

Beat the Street ist eine Initiative von Intelligent Health, unterstützt von:



Beat the Street
Vienna -
Simmering 2017
Final Report



Introduction

Beat the Street is an evidence-based intervention designed to increase physical activity levels across a community.

It connects individuals with their local environment and supports long-term behaviour change by making physical activity an enjoyable, integral part of everyday life.

Beat the Street encourages participation through game-based strategies and motivates positive behaviour that, over time, becomes the daily norm. Beat the Street addresses the physical barriers to being active by using an inclusive, simplistic concept and combats emotional barriers by creating a community-wide social norm.

From October to mid November 2017, Dopplinger & Dopplinger GmbH delivered in partnership with Intelligent Health, *Beat the Street* across Simmering, the 11th district of Vienna (Austria), on behalf of the Vienna Mobility Agency, Smarter Together, the Vienna School Advisory Board and Face Diabetes. 50 beat boxes were deployed across Simmering, placed outside schools, in parks & green spaces. The aim was to engage 5000 children and adults across the communities in Simmering, changing their attitudes and behaviours towards physical activity and active travel.

The live game kicked off with a launch event which saw hundreds of children come out and participate in a flash mob in Herder park. This helped really build the excitement of the game and over 1660 people played on the first day.

Participants were surveyed at registration, immediately after the game and 6 months after to establish any sustained physical activity behaviour change.

This report includes headline outcomes and data from both the post game and 6 month survey compared to baseline.

131 people provided feedback immediately after the game and 53 people responding to the 6 month survey. However matched pair analysis was only available for just 16 people This is a limitation of all Beat the Street 6 month surveys as responses rate decline dramatically as people are no longer engaged with the game or associate with the Beat the Street brand. However, considered along with qualitative feedback, it gives a general insight into the behaviour changes that have occurred by participation in Beat the Street.

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Photo: Beat the Street, 2017 11 05, Credit (c) DDBVB, Konrad KHITTL

Participation and registration data

Headline outcomes

6250 people took part in Beat the Street over 6 weeks

3915 children & 2335 adults took part

A total of 80412.9 kilometres travelled

1.6% of registered players had diabetes as a long term condition

Physical Inactivity

Immediately after the game:

There was a 7% decrease in the proportion of people reporting being active less than 30 minutes a week

Six months later:

The number of people reporting low levels of activity (0-2 days a week) had decreased by 19% to just 6%

Active Travel

Immediately after the game:

There was an 12% increase in the proportion of people reporting active travel on 5 or more days per week

Six months later:

There was a 6% increase in the proportion of people reporting active travel on 5 or more days per week

Physical Activity Guidelines

Immediately after the game:

There was a 16% increase in the proportion of people reporting meeting the minimum recommended guidelines for physical activity

Six months later:

There was an increase in the proportion of people reporting meeting the minimum recommended guidelines for physical activity from 56% to 63%

Participation and registration data

Level of Participation (Who Played the Game?)

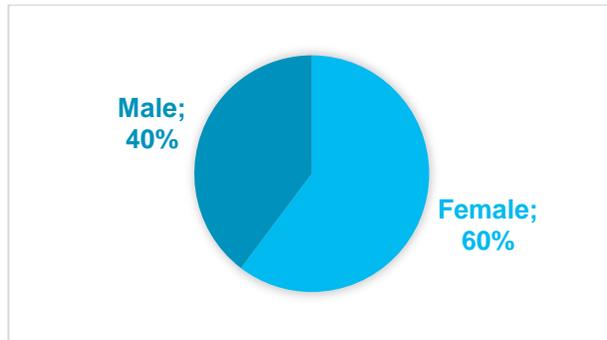
Participant Numbers and Beat Box Activity

In total 6,250 people took part in Beat the Street in Simmering. Around 3915 of these were children and 2,335 were adults. A total of 479,990 taps were recorded on the Beat Boxes; an average of 77 taps per participant. 1,132 people registered online to take part.

Gender Breakdown of Players

A greater number of females registered to take part than males (60% versus 40%) (Figure 1).

Figure 1: Gender breakdown of registered players



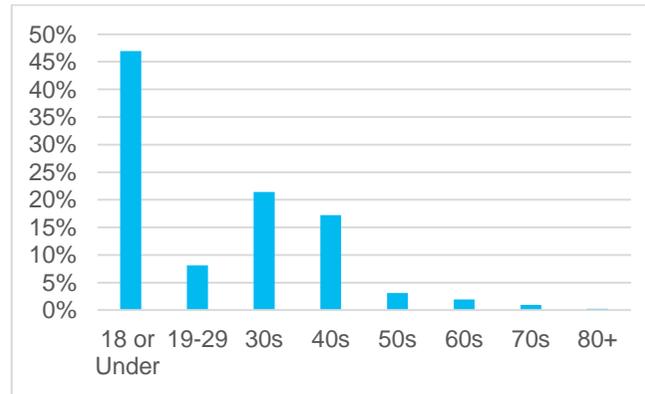
Age Breakdown of Players

There was a spike in registered players for those aged 18 and under, school children. Another spike is seen in the 30-49 age groups; which could be

parents accompanying young children (see Figure 2).

Level of participation by each age group

Figure 2: Number of registered players per age group



Participants with a long-term condition

In total, 5.3% of registered players reported having some kind of long term condition (LTC). 0.7% had heart disease, 1.6% had diabetes, 0.5% had COPD, and 2.5% had another long-term condition.

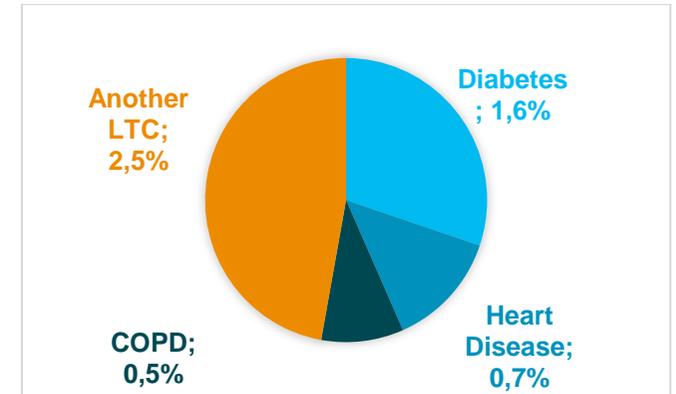


Figure 3: Proportion of participants with a Long-term medical condition

Mapping Participation

Figure 4 shows the level of participation



throughout Simmering over the entire game period. Areas in red highlight greatest participation whereas areas in blue show the least participation.

Six Month Results

Figure 4: Participation throughout Simmering

Who Provided Feedback?

In total, 731 people opted in to being contacted after registration. Of these people, 130 provided follow-up feedback (a response rate of 18%) through an exit survey immediately following the game-phase. A mix of different ages provided feedback, although most of respondents were aged between 30 and 49 (see Figure 5), and around 80% of respondents were female (See Figure 6). 13% of post-game survey respondents reported having a long-term medical condition.

Figure 5: Age breakdown of post-game survey respondents

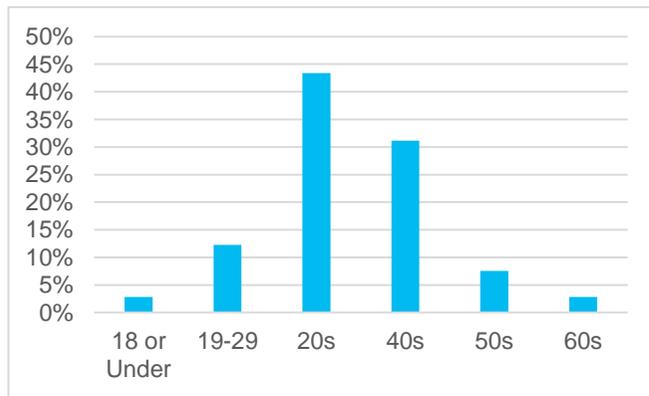
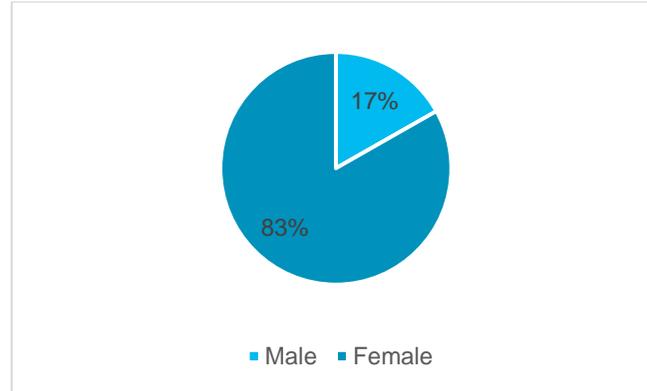


Figure 6: Gender breakdown of post-game survey respondents



Beat the Street in Simmering aimed to:

1. Increase the level of physical activity amongst participants
- And;
2. Increase levels of Active Travel

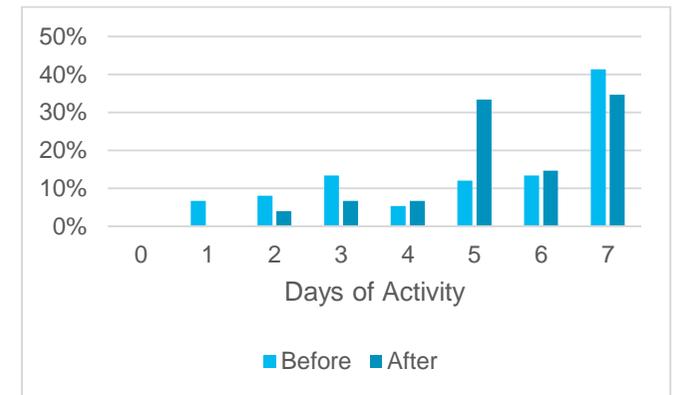
Increasing Physical Activity:

There was a 7% decrease to 0% in levels of inactivity

Matched data, linking participant's self-reported physical activity before and after Beat the Street was available for 75 people. At registration 7% of these participants were undertaking the lowest

levels of physical activity (just 0-1 day per week). Furthermore, just 67% were achieving the highest levels of activity (5 or more days). By the end of Beat the Street, the proportion reporting the lowest levels of activity had decreased to 0% and the proportion of people achieving the highest levels of activity increase to 83% (N=75; Figure 7).

Figure 7: Days per week of physical activity by matched participants before and after Beat the Street



Increasing Active Travel:

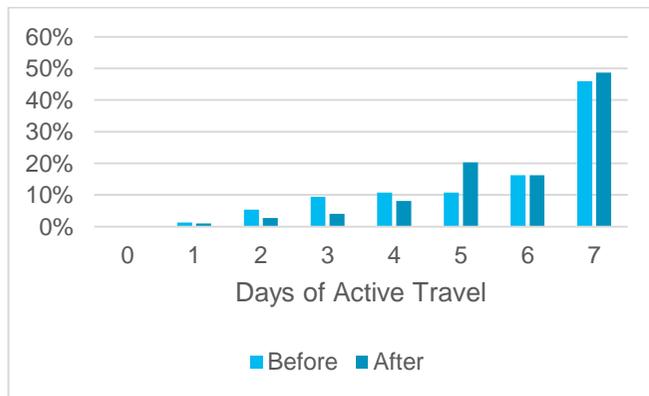
There was an 12% increase in the proportion of people reporting active travel on 5 or more days per week

Matched data, linking participant's self-reported active travel before and after Beat the Street was available for 74 people. The proportion of adults walking or cycling for travel for 10 minutes or longer on 5 or more days in the past week

Six Month Results

increased from 73% before Beat the Street to 85% immediately after (N = 74; Figure 8). The proportion of adults walking or cycling for travel on just zero to two days in the past week decreased from 7% before the game phase to 4% immediately after (Figure 8).

Figure 8: Number of days per week that matched participants reported active travel before and after Beat the Street.



Qualitative feedback

Open question feedback collected following the game period suggests that residents of Simmering had changed the way they viewed being physical activity

Figure 9 shows the most popular responses to the question **“Please tell us how it helped or what you did differently during the competition, or if not why Beat the Street didn’t help you?”**. More frequent responses are indicated by larger text.

Whereas Figure 10 shows the most popular qualitative feedback to the question **“What are the main things you got out of Beat the Street?”**.

Figure 9: Qualitative feedback collected post-game



Figure 10: Qualitative feedback collected post-game



Individual Responses

“sehr einfacher Weg Kinder zu motivieren sich zu bewegen, "reines Spazierengehen" ist dazu nicht ausreichend”

“Große Runde durch den Bezirk in Gegenden, die bisher unerforscht waren”

“Haben Teile von Simmering kennen gelernt, die wir sonst nicht gesehen hätten; sind hinausgegangen, obwohl wir es sonst vielleicht nicht gemacht hätten; sind mit Leuten ins Plaudern gekommen”

“Wir konnten sehr viel gehen und spazieren und die Kinder hat es auch sehr gefreut ”

“Nach dem Ich mein Kind abgeholt habe, waren wir Umwege gemacht, um Punkte zu sammeln. Wir haben nicht nur mehr Schritte gemacht, sondern auch mehr unterhalten können (über die Schule usw.)”

“nett, mit den Kindern von einem Punkt zum anderen zu gehen. Hat nette Motivation geboten”

“Habe Wege eher zu Fuß erledigt um Punkte zu sammeln, sonst hätte ich wahrscheinlich öfter mal die U-Bahn genommen”

“es war sehr cool, meine Tochter geht überhaupt nicht gerne zu Fuß, aber mit der Aktion könnte ich sie doch raus locken!

Six Month Results

Who Provided Feedback?

53 out of 731 provided follow-up feedback (a response rate of 7.2%) through a survey six months following the start of the game-phase, however matched data linking participants before and after responses were only available for 16 participants. A mix of different ages provided feedback, although most of respondents were aged between 30 and 39 (see Figure 11), and around 81% of respondents were female (See Figure 12).

Figure 11: Age breakdown of six-month survey respondents

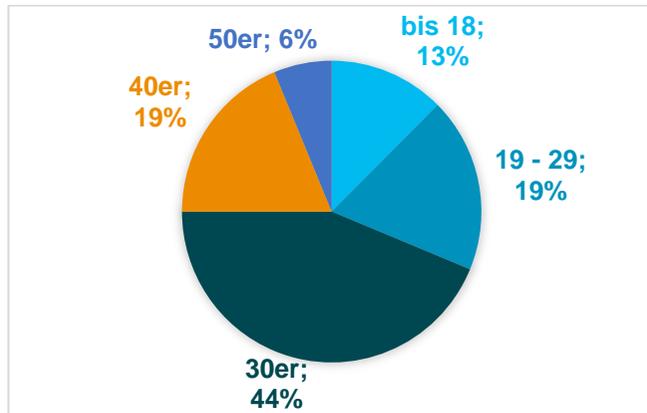
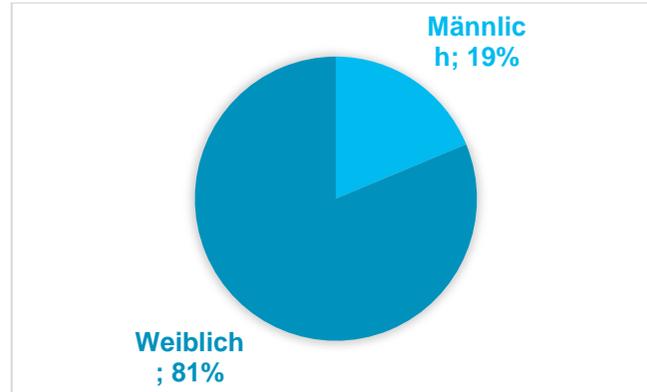


Figure 12: Gender breakdown of six month survey respondents



Beat the Street in Simmering aimed to:

3. Increase the level of physical activity amongst participants

And;

4. Increase levels of Active Travel

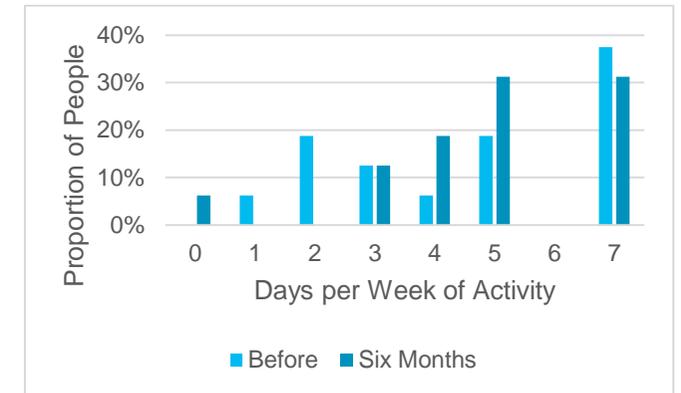
Increasing Physical Activity:

There was a 19% decrease in participants reporting the lowest levels of activity (0-2 days)

Matched data, linking participant's self-reported physical activity before and six months after Beat

the Street was available for 16 people. At registration 25% of these participants were undertaking the lowest levels of physical activity (just 0-2 days per week). Furthermore, 56% were achieving the highest levels of activity (5 or more days). Six months following the start of Beat the Street, the proportion reporting the lowest levels of activity had decreased to 6% and the proportion of people achieving the highest levels of activity increase to 63% (N=16; Figure 13).

Figure 13: Days per week of physical activity by matched participants before and six months after the start of Beat the Street



Increasing Active Travel:

There was an 6% increase in the proportion of people reporting active travel on 5 or more days per week

Matched data, linking participant's self-reported active travel before and six months after Beat the

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Street was available for 16 people. The proportion of people walking or cycling for travel for 10 minutes or longer on 5 or more days in the past week increased from 69% before Beat the Street to 75% six months after (N = 16; Figure 4). The proportion of people walking or cycling for travel on just zero to two days in the past week decreased from 13% before the game phase to 6% immediately after (Figure 4).

Figure 14: Number of days per week that matched participants reported active travel before and six months after the start of Beat the Street.



Qualitative feedback

Open question feedback collected six months following the start of the game period suggests that residents of Simmering had changed the way they viewed physical activity and had become better connecting with the local area.

Individual Responses

“Die Kinder kennen besser die Umgebung neben der Schule”

“Es ist mega cool, es passt so wie es ist”

“man ist mehr draußen als zu Hause :) ich/wir waren entweder spazieren oder mit dem Roller unterwegs :)”

“Gehe auch weiterhin mehr zu Fuß”

“Mehr spazieren mit den Kindern”

“Ich gehe jetzt tatsächlich mehr zu Fuß”

“Ja, ich gehe öfters kürzere Strecken bewusst zu Fuß.”

“mehr zu Fuß gehen, mehr von Simmering kennen gelernt”

“Wir haben die Umgebung besser kennen gelernt.”

See also the reports on the Webseite:

Simmering geht zweimal um die Welt: <https://www.smartertogether.at/simmering-geht-um-die-welt/> (30.11.2017)

Beat the Street in Simmering: <https://www.smartertogether.at/beat-the-street-in-simmering/> (9.11.2017)

Beat the Street: <https://www.smartertogether.at/beat-the-street/> (9.10.2017)



Photo: Beat the Street, Awarding ceremony, 2017 11 21, Credit (c) DDBVB, Konrad Khittl.