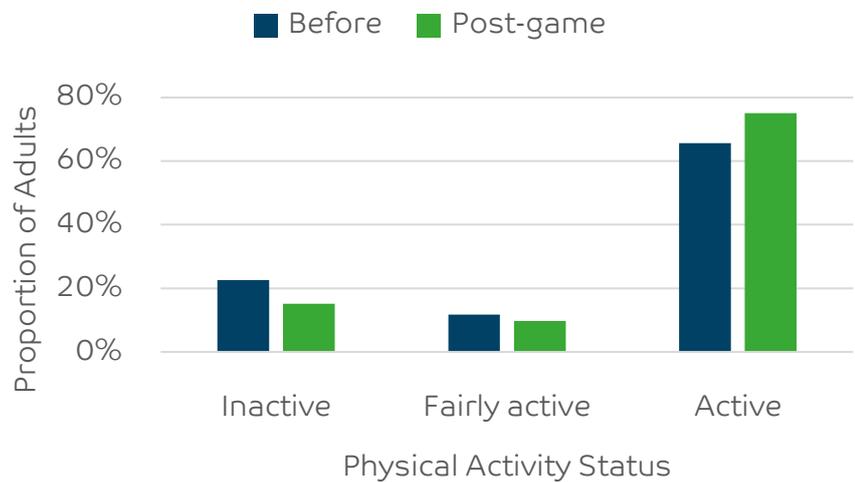


Beat the Street Taunton



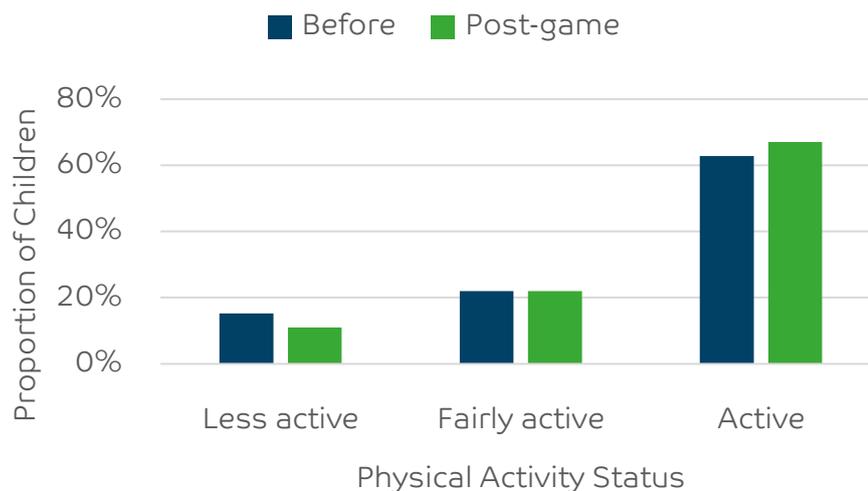
Adult Behaviour Change

The proportion of adults reporting being inactive decreased from 23% to 15%, whereas the proportion reporting undertaking 150+mins per week increased from 66% to 75% (based on 297 adults)



Child Behaviour Change

The proportion of children reporting being less active (<30 mins per day) decreased from 15% to 11%, whereas the proportion reporting undertaking 60+mins per day increased from 63% to 67% (based on 282 children)



Qualitative Feedback from Adults

346 adults provided qualitative feedback post-game. Open question feedback from adults suggested the game brought families together and increased physical activity, especially walking.

“It got me and my family out walking more and together!” – Female, aged 30-39

“It helped me get out the house more and do more fun activities with my son, along the way finding each beat the street. We went to lots of different places ” – Female, aged 19-29

“I found I was walking for roughly 50% longer per walk, and walked every day.” – Male, aged 40-49

“it was a real pleasure and fun to take the kids out each day to collect the points, great activity to cycle every day and spend time with my kids” – Female, aged 30-39