

# CASE STUDY:

## SPORTSPASIFIK COVID-19 LOCKDOWN 50KM CHALLENGE



### INTRODUCTION

Throughout the duration of the Covid – 19 lockdown SportSpasifik Niuways program successfully ran a community challenge with 20 participants. The challenge set was to complete walking or running 50km within 7days.

This programme was designed to encourage participants to increase physical activity and wellbeing while staying at home. The Niuways program is run at Birkdale Intermediate School, our Sports Pasifik team wanted to create an opportunity for those participants to continue to exercise. They were encouraged to do so with their families including young children. A messenger group was created to facilitate communication between members, and this was our hub for daily check ins and motivation amongst the group.

### HOW THE CHALLENGE WORKED

Group Members all downloaded a tracking app which showed their daily progress towards completing the 50km. Group members daily activities were updated automatically once they completed their run/walk and a leader board with each person's KMs kept the group competing and accountable.

The leader board created healthy competition and enthusiasm amongst the members. Many of whom had not done anything close to the level of the challenge before. During the challenge they received tips on nutrition and insights around recovery and mobility/stretching.



## BENEFITS OF THE CHALLENGE

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## REFLECTION OF THE CHALLENGE

Feedback revealed that the challenge was a kickstart for increased activity and establishing a healthy lifestyle. The newly gained experiences empowered individuals to assess and re-align their personal goals to maintaining daily movement into their lives.

A newfound confidence opened up their horizons to the ideas of participating in new sport and recreational activities.

