

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

- ◆ 51 of 125 SSHW Challenge participants (41%) completed an online survey
- ◆ Participants rated their experience with the SSHW Challenge as follows:
  - 59%: Very positive and motivational
  - 41%: Somewhat positive and motivational
- ◆ Participants reported the following positive behavior changes as a result of the SSHW Challenge:
  - 65% ate healthier foods
  - 63% increased daily physical activity
  - 43% saved money (individual savings of \$20 to \$1,000 was reported)
  - 43% improved spending habits
  - 29% lost weight (individual weight loss of 1 to 14 pounds over 6 weeks was reported)
  - 20% made other changes (e.g., increased awareness, kick started changes, joined a gym)
- ◆ The most *frequently reported “best features” of the SSHW Challenge* included:

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

Web-based reporting of scores, eliminating “saving pocket change” as an activity, provide more references for health and financial articles, have a sliding scale of points for number of steps walked instead of just wearing a pedometer, make all activities very specific (e.g., reduce calories and reduce spending are too vague), and revitalize teams halfway through the Challenge.
- ◆ *Suggested health and financial activities* that could be tracked in future Challenges included:

Amount of water consumed in a day, calcium intake, taking vitamins, and flossing teeth.
- ◆ The following suggestions and comments were included in survey responses:
  - *Would do again.*
  - *I really enjoyed participating and would participate again if you had another challenge.*
  - *Enjoyed the experience and the guidance given.*
  - *Great activity! Should be required for all college students as well.*
  - *It would be easier to have online tracking of our steps and our goals.*
  - *Neat concept!*
  - *Thanks again for a great program...I look forward to the next one!*

