To create a motivating and competitive goal for your co-workers, try a Step Challenge. Below are five steps that you can use to create a challenge that pushes people to increase their personal step counts and compete with others to take more steps!

1. **PICK A TARGET STEP GOAL**
Many professionals recommend that adults walk at least 10,000 steps per day or about 70,000 steps per week. This might be a reasonable goal for a workplace that may not be reaching the recommended requirements. If your workplace is especially active, you may choose to set a step challenge goal that is above this target number. When planning a walking challenge, pick a target goal that is both reachable and pushes people to increase their step totals every week.

2. **SET A TIME FRAME**
You’ll need to work a realistic duration of your challenge given your target step goals. The sample chart below illustrates weekly goals for those who currently are not physically active. These are recommendations; you can adjust the number of steps if you believe your co-workers would benefit from a greater challenge. For example, if your co-workers are already reaching 70,000 steps a week, a 4-week challenge that uses the target goals for weeks 5 – 8 listed below may be effective.

   **Week 1** 30k steps  
   **Week 2** 40k steps  
   **Week 3** 55k steps  
   **Week 4** 70k steps  
   **Week 5** 85k steps  
   **Week 6** 100k steps  
   **Week 7** 115k steps  
   **Week 8** 130k steps

You can use a pedometer to estimate roughly how far you and your coworkers walk in a day, too. This will help you figure out a goal and time frame for your challenge that is not out of reach.

3. **TRACK PROGRESS AND RECOGNIZE ACHIEVEMENTS**
Use the Walking Challenge Sign-Up and Tracking Sheet included in this toolkit (access the toolkit by visiting http://umurl.us/beactive) to keep track of how people are doing. Recognize the participation and accomplishments of others, such as highest step count, significantly increasing steps between weeks, and meeting or exceeding the weekly goal. There are many ways to recognize people that also encourage continued participation in the challenge. Weekly emails or a public status board may be an effective choice. Make sure not to penalize or discourage people who did not meet their goals.

4. **CELEBRATE MILESTONES**
Celebrate reaching significant milestones in the challenge, like reaching 100 miles, or the halfway point of your challenge. Recognition could come in the form of small prizes, a luncheon, or a small celebration at the end of the challenge. Consider the group of participants and have a way to recognize everyone for their participation and involvement in improving their own health.