

The Walk to Work Day 2003



Evaluation Report

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Executive Summary

The national Walk to Work Day' (WTWD) was initiated by the Pedestrian Council of Australia (PCA) and supported by the Australian Government. WTWD is an annual event in which members of the community are encouraged to walk more on journeys to work by leaving their car at home and using more public transport. Government agencies with a direct interest in transport, health and the environment in each State or Territory were invited to participate in planning, promoting and executing the event.

In 2003, for the first time, the event was held on the same date (Friday the 3rd of October) across all States and Territories. The PCA commissioned a public relations company to manage and coordinate the event within each State and Territory. A media campaign was launched on the 15th of September, and the theme 'Walk To Work - make time to walk every day' was promoted by the Australian Prime Minister:

The Australian Government Department of Health and Ageing commissioned the NSW Centre for Physical Activity and Health to evaluate the impact of the event. Pre and post campaign telephone surveys were conducted, tracking a cohort of adults (aged 18-65) selected from all Capital cities and from major statistical districts in each State. At baseline, 1,320 adults were interviewed (66%, response rate) and 1,100 of these also completed a post-campaign interview. The evaluation focused on detecting changes in awareness, knowledge and behaviour that may be attributable to the WTWD campaign.

Reach and awareness: At post-campaign assessment, 48% of the people in this cohort were aware of WTWD. Awareness was higher among employed (51%), females (52%) and people aged 50 or over (55%). Major sources of awareness were radio (39%), TV (38%), newspaper (24%) and workplace (8%). About 17% recalled the specific campaign message and 11% recalled a specific person promoting the campaign. Only 4% of the sample said that they actually participated in WTWD and 3% received the promotional stickers. There was a significant increase (11%) in unprompted recall of any campaign-related messages across all population subgroups, despite the already high level (30%) of recall reported pre-campaign.

The perceived benefits of WTWD were compared to previous years. In 2003 more people (29%) reported the benefits of WTWD in terms of promoting walking than in previous campaigns (5%-7%), but fewer people mentioned the environmental aspect of the day (clean air, less pollution) as a benefit compared with previous years (30% vs 44%).

Knowledge: There was a high level of pre-campaign agreement with the statement 'half an hour brisk walking on most day is enough to improve your health' at baseline (94%), which increased slightly to 95% at post-campaign. However, there were more people at pre-campaign than post-campaign that reported the perception that 7 days per week were required for good health (33% vs 28%). Similarly, more people correctly identified that at least 30 minutes a day of physical activity are required for good health at pre-campaign (76.2%), compared to 71.2% post-campaign.

Behaviour: The travel modes used to commute to and from work on Friday 3rd of October were compared to a recent Friday asked about in the pre-campaign survey

interview. In NSW/ACT, a significant increase (12%) in active commuting trips (walk & public transport) and a decrease in 'car-only' (7%) and 'bus-only' (4%) trips were observed among those who worked on both Fridays. For all other States, there was a significant increase (3%) in 'walk-only' or 'cycle-only' trips. The increases were highly significant among people who did 'nil' active commuting in a typical week or only commuted actively on some days, across all States/Territories and both morning and afternoon trips, suggesting a true 'modal shift' in behaviour had occurred. These positive changes in transport modes were not sufficient to increase the overall population levels of total weekly walking (+12minutes duration) from pre to post campaign. Overall, there was a significant increase (4%) in the proportion of those classified as 'sufficiently active' from pre (52%) to post campaign (56%). This may be due to increases in cycling or other moderate types of activities, or random variation in behaviors over such a short time period. No change was observed for incidental types of physical activities. It is worth noting that few people engaged ('very often' or 'often') in 'getting off the bus not at the nearest destination to walk more'(4.6%), or in 'parking further away from destinations' (20%), compared with other types of incidental activity.

Conclusions and recommendations:

1. The observed effect of campaign awareness may have been attenuated through some pre-launch activities that occurred during the baseline survey period.
2. Encouragingly, the WTWD appears to have had some behavioral impact. More people engaged in 'active commuting' on that day, suggesting that modal shift is possible. However, the behavioural impact was limited to one day and to transport-specific settings. Repeated local community and worksite events promoting active commuting throughout the year may help in creating patronage and longer-term behavior change.
3. A focus on the promotion of walking resulted in increased understanding of walking for health, but decreased perceived benefits of other 'Walk to Work Day' objectives (particularly environmental aspects).
4. Greater consistency between the specific objectives of WTWD and the messages emphasized in the campaign (eg. walking messages tailored only to walking as a form of travel) may enhance the effectiveness of the campaign in meeting all its goals. Including messages that promote types of incidental activity that can be incorporated into travel behaviour may lead to a subsequent overall increase in levels of walking.
5. While a high proportion of the cohort agreed that there were health benefits associated with 30 minutes of brisk walking daily, increased confusion regarding the amount of physical activity required for good health following the campaign should be further explored. This may highlight a need for messages to be specific to the 'behavioural setting', rather than providing generic recommendations within a context-specific campaign such as WTWD.
6. More lead-time before the event may result in more integrated and saturated promotional efforts and improved impact.
7. The move toward an alternative date that is supported by all States may have been an important progression for greater future collaborative efforts nationwide. For example, in some states the event fell during the production of another state event ('Get Walking Tasmania', 'Ride to Work Day in Victoria, which impact upon the support gained from councils and non-governmental organizations that were already committed to those events.

In summary, the evaluation of WTWD 2003 showed that the event resulted in:

- half of those employed becoming aware of WTWD;
- an increased awareness of the need to be active for health;
- 'one-off' favourable changes in commuting behaviour among urban-dwelling employed adults who were aware of WTWD;
- a small but significant decrease in 'car only' trips to work offset by increased number of people walking/cycling or walking and public transport trips among those who were typically car dependant.

1. BACKGROUND

The Walk to Work Day (WTWD) is national annual event initiated by the Pedestrian Council of Australia (PCA), a non-profit organization whose aims are the continuing improvement of the safety, amenity, access and health of pedestrians in Australia. In particular, the PCA promotes walking as an important transport mode and a healthy activity.

Since 2000, when the WTWD became a national event supported by the Australian Government, the PCA approached all State & Territory Governments to collaborate in the promotion and execution of the event. In some States (NSW, SA) representatives from several Government Departments (Road and Traffic Authority (RTA), Health, Environment Protection Authority (EPA), Transport) have been collaborating in the planning, promotion, organization and evaluation of WTWD since 2000, in other States the involvement was to a lesser extent.

The WTWD objectives are:

1. To reduce reliance on the private motor vehicle
2. To promote more walking as an important transport mode and a healthy activity
3. To promote the use of public transport
4. To improve air quality by reducing unnecessary vehicle emissions.

In 2003, WTWD was held for the first time on the same date across all States and Territories on Friday the 3rd of October. A short-term media campaign prior to the event commenced on the 15th of September 2003.

2. Management and process - 2003

The PCA, with support from the Australian Government Department of Health and Ageing extended the 2003 campaign theme to include a general recommendation to walk:

‘Walk To Work - Make time. Walk every day’

2.1 Media promotion of WTWD

The Australian Prime Minister, John Howard, was approached to promote the event through the campaign’s media advertisements and posters. It was anticipated that the Prime Minister’s involvement may produce a ‘role model’ effect due to his publicized personal commitment to walking despite a busy schedule. The Prime Minister agreed to fulfill this role and his photo (wearing the WTWD t-shirt with logo and campaign theme) was displayed on WTWD posters and in TV commercials.

The media campaign for Walk to Work Day 2003 consisted of community service announcements (CSAs) across major television and radio stations carried by Macsween Communications. Television advertisements featured the Prime Minister saying: **‘Everyday wherever I am, I find time to walk’** followed by announcement of the national WTWD date. There were also additional statements suggesting methods of participation (eg. **‘it is as simple as leaving your car at home and walking to work, or take public transport and walk’**) and the possible benefits (eg. **‘by taking**

part you will be on your way to better health’). Physical activity recommendations were also delivered by the Prime Minister (eg. **’30 minutes a day walk’**).

The poster and TV advertisement can be viewed on the Department of Health and Ageing website and on the PCA website www.walk.com.au.

A summary of the total estimated media value of the campaign is presented in Appendix I.

2.1 Public Relations (PR) and event coordination

The PCA contracted Avviso Public Relations to carry out the event coordination for New South Wales, to employ and oversee the event coordinators in Victoria, South Australia, Queensland and West Australia and to liaise with the event coordinators in the Australian Capital Territory, Northern Territory and Tasmania.

The objectives of the PR campaign were:

- i. to achieve high levels (30%) of local council involvement consisting of staff participation, awareness, merchandising and implementation of events; and
- ii. to involve corporate and other organisations in community level council promotions of the event.

The following activities were undertaken to involve councils:

- A letter flagging WTWD and outlining its purposes was mailed to targeted councils throughout Australia.
- A WTWD promotion pack containing samples of promotional material was mailed to targeted councils throughout Australia.
- WTWD merchandise (1200 hats, 1200 shirts, 285,000 stickers and 99,000 posters) was kept in the central office of AVISO ready to be packaged and mailed upon request from public relations coordinators across Australia.
- Encouraging events planning for the day (kiosk, breakfast) and supplying merchandise for events if requested.

In addition, coordinators in each State approached non-governmental (Heart Foundation, Cancer Council) and corporate (Coles, Woolworth, Shopping Malls) organisations to take part in the promotion of WTWD. The outcomes of these activities for each State and Territory are summarised in Appendix II.

3. Evaluation

The Australian Government Department of Health and Ageing commissioned the NSW Centre for Physical Activity and Health (CPAH) to design and manage the evaluation of the 2003 Walk to Work Day (WTWD) campaign.

3.1 objectives

1. To determine if the campaign resulted in increased unprompted and prompted awareness of campaign target messages.

2. To determine if the campaign resulted in any change in walking behaviour, overall physical activity, active commuting patterns and engagement in incidental physical activities.
3. To determine if the campaign improved knowledge about levels of physical activity required for good health.

3.2 Design

The impact evaluation of this campaign comprised a before- and after-survey of a population-based cohort. This design allowed measurement of any change in awareness, knowledge, attitudes and behavior that may be attributable to the campaign.

3.3 Scope and Sample Size

The target population was Australians of 'working' age (18-65 years old) with listed phone numbers within capitals of all States and Territories (Sydney, Melbourne, Brisbane, Perth, Adelaide, Canberra, Hobart and Darwin) and from major statistical districts in each state (Newcastle, Wollongong, Albury-Wodonga, Geelong, Ballarat, Bendigo, Gold Coast –Tweed Heads, Sunshine Coast, Townsville, Launceston, Burnie-Davenport). The number of households (telephone numbers) selected was proportional to the size of the target population in each area.

The sample size was calculated based on detection of an 8% decrease in car use, assuming 68% (based on NSW data) before the campaign. This resulted in a required sample of 1128 respondents. Adjustment for an anticipated 85% response rate resulted in a required sample of 1327 people at pre-campaign.

3.4 Data collection:

A market research company, McNair Ingenuity, was contracted to conduct the data collection after provision of the research proposal and evaluation questionnaires prepared by CPAH. All interviews were conducted in McNair Ingenuity's supervised telephone rooms using computer assisted telephone interviewing (CATI). All interviewers involved in conducting the surveys were trained and certified by the Interviewer Quality Control Australia (IQCA).

The benchmark survey commenced in early September and was completed before the 15th of September (when the campaign was initiated). Follow-up interviews commenced on the 5th of October and were completed on Friday 31st. A longer follow-up period was required to maintain adequate participation and prevent loss-to-follow-up. This was particularly problematic due to the event date, which fell immediately prior to a long weekend in some States and during school holidays in most areas.

3.5 Measures

Similar questionnaires were used in both surveys to allow for comparisons from pre- to post-campaign. Socio-demographic questions asked in the benchmark survey were excluded from the post-campaign survey, and additional questions appropriate for post-campaign measures of awareness and participation in the event were added to the post-survey questionnaire (see Appendix V). These additional items measured campaign reach, self-reported participation, stickers received, recall of specific people promoting the campaign, the perceived influence of 'significant others' on one's behaviour and perceived benefits of WTWD.

Behavioural outcomes: The Active Australia Physical Activity Questionnaire was used to assess walking and other moderate-vigorous physical activities and the derived measure of 'sufficiently active' was based on to the national physical activity recommendations (moderate activity of ≥ 150 minutes over 5 sessions per week). The frequency of engaging in five unplanned forms of physical activities in the past week was measured to assess change in level incidental physical activity behaviour¹. Travel modes used for commuting to and from work on the previous Friday at pre-campaign (to compare with Friday 3rd October (WTWD) at post-campaign) were described as single-modes versus combined mode trips to assess change in the 'target behaviour'. Any 'leg' that involved walking or cycling was considered an active commuting trip. Awareness of WTWD and source of awareness was measured by a direct question at post campaign to assess campaign reach (see Appendix IV). Unprompted recall of any walking messages in the previous month was assessed at both surveys to detect change in unprompted awareness attributable to the WTWD media campaign. Knowledge items were taken from the Active Australia 1997 and 1999 questionnaire and two additional open-ended questions assessed general knowledge about the amount of activity (frequency and duration) required for health.

3.6 Data treatment and statistical analysis

Population estimates of the proportions and means were computed for all outcome measures and weighted to the population size. The weighting of this sample accounted for the individual's probability of selection related to the location in which they live and the size of their household. In addition, post-stratification weights were used to reduce the effect of differing response rates across age-sex groups on survey estimates, by adjusting for location age-sex distributions. The formula used is presented in Appendix III.

Statistical tests for dependent samples were applied to assess significant changes for categorical (McNemar test) and continuous variables (paired t-test) as appropriate. Content analysis was conducted to classify respondents into pre-coded categories for the content of messages recalled. This allowed quantification of the proportion of those who recalled a 'target message' and assessment of change in recall from pre- to post-campaign.

3.7 Comparison over time with previous WTWD events in 2001 and 2002

In both 2001 and 2002, cross-sectional post campaign surveys were conducted in order to assess the public awareness and perceived benefits of the WTWD campaign using a short (2 minute) CATI survey. Data collection started on the night of WTWD and continued over one weekend. The sample consisted of adults aged 18 years and older from selected capital cities. In 2003, similar questions on awareness and perceived benefits of WTWD were included in the survey to allow for comparison with previous years. CPAH acquired the datasets and weights from the company that conducted the 2001 and 2002 surveys. Obviously the design (tracking cohort), population scope and data collection period for the 2003 WTWD evaluation differed from previous years. For the purpose of comparison over years, the 2003 sample was reduced to only include participants from cities that participated in 2001 and 2002 evaluation. However, differences in awareness across years should take into account

¹ The West Australia Health Survey incidental physical activity questions were adapted to this survey.

the above-mentioned differences in design and data collection periods. Results from the evaluation of WTWD in 2001 and 2002 represent changes in short-term awareness, while 2003 provides data on slightly longer-term changes. Furthermore, evaluation of the 2003 WTWD included an upper limit for age of participants sampled (65yrs) to restrict the sample to people of working age (target audience), and required a reasonable response rates for the cohort.

4. Results

Of the 4,980 telephone numbers selected, 46% were household refusals (before eligibility could be determined), 13% were screened and were ineligible (did not meet age or residential location criteria, or were unable to complete the interview in English language). This resulted in a final sample of 1,993 eligible respondents. Of these, 1,312 completed the pre-campaign survey (66% response rate) and 1,254 (95%) of those agreed to be re-interviewed in the near future. A second re-contact interview at post-campaign was completed with 1,100 participants (an 83% response rate from baseline). The demographic profile of the baseline sample and the final cohort is presented in Table 1.

Table 1: Socio-demographic characteristics of total baseline sample and the cohort compared to the target population

		Baseline survey (n=1312)		The cohort (n=1100)		Population (n=8,991,918)
		N	%	N	%	%
Sex	Males	521	40	440	40	49
	Females	791	60	660	60	51
Age	18-29	247	19	201	18	28
	30-39	298	23	239	22	24
	40-49	327	25	285	26	22
	50-65	440	33	375	34	26
Marital status	Married/defacto	820	62	695	63	64
	Never married	331	25	268	24	29
	Divorced	115	9	99	9	5
	Widowed	39	3	32	3	1
Education	<=10 yrs	327	25	280	25	22
	HSC/TAFE	501	38	416	38	41
	Tertiary	484	37	404	37	37
Language spoken at home	English	1220	93	1043	95	92
	Other	92	7	57	5	8
Capitals cities and other cities	Sydney	367	28	294	27	26
	Melbourne	311	24	263	24	24
	Brisbane	146	11	123	11	12
	Perth	124	9	101	9	10
	Adelaide	100	8	88	8	8
	Canberra	29	2	25	2	2
	Hobart	28	2	27	2	2
	Others*	207	15	179	16	16
Work status	Employed	949	72	794	72	77
	Home duty	133	10	112	10	8
	Student	62	5	53	5	6
	Other	168	13	141	13	9

* Sample was proportional to the population in 6 capitals and an additional 15 selected urban areas where the population was greater than 75,000 (eg. Wollongong, Newcastle, Albury-Wodonga in NSW, or Gold Coast and Sunshine Coast in QLD etc, were coded under others)

The socio-demographic profile of the cohort was very similar to the population surveyed at baseline, with the exception of the proportion of people speaking language

other than English (LOTE) at home (2% less in the cohort than in the original baseline sample), suggesting a higher response for re-interview among English speakers.

The sample was compared to the age and sex distribution across all locations. The last column in Table 1 represents the distribution of the sample after weights to the population were applied. As in many CATI surveys, females and older people were over-represented and younger age groups were under-represented in the sample. To account for these differences the population estimates were weighted to the population distribution by age by sex. Other population characteristics (education, marital status or ethnicity) were not accounted for. It is most likely that people from a Non-English speaking background were under-represented, since interviewing was limited to English language only.

4.1 Awareness of WTWD: campaign reach

Campaign reach was determined by the question 'Are you aware of the Walk to Work Day that was held recently?', asked only at post campaign survey. The proportion and 95% confidence limits for campaign reach by population subgroups (after weighting to the total population) are shown in Table 2.

About half (48%, CI: 44.8-51.7) of the respondents were aware of the event. Differences in level of awareness were observed by gender, age, marital status, education level, language spoken at home and employment status. The highest level of awareness was noted for older people (>50yrs), who were significantly more aware than those in the youngest age group (55.4% vs. 39.5%), and for people who were employed (51.0%, 95% CI: 46.9-54.8) as compared to all others (40.0%, 95% CI: 33.8-46.8).

When urban areas were collapsed according to States, lower awareness was evident among those in Western Australia, who were significantly different from those in NSW/ACT but not significantly different than those in other States. The high rates noted for TAS and NT together may be unreliable due to small samples from these areas.

Table 2: Awareness of WTWD by population sub-group (n=1,100 weighted) – post campaign data

		% Aware	95% CI
Gender	Males	43.9	38.7 – 49.2
	Females	52.5	43.1 - 51.9
Age	18-29	39.5	32.1 – 47.0
	30-39	50.3	43.3 – 57.7
	40-49	48.4	41.9 – 55.0
	50-65	55.4	49.5 – 61.4
Marital Status	Married	50.7	46.4 – 54.9
	Other	44.1	38.1 – 50.0
Education	Tertiary	53.9	48.3 – 59.5
	Other	45.0	40.6 – 49.3
Home language	English	48.6	45.0 – 52.1
	Other	43.6	29.2 – 58.1
Employment	F/P time job	51.0	46.9 – 54.8
	All others	40.0	33.8 – 46.8
Residential Area	NSW/ACT	53.3	47.6 – 59.0
	VIC	43.9	37.2 – 50.6
	QLD	47.4	39.1 – 55.7
	WA*	30.8	20.4 – 41.3
	SA	56.2	44.0 – 68.5
	TAS/NT**	85.2	70.7 – 99.6
All (cohort)		48.0	44.8 – 51.9

* Only Perth metropolitan **unreliable estimate due to very small numbers

Figure 1 presents awareness of the WTWD campaign across different capital cities after population weighting. Awareness was significantly higher in Sydney (56.4%, 95% CI: 50.1-62.9) and Adelaide (56.2% 95% CI: 44.0-68.5) compared with Perth (30.8% 95% CI: 20.5-41.3). In Melbourne, awareness was lower than in Sydney (43.9% 95% CI: 37.0-.50.9) but not different from Brisbane (47.9% 95% CI: 38.0-57.8), Perth or Adelaide. Awareness was high in Hobart (88%) and Canberra (58%), but the estimates are based on a small sample and are therefore less reliable. In all other cities awareness was 43% (95% CI: 33.9%-52.1%).

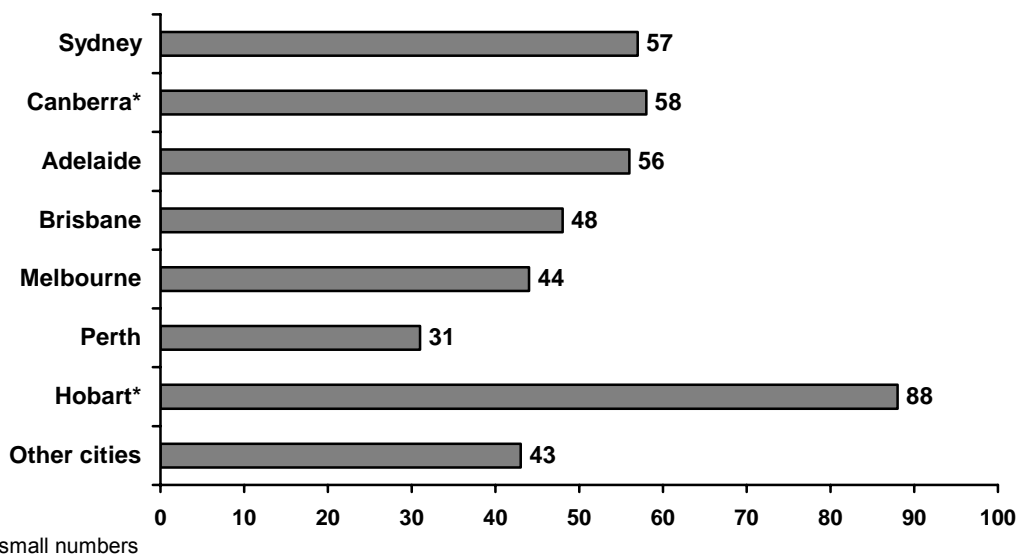


Figure 1: Awareness of 2003 WTWD by capital city and other selected Australian cities (weighted data)

4.1.2 Comparison over time (across annual Walk To Work Day evaluations)

From 2000 to 2003 respondents were asked the same question to assess campaign awareness, although the data collection methods differed substantially and comparisons should therefore be interpreted with caution. The relatively lower rate (49%) of awareness noted for 2003 (and shown below in Figure 2) in fact represents the long-term awareness (four weeks after campaign), while all other surveys represent very short-term awareness (up to 3 days immediately post-campaign, including the evening of WTWD)ⁱ. Another possible reason for the differences in awareness across years stems from sample scope. In 2003, the sample was limited to those aged 18-65yrs in order to interview people of working age, while in previous surveys no upper limit on age for inclusion resulted in a higher proportion of older peopleⁱⁱ. As shown in Figure 3, older people have higher levels of awareness that may be due to greater exposure to the media (a result of spending more hours at home listening to radio and TV compared with other age groups).

ⁱ In 2003 data collection started on Monday 6th of October. Previous surveys commenced during the evening of WTWD. Data collection in previous cross sectional surveys lasted one weekend, while in 2003 the data collection period lasted four weeks in order to achieve a high response rate for the second interview.

ⁱⁱ In previous samples 30% were people whose age were 55+ compared to 21% in 2003.

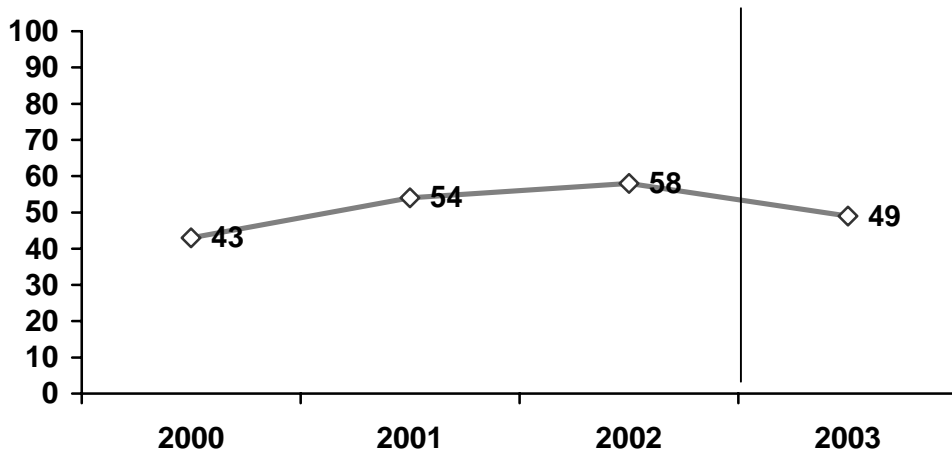


Figure 2: Level of awareness in six capital cities by year of survey.

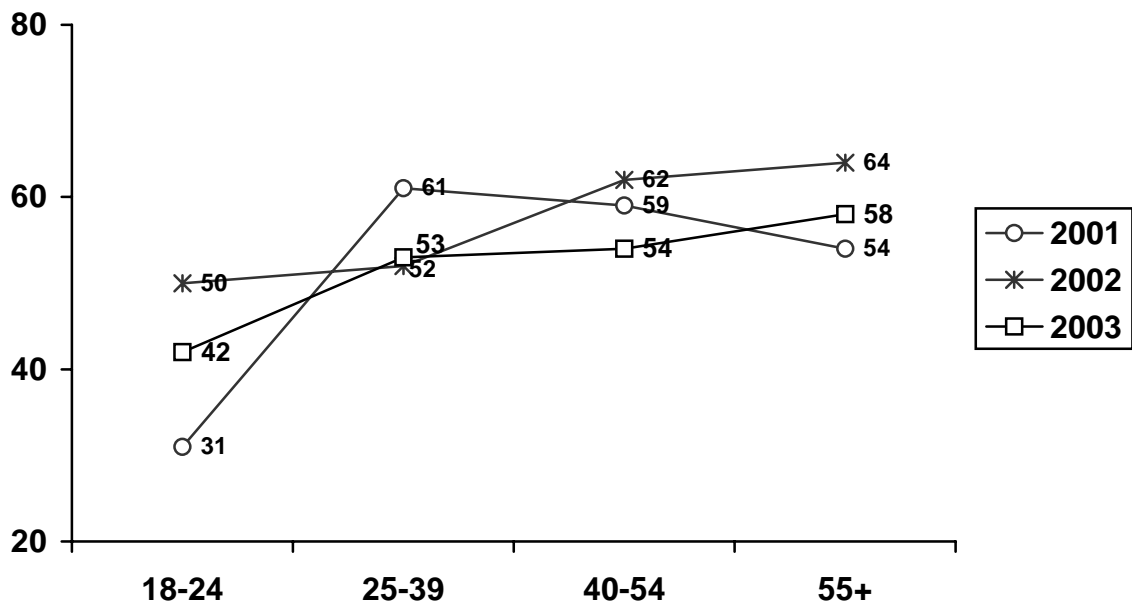


Figure 3: Awareness of WTWD among adult residents in Australian capital cities by age group (weighted data)

4.1.3 Major sources for campaign awareness

In all years, respondents were asked about their main source of messages about the recent WTWD, with multiple responses allowed. Table 3 provides a comparison of the reported main sources mentioned across three years. TV and radio were the major channels of awareness in all years, followed by newspaper. The most prominent change noted for 2003 is that more people heard about WTWD at work than in

previous years (8% vs 3%). The local community was not a prevalent source in any year.

Table 3 The prevalence of major sources of campaign awareness by year

Source of Information	2001	2002	2003
TV	39%	41%	38%
Radio	39%	39%	39%
Newspaper	20%	22%	24%
Banner signs	2%	3%	5%
At work	3%	3%	8%
Friends	2%	3%	3%
Family	1%	2%	2%
Promoted in my local community	2%	1%	2%
Other	0%	1%	0%
Magazines	0%	0%	0%
Don't know	4%	3%	4%

4.1.4 Unprompted recall of campaign messages

In the benchmark survey, 31.7% (n=349) of the cohort said that in the past month they had heard or seen an advertisement or message that promoted more walking, compared with 36.2% (n=398) at post-campaign. There was a significant increase of 4.5% in unprompted recall of any walking advertisement or message and the change within individuals was significant (McNemar $p=0.015$).

Those who recalled any message were asked to specify the main message they remembered. The content of the messages were reviewed and classified into either non-relevant messages¹ or possible WTWD campaign messages such as:

- Walk to work day
- Promoting use of public transport
- Recommendations on walking frequency / duration
- Walking for better health in general

Table 4 provides population estimates for unprompted recall after qualitative content analysis. From pre to post survey there was a significant increase (11.7%, $p<0.001$) in unprompted recall of campaign related messages, offset by decreases in the

¹ Including messages to promote equipment, exercise for specific health condition, other community events, other campaign taglines, etc

proportion of those not recalling any walking message (-4.4%) and recalling walking messages that were not related to the WTWD campaign (-7.9%).

Table 4 : Proportion of people who were aware of walking messages and recalling of WTWD campaign related messages.

	N	Pre	N	Post	Difference
Not recalling any walking message	751	68.3%	705	64.1%	-4.4%
Recall any of the WTWD messages	173	15.7%	302	27.4%	+11.7%
Recall other non- related messages	146	13.3%	70	5.4%	-7.9%
Could not specify any message	30	2.7%	26	2.7%	No change
Total	1,100	100.0%	1,100	100.0%	

Figure 4 demonstrates changes in the frequency of reporting specific campaign messages from pre- to post-campaign among the cohort respondents. Unprompted recall of 'Walk to Work Day' increased significantly from 0.2% to 11% at post campaign but there was little change in the frequency of reporting other messages related to walking. This could be explained by other initiatives in the promotion of walking that occurred during the month prior to the WTWD which may have elevated pre-campaign recall of such messages.

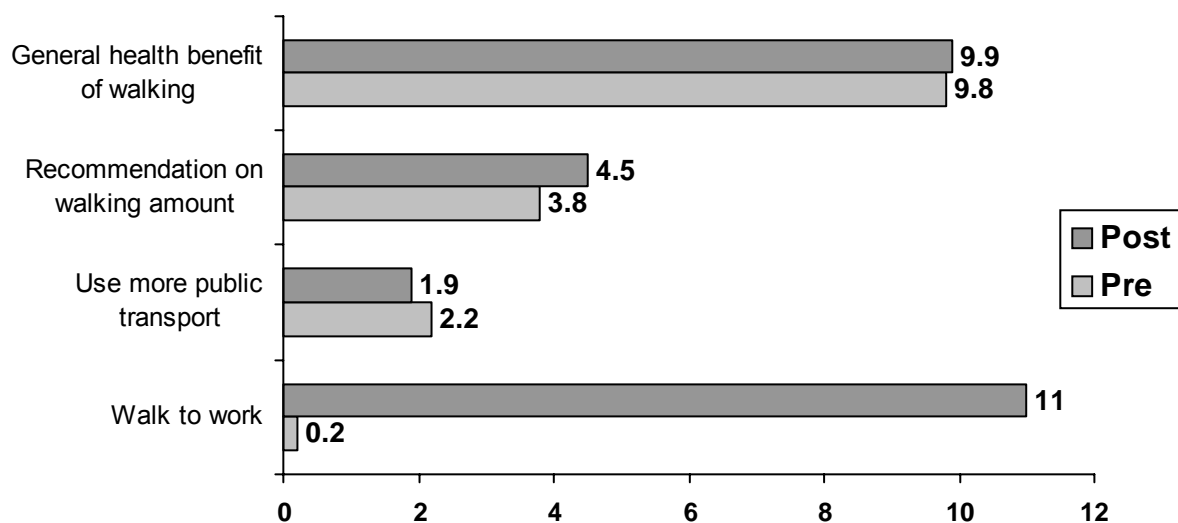


Figure 4 : Changes in the proportion of specific WTWD walking related messages

Table 5 summarises the change in unprompted recall of any WTWD walking related message across population subgroups. Across all population subgroups significant increases within individuals was observed in unprompted recall of any WTWD related walking message, however the magnitude of change differed across population subgroups. For example, while the change was similar for both male and females, differences were observed across age groups such that older people exhibited the smallest change (8%) in unprompted recall compared to younger people (change

ranging from 12% to 14.6%). Those who spoke a language other than English at home (N = 54) changed by 21% (McNemar, p=0.007) compared to a 10.5% increase among the English-speaking cohort (N = 985).

Table 5 : The proportion of people recalling any WTWD related message at pre- and post- campaign

		Pre %	Post %	Change %	McNemar P-value
Gender	Men	15.7	27.3	11.6	<0.001
	Women	17.6	28.8	11.2	<0.001
Age groups	18-29 yrs	15.9	27.9	12.0	0.002
	30-39 yrs	10.9	25.5	14.6	<0.001
	40-49 yrs	18.9	31.6	12.7	<0.001
	50-65 yrs	19.5	27.5	8.0	0.046
Education	< 12yrs	16.4	27.1	10.7	<0.001
	HSC/TAFE	19.9	25.5	5.6	0.032
	Tertiary	13.9	31.7	17.8	<0.001
Speaking LOTE	Yes	7.0	28.1	21.1	0.007
	No	17.3	28.2	10.9	<0.001
Employed	Yes	15.1	28.6	13.5	<0.001
	No	21.2	27.1	5.9	<0.052
Urban areas	NSW/ACT	10.8	28.7	17.9	<0.001
	Other	20.0	27.9	7.9	<0.001

Comparing groups with differing levels of educational attainment, positive shifts were found in the proportion reporting a campaign message among those with less than 12 years education (10.7%) and with HSC or TAFE certificate (5.6%), while the greatest change was among people having a tertiary degree or higher (18.5%). It is worth noting that the increase among employed people was much higher than among unemployed (13.5% vs 5.9%) which suggests audience targeting was successful.

The high increase in unprompted recall in NSW and ACT compared with a low increase (7%) in all other states could be explained by high exposure to the campaign (20%) at baseline measurement. In some areas the promotion of WTWD may have started earlier than in NSW, or other campaigns to promote walking may have occurred during the same period. When the change in proportion recalling a campaign message (unprompted - based on content of the type of message people could recall) was examined within each state, significant positive changes of 18.5% were found in NSW, 16.6% in QLD and 16.5% in SA. Positive but non significant changes were also found for VIC (5.5%). In the WA cohort (N = 100), there was a decrease in the within-individual proportion recalling a campaign message (11%) but this was not significant. Small numbers from the ACT, NT and TAS cohorts did not allow for robust within-state comparisons of the change in proportion from pre- to post-campaign. Among those who recalled a campaign-consistent message at post-campaign, most reported having received the message via television. Local radio was also reported as the source of

information by more than a quarter of those who recalled a campaign message unprompted (Table 6).

Table 6: Source of campaign messages recalled (unprompted) at post-campaign

Source of Recalled (unprompted) campaign messages	% N = 284	% of cohort N=1100
TV (local channel)	61.3	15.8
Radio (local)	26.8	6.9
State or National Newspaper	13.4	3.4
Local newspaper	9.2	2.3
At work	4.9	1.3
Billboard/Banner signs	3.9	1.0
Magazines	2.1	0.5
Family / friends	1.4	0.3
Promoted in my local community	1.1	0.3

4.2. Other outcome measures of the campaign:

Figure 5 provides weighted estimates (n=1,100) for all specific self-reported outcome measures. Those who were aware of WTWD (n=563) were asked several questions related to campaign exposure and impact. Of those, 33% recalled any message promoted in the campaign, a population estimate of 16%. A fifth of those who were aware of WTWD recalled a specific person that recommended walking in the campaign, a population estimate of 11%. A small proportion of the cohort (3%) received the sticker and 4% said they participated in WTWD. Two percent reported not doing anything different compared to any other day and 2% indicated that they either parked the car further away from their destination, took public transport or simply walked more.

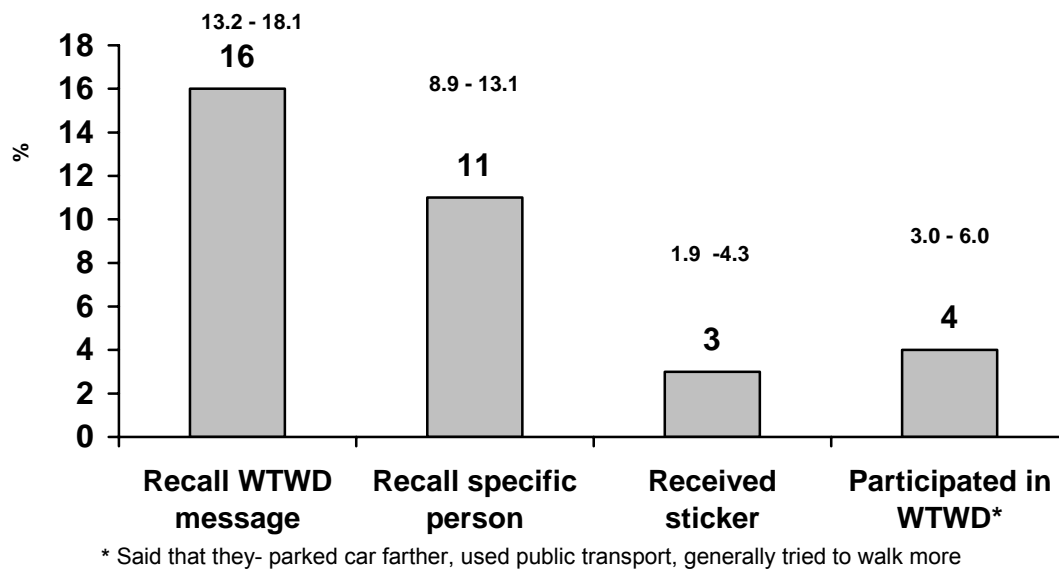


Figure 5: Population estimates and 95% CI for WTWD outcome measures (weighted).

4.2.1 Perceived benefits of WTWD

In the evaluation of all WTWD campaigns the same question was asked about the perceived benefits of the campaign. Responses were classified into pre-coded categories during the interview. Table 7 presents the proportion of people that mentioned each of the main six benefits. In 2003, 29% mentioned ‘increase public awareness of walking’, compared to 5% in 2002 and 7% in 2001. However, the environment aspect of the day was less emphasised in 2003 compared with previous years (30% vs. 43%-44%).

Table 7: The proportion reporting main perceived benefits of WTWD among those who were aware of the event in each year

Key Benefits	2001	2002	2003
Community fitness, better health	67%	78%	70%
Less pollution, environmentally friendly	44%	43%	30%
Less use of cars, less reliance on cars	8%	12%	8%
Less traffic congestion, no parking problems	11%	11%	10%
Save money, save petrol	14%	9%	4%
Increased public awareness of walking	7%	5%	29%

4.2.2 The influence of ‘significant others’ on physical activity behaviour

In order to test the perceived influence of various significant people on one’s physical activity behavior, an item that asked respondents to rate the likelihood that each of a range of possible ‘significant others’ would influence their physical activity behaviour was included. Likelihood of influence was rated using a Likert scale from very likely (5) to very unlikely (1), and those who couldn’t tell were coded as zero. Those perceived most likely to influence one’s behavior were a health professional (76.1% ranked as very likely/ likely), a good friend (75%) and a family member (70.5%) (see Table 8). Figure 9 presents the mean ratings score for each of the ‘significant others’.

Table 8: The proportion rating selected ‘significant others’ according to the likelihood of influence on own physical activity behaviour

	Very likely	Likely	Neither likely nor unlikely	Unlikely	Very unlikely	Don’t know
A well known sporting personality	9.1	24.4	8.1	43.5	13.6	1.4
A well known media/ entertainment personality	3.9	19.0	7.3	50.0	18.6	1.2
A well known politician	2.5	8.3	5.0	43.4	40.1	0.7
An ordinary person that you can identify with	14.5	52.1	7.4	19.5	5.5	1.0
Health professional / doctor	28.2	47.9	5.0	15.4	2.7	0.7
A family member	22.5	48.0	5.8	18.4	4.1	1.1
A good friend	23.4	52.1	5.4	15.4	2.8	1.0

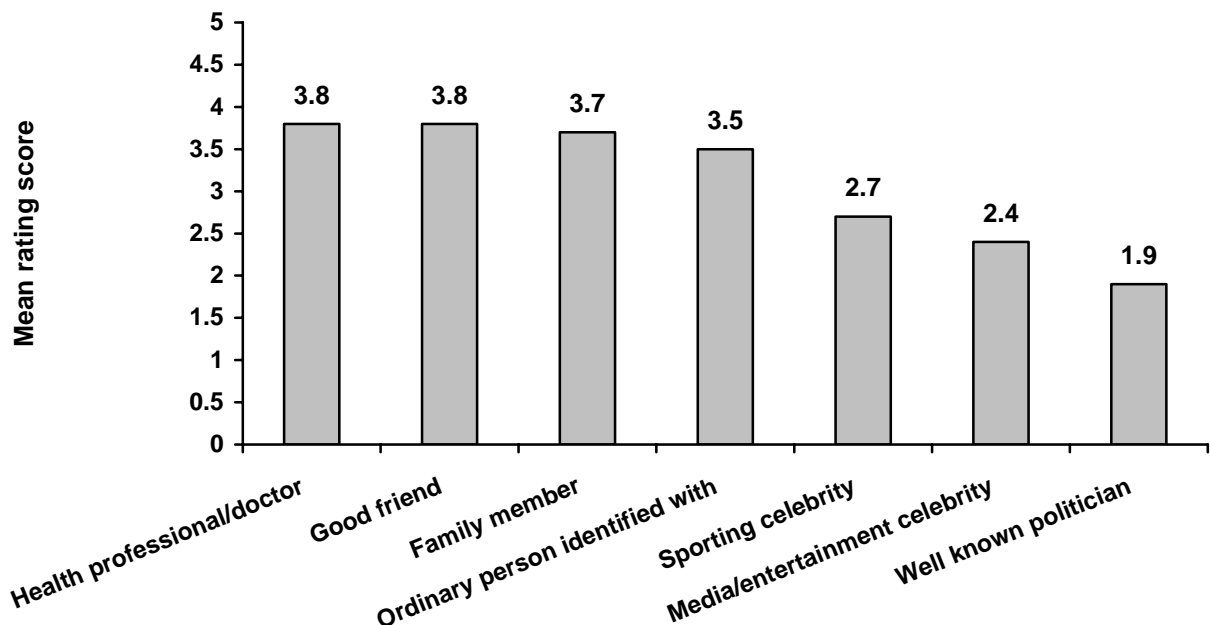
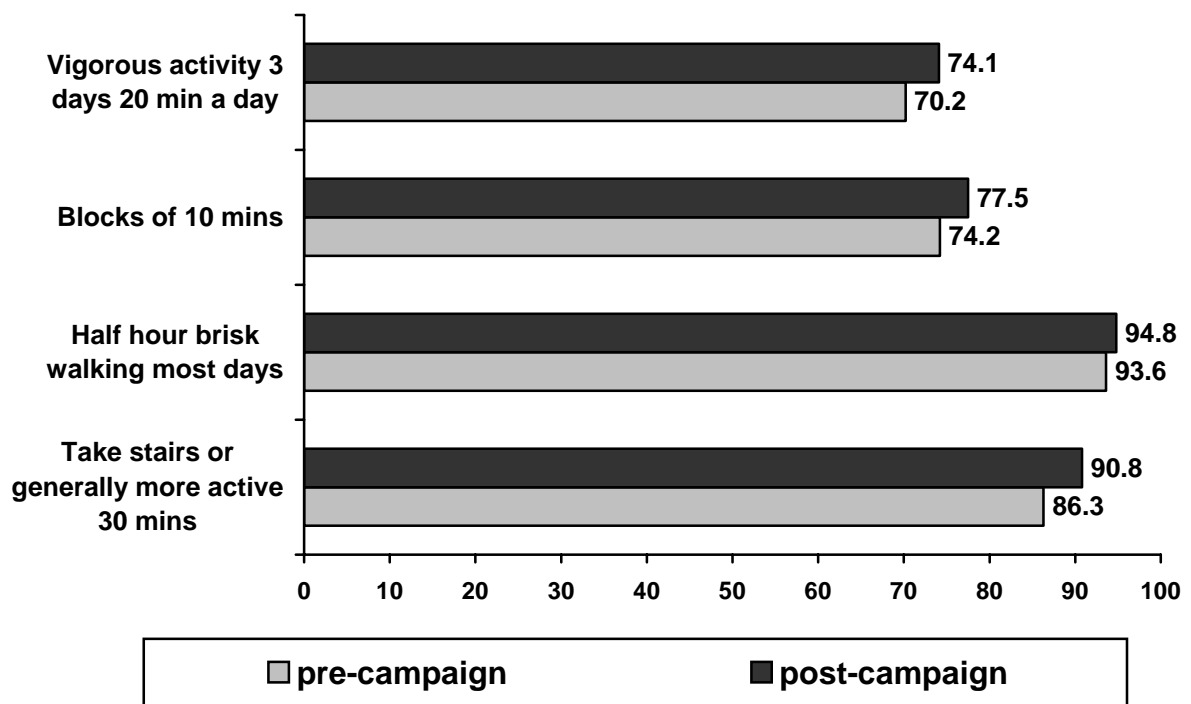


Figure 6: Mean score for likelihood of influencing own physical activity behaviour

4.3 Change in knowledge following the WTWD Campaign

Knowledge of specific aspects of the physical activity recommendations was assessed using separate items that asked (on a 5-point Likert scale) the extent to which they agreed or disagreed with particular statements about the sufficiency of different types of activity for improved health. The proportion agreeing or strongly agreeing to each of these statements pre- and post-campaign is shown in Figure 10.

Figure 7: Proportion agreeing (combined 'strongly agree' and 'agree') with each knowledge statement before and after the WTWD campaign.



In general, levels of agreement were higher for the messages related to 'half an hour brisk walking' and 'take stairs or be generally active for 30mins', with an increase observed for 'take stairs..'. At post campaign, a higher proportion (77.5%) agreed that blocks of 10 minutes are okay' than in the pre-campaign survey (74.2%). However, there was also an increase from pre to post campaign (+4%) in the proportion of people agreeing to the former recommendations of 'vigorous activity three days a week for 20mins a day.

Further measurement of knowledge was based on open-ended questions about the number of days per week required for good health, and the minutes of physical activity per day required for good health. There was no change in the proportion of those who thought less than three days was sufficient (6% in both surveys), although a higher proportion thought that 7 days per week were required at pre-campaign compared with post-campaign (33% vs 28%). A test for dependent samples revealed a significant negative change (-6.8%, McNemar, $p < 0.001$). This shift resulted in more people at post campaign thinking that three days were needed for good health (31% vs. 25%).

At baseline, half of the sample estimated that at least five days (per week) of physical activity was required for good health. This decreased to around 44% post-intervention.

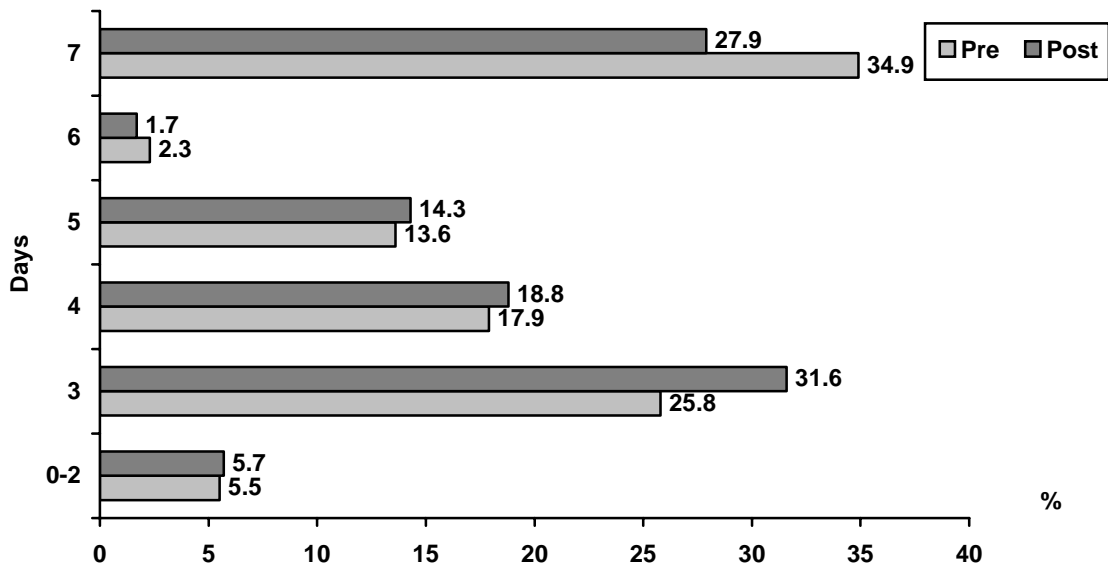


Figure 8: The perceived number of days per week required to be active for good health before and after the WTWD campaign (n=1084).

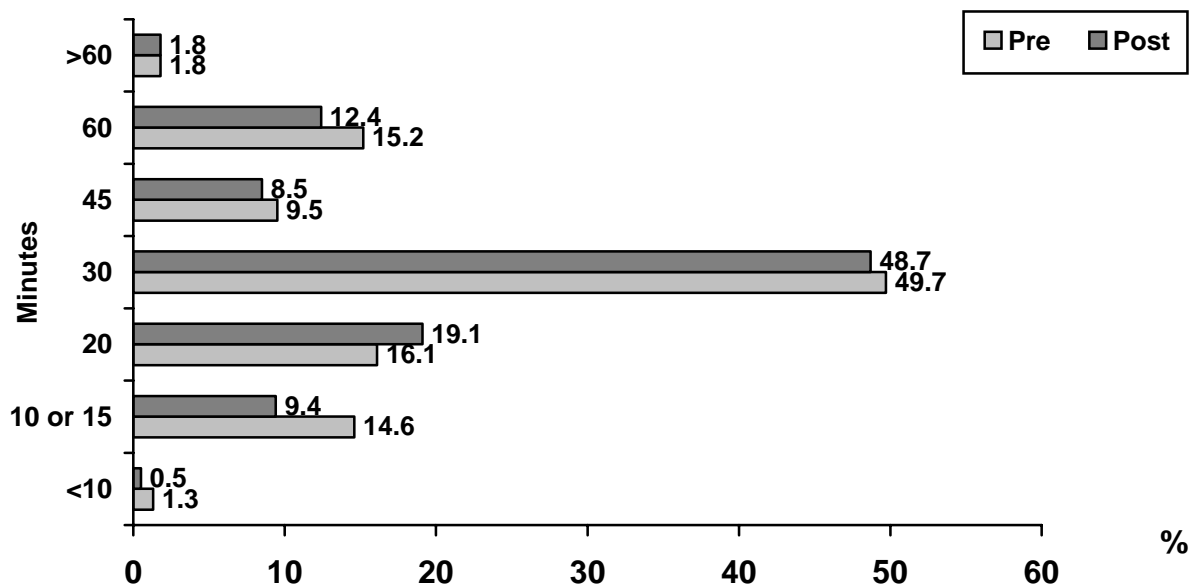


Figure 9: The number of minutes per day one needs to be active for good health mentioned before and after campaign (n=1084).

The proportion reporting the number of minutes of physical activity per day required for good health before and after the WTWD campaign is shown in Figure 12. Perceptions about the duration of physical activity required per day for good health from pre- to post-campaign revealed that the proportion of those who thought 30 minutes were sufficient remained unchanged. However, at post campaign there were more people (+3%) who mentioned that 20 minutes a day were required and fewer people thought that 10 or 15 minutes were sufficient (-5.2%). A higher proportion of the cohort correctly thought that at least 30min or more were required for good health at pre-campaign compared with post campaign (76.2% vs, 71.4%).

4.4 Change in behaviour attributable to the 2003 WTWD Campaign

Three measures of the targeted behaviors were used to detect the impact of the campaign;

- A. Walking behaviour- from a general question about the number of times and the duration spent on walking for the purposes of exercise recreation or to get to places during the past week.
- B. Active commuting behavior- the impact of the campaign was evaluated by testing changes in the travel modes used to commute to and from work on the previous Friday, as compared to Friday WTWD, and stipulating the change for those who usually either did nil or 'infrequent' (as a fraction of the days they worked) active commuting.
- C. Incidental form of physical activity- how often a person was engaged in each of the five incidental forms of physical activity (read by interviewer) on a scale from 5 (all the time) to 1 (never).

A. Change in walking and in overall physical activity behavior

Mean minutes and sessions spent walking at both pre- and post-campaign are shown in Table 9. The reported mean minutes spent walking during the past week increased slightly (12min) in the cohort but not significantly. However, the number of walking sessions decreased significantly by 0.8 sessions, with no change in the median. There were no differences observed in the prevalence of those who walked sufficiently (≥ 150 min over at least 5 sessions), and no differences between states or capital cities were observed in any estimate of walking levels.

Table 9: Change in mean walking minutes and sessions and in the proportion of 'sufficient walkers' before and after the WTWD campaign (n=1086, weighted data)

	Pre-campaign		Post campaign		Mean difference (95% CI)	
	Mean (95% CI)	median	Mean (95% CI)	median		
Walking (minutes)	158 (145;170)	100	170 (156;185)	100	12 (-3 ;29)	NS
Walking (sessions)	6.1 (5.6 ;6.7)	4	5.4 (5.0; 5.8)	4	-0.7 (-1.3;-0.1)	S*
% (95% CI) of Sufficient walkers (≥ 150 min over ≥ 5 ses)	31.2%	(27.9; 34.4)	32.3%	(29.0; 35.6)	+1.1%	NS

* p=0.001

The mean minutes spent participating in other moderate types of physical activities increased significantly by 17 minutes, but no change was observed for vigorous

physical activities. Total minutes spent in any physical activity, including walking, also increased significantly by half an hour ($p=0.001$) (see Table 10).

Table 10: Change in mean minutes of moderate, vigorous, and all (including walking) physical activities from pre to post campaign (n=1090 weighted data)

	Pre-campaign		Post campaign		Mean difference	
	Mean (95% CI)	median	Mean (95% CI)	median	95% CI	
Mod-PA (min)	34 (28; 41)	0	52 (43; 61)	0	+17 (8;27)	S
Vig-PA (min)	96 (82; 109)	0	96 (85; 107)	20	-0.1 (-14;14)	NS
All activities (min)	287 (266; 308)	180	317 (293; 340)	210	+30 (7 ; 54)	S

S= significant, $p \leq 0.005$ NS=non-significant

Prior to the campaign, 53% (95% CI: 50-57) of the cohort were classified as 'sufficiently active' (doing at least 150min of at least moderate physical activity over at least 5 sessions). There was a significant increase at post-campaign (McNemar $p=0.036$), with 57% (95% CI: 54-61) classified as sufficiently active.

Changes in the proportion of sufficiently active from pre- to post-campaign were significant for both males (from 57% to 60%) and females (from 51% to 55%). The changes in the proportion of sufficiently active were positive for adults aged 30 years or older, but decreased for those aged 18-29 years (see Figure 13).

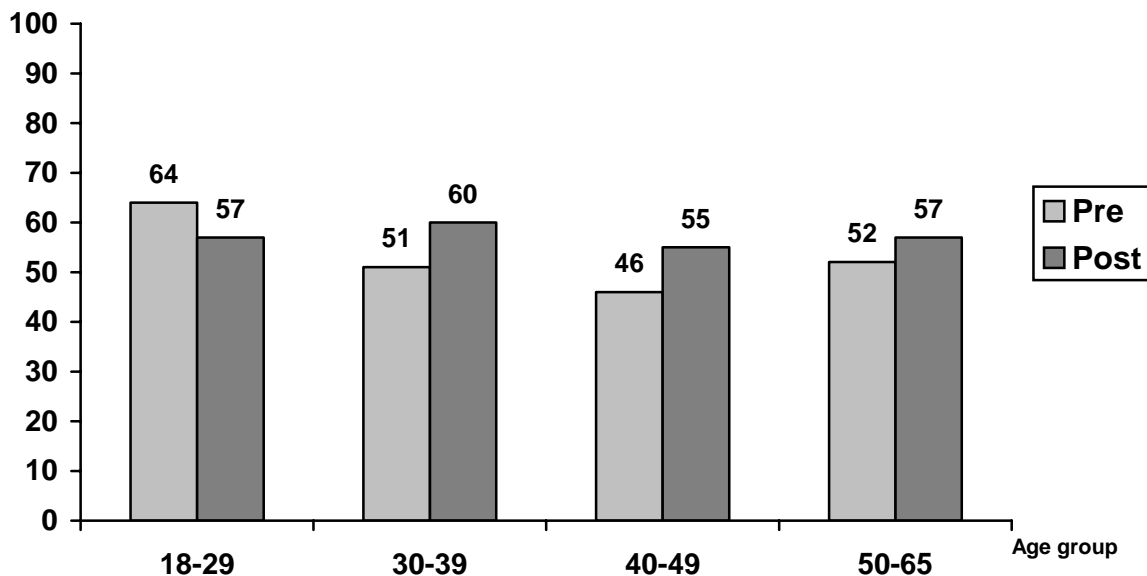


Figure 10: Change in the proportion of sufficiently active adults by age group.

B. Change in active commuting behavior

In the pre-campaign survey, those employed were asked to describe the travel modes they used to commute to and from work during the previous Friday, while the post-campaign question about travel modes referred specifically to the Friday of WTWD. Response options included car (including car supplied from work), public transport (train, bus, ferry, tram), walking and cycling. Multiple responses (representing a combination of modes for work trips) were accepted. From pre- to post-campaign there was a decrease in the proportion of those who said that they went to work on the Friday in question, from 61% (n=672) in the pre-campaign survey to only 52% (n=573) on WTWD. This may be due to the timing of WTWD, which preceded the 'Labour Day' long weekend in NSW, ACT and SA. Many people who usually work on Fridays may have taken leave due to the public holiday the following Monday.

Table 11 describes the travel mode used for journeys to work (AM) and home from work (PM) for the previous Friday at pre-campaign and WTWD at post-campaign among those who worked on both occasions, separated by location. Overall, there was a decrease (1%) in 'car –only' use and in 'public transport- only' use for morning trips to work and an increase in active trips both as single or combined modes. Among those who worked on both Fridays, the prevalence of active commuters increased by 1.6% on morning trips, but this was not significant. There was no change in the prevalence of active commuting for afternoon trips.

Table 11 : The prevalence of travel modes used to commute to and from work on the previous Friday (pre-campaign) and on WTWD, among those who worked on both occasions

	Single mode trip				Combined mode trip	
	Car-only	PT-only	Walk-only	Cycle-only	Wik &PT	Car &PT
All urban areas						
AM						
Before (n=672)	72.0%	11.0%	4.7%	1.4%	10%	1%
WTWD (n=573)	71.0%	8.7%	5.9%	2.4%	11%	1%
PM						
Before (n=672)	71.0%	11.0%	5.0%	1.0%	10.0%	1.0%
WTWD (n=573)	72.0%	13.0%	6.0%	2.0%	10.0%	1.0%
NSW cities/ACT						
AM						
Before (n=257)	71.0%	15.0%	5.0%	1.0%	6.0%	2.0%
WTWD (n=210)	64.0%	11.0%	5.0%	1.0%	18.0%	1.0%
PM						
Before (n=257)	70.0%	16.0%	5.0%	1.0%	7.0%	1.0%
WTWD (n=210)	65.0%	13.0%	4.0%	1.0%	15.0%	1.0%
Cities in other states						
AM						
Before (n=415)	73.0%	8.0%	6.0%	2.0%	12.0%	1.0%
WTWD (n=363)	75.0%	7.0%	7.0%	3.0%	7.0%	1.0%
PM						
Before (n=414)	72.0%	8.0%	5.0%	1.0%	12.0%	1.0%
WTWD (n=367)	75.0%	7.0%	7.0%	3.0%	7.0%	1.0%

Stratification by location revealed some significant changes in commuting behaviour among those who worked on both Fridays. In NSW and Canberra, there were significant changes in the patterns of commuting to and from work. Car-only trips

decreased by 7% in AM and 5% in PM, and the prevalence of 'public transport only' trips also declined (4% at AM and 3% at PM). In contrast, the use of combined 'walk & public transport' trips tripled in the morning and more than doubled in the evening, suggesting a 'modal shift' from motorized-only commuting to combinations of walking and motorized forms. Using tests for dependent samples, the difference in the proportion of 'active commuters' increased significantly for both morning (10.5%; McNemar, $p=0.001$) and afternoon trips (6.0%; McNemar, $p=0.048$) among those who worked on both Fridays. The reduction in 'car only' trips did not reach significance, probably due to the small sample ($p=0.193$).

Examining changes in other cities revealed an increase in the prevalence of walking and cycling to work as single mode (eg in VIC, QLD, WA) but sample sizes were too small to detect significant changes among those who worked in both occasions. In all other Australian cities combined, a significant increase of 3.2% was observed for single modes of walking and cycling trips both to and from work (McNemar, $p=0.016$).

Can change in commuting behavior be attributed to the campaign?

All respondents who usually work outside home at least once a week were asked on how many days of a typical week they walk, cycle or use any other active means to commute to work, where any 'active leg' of the trip is counted even if combined with other modes.

Two thirds of those who work outside home (68%; $n=546$) reported that they normally did not do any active commuting. About 14% ($n=115$) commuted actively on some days (1-4 days) and 17.8% ($n=143$) commuted actively on five days a week.

The cohort was classified into two groups based: on the ratio of active commuting days relative to the number of working days:

- a. Habitual active commuters – always commute actively on the day they work.
- b. Infrequent or 'non-active commuters'- nil or some days commute actively.

We examined the change in active commuting behavior from pre-campaign (on the previous Friday) to post-campaign (on WTWD), limiting the sample to those who reported engaging infrequently or doing nil active commuting in their typical week (group b) in the benchmark survey and worked on both Fridays. Among these individuals ($n=383$), there was a significant increase in active commuting trips of 8.6% for morning trips and 7.1% for afternoon trips. The increase was higher in NSW and the ACT (15% in AM trips, $p<0.0001$; 9.6% in PM trips, $p<0.001$). In other places the increase was smaller (about 5% for both trips; McNemar, $p=0.0124$).

Change in 'car-only use' was also examined within this cohort. There was a significant decrease of 5% (McNemar $p=0.005$) for morning and afternoon trips. Significant decreases were evident for NSW and all other states for morning trips, and for afternoon trips in all other states but not in NSW.

C. Change in incidental forms of activity

The frequency of engaging in five forms of incidental physical activity during the previous week was measured on a five-point Likert scale, producing an overall incidental physical activity score based on sum of all five behaviors. The maximum resulting score equaled 25 if the respondent reported engaging in all the five forms of incidental activities 'all the time', and the minimum score of 5 resulted if they reported never engaging in all of these activities.

The mean score at baseline was 11.36 (median = 11.5) and slightly lower at post-campaign survey (mean = 11.09; median = 11.0). This slight decrease was significant (Paired t-test; p=0.024). However, this small change in mean score at post campaign is mainly due to small shifts in the extremes ('all the time' or 'never') for a few of the incidental physical activity behaviours, while other types of behaviours demonstrated stable patterns (see Table 12). It is worth noting that few ($\approx 5\%$) reported getting off the bus not at the nearest stop, a form of incidental activity that is recommended for increasing overall levels of activity for those actively commuting, and a small proportion ($\approx 20\%$) parked their car further from their destination. These activities could be targeted and promoted in future campaigns.

Table 12: The proportion of people reporting engagement in incidental physical activity before and after the WTWD campaign

Incidental forms of activity	All the time	Often	Some times	Hardly ever	never	Don't know
Climb stairs instead of using lift/escalator	29.1	17.5	16.0	6.6	24.4	6.4
Pre						
Post	25.8	17.9	16.3	7.0	27.8	5.2
Park car further away from destination so that you have to walk further	9.6	10.4	13.4	9.1	47.3	10.2
Pre						
Post	8.8	8.6	15.0	10.3	49.4	7.9
Walk, cycle (or other active mean) to short distance destinations	14.0	17.3	26.8	8.6	29.7	3.5
Pre						
Post	12.4	16.8	25.1	9.8	33.0	2.8
Get off the bus/train not at the nearest stop to destination	1.8	2.6	6.4	4.8	69.4	14.9
Pre						
Post	1.3	3.4	7.0	5.8	69.2	13.9
Take the opportunity at work to walk to visit a colleague or workmates	24.9	15.7	11.3	3.4	23.1	21.6
Pre						
Post	23.1	15.0	12.3	3.9	22.7	23.0

5.0 Conclusions

1. Awareness of WTWD reached half of the population and there is evidence for increased awareness based on unprompted recall of any walking messages (mainly the 'Walk to Work' campaign tag line). However, there were high levels of recall of any walking message prior to the campaign, especially outside NSW and ACT. It is also possible that other promotional activities unrelated to WTWD occurred in other areas prior to or during the WTWD campaign period. Therefore, it is difficult to attribute increase in awareness solely to WTWD media and PR activities.
2. Although comparisons over time revealed a decline in the reach of the campaign compared with previous years, this may be at least partly explained by differences in the evaluation design and duration of the data collection phase.
3. The promotion of walking in general resulted in increased understanding of walking for health, but decreased perceived benefits of other 'Walk to Work Day' objectives, particularly environmental aspects.
4. Encouragingly, the WTWD appears to have had some behavioral impact. More people engaged in 'active commuting' on that day, suggesting that modal shift is possible. However, the behavioural impact was limited to one day and to transport-specific settings. Repeated local community and worksite events promoting active commuting throughout the year may help in creating patronage and longer-term behavior change.
5. Although the increase in walking duration was not significant, in combination with the significant increase in other moderate types of activities there was a net increase of half an hour and a 4% increase in the proportion of sufficiently active adults. Unfortunately, the questionnaire did not assess cycling as unique activity although it is possible that the observed effect was partly due to an increase in cycling duration. If this was the case, it may indicate a greater behavioural impact of the campaign than is accounted for in this evaluation.
6. Greater consistency between the specific objectives of WTWD and the messages emphasized in the campaign (eg. walking messages tailored only to walking as a form of travel) may enhance the effectiveness of the campaign in meeting its goals. However, promoting incidental forms of walking may also be required given the low prevalence of such activities. In addition to promoting walking and cycling to work, this may contribute to greater reliance on walking as a means of transport and lead to subsequent overall increase in levels of walking.
7. While a high proportion of the cohort agreed that there were health benefits associated with 30 minutes of brisk walking daily, the confusion around the amount of physical activity required for good health that was noted during the campaign should be further explored.
8. Overall, more people at post-campaign thought that less frequent physical activity was sufficient for health benefit. This may highlight a need for messages

to be specific to the 'behavioural setting', rather than providing generic recommendations within a context-specific campaign such as WTWD.

6.0 Recommendations

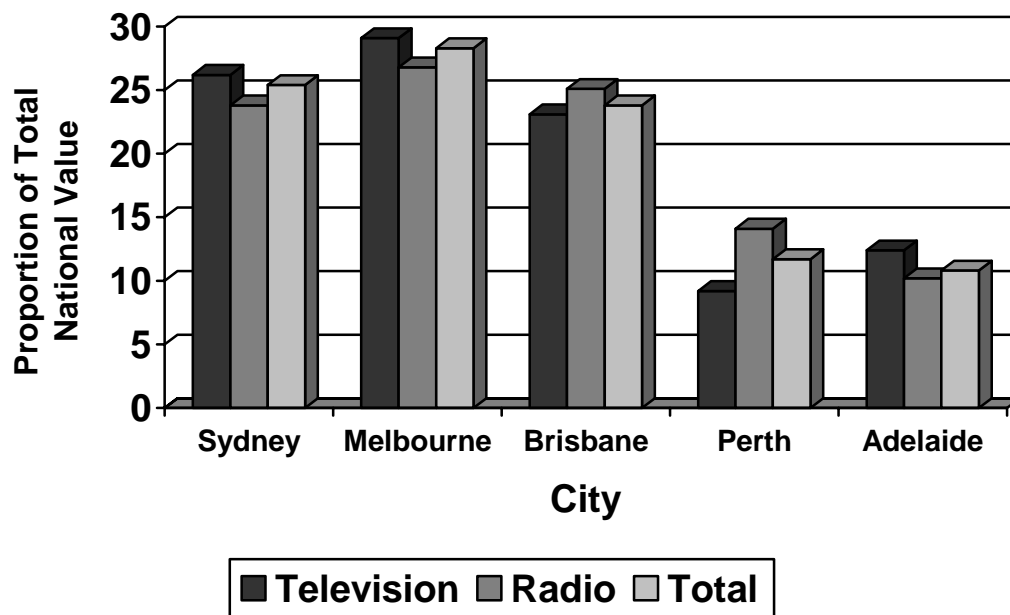
1. More lead time prior to the event is required – this arose as a primary concern for the planning and implementation of both PR and evaluation activities. It is recommended that planning for the evaluation is initiated long before any promotional activities have commenced, and that sufficient time prior to the event is invested in planning within local communities to increase involvement at a grass root level.
2. Walking messages related to WTWD should feature walking as an incidental form of physical activity as well as a method of travel. This may enhance the uniqueness of the event in contributing to better health and a better environment.
3. Consider changing the date of WTWD to an alternative that does not fall immediately prior to a public holiday weekend or during school holidays. A revised event date should be set in consultation with all State and Territories, especially where State Departments and local councils have been previously involved in the event on large scale.

APPENDIX I

Media summary

The media campaign for Walk to Work Day 2003 consisted of community service announcements (CSAs) across major television and radio stations. The total estimated value of the campaign was in excess of a quarter of a million dollars of in-kind media. More than 65% of this value was absorbed by television marketing across channels 7 (total value \$70,000), 9 (\$62,000) and 10 (\$38,000). About a third of the television CSAs occurred during peak programming time, and included spots during high-rating programs including 'Friends', 'Without a Trace' and 'Blue Heelers'.

The remaining one third of the total media value (\$84,795) was absorbed by radio CSAs. The majority of these were aired on popular stations in key sessions such as 'Breakfast', 'Morning', 'Afternoon' and 'Drive'. The distribution of total estimated television and radio value across the major cities is shown in the figure below.



APPENDIX II

Summary of outcomes related to the Public Relations Campaign

	# of Councils involved	Event organized	Corporate approached / involved	Parties involved beside Gov.	Promotion strategies	Other campaigns
NSW	50 councils approached	Kiosks at 4 councils Photo organized in Sydney Harbour Bridge walk with the City Mayor	Harvey Norman, McDonalds, Sydney Ferries supported and requested WTWD kits to display	Heart Foundation	Websites link from Government Department, display banners by RTA, posters in Area Health Services	No
ACT			Approached only	ATSIC, Canberra Transact Capital Basketball		Heart Foundation was engaged with their own walking event launch
VIC	90 councils were approached but were committed to other event	(See comments)			Internal promotion within Government Departments	Ride to Work Day – on October 8
QLD	15 councils approached and all promoted the event by requested kits	Photo organized with Mayor and Ministers,		Spokes People from media (Channel Ten Sports)	Internet Web link in five Government Departments displayed posters	No
WA	20 targeted councils promoted the event to their staff from North Port Herald to Bunbury	Distribution of Stickers during heavy traffic in the CBD two days before campaign		Weight Watchers And Jenny Craig	Promoted the event through weight Watcher newsletter and email	Yes, See comments

SA	17 metropolitan councils were involved	Breakfasts at City of Marion for active commuters, city of Tea Tree Gully, (in total 66 active com). Fund raising to make it casual day. Register of car trips to Adelaide council before and on the day (reduced by 25%). Staff representative from Departments involved joined to Deputy Mayor Walk		Energy SA, EPA, SA Water, Land Titles Office	Posters displayed in the lead-up to the event	
NT		Three kiosks held in Darwin		Heart Foundation Cancer Council	WTWD listed on ABC event website, and all Government internal mail	No
TAS		Kiosks at Launceston and Hobart	Sponsorship from Banjo's Baker, Coca Cola Amatil	Rotary Clubs Heart Foundation Cancer Councils	Organizing	Yes , WTW See comments

Comments received

TAS –WTWD fell during the promotion of another event Get Walking Tasmania Week initiated by Premier's Physical Activity Council (PPAC). This impact the support gained from councils, Heart Foundation and Cancer Council who were committed to Walking Tasmania.

QLD – due to time and monetary constrains councils were reluctant to organize and man kiosks

WA – Many Walking Groups would be happy to promote the event to their members if they were given more time; Heart Foundation felt that the event in competition with their own promotion the week starting November 3. In addition event organized by the Cancer Council in close proximity resulted in lack of support

ACT – All shopping centers in ACT were approached to display WTWD posters but it was far too late notice to assist.

NT - The event had never taken place in the NT and there was little awareness of WTWD.

VIC – General resistance from councils to participate due to short lead time, Ride to Work and other internal health days. Social Clubs advised not to plan as this is a Flexi Day. WTWD fell in school Holiday period and community walking and exercise programs were not operating.

APPENDIX III

	POPULATION								
	Men				Women				Total
	18-29	30-39	40-49	50-65	18-29	30-39	40-49	50-65	
Sydney	327,509	294,243	254,695	287,606	326,378	291,765	257,332	283,889	2,323,418
Melbourne	302,664	271,341	239,349	268,747	304,968	279,292	247,395	276,079	2,189,835
Brisbane	151,344	125,438	116,985	134,896	152,949	130,073	122,228	133,809	1,067,721
Perth	124,535	106,105	103,207	116,850	122,078	107,814	107,772	115,330	903,690
Adelaide	93,062	82,746	80,015	93,871	90,457	82,263	83,534	98,074	704,022
Newcastle	39,383	34,367	35,305	42,639	38,199	34,796	35,446	42,966	303,101
Gold Coast	36,025	30,474	29,178	38,059	35,575	32,071	31,258	38,648	271,288
Canberra	31,434	25,108	23,561	25,996	31,155	26,011	25,354	26,406	215,025
Wollongong	22,936	19,702	19,396	22,829	21,777	19,747	19,344	22,711	168,442
Hobart	15,818	13,299	14,549	16,801	15,976	14,176	15,315	17,154	123,088
Sunshine Coast	12,834	11,580	12,970	16,871	12,583	12,935	14,131	17,944	111,848
Geelong	13,311	11,256	10,925	12,889	13,452	11,622	11,415	13,509	98,379
Townsville	10,050	6,951	6,311	6,837	9,472	6,678	5,971	6,390	58,660
Cairns	10,032	9,804	8,888	8,940	10,561	9,903	8,810	7,916	74,854
Launceston	7,916	6,725	6,953	8,206	8,041	7,117	7,127	8,507	60,591
Albury	4,105	3,487	3,828	4,255	4,196	3,610	3,963	4,216	31,661
Darwin	11,475	10,323	8,803	8,717	10,368	9,732	8,207	6,913	74,538
Toowoomba City	9,631	7,230	7,217	8,168	9,953	7,705	7,745	8,553	66,202
Ballarat	7,155	5,614	5,626	6,266	7,426	5,948	5,910	6,718	50,663
Burnie	5,235	5,083	5,447	7,088	5,449	5,504	5,726	7,228	46,761
Bendigo	6,596	5,165	5,540	6,202	6,804	5,576	5,869	6,380	48,131
Total	1,243,049	1,086,041	998,748	1,142,734	1,237,815	1,104,338	1,029,852	1,149,342	8,991,918

weight = (inverse probability of selection within location)*(inverse probability of selection within household)*(scaling for age sex distribution)

$$= \left(\frac{N_l}{n_l} \right) * \left(n_{hh,i} * \frac{n_l}{\sum_i n_{hh,i}} \right) * \left(\frac{N_{as}/N_{las}}{n_{as}/n_{las}} \right)$$

where

N_l = location l population

n_l = location l sample size

$n_{hh,i}$ = number in household of individual i

N_{as} = population for age a and sex s across all locations

N_{las} = population of age a and sex s for location l

n_{as} = sample for age a and sex s across all locations

n_{las} = sample age a and sex s for location l

APPENDIX IV

Post-campaign Survey

Hello, I'm _____ from McNair Ingenuity Research. We are conducting a short but important survey on behalf of the Department of Health. A few weeks ago we interviewed [ENTER FIRST NAME: _____] for an important survey on physical activity and health. [ENTER FIRST NAME: _____] gave McNair Ingenuity Research a permission to call back for a follow up interview ,

May I speak with [ENTER FIRST NAME: _____] now? **ARRANGE CALLBACK IF NECESSARY**

IF PERSON WHO ANSWERED THE PHONE IS RELUCTANT TO PASS YOU ON TO CORRECT RESPONDENT OR IS UNWILLING TO PARTICIPATE THEMSELVES SAY:

The research we are conducting is important for national statistics on health and exercise. The interview only takes ten minutes, and the information you/they provide is used only for statistical purposes. You can check this out at our web site. **OFFER SITE ADDRESS IF RESPONDENT SAYS THEY ARE GOING TO DO THIS www.mcnairingenuity.com.**

Yes	1
No - Refused	2
Callback	ARRANGE TIME

ONCE SPEAKING WITH CORRECT RESPONDENT, REPEAT EXPLANATION AND SAY:

Hello, a few weeks ago you participated in an important national survey and you gave us a permission to call back in the near future. This is an important survey on behalf of the Department of Health on issues related to physical activity and health. Is it an appropriate time for you? The interview will take only 10 minutes.

This call may be monitored for quality assurance and training purposes.

“The answers that you give are combined with those of hundreds of other people whom we survey. After we have done our quality control checks, we do not keep your phone number or name, and you cannot be identified”

Firstly we would like to ask you about the physical activity you did in the past week

1. In the last week, how many times have you **walked continuously, for at least 10 minutes**, for recreation or exercise or to get to or from places?

___ times (IF =0 SKIP TO Q3)
99 Don't Know (DO NOT READ OUT)

2. What do you estimate was the **total time** that you spent walking in this way in the last week?
NOTE: This is continuous walking.

___ hr ___ min (CHECK IF Q8 MIN <1 AND Q8 H <1 THEN OUT OF RANGE)
(MAX NO. OF MIN = 59, MAX NO. OF H = 21)
99 Don't Know (DO NOT READ OUT)

3. In the last week, how many times did you do vigorous physical activity which made you breathe harder or puff and pant? (e.g. jogging, cycling, aerobics, competitive tennis, etc)

___ ___ times (IF 0 SKIP TO Q5)
99 Don't Know (DO NOT READ OUT)

4. What do you estimate was the total time that you spent doing this vigorous physical activity in the last week?

___ hr ___ min (CHECK IF MIN <1 AND H <1 THEN OUT OF RANGE)
 (MAX NO. OF MIN = 59, MAX NO. OF H = 21)
99 Don't Know (DO NOT READ OUT)

5. In the last week, how many times did you do any other moderate physical activity such as gentle swimming, social tennis, that you haven't already mentioned?

___ ___ times (IF 0 SKIP TO Q7)
99 Don't Know (DO NOT READ OUT)

6. What do you estimate was the total time that you spent doing these activities in the last week?

___ hr ___ min (CHECK IF MIN <1 AND H <1 THEN OUT OF RANGE)
 (MAX NO. OF MIN = 59, MAX NO. OF H = 21)
99 Don't Know (DO NOT READ OUT)

7. How many days in a usual week do you work outside home? **SINGLE RESPONSE**

- | | |
|----------------|---------------------|
| 1 day | 1 |
| 2 days | 2 |
| 3 days | 3 |
| 4 days | 4 |
| 5 days | 5 |
| 6 days | 6 |
| 7 days | 7 |
| Work from home | 8 GO TO Q 12 |
| Don't work | 9 GO TO Q 12 |

8. Thinking back on Friday, 3rd of October, which was exactly (INSERT NUMBER OF WEEK/S AGO) how did you get to work on that Friday morning? (**DO NOT READ LIST**)

(**MULTIPLE RESPONSE**)

- | | |
|---|---|
| Private vehicle (as driver or as passenger, including car supplied by work) | 1 |
| Public transport (bus, train, ferry, tram, light rail). | 2 |
| Taxi | 3 |
| Walk | 4 |
| Cycle | 5 |
| Other (SPECIFY) _____ | 6 |
| Did not work on that day | 7 |

9. How did you get back from work on Friday October 3rd? (**DO NOT READ LIST**)

(**MULTIPLE RESPONSE**)

- | | |
|---|---|
| Private vehicle (as driver or as passenger, including car supplied by work) | 1 |
| Public transport (bus, train, ferry, tram, light rail). | 2 |
| Taxi | 3 |
| Walk | 4 |
| Cycle | 5 |
| Other (SPECIFY) _____ | 6 |
| Did not work on that day | 7 |

10. During a typical week, on how many days do you walk, cycle or use other modes of active transport (scooter,

skateboard, rollerblades, etc.) on the way to or from work? **(SINGLE RESPONSE)**
PROBE AND ENCOURAGE SAY: Every walk counts, even if you also used some other mode of transport.

I don't use active modes of transport on the way to or from work	0 - SKIP TO Q 12
1 day	1
2 days	2
3 days	3
4 days	4
5 days	5
6 days	6
7 days	7

CONTINUE

11. How much time do you walk/cycle or use other active means on one of these days? (if two trips total time spent over both trips)

___ hr ___ min **(CHECK IF MIN <1 AND H <1 THEN OUT OF RANGE)**
(MAX NO. OF MIN = 59, MAX NO. OF H = 5)

EVERYONE

12. Please tell me how often during the past week you engaged in each of the activities I am about to read.

Please tell me if it was 'all the time', 'often', 'sometimes', 'hardly ever' or 'never'

ROTATE PHRASES	All the time	Often	Some times	Hardly Ever	Never	Don't Know / NADO NOT READ OUT
Climb stairs instead of using lift or escalator	5	4	3	2	1	0
Park your car further away from your destinations so that you have to walk further	5	4	3	2	1	0
Walk, cycle (or use other active mean roller-blade, scooter) to destinations that are within short distance drive from where you live rather than drive?	5	4	3	2	1	0
Get off the bus or train at a stop, which is not the one nearest to your destination?	5	4	3	2	1	0
Take the opportunity at work <u>to walk</u> to visit a colleague or workmate?	5	4	3	2	1	0

13. On how many days per week do you think you need to do physical activity or exercise for good health?

(DO NOT READ OUT)(SINGLE RESPONSE)

None	0
1 day	1
2 days	2
3 days	3
4 days	4
5 days	5
6 days	6
7 days	7
Don't know	8

14. How many minutes of physical activity or exercise do you think you need to do each day for good health?

___ min **NUMERIC RESPONSE**
99 Don't Know (DO NOT READ OUT)

15. To what extent do you agree or disagree (**read the scale**) with the following statements:

ROTATE PHRASES	Strongly Agree	Agree	Neither Agree nor Disagree	Disagree	Strongly Disagree	Don't Know / NA DO NOT READ OUT
Taking the stairs at work or generally being more active for at least 30 minutes each day is enough to improve your health	5	4	3	2	1	0
Half an hour of brisk walking on most days is enough to improve your health.	5	4	3	2	1	0
To improve health it is essential to do vigorous exercise for at least 20 minutes each time, 3 times a week.	5	4	3	2	1	0
Exercise doesn't have to be done all at one time- blocks of 10 minutes are okay.	5	4	3	2	1	0

16. Please tell me how important it is for you to do each of these activities on a scale of 1 to 5, with 5 being 'very important', and 1 being 'not important at all'

ROTATE PHRASES	Very important	Important	Neither important nor unimportant	Not important	Not important at all	Don't Know / NA DO NOT READ OUT
Walking to places instead of using a car to improve my health	5	4	3	2	1	0
Taking public transport or walk or cycle instead of a car, to reduce air pollution	5	4	3	2	1	0
Taking more public transport to increase my level of activity	5	4	3	2	1	0
Leaving my car at home to avoid parking problems.	5	4	3	2	1	0
Getting to my destinations in the fastest way no matter if the distance is short	5	4	3	2	1	0
Choose the least expensive way to arrive at my destinations	5	4	3	2	1	0
Do some reading, or work while commuting	5	4	3	2	1	0
Taking public transport to avoid the stress of driving	5	4	3	2	1	0

SKIP IF CODE 8 OR CODE 9 AT Q7 – (DON'T WORK OR WORK AT HOME)

17. How confident are you that you can include some walking as part of your travel to or from work?
(SINGLE RESPONSE)

- Not at all confident 1
- Somewhat confident 2
- Moderately confident 3
- Very confident 4
- Don't Know **[DO NOT READ OUT]** 5

18. During the past month have you seen or heard any advertisement or message in the media specifically promoting more walking?

- Yes 1
- No 2 **(SKIP TO Q21)**

19. What was the main message you remember? **(DO NOT READ OUT, IF NOT VERY SIMILAR TO CODES SHOWN, WRITE IN VERBATIM) (PROBE: Anything else? Anything else?) (MULTIPLE RESPONSE)**

- Publicity about a gym 1
- Publicity about equipment, new device for exercise 2
- Exercise for weight reduction 3
- Other **(SPECIFY)** _____ 4

20. Where did you see/hear this advertisement or message? **(MULTIPLE RESPONSE) (DO NOT READ LIST)**

- TV (local channel) 01
- Radio (local) 02
- State or national newspaper 03
- Local newspaper 04
- Billboard Banner signs 05
- At work 06
- Friends 07
- Family 08
- Magazines 09
- Local community 10

21. Are you aware of the Walk to Work Day that was held recently?

- Yes 1
- No 2 **(SKIP TO Q26)**

22. Where did you heard about the Walk to Work Day? **(MULTIPLE RESPONSE) (DO NOT READ LIST)**

- TV (local channel) 01
- Radio (local) 02
- State or national newspaper 03
- Local newspaper 04
- Billboard Banner signs 05
- At work 06
- Friends 07
- Family 08
- Magazines 09
- Local community 10

23. Do you recall any specific person that recommended walking in this campaign?

- Yes 1
- No 2

(IF YES) Who? _____

24. Do you recall any specific message promoted in the Walk to Work Day?

- Yes 1
- No 2 **(SKIP TO Q26)**

25. What message do you remember? **(DO NOT READ LIST)**

- Walk to work 1
- Make time to walk every day 2

Live your car at home 3
 Take public transport 4
 Other (SPECIFY) _____

ALL Respondents

26. Have you received a sticker with a man walking and the words 'make a time to walk every day'?

Yes 1 No 2

27. Did you participate in Walk to Work day on the 3rd of October?

Yes 1 No 2 (SKIP TO Q29)

28. What did you do to participate? (READ LIST)

Nothing different than any other day 1
 Took PT on my way to /or from work 2
 Attend community breakfast 3
 At work, walk during lunch time 4
 Park my car further to walk more 5
 Generally tried to walk more 6
 Other (SPECIFY) _____ 7

29. In your opinion, what are the benefits to be gained through Walk to Work Day?
 (Don't read out) (Multiple response)

Community fitness, better health 1
 Less pollution, environmentally friendly 2
 Save Money, save petrol, cheaper 3
 Less use of cars, less reliance on cars, leave cars at home 4
 Less traffic, congestion, no parking problems 5
 Increase public awareness of walking. 6

30. How likely do you feel each of the following would be to influence you to be more physically active?
 Would that be . . . (READ SCALE)

ROTATE PHRASES	Very likely	Likely	Neither likely nor unlikely	Unlikely	Very unlikely	Don't know / DO NOT COME
A well known sporting personality	5	4	3	2	1	
A well known media / entertainment personality	5	4	3	2	1	
A well known politician	5	4	3	2	1	
An ordinary person that you can identify with	5	4	3	2	1	
Health professional / doctor	5	4	3	2	1	
A family member	5	4	3	2	1	
A good friend	5	4	3	2	1	

We just need to check some physical information, Again, I would like to assure you that all your answers will be used only for statistical purposes and are completely confidential.

31. How tall are you without shoes?

___ ___ ___ cms OR ___ ft and ___ ins (convert all to cms) (MAX 8FT 11INS)

32. How much do you weight without clothes?

__ __ __ kgs OR __stone __pounds

(IF CODE 8 OR 9 IN Q7, WORK FROM HOME OR DON'T WORK, SKIP Q33 AND Q34)

Finally, can we just check your work postcode and suburb again:

33. Your work postcode is [ENTER POSTCODE: _____]

34. And your work suburb is [ENTER SUBURB: _____]

We would like to thank you for your time, again. I am [your first name] from McNair Ingenuity Research, and we assure you that your answers are used only for statistical purposes.

The report from these two surveys will be available as of January 2004 on the website of the NSW Centre for Physical Activity and Health, UNSW <http://www.cpah.unsw.edu.au/>

If you wish to get a copy of the publications please call 02-9828-6005 or email cpah@unsw.edu.au

Complaints may be directed to the Ethics Secretariat, The University of New South Wales, Kensington 2052 AUSTRALIA (phone 02 9385 4234, fax 02 9385 6648, email ethics.sec@unsw.edu.au).

Thank you and good day/night.

I hereby certify this is a true, accurate and complete interview, conducted in accordance with IQCA standards and ICC/ESOMAR code of conduct. I will not disclose to any other person the content of this questionnaire or any other information relating to this project.

Interviewer Name: _____ Date: _____

Interviewer Number: _____