

<p>Project</p> 	<p>Bendigo's Biggest Winner</p>	<p>Partner</p>	 
		<p>Year</p>	<p>2015</p>
<p>Purpose</p> 	<p>The Bendigo's Biggest Winner program was a 12-week public health intervention challenge. The Biggest Winner challenge attracted 200 participants from across the Bendigo region, all of whom paid a fee to participate.</p> <p>The Bendigo Community Health Service and the Bendigo and Regional YMCA commissioned the Centre for Sport and Social Impact at La Trobe University to evaluate the Biggest Winner challenge, in order to assess the efficacy of the program and provide recommendations for future iterations of the challenge.</p>		
<p>Method</p> 	<p>The evaluation drew on five data collection methods:</p> <ol style="list-style-type: none"> <li>1. Pre and post challenge individual objective physical health check (collected via an automated health station located at the UFS Pharmacy in Bendigo)</li> <li>2. Pre and post challenge individual self-reported step counts (collected via pedometers worn for 7 days and reported online)</li> <li>3. Pre and post challenge individual self-reported health and physical activity levels</li> <li>4. Post challenge activity evaluation survey</li> <li>5. Post challenge in-depth interviews</li> </ol>		
<p>Application</p> 	<p>A series of recommendations were made for improving participant outcomes in subsequent iterations of the challenge, which were based on the following themes: the registration process and information pack; knowledge building and support; physical activity opportunities; participant motivation and recruitment; social support and interaction; accountability and incentives; identifying trigger points that could challenge participants and providing strategies to overcome these.</p>		

