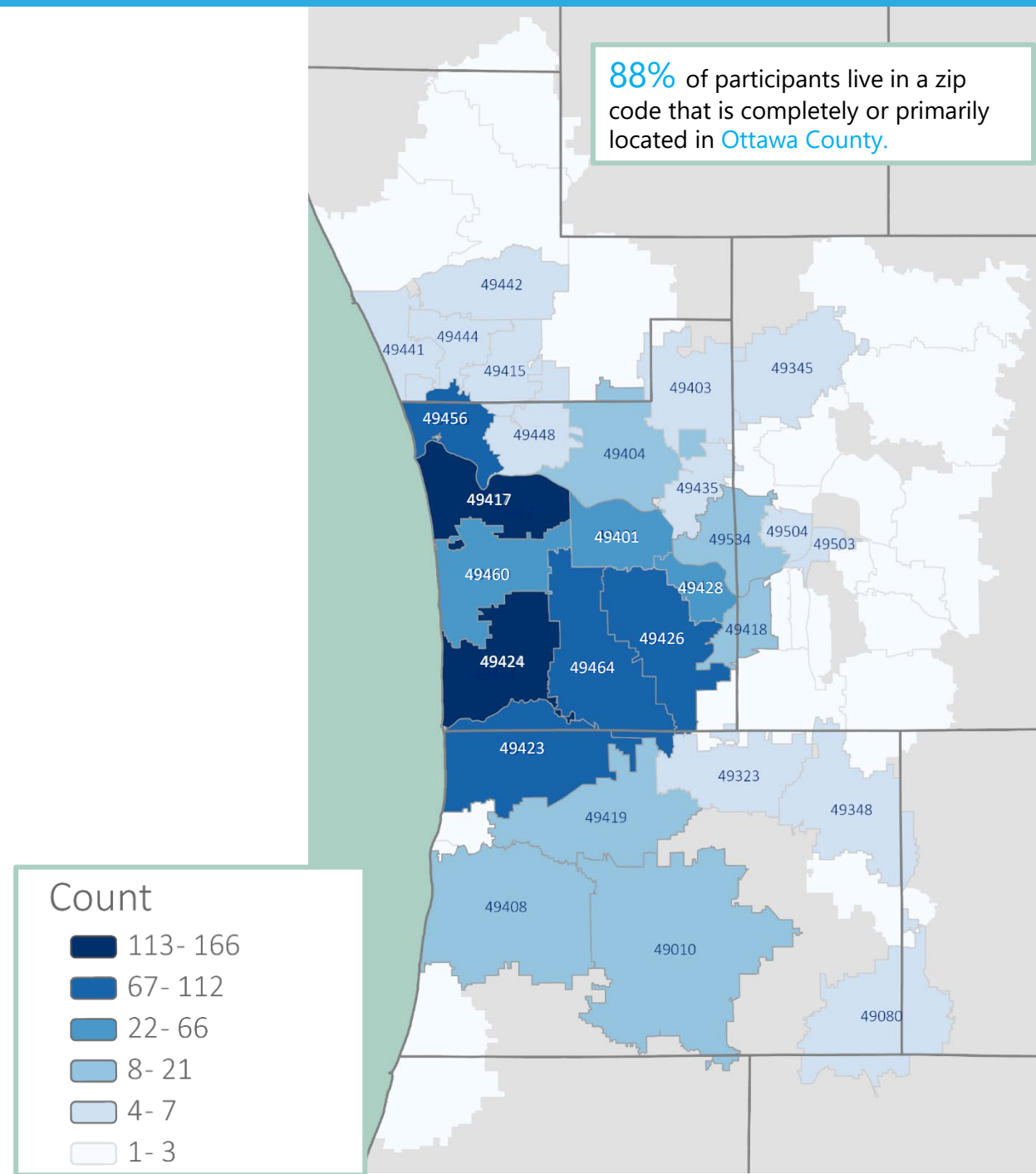
Notes:
 Total responses by question: 1,061 – previous participant status; 1,059 – reason for participating.
 Participants could select multiple reasons for participating.

Participant Demographics

Over half of participants are in the 50- to 69-year-old age group.



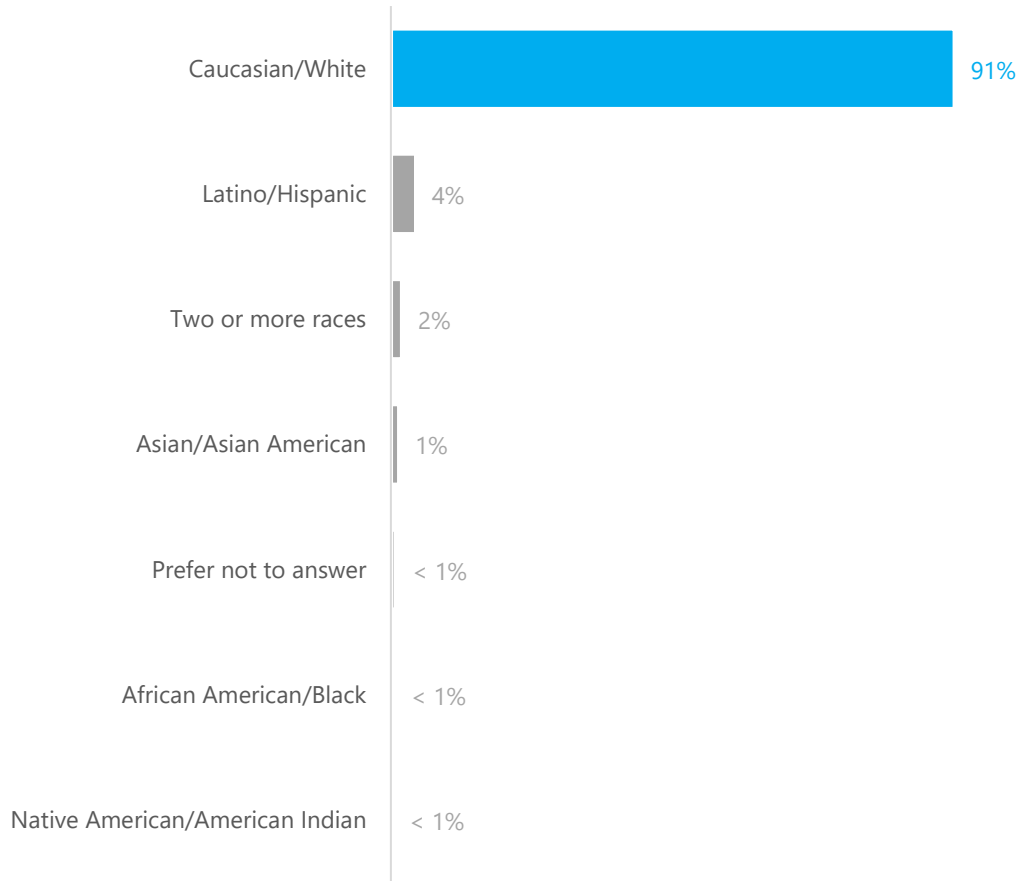
88% of participants live in a zip code that is completely or primarily located in Ottawa County.



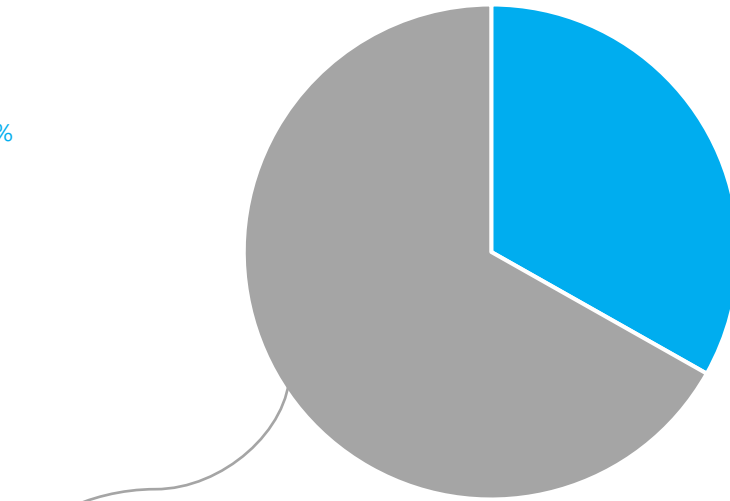
Notes: Total responses by question: 1,051 – age group; 1,061 – zip code.

Participant Demographics

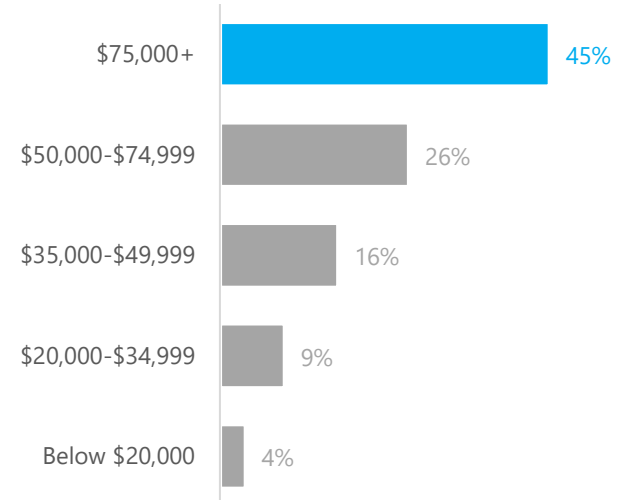
91% of participants are Caucasian/White.



33% of participants indicated that they preferred not to answer the question requesting annual household income.



45% of participants who provided household income information have an annual household income of \$75,000 or more.



Notes:
Total responses by question: 1,061 – race/ethnicity & household income.