Small Steps to Health and Wealth™ (SSHW) Challenge Pilot Test Evaluation Summary

♦ 51 of 125 SSHW Challenge participants (41%) completed an online survey

♦ Participants rated their experience with the SSHW Challenge as follows:
  o 59%: Very positive and motivational
  o 41%: Somewhat positive and motivational

♦ Participants reported the following positive behavior changes as a result of the SSHW Challenge:
  o 65% ate healthier foods
  o 63% increased daily physical activity
  o 43% saved money (individual savings of $20 to $1,000 was reported)
  o 43% improved spending habits
  o 29% lost weight (individual weight loss of 1 to 14 pounds over 6 weeks was reported)
  o 20% made other changes (e.g., increased awareness, kick started changes, joined a gym)

♦ The most frequently reported “best features” of the SSHW Challenge included:
  Increased accountability, the group motivation and support of being part of a team, the daily checklist and tracking of activities, wearing a pedometer, increased physical activity, camaraderie of friends and colleagues, a personal analysis of daily eating and spending habits, a manageable number of tasks, the ability to participate in the Challenge from a distance, and fun with and support from teammates.

♦ The most frequently reported suggestions to improve the SSHW Challenge included:
  Web-based reporting of scores, eliminating “saving pocket change” as an activity, provide more references for health and financial articles, have a sliding scale of points for number of steps walked instead of just wearing a pedometer, make all activities very specific (e.g., reduce calories and reduce spending are too vague), and revitalize teams halfway through the Challenge.

♦ Suggested health and financial activities that could be tracked in future Challenges included:
  Amount of water consumed in a day, calcium intake, taking vitamins, and flossing teeth.

♦ The following suggestions and comments were included in survey responses:
  o Would do again.
  o I really enjoyed participating and would participate again if you had another challenge.
  o Enjoyed the experience and the guidance given.
  o Great activity! Should be required for all college students as well.
  o It would be easier to have online tracking of our steps and our goals.
  o Neat concept!
  o Thanks again for a great program...I look forward to the next one!