



*Evaluation of the AARP Red Hat Society*

*Step & Stride*  
*with Ruby*

*A Year-Long Walking Program*



Developed by AARP Outreach & Service  
in cooperation with The Red Hat Society  
with the support of the  
AARP Foundation Women's Leadership Circle





**Evaluation of the  
AARP Red Hat Society  
*Step & Stride with Ruby:*  
A Year-Long Walking Program**

**Report prepared by Helen W. Brown, Ph.D., MPH  
Data collected by ReadexResearch**

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The AARP Foundation is AARP's affiliated charity. Foundation programs provide security, protection and empowerment for older persons in need. Low-income older workers receive the job training and placement they need to re-join the workforce. Free tax preparation is provided for low- and moderate-income individuals, with special attention to those 60 and older. The Foundation's litigation staff protects the legal rights of older Americans in critical health, longterm care, consumer and employment situations. Additional programs provide information, education and services to ensure that people over 50 lead lives of independence, dignity and purpose. Foundation programs are funded by grants, tax-deductible contributions and AARP.

The Red Hat Society is a network of women from all walks of life dedicated to showing the world that there is fun after 50. Its mission is to gain higher visibility for women and to reshape the way they are viewed by today's culture. Formed eight years ago, the Red Hat Society currently has chapters in all 50 states and more than 30 countries, creating a world-wide sisterhood intent on touching and enriching the lives of its members.

AARP is a nonprofit, nonpartisan membership organization that helps people 50+ have independence, choice and control in ways that are beneficial and affordable to them and society as a whole. We produce *AARP The Magazine*, published bimonthly; *AARP Bulletin*, our monthly newspaper; *AARP Segunda Juventud*, our bimonthly magazine in Spanish and English; NRTA Live & Learn, our quarterly newsletter for 50+ educators; and our web site, [www.aarp.org](http://www.aarp.org). We have staffed offices in all 50 states, the District of Columbia, Puerto Rico, and the U.S. Virgin Islands.

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## EXECUTIVE SUMMARY

### Introduction

In 2007, AARP developed a year-long walking program, *Step & Stride with Ruby* (SSWR), supported by the AARP Foundation Women's Leadership Circle (WLC) and in collaboration with the Red Hat Society (RHS) to test the connection between the social aspects of group exercise (i.e., walking) and the likelihood that participants will sustain this regular exercise over time. The program continued a major AARP focus for several years to increase the level of physical activity among the age 50 and older population.

AARP has found that 74 percent of its members who exercise prefer walking over any other type of physical activity. Walking has the particular benefits of not only being an activity that does not require expensive equipment or venues, but also it can help reduce the risk of diseases like heart attack, stroke, diabetes, and hip fracture. Walking also helps in weight management, blood pressure control, and cholesterol reduction.

The interest in the development and testing of the year-long walking program, *Step & Stride with Ruby*, by the AARP Foundation Women's Leadership Circle was because of the research that identified women's desire to maintain healthier lifestyles but also their concerns about how to do so, given the other demands on their time. For example, research conducted by Roper for the AARP Foundation WLC highlights the following:

- While women 45 and older describe their health in positive terms, less than half feel that they are doing all they can to keep themselves healthy.
- One in three women in this age group has a health condition that affects what they are able to do in their daily lives.
- Almost one-fifth of women said they do not get at least 30 minutes of exercise a week (with African American, Hispanic, and Asian American women all more likely than the general population to exercise less than 30 minutes a week).
- A majority of women thought they would be more likely to exercise if they had a friend to exercise with.

Previous AARP research has found a connection exists between the social aspects of group exercise and the likelihood those participants will continue their exercise program over the longer term. Collaborating with the Red Hat Society to offer the *Step & Stride with Ruby* program provided a natural opportunity to further test the relationship of social aspects of physical activity over the long term.

### Study Design

Through an online application process, RHS Chapters were invited to apply to be selected for the *Step & Stride with Ruby* walking program. The goal was to have enough Chapters



to apply to have at least 500 program participants. Surprisingly, a total of 816 Red Hat Society Chapters applied to be in the program. Because of the large number of applications, and to be fair in the selection process, socio-demographic and Chapter characteristics were used to select a stratified random sample of 21 Study Chapters for a total of 556 participants study participants and eight matching Control Chapters with a total of 83 participants.

Study and Control Chapters received the *Step & Stride with Ruby* participant packets that included the following:

- step counter
- participant guide
- 12-months of log cards
- Ruby's attire card

Each month, Study Chapter participants who participated in a scavenger hunt were eligible to be a part of a monthly drawing for a \$50.00 prize. The program rules required Study Chapter Countesses to turn in the participants' step counts online. When a Study Chapter's number of steps was entered, the website automatically updated the ranking of each Study Chapter as shown in Exhibit 3. This feature was designed to foster competition between Study Chapters; and thus, motivate participants to increase their number of steps. Each participant in Study Chapters with the three highest numbers of steps on average won prizes at the end of year worth \$500.00, \$250.00, and \$100.00.

In addition, only the Study Chapter Countesses received an orientation and a Fit Kit. Both the orientation and Fit Kit provided tools to help Countesses recruit, and implement the program as well as tips for keeping the participants motivated.

Both Study and Control Chapter Countesses administered a survey in January 2007 to Chapter members who wanted to participate in the program. A total of 529 Chapter members completed a baseline survey, signed waivers, and granted permission to be contacted at a later date. A follow-up survey was mailed to all participants after the program ended in February 2008. A total of 424 of the 529 participants returned the follow-up survey, for a response rate of 80%.

## **KEY FINDINGS**

While the sampling process was designed to select Chapters with similar characteristics, the baseline survey included a set of items that enabled the socio-demographic characteristics of respondents for the Study Chapters and Control Chapters to be compared to determine if the two groups were indeed similar. No significant differences were found for the two groups. Thus, any differences found in the follow-up survey at the end of the program cannot be attributed to socio-demographic differences.

A large factor in the decision to collaborate with the Red Hat Society is that the organization is intended to be a social network of women from all walks of life dedicated

to showing the world that there is fun after 50. Thus, it was assumed that the Study and Control Chapter participants would be very sociable. To examine this assumption, the baseline survey included questions that asked the respondents to rate their agreement or disagreement with a set of questions related to sociability, including friendship, camaraderie, cooperation, and how the Chapter implemented its activities. There were no significant differences in how the Study and Control Chapters rated their Chapter and their relationships with one another. Therefore, differences at the end of the program cannot be attributed to differences in the social characteristics of the two groups.

Because participant attrition is often a problem that programs designed to increase physical activity levels often face, respondents were asked if they had participated for the full year; and if not, for how many months they were involved, and why they had stopped participating.

- Study Chapter participants (87%) were much more likely to have participated for the full year than those in Control Chapters (49%).
- Of those study chapters and control chapters who participated less than a full year, Study Chapter respondents (35%) were three times as likely to have participated at least nine months or more than those in Control Chapters (10%).
- Health was the reason that a quarter (24%) of both the Study and Control Chapter respondents who did not participate the full year said they did not participate for the full year.

### **How Did the Study and Control Chapter Respondents' Level of Physical Activity Compare?**

For the baseline survey, the Study and Control Chapters respondents' reported similar exercise levels:

- 84 % Described their level of exercise as moderate--exercise that brings about slight increases in heart rate and breathing such as in doing brisk walking or light yard work.
- 12% Described their level of exercise as vigorous—exercise that brings about large increases in heart rate and breathing--such as running or aerobics.

There were significant differences before and after the program in the percent of participants who reported accumulating at least **30** minutes of moderate intensity physical activity on **5** or more days a week or at least **20** minutes of vigorous activity on **3** or more days a week:

- The Study Chapter respondents increased from 59% to 75%
- The Control Chapter respondents decreased from 75% to 63%

There were also significant differences before and after the program in the percent of participants who reported accumulating at least **30** minutes of moderate intensity physical activity or at least **20** minutes of vigorous activity at least **1** day a week:

- The Study Chapter respondents increased from 61% to 76%
- The Control Chapter respondents decreased from 57% to 68%

The average number of days that participants said they are physically active was similar for the Study and Control Chapters (3.6 days) which remained the same in both the baseline and follow-up surveys.

The average number of days in a typical week that participants in the study chapter ever walked for 10 minutes or more:

- For the Study Chapter respondents, the average number of days increased from 4.4 to 5.1
- For the Control Chapter respondents, the average number of days decreased from 5.2 to 4.8.

The increase in the percentage of respondents who reported they were consistently active over the last six months was larger for the Study Chapters than the Control Chapters:

- Study Chapters increased from 65% to 93%
- Control Chapters increased 76% to 88 for participants.

### **Were Respondents Exposed to Program Features and How Helpful Were They?**

The Red Hat branded clothing items is a hallmark feature of the RHS society. One of the main program features (interventions) was Ruby, the RHS paper doll included in the RHS branded participant walking packet. The goal was for the respondents to obtain exercise clothing gear “cut outs” to result in a fully dressed Ruby paper doll wearing the RHS branded walking gear. Each month in return for turning in their number of steps for the month, Chapter walk leaders gave their participants an item of Ruby clothing.

A significantly larger share of the Study Chapter participants (73%) indicated they had collected Ruby attire, and thus were exposed to this feature than participants in Control Chapters (42%). Most often, the reason those in the Study Chapter did not receive Ruby attire was they were not present at a chapter meeting to collect them, while for the Control Chapters, it was their Chapter that did not participate in this feature of the program.

When asked to rate the features of the *Step and Stride with Ruby* year-long program on a five-point scale where “1” was *Not at all helpful* and “5” was *Extremely helpful*, nearly half or more rated five of the features *Extremely* or *Very helpful*: Chapter support, step

equivalent chart, SSWR log cards and Ruby attire, Chapter Countess, and Chapter walk leader.

At least half or more of the respondents indicated they had experienced a positive change in their energy (53%) and close to a third or more noted positive changes in endurance (40%), weight (38%) and mood (31%).

## CONCLUSIONS AND DISCUSSION

This evaluation research was designed to examine the relationship between the social aspects of a walking program and the likelihood that participants would continue to be physically active over the long term. Thus, assuming that the RHS Chapters would be highly sociable groups, AARP collaborated with the Red Hat Society to develop and offer the *Step and Stride with Ruby* year-long walking program with the support of the AARP Foundation Women's Leadership Circle. A set of questions to examine the characteristics of Chapter member relationships and how the Chapters functioned indicated that they are very sociable groups.

The finding of a retention rate of 87% for the Study Chapter and 49% for the Control Chapter respondents supports the notion that a program with intact social groups can increase the likelihood of individuals remaining in a program over an extended period of time. This is a contrast to the less than a third (29%) on average of the individuals who have participated for the full length of the AARP 10 Week Walking program. Moreover, that the Study Chapters had a much higher retention rate suggests that there are additional features that only the Study Chapters were exposed to that are related to higher retention rates.

The finding that there was a greater increase in the amount of time spent exercising in a week for the Study Chapters than for Control Chapters suggests that the additional features the Study Chapters were exposed to have added value for increasing physical activity among cohesive social groups.

An interesting finding is that while for the Study Chapters that had the competition feature, just over half of the respondents said it was personally important for their Chapter to win the competition (52%) nearly 9 in 10 said that they did not want to let their Chapter down (85%). This suggests that it may be that if one's action impacts others in a cohesive group, because of the social capital related to such groups, individuals commit themselves to doing what is for the good of the group. That this may be a factor is further supported by the fact that 4 in 10 of the Study Chapter respondents (40%) said they were no longer using the step counter because they did not need it any more. These findings may have important implications for the characteristics of groups selected for this type of year-long social program.

The finding that a third or more of the respondents reported positive changes in energy, endurance, weight, and mood supports earlier findings that participants experience a number of different benefits in participating in the program.

The findings that virtually all of the respondents said they are likely to continue walking for exercise suggests that the program was successful in incorporating physical activity as a way of life for the respondents.

In conclusion, the results for this evaluation research indicate that the *Step & Stride with Ruby* program was successful in keeping a large share of the participants active over the span of a year in order to increase their physical activity and associated physical and emotional benefits.

## INTRODUCTION

In 2007, AARP developed a year-long walking program, *Step & Stride with Ruby* (SSWR), in collaboration with the AARP Foundation Women's Leadership Circle (WLC) and the Red Hat Society (RHS) to test the connection between the social aspects of group exercise (i.e., walking) and the likelihood that participants will sustain this regular exercise over time. The program continued a major AARP focus for several years to increase the level of physical activity among the age 50 and older population. This focus is, in part, a response to the Surgeon General's Report on Physical Activity and Health, the federal government's "Healthy People 2010" goals, and an alarming rise in sedentary behavior and related risk for a host of chronic conditions and obesity. It also is an outgrowth of a consistent finding of AARP research that to remain healthy as they age is a top concern of its members.

AARP has found that 74 percent of its members who exercise prefer walking over any other type of physical activity. Walking has the particular benefits of not only being an activity that does not require expensive equipment or venues, but also it can help reduce the risk of diseases like heart attack, stroke, diabetes, and hip fracture. Walking also helps in weight management, blood pressure control, and cholesterol reduction.

AARP's seminal role in creating the *National Blueprint: Increasing Activity Among Adults Age 50 and Older* was the catalyst for a large Robert Wood Johnson Foundation grant to AARP for a 2001 social marketing demonstration program called Active for Life. Lessons learned from Active for Life were widely disseminated in the field and also served as the backbone of AARP walking programs that were launched in 2004. For four years, AARP conducted 10-week walking programs targeting those who are trying to be more physically active and those who are planning to become more physically active. These programs which incorporated many best practices from the intervention literature, such as social support and step counters for accountability, weekly "touches" of the participants, collaborations with local organizations (to complement AARP's credibility and reach on this issue), and age-cohort volunteers to help set up and run the programs.

For several years AARP Outreach & Services has worked with AARP State Offices to offer the AARP 10 Week Walking Program in numerous locations across the country. In 2007, AARP collaborated with the National Recreation and Park Association (NRPA) to further the reach of the AARP 10 Week Walking Program, and in 2008, began collaborating with the Medical Fitness Association, Lifelong Fitness Alliance, and the General Federation of Women's Clubs.

The development and testing of the year-long walking program, *Step & Stride with Ruby*, was a priority for the AARP Foundation Women's Leadership Circle because of research that identified women's desire to maintain healthier lifestyles but also their concerns about how to do so, given the other demands on their time. For example, research conducted by Roper for the AARP Foundation WLC highlights the following:

- While women 45 and older describe their health in positive terms, less than half feel that they are doing all they can to keep themselves healthy.
- One in three women in this age group has a health condition that affects what they are able to do in their daily lives.
- Almost one-fifth of women said they do not get at least 30 minutes of exercise a week (with African American, Hispanic, and Asian American women all more likely than the general population to exercise less than 30 minutes a week).
- A majority of women thought they would be more likely to exercise if they had a friend to exercise with.

Previous AARP research has found a connection exists between the social aspects of group exercise and the likelihood those participants will continue their exercise program over the longer term. Collaborating with the Red Hat Society to offer the *Step & Stride with Ruby* program provided a natural opportunity to further test the relationship of social aspects of physical activity over the long term. The Red Hat Society is a network of women from all walks of life dedicated to showing the world that there is fun after 50. Its mission is to gain higher visibility for women and to reshape the way they are viewed by today's culture. Formed eight years ago, the Red Hat Society currently has chapters in all 50 states and more than 30 countries, creating a world-wide sisterhood intent on touching and enriching the lives of its members.

Thus, the *Step & Stride with Ruby* program fits with the Red Hat Society's goal of giving women 50 and over as many opportunities as possible to enjoy each other's company. The year-long walking program is also part of a broader AARP goal to help prevent illness and keep older Americans well through positive changes to personal behaviors, like exercise and diet.

## Methods

Through an online application process, RHS Chapters were invited to apply to be selected for the *Step & Stride with Ruby* walking program research pilot. A total of 816 Red Hat Society Chapters applied to be a pilot. A stratified random selection process was used to select 21 Study Chapters for a total of 556 study participants and eight Control Chapters for a total of 83 participants. (See Appendix A, Methodology.) One of the selected Study Chapters did not participate at any point resulting in 20 Study Chapters for a total of 446 participants. The following socio-demographic characteristics were used to select the Study Chapter and matching Control Chapters:

- Geographic location
- Size (number of members)
- Race/ethnicity
- Chapter age (number years the chapter existed)
- Average age of members

As Exhibit 1 shows, Study and Control Chapters received the *Step & Stride with Ruby* participant packets that included the following:

- step counter
- participant guide
- 12-months of log cards
- Ruby's attire card

### Exhibit 1: Participation Packet

**Participation Packets**  
Every participant in *Step & Stride with Ruby* receives a Participant Packet, which includes:



**Participant guide** — highlights safe, effective ways for Red Hatters to increase physical activity as well as tips for healthier eating.



**Step counter** — tracks participants' daily steps, for motivation.



**Step & Stride with Ruby log cards (12) and Ruby attire card** — make recording progress easy.



Source: The Fit Kit: Tips & Tricks for *the Step & Stride with Ruby* Countess

Exhibit 2 shows the features that both the Study and Control Chapters received and the ones only the Study Chapters received. Whereas the Study Chapter Countesses received an orientation and a hardcopy of the Fit Kit, the Control Chapter Countess did not, but they could download it from the website. Both the orientation and Fit Kit provided tools to help Countesses recruit, and implement the program as well as tips for keeping the participants motivated.



**Exhibit 2: Step & Stride with Ruby Program Features  
by Study and Control Chapters**

Program Feature	Group	
	Study Chapter	Control Chapter
Countess Orientation	X	
RHS participant packet	X	X
1. Participant guide	X	X
2. RHS branded step counter	X	X
3. Step & Stride with Ruby steps count log cards (12) and Ruby attire card	X	X
Monthly scavenger hunt	X	X
Monthly drawings for scavenger hunt participants	X	
Access to public website	X	X
1. Monthly tally of Chapter's total number of steps recorded on website	X	
2. Online showing of Chapter's rankings with input of number of steps	X	
End of year competition grand prize	X	
Pre-walking Survey & Waiver	X	X
Post-walking Survey & Waiver	X	X

Source: Evaluation of the AARP RHS *Step & Stride with Ruby* Program, July 2008

Each month, Study Chapter participants who participated in a scavenger hunt were eligible to be a part of a monthly drawing for a \$50.00 prize. The program rules required Study Chapter Countesses to turn in the participants' step counts online. When a Study Chapter's number of steps was entered, the website automatically updated the ranking of each Study Chapter as shown in Exhibit 3. This feature was designed to foster competition between Study Chapters; and thus, motivate participants to increase their number of steps. Each participant in Study Chapters with the three highest numbers of steps won prizes at the end of year worth \$500.00, \$250.00, and \$100.00. (For the complete program description, see Appendix E-Official Rules.)

The Study and Control Chapters participants completed a survey before the program that provided baseline data on the respondents. After the year-long walking program, a follow-up survey was sent to the individuals who completed the baseline and gave permission to be contacted. This report provides findings for these two surveys to address the following research questions:

- What were the socio-demographic characteristics of the participants?
- What were the social characteristics of the Chapters and members?
- Was the program able to retain the participants over the year?
- Did program results/outcomes differ for the Study and Control Chapters?
- Did physical activity levels change?

Study and Control Chapter Countesses administered the survey in January 2007 to Chapter members who wanted to participate in the program. A total of 529 Chapter members completed a baseline survey, signed waivers, and granted permission to be

### Exhibit 3: Monthly Updated Website with Study Chapter Ranking



Source: *Step & Stride with Ruby* sample program development materials

contacted at a later date. In February 2008, a follow-up survey was mailed to all participants following the end of the program. A total of 424 of the 529 participants submitted a follow-up survey, for a response rate of 80%. Percentages based on all 424 respondents are subject to a margin of error of +/-2.2% at the 95% confidence interval. Percentages calculated on smaller subgroups, such as Study Chapters versus Control Chapters participants for a specific feature or other variables, are subject to more statistical variability. In many instances the percentages do not add up to 100% since some participants did not choose to answer every question. In other instances, the percentages accumulate to more than 100%, indicating more than one response choice was allowed.

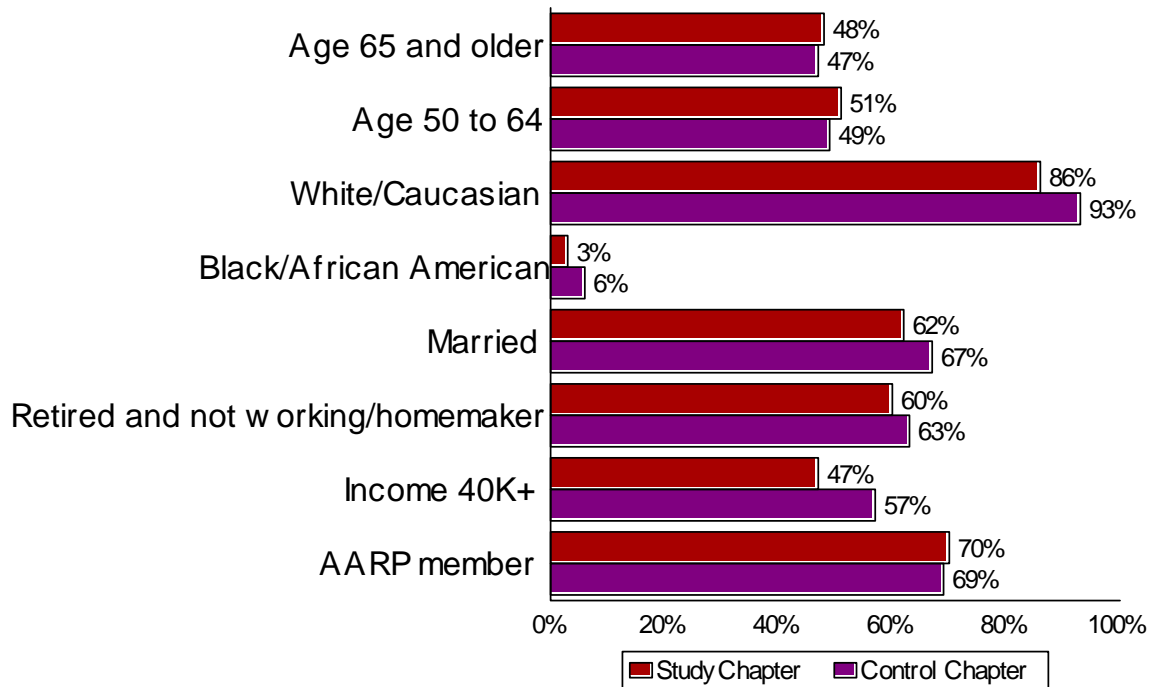
## FINDINGS

### Were the Socio-demographic Characteristics of Study and Control Chapters Similar?

While the sampling process was designed to select Chapters with similar characteristics, the baseline survey included a set of items that enabled the socio-demographic characteristics of respondents for the Study Chapters and Control Chapters to be compared to determine if the two groups were indeed similar. No significant differences were found for the two groups. Exhibit 4 shows the percentages for the Study and Control Chapters.

#### Exhibit 4: Respondents' Socio-Demographic Characteristics

Base: All respondents (n=424)



Source: Evaluation of the AARP RHS *Step & Stride with Ruby* Program, July 2008

- The average age of the respondents was sixty-five, where they were evenly split with half age 65 and older and half under age 65.
- Most were Caucasian (86%), 3% were African-American, and 1% Asian-American. Two percent identified themselves as of Hispanic or of Latino descent.
- Nearly two-thirds (63%) were married, 21% were widowed, 14% were divorced, and 2% were never married.

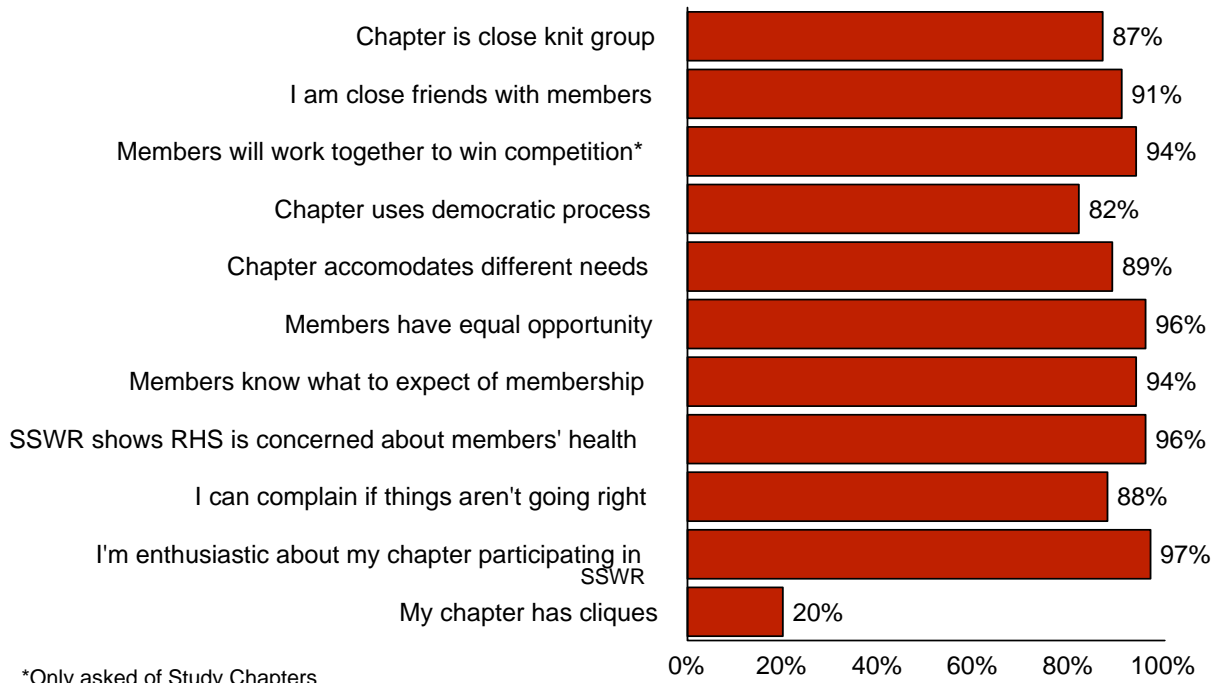
While most (61%) were retired and not working (53%) or a homemaker (8%), just over a third (37%) were employed either full-time (15%) or part-time (22%).

- The average household income was \$52,500. Nearly half (48%) reported a household income of \$40,000 or more.
- Most were AARP members (71%)

**Were the Study and Control Chapters’ Sociability and Chapter Characteristics Similar?**

A large factor in the decision to collaborate with the Red Hat Society is that the organization is intended to be a social network of women from all walks of life dedicated to showing the world that there is fun after 50. Thus, it was assumed that the Study and Control Chapter participants would be very sociable. To examine this assumption, the baseline survey included questions that asked the respondents to rate their agreement or disagreement with a set of statements shown in Exhibit 5, relating to sociability, including friendship, camaraderie, cooperation, and how the Chapter implemented its activities. There were no significant differences in how the Study and Control Chapters rated their Chapter and their relationships with one another.

**Exhibit 5: Percent of Respondents Who Strongly or Somewhat Agree with Statements about The Members and Chapter**  
(Base: All respondents, Study and Control Chapters)



Source: Evaluation of the AARP RHS *Step & Stride with Ruby* Program, July 2008

Exhibit 5 shows that nearly all of the respondents indicated that they either *Strongly Agree* or *Somewhat Agree* on all of the items with the exception of the statement, “My chapter has cliques.” This suggests that participants viewed the social relationships among members as positive and that they also viewed how their Chapter operates or functions was positive.

Some in the field of health and behavior attribute the likelihood of ones engaging in healthy behavior (e.g., exercise, weight loss, or smoking cessation) to whether or not an individual’s locus of control is internal or external. It is believed that when an individuals’ locus of control is external, their health behavior is more likely to be influenced by others or some external factors than would persons whose locus is internal. Thus, the baseline survey included a set of locus of control items that have been used extensively in health-related research. On this measure, the Study and Control Chapters results suggest their locus of control leaned towards being internal rather than external. The average score for the two groups was 2.45 out of a possible 6, where a low score indicates internal locus of control. With regards to physical activity, this implies that even though the respondents are highly sociable, they would not be characterized as highly reliable on others or luck for their success or failure to be physically active.

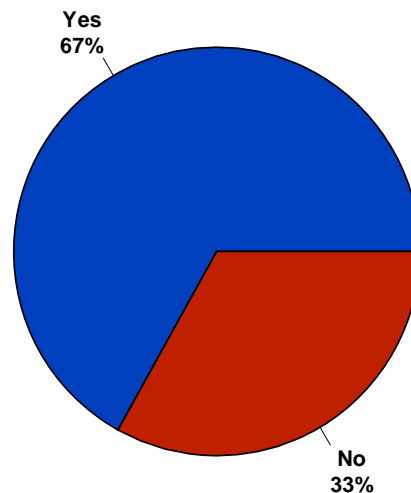
### **Was the Study and Control Chapters’ Level of Participation in *Step & Stride with Ruby* the same?**

Since over the year, there was no contact with the Control Chapters after they submitted their baseline surveys and waivers and were sent the program materials, this group was asked if they had participated at all in *Step & Stride with Ruby*. Two thirds of the Control Chapter respondents (67%), shown in Exhibit 6, indicated they had participated.

As shown in Exhibit 7 below, the three top reasons those who did not participate at all gave for not participating were:

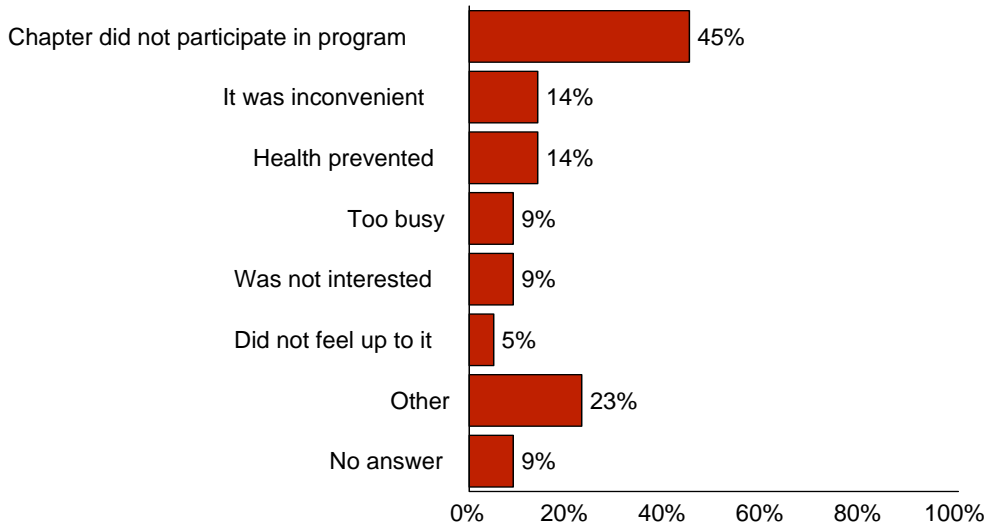
- 45% The Chapter did not participate in the walking program
- 14% It was inconvenient to participate
- 14% Health prevented from participating

**Exhibit 6: Percent of Respondents in Control Chapter Who Participated at all in SSW**  
Base: Control Chapter respondents (n=67)



Source: Evaluation of the AARP RHS *Step & Stride with Ruby* Program, July 2008

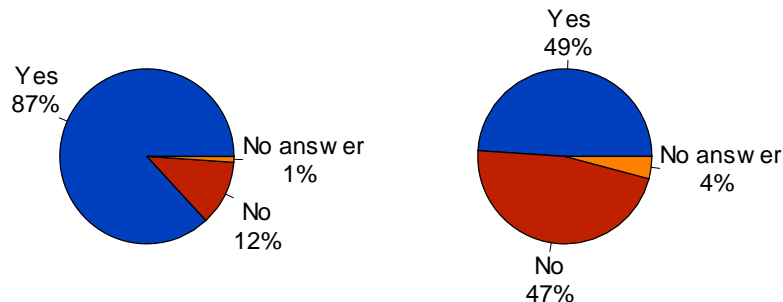
**Exhibit 7: Reason Control Chapter Respondents Did Not Participate at All in SSWR**  
 (Base: Respondents who did not participate at all in SSWR, n=22)



Source: Evaluation of the AARP RHS *Step & Stride with Ruby* Program, July 2008

Control Chapter respondents who said they had participated in SSWR “at all” and the Study Chapter respondents were asked if they participated in the program for the full year. A significantly larger proportion of those in the Study Chapter (87%) than Control Chapter (49%) participated for the full year. (See Exhibit 8.)

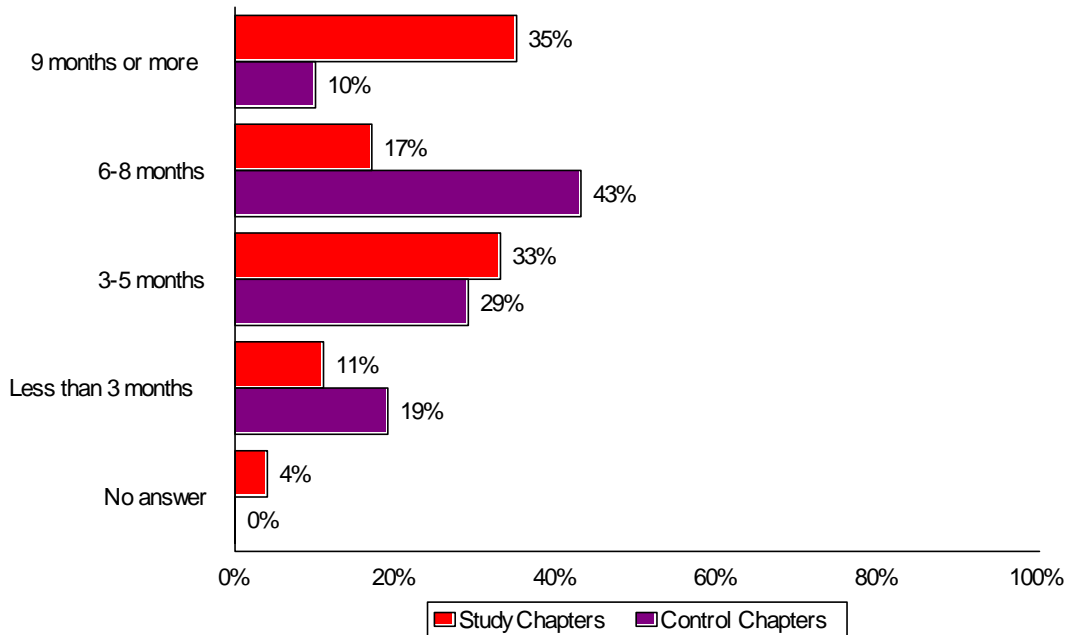
**Exhibit 8: Percent of Study And Control Chapter Respondents Who Participated in SSWR for the Full Year**  
 (Base: All respondents, Study and Control Chapters)



Source: Evaluation of the AARP RHS *Step & Stride with Ruby* Program, July 2008

Of those who participated less than the full year, Study Chapter respondents (35%) were much more likely than those in Control Chapters (10%) to have participated nine months or more. (See Exhibit 9.)

**Exhibit 9: Number of Months Respondents Participated in the Program**  
 (Base: Respondents who did not participate the full year)



Source: Evaluation of the AARP RHS *Step & Stride with Ruby* Program, July 2008

The reason both the Study and Control Chapter participants gave most often for not participating the full year was that their health prevented them (24%). Study Chapter participants were twice as likely to say the reason was that they lost interest (20%) than were Control Chapter respondents (10%). Whereas none of the Study Chapter respondents said their Chapter discontinued the program, over a third of those from Control Chapters cited this as the reason (38%). (See Exhibit 10.)

**Exhibit 10: Why Respondents Did Not Participate in SSWR for the Full Year  
(Base: Respondents who did not participate in SSW for the full year)**

	<b>Study Chapter</b>	<b>Control Chapter</b>
My Chapter discontinued the walking program	0%	38%
My health prevented me from participating	24%	24%
The weather changed	2%	24%
I lost interest in participating	20%	10%
It was inconvenient to participate	4%	14%
The program started before I began participating	13%	10%
I did not feel up to it	9%	0%
The program was not what I expected it to be	9%	0%
I was too busy	7%	10%
I got injured	7%	0%
My Chapter started the walking program after February 2007	--	5%
I stopped for awhile and then started back up again	2%	0%
Other	33%	19%
No answer	7%	5%

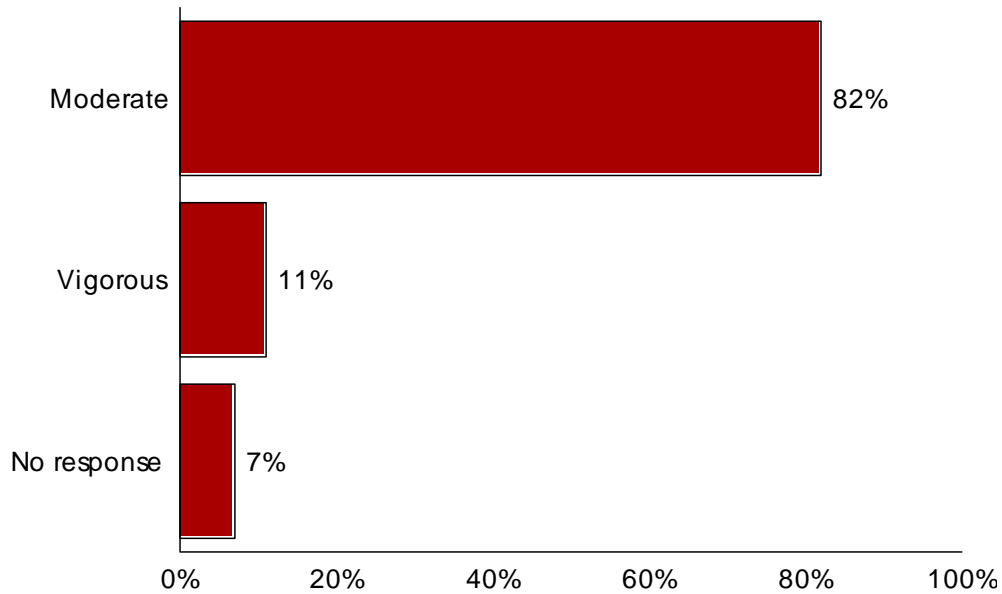
Source: Evaluation of the AARP RHS *Step & Stride with Ruby* Program, July 2008

**How Did the Study and Control Chapter Respondents' Level of Physical Activity Compare?**

Both baseline and follow-up surveys asked respondents to identify their typical level of exercise. On both surveys, Study and Control Chapters respondents' exercise levels were nearly identical. As is seen below in Exhibit 11, most described their level of exercise as moderate (82%). A moderate level of exercise brings about slight increases in heart rate and breathing such as in doing brisk walking or light yard work. One in nine described their level of exercise as vigorous (11%)—exercise that brings about large increases in heart rate and breathing--such as running or aerobics.



**Exhibit 11: Level of Exercise in Which Respondents Typically Engage**  
(Base: Respondents who exercise at least 30 minutes or 20 minutes 1 or more days a week)



Source: Evaluation of the AARP RHS *Step & Stride with Ruby* Program, July 2008

### Did Respondents' Physical Activity Level Change?

Whereas there were several changes in the level of physical activity, overall, the percentage of change in those who exercise at a level before and after the program was small and not significant. (See Exhibit 12 below.)

The baseline survey revealed that a significantly larger percentage of the Control Chapter participants reported a higher level of physical activity with regards to the amount of time, than those in Study Chapters. For the baseline survey:

- Three quarters of the Control Chapter respondents (75%) compared to 6 in 10 in the Study Chapter (59%) reported accumulating at least **30** minutes of moderate intensity physical activity on **5** or more days a week or at least **20** minutes of vigorous activity on **3** or more days a week.
- Six in ten of the Control Chapter participants (57%) compared to four in ten (40%) of the Study Chapter (40%) reported accumulating at least **30** minutes of moderate intensity physical activity or at least **20** minutes of vigorous activity at least 1 day a week.

- The average number of days that participants said they are physically active was similar for the Study and Control Chapters (3.6 days) which remained the same in both the baseline and follow-up surveys.
- The average number of days in a typical week that participants in the Study Chapter ever walked for 10 minutes or more was higher (5.1 days) than for the Control Chapters (4.8 days).
- The percentage of participants who were consistently active over the last six months in Study Chapters increased from 65% to 93% compared to 76% to 88 for Control Chapter participants.

**Exhibit 12: Study and Control Chapters Baseline and Follow-up Physical Activity Levels**

	GROUP			
	Study Chapter		Control Chapter	
	Baseline	Follow-up	Baseline	Follow-up
	a	b	c	d
Accumulating at least <b>30</b> minutes of moderate intensity physical activity on <b>5</b> or more days a week or at least <b>20</b> minutes of vigorous activity on <b>3</b> or more days a week	59%	75% <sup>a</sup>	75%	63% <sup>b</sup>
Accumulating at least <b>30</b> minutes of moderate intensity physical activity or at least 20 minutes of vigorous activity at least <b>1</b> day per week	61%	76% <sup>a</sup>	57%	68%
Intend to increase your activity	95%	89%	83%	63%
In a usual week how many day(s) are you physically active?	3.6 days	3.6 days	3.6 days	3.4 days
Level of exercise typically engaged in is vigorous?	12%	15%	12%	10%
Level of exercise typically engaged in is moderate?	84%	81%	86%	86%
Consistently physically active last 6 months	75%	93% <sup>a</sup>	76%	88%
Percent who walk more frequently since participating in SSWR	--	54% <sup>d</sup>	--	33%

Source: Evaluation of the AARP RHS *Step & Stride with Ruby* Program, July 2008  
 Alphabets show the columns that are statistical significant different.

In addition to items about physical activity level, the baseline survey included an item to gauge the respondents’ perception of what constitutes an adequate level of physical activity. When asked, “how often do you think a person your age needs to exercise to be

healthy?”, the response of virtually all of the Study and Control Chapter participants (94%) was three or four times a week (65%) or five or more times a week (29%).

## To What Extent Were Respondents Exposed to the Program Features?

### The Ruby Paper Doll

The Red Hat branded clothing items is a hallmark feature of the RHS society. One of the main program features (interventions) was Ruby, the RHS paper doll that was included in the RHS branded participant walking packet. Chapter walk leaders (Countesses) were given Ruby clothing cut out sets. The goal was for the respondents to obtain exercise clothing gear to result in a fully dressed Ruby “doll” wearing the RHS branded walking gear. (See Exhibit 13.) Each month in return for turning in their number of steps for the month, Chapter walk leaders gave their participants an item of Ruby clothing.

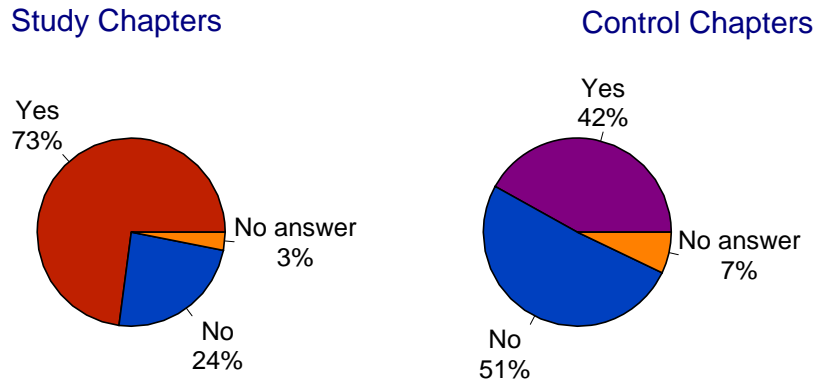
**Exhibit 13: Ruby Paper Doll, Clothing, and Log Card**



Source: Evaluation of the AARP RHS *Step & Stride with Ruby* Program, July 2008

To determine if respondents participated in this feature, they were asked if they had collected Ruby attire. Exhibit 14 shows a significantly larger share of the Study Chapter participants (73%) indicated they had collected Ruby attire than participants in Control Chapters (42%); and thus were exposed to this feature.

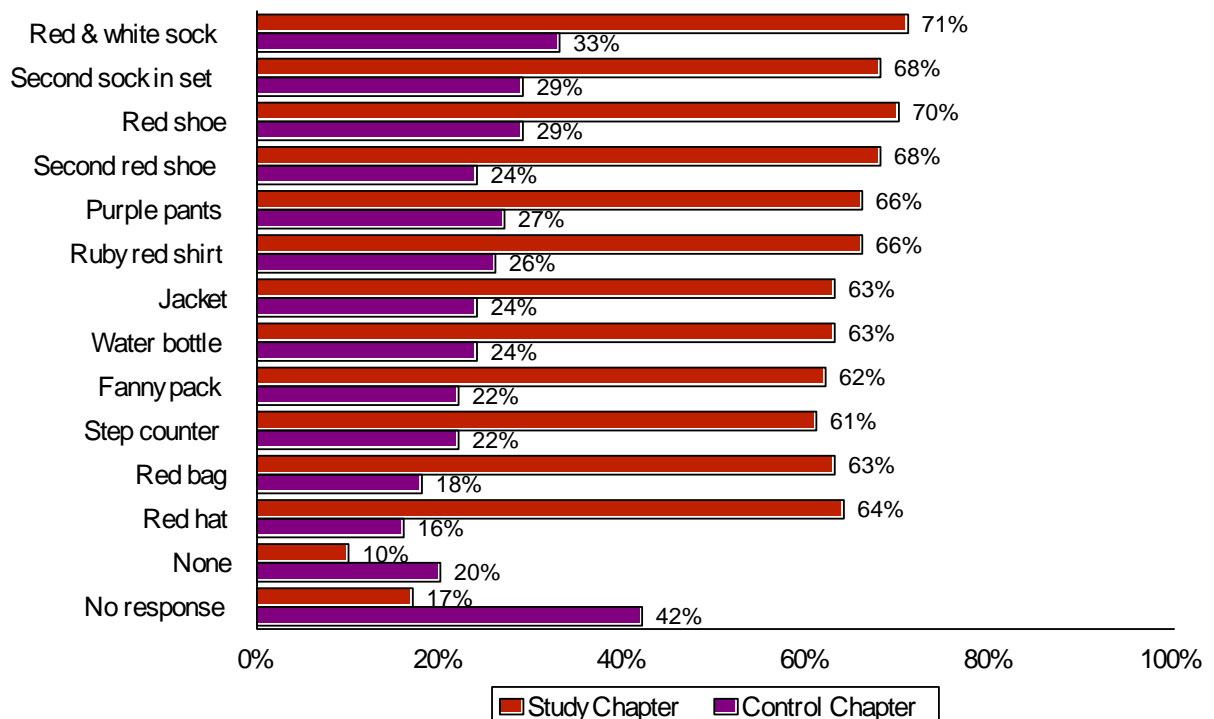
**Exhibit 14: Percent Who Collected Ruby's Attire**  
(Study and Control Chapters Respondents Who Participated in SSWR)



Source: Evaluation of the AARP RHS *Step & Stride with Ruby* Program, July 2008

Study Chapter respondents were much more likely to have received specific Ruby clothing items than those in the Control Chapters. (See Exhibit 15.) For example, the percent of Study Chapters respondents who received items ranged from 61% to 71% while this was 16% to 33% for the Control Chapters.

**Exhibit 15: Percent Who Received Ruby Attire over the Year**  
(Base: Study Chapter, n=357; Control Chapter, n= 45 who participated in the program)

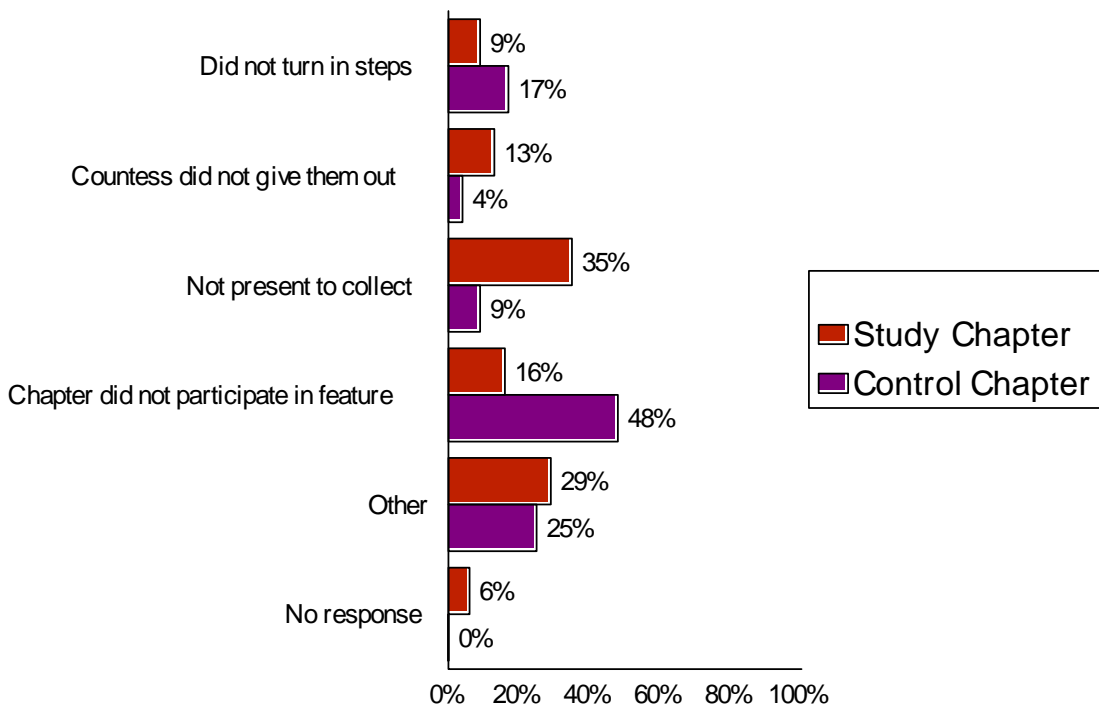


### Why Didn't Respondents Receive Ruby Attire?

Most often, the reason those in the Study Chapter did not receive Ruby attire was they were not present at a chapter meeting to collect them, while for the Control Chapters, it was their Chapter that did not participate in this feature of the program. Study Chapter respondents who participated in this feature were more than two times likely to receive the items. (See Exhibit 16.)

#### Exhibit 16: Why Respondents Did Not Collect Ruby Attire\*

(Base: Those not collecting attire, Study n=86, Control n=23)



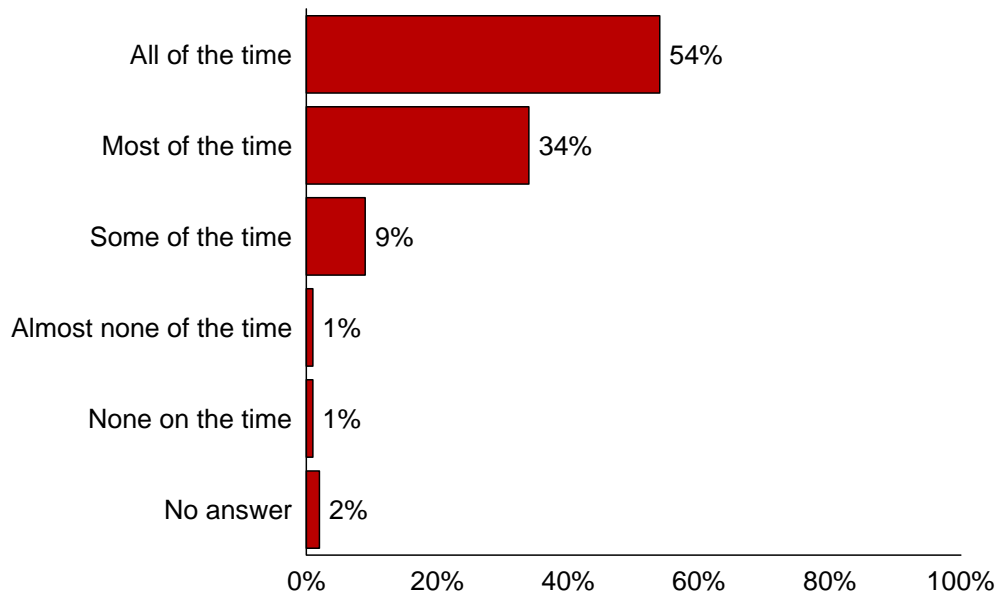
Evaluation of the AARP RHS *Step & Stride with Ruby* Program, July 2008

\*Multiple responses allowed.

### Step Counters

Respondents were asked, while participating in SSWR, “How often did you use the step counter when you were up and about?” There were no significant differences in the responses for the two groups. Exhibit 17 shows the average percentages for the two groups combined. At least 8 in 10 of those in the Study Chapters (88%) and Control Chapters (82%) reported using them all or most of the time. (See Appendix D- Study | Control Post Results for each group’s percentages.)

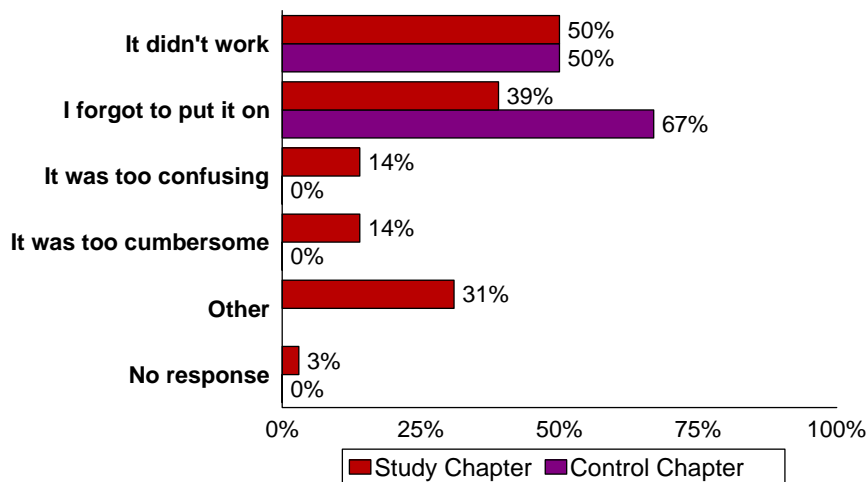
**Exhibit 17: How Often Step Counter Used When Up and About During the Program**  
(Base: Study and Control Chapters)



Source: Evaluation of the AARP RHS *Step & Stride with Ruby* Program, July 2008

As Figure 18 shows, for both groups the reason half of the respondents who did not use the step counter at least most of the time gave for not using them was the step counter did not work (50%). However, Control Chapter respondents were more likely to have forgotten to use it (67%) than those in the Study Chapters (39%).

**Exhibit 18: Reasons That Best Describe Why Did Not Use Step Counter All or Most of the Time While Participating in SSWR\***  
(Base: Study and Control Chapters)



Source: Evaluation of the AARP RHS *Step & Stride with Ruby* Program, July 2008

\*Multiple responses allowed.

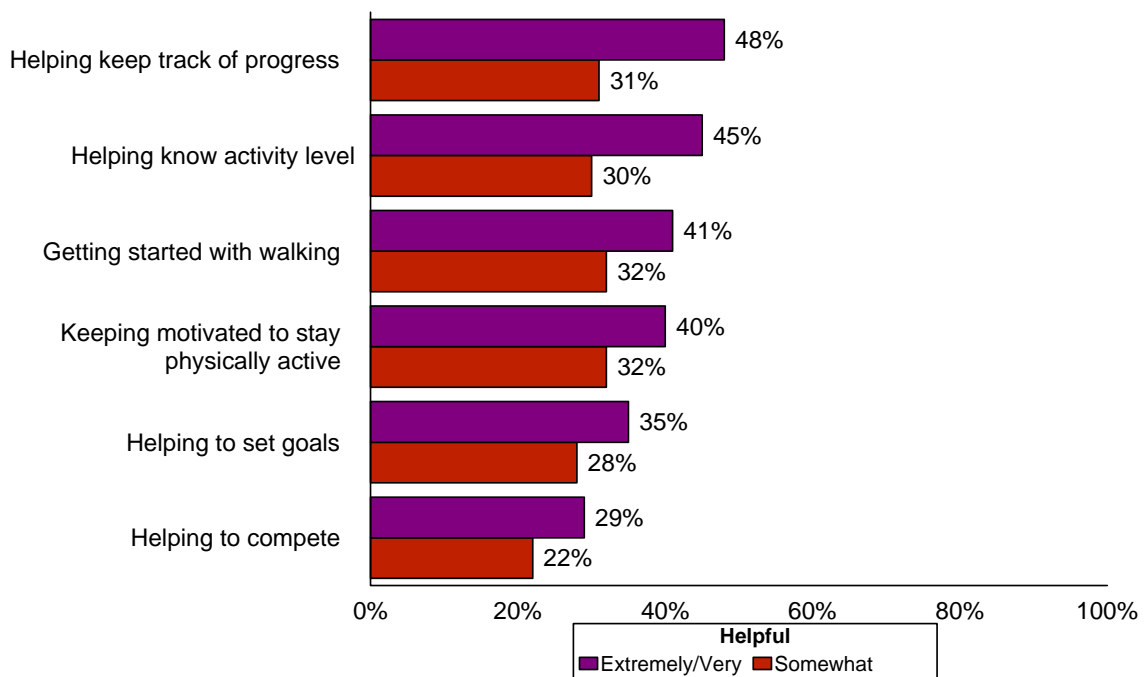
## How Helpful Was the Step Counter?

The use of the step counter/pedometer is an important feature of the SSWR. The purposes for including them as a program feature were to help the participants:

- Get started with walking
- Keep motivated to stay physically active
- Set goals
- Keep track of progress
- Compete with others, if they desired

Below, Exhibit 19 shows that a large majority of the Study and Control Chapter respondents rated the step counter to be *Extremely helpful* or *Very helpful* during the SSWR program. While still a majority, they were least likely to rate the step counter *Extremely Helpful* or *Very Helpful* for helping to set goals and helping to compete with others.

**Exhibit 19: Percent Who Rated the Step Counter Helpful\***  
(Base: Respondents who used a step counter)



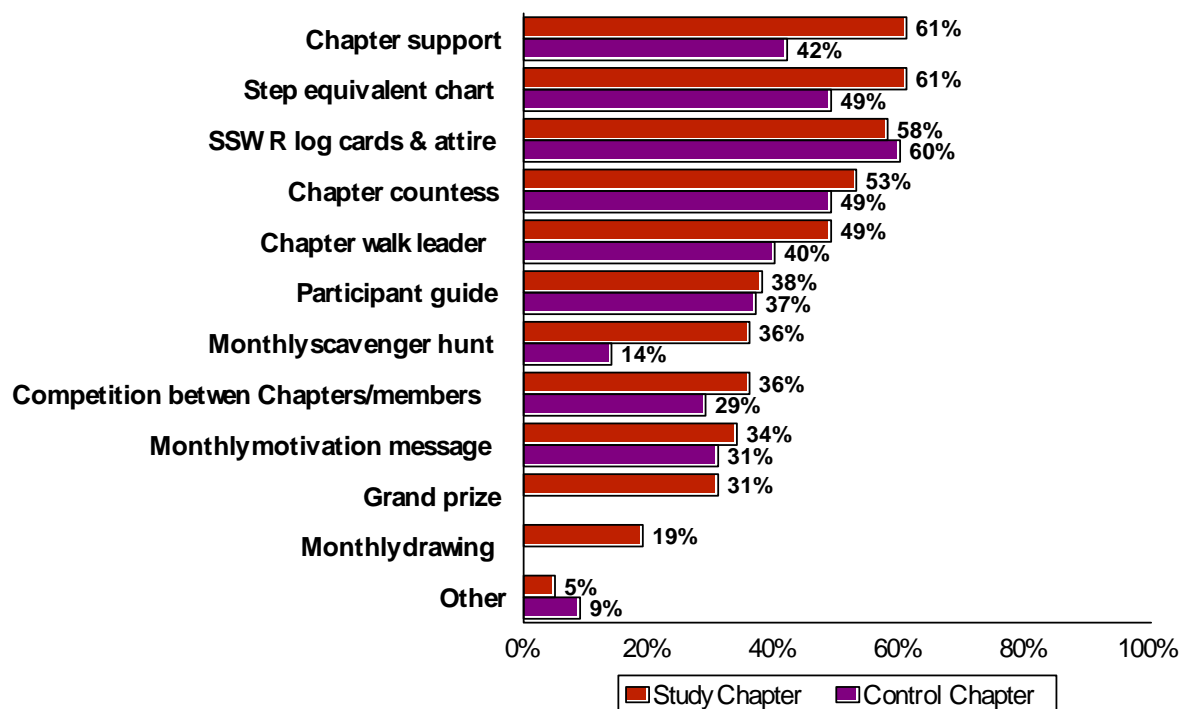
Source: Evaluation of the AARP RHS *Step & Stride with Ruby* Program, July 2008

\*Multiple responses allowed.

## How Helpful Were Other SSWR Features?

There were 10 features included in SSWR. The Study and Control Chapter respondents were asked to rate each feature on a five- point scale where “1” was *Not at all helpful* and “5” was *Extremely helpful*. As shown in Exhibit 20 close to half or more found five of the features *Extremely* or *Very helpful*: Chapter support, step equivalent chart, SSWR log cards and Ruby attire, Chapter Countess, and Chapter walk leader. Overall, a larger percentage of Study Chapters rated the features at this level.

**Exhibit 20 Percent Who Rated SSWR Features Extremely or Very Helpful\***  
(Base: Study and Control Chapters Respondents Who participated in SSWR)



Source: Evaluation of the AARP RHS *Step & Stride with Ruby* Program, July 2008

\*Multiple responses allowed.

For the Study Chapters, the program included two monetary features. The first was that each month, names of individuals who participated in the scavenger hunt were entered for a monthly \$50.00 gift card drawing. The second monetary feature was three grand prizes of \$500.00, \$250.00, and \$100.00 for each participant in the three Chapters that had the highest number of steps for the year. Exhibit 19 also shows fewer than 2 in 10 of the Study Chapter respondents rated the monthly drawing as *Extremely* or *Very helpful* (19%), and close to a third rate the Grand Prize at this level (31%).

In both the baseline and follow-up survey, respondents were asked, to select the statement that best described how they currently exercised. As Exhibit 21 shows, the respondents were most likely to exercise alone. While the percent who exercised with a



friend, spouse or family member decreased in both groups, the drop from 15% to 8% was significant for the Study Chapter group.

### Exhibit 21: How Respondents Currently Exercise

(Base: Respondents physically active for at least 20 minutes one or more days a week)

	Study Chapter		Control Chapter	
	Baseline	Follow up	Baseline	Follow up
	a	b	c	d
I usually exercise by myself	45%	50%	40%	36%
I exercise by myself as much as I exercise with other people	16%	20%	16%	27%
I usually exercise with a group or class	16%	13%	17%	10%
I usually exercise with a friend, spouse, or family member	15%	8% <sup>b</sup>	21%	14%
I usually exercise with a personal trainer	0%	1%	2%	0%
Answered multiple/no answer	9%	7%	5%	13%

Source: Evaluation of the AARP RHS *Step & Stride with Ruby* Program, July 2008

At home is the place where the majority of the Study and Control Chapter respondents said they exercised for which there was a significant increase in the percent from 63% on the baseline to 71% for the Study Chapter. The baseline survey showed that the Control Chapter respondents (17%) were more likely than those in Study Chapters (7%) to indicate that they exercise at a community center. (See Exhibit 22.)

### Exhibit 22: Where Respondents Usually Exercise

	Study Chapter		Control Chapter	
	Baseline	Follow up	Baseline	Follow up
	a	b	c	d
At home	63%	71% <sup>a</sup>	60%	63%
At a health club	27%	21%	21%	19%
At a community center	7%	11%	17% <sup>a</sup>	19%
At work	11%	13%	9%	5%
Somewhere else	31%	38%	40%	46%
Answered multiple/no answer	4%	3%	2%	3%

Source: Evaluation of the AARP RHS *Step & Stride with Ruby* Program, July 2008

Nearly six in ten of the Study and Control Chapters (59%) indicated at least one condition that interferes with the ability to exercise. (See Exhibit 23.) However, the differences between the two groups on the percent of respondents who had a limiting condition were not significant. For both groups, the conditions checked most often were arthritis, an injury, and chronic pain.

**Exhibit 23: Percent with Physical Condition That Interferes with Ability to Exercise\***

	Study Chapter		Control Chapter	
	Baseline	Follow up	Baseline	Follow up
	a	b	c	d
Arthritis	37%	31%	19%	24%
An injury	23%	20%	28%	25%
Chronic pain	13%	10%	7% <sup>a</sup>	12%
Heart problems	11%	13%	9%	5%
Asthma	6%	6%	7%	4%
Physical disability	4%	4%	2%	3%
Other	17%	21%	16%	18%
None	39%	41%	51%	49%

Source: AARP RHS *Step & Stride with Ruby* Program Evaluation Research, July 2008

\*Multiple responses allowed

Alphabets show the columns that are statistical significant different.

### **What Are the Positive Changes Respondents Experienced in Participating in SSWR?**

In the follow-up survey respondents were asked which, if any, of a list of potential physical, social and emotional positive changes they perceived they had experienced as a result of participating in *Step & Stride with Ruby*. As Exhibit 24 shows, at least half or more of the respondents indicated they had experienced a positive change in their energy (53%) and close to a third or more noted positive changes in endurance (40%, weight (38%) and mood (31%).

### Exhibit 24: Percent who Experienced Positive Change\*

	Study Chapter	Control Chapter
	n=357	n=45
Energy level	52%	56%
Endurance	40%	36%
Weight	39%	33%
Mood	31%	31%
Flexibility	27%	36%
Strength	27%	18%
Self esteem	24%	24%
Sleep	24%	24%
Confidence	20%	31%
Social life	21%	13%
Blood pressure	18%	20%
Learned new things	20%	9%
Cholesterol	15%	20%
Blood sugar	7%	9%
Improved sex	2%	4%
Other	8%	7%
No answer	3%	7%

Source: Evaluation of the AARP RHS *Step & Stride with Ruby* Program, July 2008

\*Multiple responses allowed

### Do Participants Continue to Walk after the Program?

A goal of the program is for the participants to continue walking and to keep track of number of their steps after the program. Most of the respondents were not continuing to use their step counter:

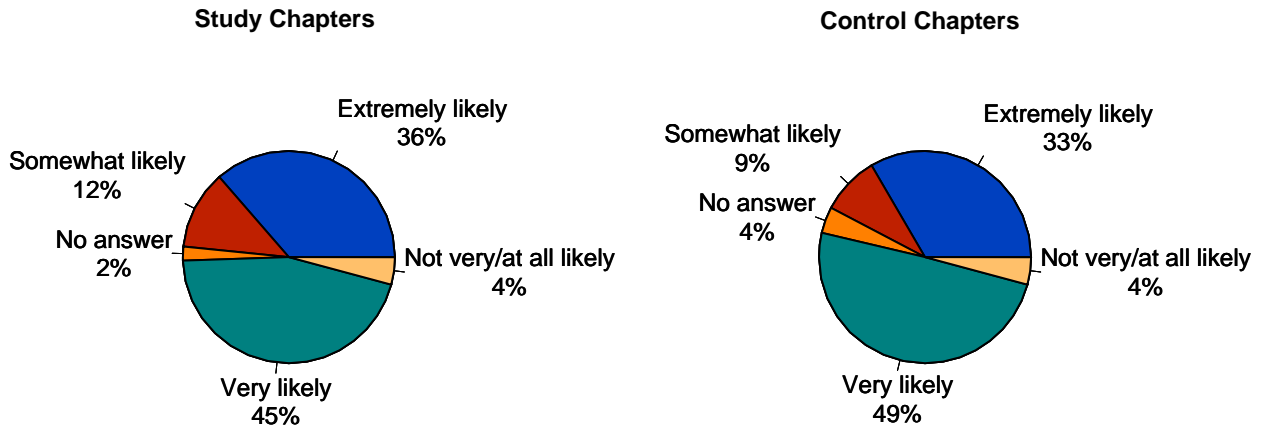
- (71%) of the Study Chapter respondents said they were not currently using their step counter.
- 69%) Control Chapter respondents said they were not currently using their step counter.

For the Study Chapter respondents, the reason given most often for why they were not continuing to use the step counter was that they did not need it any more (40%), and for the Control Chapters, they forgot to put it on (26%).

Respondents were asked, now that SSWR has ended, “how likely are you to continue walking for exercise?” The response was the same for Study Chapter and Control Chapter respondents. As Exhibit 25 shows, 8 in 10 indicated that now that they are either *Extremely Likely* (36%) or *Very Likely* (45%) to continue walking for exercise. However when asked now that SSWR has ended, “how likely are you to move on to other forms of

exercise?”, less than half in either group (43%) indicated they were *Extremely* or *Very likely* to move on to another form of exercise.

**Exhibit 25: Percent of Respondents Who Are Likely to Continue to Walk for Exercise**  
 (Base: Respondents Who Participated in SSWR)

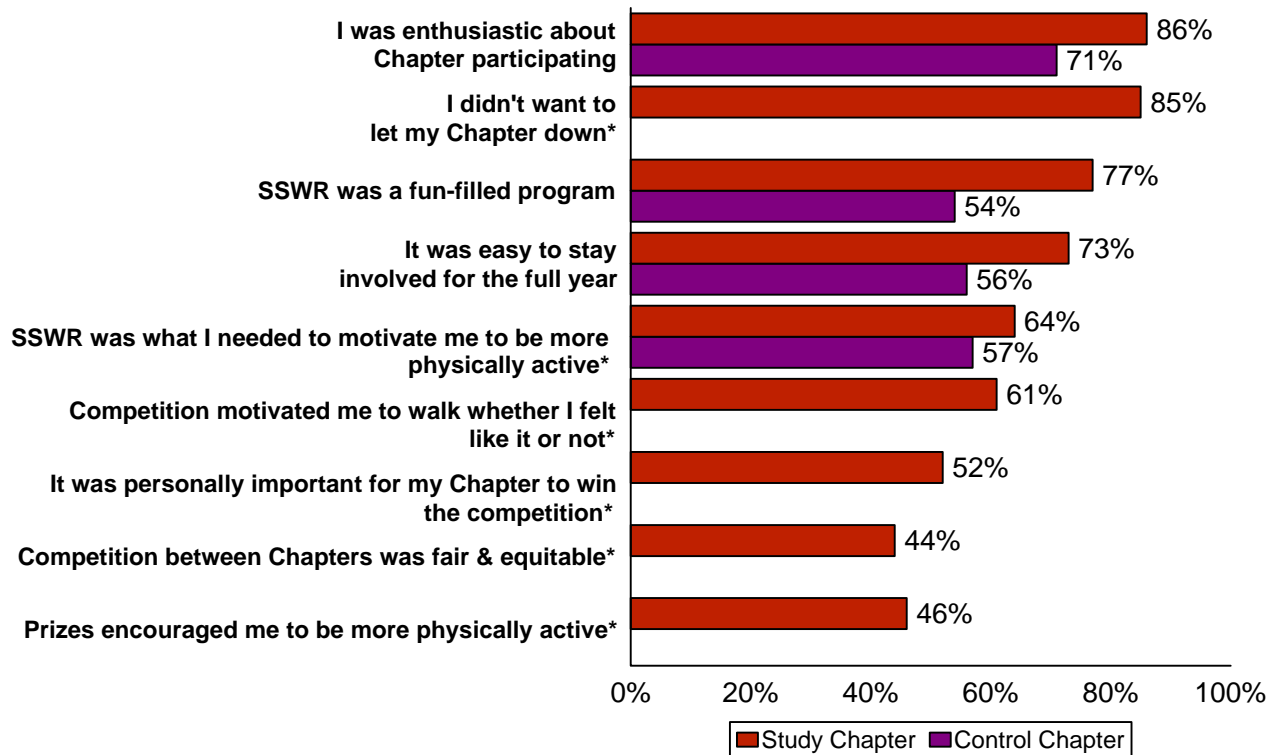


Source: Evaluation of the AARP RHS *Step & Stride with Ruby* Program, July 2008

**Overall, How Did Respondents Feel about Their Participation in SSWR?**

Respondents were asked to rate their agreement with a set of questions about their participation in SSWR using a 5-point scale where “5” was *Strongly agree* and “1” was *Strongly disagree*. Overall, in Exhibit 26 it can be seen that the Study Chapter respondents were more likely to agree with the statements than were the Control Chapters’. A significantly larger share of the Study Chapter respondents were enthusiastic about participating in the program, perceived the program was fun filled, and found it easy to stay involved for the full year. Of the items that only the Study Chapters were asked, the agreement was lowest regarding competition and prizes as motivators.

**Exhibit 26: Percent Who Strongly or Somewhat Agree with Statements about Their Participation in SSWR\***  
(Base: Respondents who participated in SSWR)



\* Only asked of Study Chapters

Source: Evaluation of the AARP RHS *Step & Stride with Ruby* Program, July 2008\*Multiple responses allowed.

## CONCLUSIONS AND DISCUSSION

This evaluation research was designed to examine the relationship between the social aspects of a walking program and the likelihood that participants would continue to be physically active over the long term. Thus, assuming that the RHS Chapters would be highly sociable groups, AARP collaborated with the Red Hat Society to develop and offer the *Step and Stride with Ruby* year-long walking program with the support of the AARP Foundation Women’s Leadership Circle. A set of questions to examine the characteristics of Chapter member relationships and how the Chapters functioned indicated that they are very sociable groups.

The finding of a retention rate of 87% for the Study Chapter and 49% for the Control Chapter respondents supports the notion that a program with intact social groups can increase the likelihood of individuals remaining in a program over an extended period of

time. This is a contrast to the less than a third (29%) on average of the individuals who have participated for the full length of the AARP 10 Week Walking program. Moreover, that the Study Chapters had a much higher retention rate suggests that there are additional features that only the Study Chapters were exposed to that are related to higher retention rates.

The finding that there was a greater increase in the amount of time spent exercising in a week for the Study Chapters than for Control Chapters suggests that the additional features the Study Chapters were exposed to have added value for increasing physical activity among cohesive social groups.

An interesting finding is that while for the Study Chapters that had the competition feature, just over half of the respondents said it was personally important for their Chapter to win the competition (52%) nearly 1 in 7 said that they did not want to let their Chapter down (85%). This suggests that it may be that if one's action impacts others in a cohesive group, because of the social capital related to such groups, individuals commit themselves to doing what is for the good of the group. That this may be a factor is further supported by the fact that 4 in 10 of the Study Chapter respondents (40%) said they were no longer using the step counter because they did not need it any more. These findings may have important implications for the characteristics of groups selected for this type of year-long social program.

The finding that a third or more of the respondents reported positive changes in energy, endurance, weight, and mood supports earlier findings that participants experience a number of different benefits in participating in the program.

The findings that virtually all of the respondents said they are likely to continue walking for exercise suggests that the program was successful in incorporating physical activity as a way of life for the respondents.

In conclusion, the results for this evaluation research indicate that the *Step & Stride with Ruby* program was successful in keeping a large share of the participants active over the span of a year in order to increase their physical activity and associated physical and emotional benefits.

## BIBLIOGRAPHY

AARP has conducted extensive research on physical activity and will share more specific research and information upon request. References and sources for this document include:

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# **Appendix A**

## **Methodology**



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## Methodology

Evaluations are made via comparisons between data collected from willing participants prior to the beginning of the walking program in any particular Red Hat Society Chapter, and followup data collected soon after completion of the program. A pre/post study/control design was employed, where a limited number of Chapters did not officially participate in the full walking program, but were surveyed using instruments similar to those completed by participants in study chapters. All participants in each Chapter were asked to complete a waiver form prior to participating, and offered the option of also completing a 6-page pre-program questionnaire. All waivers and questionnaires received were forwarded to Readex Research, AARP's survey partner, where waiver contact information and baseline questionnaire data were captured for those not forbidding later recontact.

Following program completion, all permissioned participants were recontacted via mail to complete an 8-page post-program survey, including some items identical to the pre-program survey (to measure behavioral and attitudinal change) as well as additional items seeking feedback about the program experience itself. Data from returned post-program surveys was also captured by Readex.

## Data Collection

The pre- and post-program survey instruments were designed collaboratively by AARP and the Red Hat Society, with suggestions from Readex Research.

Pre-program questionnaires were collected (along with waiver forms) by Chapter administrators and forwarded for processing.

Post-program data was collected by mail survey. All mailings were identified as coming from AARP, and included the signature of the AARP researcher heading the project.

Survey kits were mailed to all sample members on February 19, 2008. Each kit consisted of a personalized letter on AARP letterhead; a small cash incentive; an 8-page questionnaire (study or control version); and a stamped reply envelope addressed to Readex Research.

Postcards were mailed to all sample members one week after the survey kits, reminding them to complete and return the survey if they had not already done so.

Three weeks after the survey kits, on March 12th, follow-up kits (similar to the initial kits, but without the incentive) were mailed to all who had not yet responded. A second reminder postcard was mailed to nonrespondents one week after that on March 19th.

Returns were accepted through April 7, 2008.

## Sample Composition and Disposition

The population of interest consisted of members in 28 Red Hat Society Chapters, eight of which were designated as control Chapters (i.e., not officially participating in *Step & Stride with Ruby*).

Information on 601 individuals was forwarded to Readex Research by the pre-program survey administrators. 529 of these individuals both completed a pre-program survey and did not forbid later recontact; all of these were invited to complete the post-program survey. A total of 424 returned usable post-program questionnaires, for an 80% response rate. Most of the data reported is based on the subset for whom both pre-program and post-program measures are available.

The table below shows the Red Hat Society Chapters, Chapter status (study or control), numbers of participants, numbers of surveys (pre- and post-program) processed, and response rate.

#	Red Hat Society Chapter	status	<u>pre-program survey</u>		<u>post-program survey</u>		rate
			partici- pants	usable baseline surveys	mailout	response	
106	Wonderful Wacky Wildwood Women	study	21	20	20	18	90%
114	Les Amies	study	36	30	30	18	60%
155	Purple Passion People of Danberry	study	20	17	17	16	94%
214	Carolina Dixie Darlin's	study	18	13	13	12	92%
243	Gadabout Gals	study	30	26	26	25	96%
335	Red Hat Sorority	study	32	32	32	23	72%
341	Purple Lilac Ladies of Keene	study	30	23	23	19	83%
344	Dashing Darlings of Lochmere	study	18	14	14	10	71%
368	Razzle Dazzle Hatters of Huntingdon	study	22	17	17	12	71%
459	Magnificent Lady Slippers of Saco	study	33	33	33	25	76%
483	Scarlet Ladies of the Lake	study	35	32	32	28	88%
484	Red Hatitude Society of Waterwood	study	23	20	20	13	65%
500	Holy Hats of High Point	study	25	24	24	22	92%
606	Red Hat Glitzy Gals	study	25	24	24	19	79%
629	Red Hat Lincs	study	28	25	25	20	80%
740	Delovely Delightful Dames	study	21	16	16	13	81%
771	Crème de la Crème	study	20	19	19	12	63%
793	The Red Teesers	study	29	26	26	26	100%
803	Raspberry Tarts	study	20	17	17	11	65%
861	Riviera Rubies	study	20	18	18	15	83%
subtotal			506	446	446	357	80%
230	Capricious Cronies	control	9	8	8	8	100%
298	Red Bonnet Sisters	control	14	13	13	10	77%
328	Red Hatters of TLH	control	6	5	5	4	80%
495	Red Hat Ladybugs of Dubuque	control	16	11	11	8	73%
527	Frankly Scarlets	control	13	12	12	9	75%
631	Todd Creek Red Hatters	control	12	12	12	9	75%
727	Red Hot Cruisers	control	12	10	10	10	100%
868	Fabulous Founders	control	13	12	12	9	75%
subtotal			95	83	83	67	81%
<b>TOTAL</b>			<b>601</b>	<b>529</b>	<b>529</b>	<b>424</b>	<b>80%</b>

**Appendix B**  
**Annotated Questionnaire**  
**Study Chapters Pre | Post Results**



**Red Hat Society Pre-Walking Program Survey |  
Step & Stride with Ruby Follow-up Survey  
Study Chapters Pre | Post Results**

(Please note: The survey results will be aggregated to keep individual responses confidential.)

**DIRECTIONS:** In this survey, the terms physical activity and exercise are used interchangeably. Please check (✓) the box or write the response that best represents you.

- Moderate intensity physical activity brings about slight increases in heart rate and breathing such as brisk walking or light yard work.
- Vigorous physical activity brings about large increases in heart rate and breathing (such as running or aerobics).

base: all respondents, n = 357 | 357

**Q1a. | Q1a. Are you accumulating at least 30 minutes of moderate intensity physical activity on 5 or more days a week or at least 20 minutes of vigorous activity on 3 or more days a week?**

59% | 75% **Yes** → If Yes, go to Q1d  
40% | 22% **No** → If No, go to Q1b  
1% | 3% No answer

base: those not accumulating 30 minutes/5 days a week of vigorous or 20 minutes/3 days a week of moderate physical activity, n = 143 | 79

**Q1b. | Q1b. Are you accumulating at least 30 minutes of moderate intensity physical activity or at least 20 minutes of vigorous activity at least 1 day per week?**

61% | 76% **Yes** → If Yes, go to Q1e  
39% | 23% **No** → If No, go to Q1c  
0% | 1% No answer

base: those not accumulating 30 minutes of moderate or 20 minutes of vigorous physical activity 1 day a week, n = 56 | 18

**Q1c. | Q1c. Do you intend to increase your activity?**

95% | 89% **Yes** → If Yes, go to Q5  
5% | 6% **No** → If No, go to Q5  
0% | 6% No answer

base: those accumulating 30 minutes/5 days a week of moderate or 20 minutes/3 days a week of vigorous physical activity, n = 209 | 267

**Q1d. | Q1d. Have you been doing this regularly (consistently) for the last 6 months?**

75% | 93% **Yes** → If Yes, go to Q2  
20% | 5% **No** → If No, go to Q2  
5% | 2% No answer

base: those accumulating 30 minutes/5 days a week of moderate or 20 minutes/3 days a week of vigorous physical activity, n = 87 | 60

**Q1e. | Q1e. In a usual week how many minutes and how many day(s) are you physically active?**

<u>Minutes</u>	<u>Day(s)</u>
3%   7% Less than 20 minutes	3%   8% 1 day
14%   10% 20 to 29 minutes	25%   12% 2 days
29%   27% 30 to 39 minutes	20%   30% 3 days
6%   5% 40 to 59 minutes	10%   5% 4 days
11%   12% 1 up to 2 hours	3%   5% 5 days
5%   5% 2 up to 3 hours	0%   7% 6 days
6%   5% 3 hours or more	16%   8% 7 days
26%   30% No answer	22%   25% No answer

base: those accumulating 30 minutes/5 days a week of moderate or 20 minutes/3 days a week of vigorous physical activity OR 30 minutes of moderate or 20 minutes of vigorous physical activity 1 day a week, n = 296 | 327

**Q2. | Q2. How would you describe the level of exercise you typically engage in?**

12% | 15% **VIGOROUS**  
84% | 81% **MODERATE**  
4% | 4% No answer

**Q3. | Q3. Which one of the following statements best describes how you currently exercise?**

45% | 50% **I usually exercise by myself**  
15% | 8% **I usually exercise with a friend, spouse, or family member**  
16% | 13% **I usually exercise with a group or class**  
0% | 1% **I usually exercise with a personal trainer**  
16% | 20% **I exercise by myself as much as I exercise with other people**  
9% | 7% Answered multiple/no answer

base: those accumulating 30 minutes/5 days a week of moderate or 20 minutes/3 days a week of vigorous physical activity OR 30 minutes of moderate or 20 minutes of vigorous physical activity 1 day a week, n = 296 | 327

**Q4. | Q4. Where do you exercise?**  
(Check all that apply.)

- 27% | 21% **Health club**
- 7% | 11% **Community center**
- 63% | 71% **At home**
- 11% | 13% **At work**
- 31% | 38% **Somewhere else**
- 4% | 3% **No answer**

base: all respondents, n = 357 | \*

**Q5. | \* How often do you think a person your age needs to exercise to be healthy?**

- 0% | \* **Not at all**
- 1% | \* **Once or twice a month**
- 6% | \* **Once or twice a week**
- 65% | \* **Three or four times a week**
- 28% | \* **Five or more times a week**
- 1% | \* **No answer**

base: all respondents, n = 357 | 357

**Q6. | Q5. What, if any, physical conditions interfere with your ability to exercise?**  
(Check all that apply.)

- 37% | 31% **Arthritis**
- 23% | 20% **An injury (knee, foot, shoulder, etc...)**
- 8% | 7% **Heart problems**
- 6% | 6% **Asthma**
- 4% | 4% **Physical disability**
- 13% | 10% **Chronic pain**
- 17% | 21% **Other**
- 39% | 41% **None**
- 0% | 2% **No answer**

base: all respondents, n = 357 | 357

**Q7. | Q6. In a typical week, do you ever walk for 10 minutes at a time for any reason (e.g., at work, for recreation, for exercise, to run errands)?**

91% | 94% **Yes** → **How many days?** \_\_\_\_\_  
 8% | 5% **No** 2% | 2% 1 day  
 1% | 1% No answer 16% | 8% 2 days  
 13% | 14% 3 days  
 13% | 10% 4 days  
 13% | 18% 5 days  
 6% | 10% 6 days  
 21% | 29% 7 days  
 6% | 3% Not specified

**Q8. | Q7. In a typical week, do you ever walk for 30 minutes at a time in your neighborhood for any reason (e.g., at work, for recreation, for exercise, to run errands)?**

63% | 72% **Yes** → **How many days?** \_\_\_\_\_  
 36% | 26% **No** 7% | 7% 1 day  
 1% | 2% No answer 13% | 12% 2 days  
 13% | 17% 3 days  
 8% | 8% 4 days  
 6% | 11% 5 days  
 5% | 5% 6 days  
 8% | 10% 7 days  
 3% | 3% Not specified

base: all respondents, n = 357 | \*

**Q9. | \* To what extent do you agree or disagree with the following statements about health and illness?**

	<b><u>Strongly Agree</u></b>	<b><u>Somewhat Agree</u></b>	<b><u>Neither Agree Nor Disagree</u></b>	<b><u>Somewhat Disagree</u></b>	<b><u>Strongly Disagree</u></b>	<b><u>No Answer</u></b>
<b>If I take care of myself, I can avoid illness.</b>	54%   *	34%   *	6%   *	4%   *	1%   *	1%   *
<b>Good health is largely a matter of good fortune.</b>	9%   *	24%   *	21%   *	21%   *	21%   *	4%   *
<b>I am directly responsible for my health.</b>	58%   *	31%   *	6%   *	1%   *	1%   *	3%   *
<b>People who never get sick are just plain lucky.</b>	8%   *	17%   *	27%   *	22%   *	23%   *	3%   *
<b>When I feel ill, I know it's because I have not been getting the proper exercise or eating right.</b>	11%   *	33%   *	28%   *	18%   *	8%   *	1%   *
<b>Most people do not realize the extent to which their illnesses are controlled by accidental happenings.</b>	6%   *	27%   *	46%   *	13%   *	6%   *	2%   *

base: all respondents, n = 357 | \*

**Q10. | \* To what extent do you agree or disagree with the following statements about your RHS Chapter?**

	<b><u>Strongly Agree</u></b>	<b><u>Somewhat Agree</u></b>	<b><u>Neither Agree Nor Disagree</u></b>	<b><u>Somewhat Disagree</u></b>	<b><u>Strongly Disagree</u></b>	<b><u>No Answer</u></b>
<b>My RHS Chapter is a close knit group.</b>	53%   *	36%   *	9%   *	1%   *	0%   *	1%   *
<b>I am close friends with one or more Chapter members.</b>	73%   *	20%   *	5%   *	1%   *	0%   *	1%   *
<b>My Chapter has cliques.</b>	5%   *	18%   *	31%   *	13%   *	31%   *	2%   *
<b>Overall, I believe the members in my Chapter will work together to win the walking competition.†</b>	74%   *	21%   *	4%   *	0%   *	1%   *	1%   *
<b>My Chapter uses a democratic process to decide our activities.</b>	53%   *	31%   *	12%   *	1%   *	1%   *	1%   *
<b>My Chapter accommodates different needs or situations of the members.</b>	62%   *	30%   *	7%   *	0%   *	0%   *	1%   *
<b>Members in my Chapter have equal opportunity to participate in Chapter activities.</b>	82%   *	16%   *	1%   *	0%   *	0%   *	1%   *
<b>Chapter members know what they can expect as members of the RHS.†</b>	72%   *	24%   *	3%   *	0%   *	0%   *	1%   *
<b>The walking program shows the RHS is concerned about members' health.†</b>	82%   *	15%   *	2%   *	0%   *	0%   *	1%   *
<b>I feel that I can complain if I feel things are not going right for the Chapter.</b>	63%   *	24%   *	9%   *	1%   *	1%   *	2%   *

† Item not included in control version of pre-program survey, base = 344.



**Q11. | Q19. To what extent do you agree or disagree with the following statements about your participation in [the] *Step & Stride with Ruby (SSWR)* [program]?**

	<b><u>Strongly Agree</u></b>	<b><u>Somewhat Agree</u></b>	<b><u>Neither Agree Nor Disagree</u></b>	<b><u>Somewhat Disagree</u></b>	<b><u>Strongly Disagree</u></b>	<b><u>No Answer</u></b>
<b>I [am][was] enthusiastic about my Chapter participating in [Step &amp; Stride with Ruby (SSWR)][SSWR].<sup>1</sup></b>	85%   66%	13%   21%	1%   7%	0%   1%	0%   1%	0%   4%
<b>It [will be][was] easy for me to stay involved in SSWR for the full year.</b>	58%   46%	31%   27%	8%   11%	2%   8%	1%   4%	1%   3%
<b>Personally, it [is][was] very important for my Chapter to win the SSWR competition.</b>	52%   25%	29%   27%	16%   31%	1%   6%	1%   6%	1%   4%
<b>SSWR is just what I need[ed] to motivate me to become more physically active.</b>	62%   32%	25%   32%	8%   19%	2%   6%	2%   6%	1%   5%
<b>I [don't][didn't] want to let my Chapter down.</b>	80%   56%	15%   29%	4%   7%	0%   2%	0%   3%	1%   3%
<b>The potential to win prizes [will encourage][encouraged] me to be more physically active.</b>	47%   18%	27%   28%	17%   31%	4%   7%	4%   11%	1%   3%
<b>Knowing that the chances for my Chapter to win the competition [will motivate][motivated] me to walk whether I [feel][felt] like it or not.</b>	64%   32%	26%   29%	6%   22%	1%   6%	2%   9%	1%   3%
<b>I believe the process for the competition between chapters [will be][was] fair and equitable.</b>	63%   25%	24%   19%	10%   31%	2%   11%	0%   9%	1%   4%
<b>The frequently asked questions (FAQ) for SSWR made the program rules clear and understandable for me.<sup>2</sup></b>	61%   *	23%   *	12%   *	0%   *	0%   *	4%   *
<b>SSWR was a fun-filled program to participate in.<sup>3</sup></b>	*   49%	*   28%	*   15%	*   3%	*   3%	*   3%

1 Item included in control version of pre-program survey, base = 357.

2 Item included only in control version of pre-program survey, base = 344.

3 Item included only in post-program survey, base = 357.

base: all respondents, n = 357 | \*

**Q12. | \* What is your age as of your last birthday? \_\_\_\_\_ years**

4%   *	Under 50	9%   *	75 - 79
25%   *	50 - 59	4%   *	80 - 84
22%   *	60 - 64	0%   *	85 - 89
19%   *	65 - 69	0%   *	90 or over
16%   *	70 - 74	1%   *	No answer

**Q13. | \* Are you male or female?**

0%   *	<b>Male</b>
99%   *	<b>Female</b>
1%   *	No answer

**Q14. | \* Are you an AARP member?**

70%   *	<b>Yes</b>
29%   *	<b>No</b>
0%   *	No answer

**Q15. | \* What is your current marital status?**

62%   *	<b>Now married</b>
21%   *	<b>Widowed</b>
13%   *	<b>Divorced</b>
1%   *	<b>Separated</b>
3%   *	<b>Never married</b>
1%   *	No answer

**Q16. | \* Which of the following best describes your current employment status?**

22%   *	<b>Employed or self-employed <u>full-time</u></b>
17%   *	<b>Employed or self-employed <u>part-time</u></b>
50%   *	<b>Retired and not working</b>
10%   *	<b>Other such as homemaker</b>
1%   *	<b>Unemployed and looking for work</b>
1%   *	No answer

base: all respondents, n = 357 | \*

**Q17. | \* Are you Hispanic, of Spanish descent, or Latino?**

1% | \* **Yes**      88% | \* **No**      11% | \* No answer

**Q18. | \* What best describes your race?**

85% | \* **White/Caucasian**  
3% | \* **Black/African American**  
1% | \* **Asian American**  
0% | \* **Native American**  
0% | \* **Other**  
12% | \* No answer

**Q19. | \* What is your 5-digit zip code? Write in your zip code \_\_\_\_ \_**

**Q20. | \* Households are sometimes grouped according to income. Please indicate which group best estimates your annual household income before taxes. (Check only one.)**

3% | \* **Less than \$10,000**  
5% | \* **\$10,000 to \$19,999**  
9% | \* **\$20,000 to \$29,999**  
13% | \* **\$30,000 to \$39,999**  
11% | \* **\$40,000 to \$49,999**  
18% | \* **\$50,000 to \$74,999**  
18% | \* **\$75,000 or more**  
23% | \* No answer

- 1. Please put your completed survey in the envelope provided, seal it, and give it to your Chapter Queen.**
- 2. Give the waiver to your Queen after you sign it. (Do not put the waiver in the sealed envelope.)**

**Thank you for your participation!**

base: all respondents, n = \* | 357

\* | **Q8. In addition to *Step & Stride with Ruby*, do you participate in any other organizations' walking clubs, walking groups, or walking programs (e.g., Senior Center Walking Group, Diabetes Walking Group, virtual walking program, etc.)?**

- \* | 17% **Yes** → **Club, Group, or Program Name:** \_\_\_\_\_
- \* | 82% **No**
- \* | 2% No answer
- \* | 2% Curves
- \* | 1% YMCA
- \* | 1% Mall walkers
- \* | 13% Other

base: exposed respondents (post-program control version only), n = \* | 0

\* | **Q9. Did you participate at all in *Step & Stride with Ruby*?**

- \* | \* **Yes** → If Yes, go to Q11
- \* | \* **No**
- \* | \* No answer

base: those not participating at all in SSWR, n = \* | 0

\* | **Q10. Why didn't you participate?** (Check all that apply.)

- \* | \* **My Chapter did not participate in this walking program**
- \* | \* **I was too busy**
- \* | \* **I did not feel up to it**
- \* | \* **It was inconvenient to participate**
- \* | \* **I was not interested in participating**
- \* | \* **My health prevented me from participating**
- \* | \* **Other**
- \* | \* No answer

\* | **Q10a. Please go to the end of the survey and follow the mailing instructions.**

base: all respondents, n = \* | 357

\* | **Q11. Did you participate in *Step & Stride with Ruby* for the full year?**

- \* | 87% **Yes** → If Yes, go to Q14
- \* | 13% **No**
- \* | 1% No answer

base: those participating less than full year, n = \* | 46

\* | **Q12. For how many months did you participate?**

\_\_\_\_\_ **Months**

- \* | 11% Less than 3 months
- \* | 33% 3 - 5 months
- \* | 17% 6 - 8 months
- \* | 35% 9 months or more
- \* | 4% No answer

\* | **Q13. Why didn't you participate for the full year?**

(Check all that apply.)

- \* | 7% **I was too busy**
- \* | 9% **I did not feel up to it**
- \* | 4% **It was inconvenient to participate**
- \* | 20% **I lost interest in participating**
- \* | 24% **My health prevented me from participating**
- \* | 7% **I got injured**
- \* | 2% **The weather changed**
- \* | 9% **The program was not what I expected it to be**
- \* | 2% **I stopped for awhile and then started back up again**
- \* | 13% **The program started before I began participating**
- \* | \* **My Chapter discontinued the walking program†**
- \* | \* **My Chapter started the walking program after February 2007†**
- \* | 33% **Other**
- \* | 7% No answer

† Options not included in study version of post-program survey.

base: all respondents, n = \* | 357

\* | **Q14. While participating in *Step & Stride with Ruby*, did you collect Ruby's attire to dress her?**

- \* | 73% **Yes** → If Yes, go to Q16
- \* | 24% **No**
- \* | 3% No answer

base: those not collecting attire, n = \* | 86

\* | **Q15. Why didn't you collect the attire?**  
(Check all that apply.)

- \* | 9% **I did not turn in my steps**
- \* | 13% **My Countess did not give them out**
- \* | 35% **I was not present to collect them**
- \* | 16% **My Chapter did not participate in this feature of the program**
- \* | 29% **Other**
- \* | 6% No answer

base: all respondents, n = \* | 357

\* | **Q16. Please check the attire that you received to dress Ruby over the year (if any).**  
(Check all that apply.)

- |                                       |                              |
|---------------------------------------|------------------------------|
| *   71% <b>Red and white sock</b>     | *   63% <b>Jacket</b>        |
| *   68% <b>Second sock in the set</b> | *   63% <b>Water bottle</b>  |
| *   70% <b>Red shoe</b>               | *   62% <b>Fanny pack</b>    |
| *   68% <b>Second red shoe</b>        | *   61% <b>Step counter</b>  |
| *   66% <b>Pair of purple pants</b>   | *   63% <b>Red bag</b>       |
| *   66% <b>Ruby red shirt</b>         | *   64% <b>Red hat</b>       |
|                                       | *   10% <b>None of these</b> |
|                                       | *   17% No answer            |

\* | **Q17. As part of *Step & Stride with Ruby*, how did you walk most often?**  
(Check only one.)

- \* | 50% **Usually by myself**
- \* | 12% **About half the time with my Chapter members and about half the time by myself**
- \* | 17% **About half the time with friends or relatives, and about half the time by myself**
- \* | 7% **Usually with friends or relatives**
- \* | 4% **Other**
- \* | 10% Answered multiple/no answer

base: all respondents, n = \* | 357

\* | **Q18. Below are some of the features of *Step & Stride with Ruby*. Please rate how helpful each feature was for making the program a success for you.**  
(If a feature was not a part of your Chapter's activities, please check "Not applicable".)

	<u>Extremely Helpful</u>	<u>Very Helpful</u>	<u>Somewhat Helpful</u>	<u>Not Very Helpful</u>	<u>Not At All Helpful</u>	<u>Not Applicable</u>	<u>No Answer</u>
<b>Chapter's monthly walking event</b>	*   15%	*   23%	*   19%	*   5%	*   3%	*   26%	*   9%
<b>Chapter's monthly scavenger hunt</b>	*   14%	*   22%	*   19%	*   7%	*   5%	*   25%	*   8%
<b><i>Step &amp; Stride with Ruby</i> log cards (12) and ruby attire card</b>	*   29%	*   29%	*   17%	*   6%	*   4%	*   5%	*   9%
<b>Chapter walk leader</b>	*   27%	*   22%	*   10%	*   3%	*   2%	*   24%	*   12%
<b>Chapter Countess</b>	*   32%	*   21%	*   8%	*   4%	*   1%	*   18%	*   15%
<b><i>Participant Guide</i>— highlights safe, effective ways for Red Hatters to increase physical activity and tips for healthier eating (included with the step counter)</b>	*   15%	*   23%	*   25%	*   6%	*   2%	*   10%	*   20%
<b>Monthly motivation message</b>	*   11%	*   23%	*   24%	*   8%	*   4%	*   20%	*   10%
<b>Competition between Chapters</b>	*   16%	*   20%	*   20%	*   10%	*   8%	*   19%	*   8%
<b>Step equivalents chart that converts other exercise to step</b>	*   36%	*   25%	*   16%	*   4%	*   3%	*   8%	*   10%
<b>Chapter support</b>	*   33%	*   28%	*   18%	*   3%	*   3%	*   7%	*   7%
<b>Monthly drawing</b>	*   6%	*   13%	*   16%	*   10%	*   8%	*   32%	*   15%
<b>Grand prize</b>	*   15%	*   16%	*   16%	*   7%	*   9%	*   22%	*   14%
<b>Other</b>	*   4%	*   1%	*   1%	*   0%	*   1%	*   10%	*   83%

**Q11. | Q19. (see above)**

base: all respondents, n = \* | 357

\* | **Q20. While participating in *Step & Stride with Ruby*, how often did you use the step counter when you were up and about?**

- \* | 54% **All of the time** → Go to Q22
- \* | 34% **Most of the time** → Go to Q22
- \* | 8% **Some of the time**
- \* | 1% **Almost none of the time**
- \* | 1% **None of the time**
- \* | 2% **No answer**

base: those using step counter less than "most of the time", n = \* | 36

\* | **Q21. Which of the following reasons best describe why you did not use the step counter all or most of the time while participating in *Step & Stride with Ruby*? (Check all that apply.)**

- \* | 50% **It didn't work**
- \* | 14% **It was too confusing to use**
- \* | 14% **It was too cumbersome**
- \* | 39% **I forgot to put it on**
- \* | 31% **Other**
- \* | 3% **No answer**

base: all respondents, n = \* | 357

\* | **Q22. How helpful was the step counter during the *Step & Stride with Ruby* program in...**

	<b><u>Extremely Helpful</u></b>	<b><u>Very Helpful</u></b>	<b><u>Somewhat Helpful</u></b>	<b><u>Not Very Helpful</u></b>	<b><u>Not At All Helpful</u></b>	<b><u>No Answer</u></b>
<b>Getting you started with walking</b>	*   41%	*   32%	*   16%	*   4%	*   3%	*   4%
<b>Keeping you motivated to stay physically active</b>	*   39%	*   32%	*   15%	*   6%	*   3%	*   4%
<b>Helping you know your level of activity</b>	*   46%	*   30%	*   15%	*   3%	*   3%	*   3%
<b>Helping you to set goals</b>	*   35%	*   28%	*   22%	*   8%	*   3%	*   4%
<b>Helping you keep track of your progress</b>	*   47%	*   31%	*   12%	*   4%	*   2%	*   4%
<b>Helping you to compete with others</b>	*   29%	*   23%	*   25%	*   10%	*   8%	*   6%



base: all respondents, n = \* | 357

\* | **Q23. Are you currently using the step counter?**

- \* | 28% **Yes** → **How many steps do you typically take in a day?** \_\_\_\_\_ (Go to Q25)
- \* | 71% **No**
- \* | 1% No answer
- \* | 3% Less than 5,000
- \* | 8% 5,000 - 9,999
- \* | 8% 10,000 - 14,999
- \* | 3% 15,000 - 19,999
- \* | 2% 20,000 or more
- \* | 2% Number not specified

base: those not currently using step counter, n = \* | 253

\* | **Q24. Which of the following reasons best describes why you are not currently using the step counter?** (Check all that apply.)

- \* | 28% **It doesn't work**
- \* | 2% **It's too confusing to use**
- \* | 9% **It's too cumbersome**
- \* | 20% **I forget to put it on**
- \* | 40% **I don't need it any more**
- \* | 30% **Other**
- \* | 2% No answer

base: all respondents, n = \* | 357

\* | **Q25. Since your involvement with *Step & Stride with Ruby*, would you say you walk more frequently, less frequently, or about the same as you did before joining the program?**

- \* | 54% **More frequently**
- \* | 43% **About the same**
- \* | 1% **Less frequently**
- \* | 2% No answer

\* | **Q26. Since your involvement with *Step & Stride with Ruby*, in which of the following areas (if any) have you experienced a positive change in yourself?** (Check all that apply.)

- |                                   |                                      |
|-----------------------------------|--------------------------------------|
| *   31% <b>Mood</b>               | *   40% <b>Endurance</b>             |
| *   24% <b>Self-esteem</b>        | *   15% <b>Cholesterol</b>           |
| *   20% <b>Confidence</b>         | *   18% <b>Blood pressure</b>        |
| *   21% <b>Social life</b>        | *   7% <b>Blood sugar (diabetes)</b> |
| *   20% <b>Learned new things</b> | *   39% <b>Weight</b>                |
| *   52% <b>Energy level</b>       | *   24% <b>Sleep</b>                 |
| *   27% <b>Strength</b>           | *   8% <b>Other</b>                  |
| *   2% <b>Improved sex</b>        | *   14% <b>None</b>                  |
| *   27% <b>Flexibility</b>        | *   3% No answer                     |

base: all respondents, n = \* | 357

\* | **Q27. Now that *Step & Stride with Ruby* has ended, how likely are you to continue walking for exercise?**

- \* | 1% **Not at all likely**
- \* | 3% **Not very likely**
- \* | 12% **Somewhat likely**
- \* | 45% **Very likely**
- \* | 36% **Extremely likely**
- \* | 2% No answer

\* | **Q28. Now that *Step & Stride with Ruby* has ended, how likely are you to move on to other forms of exercise (e.g., dancing, aerobics, jogging, etc.)?**

- \* | 7% **Not at all likely**
- \* | 17% **Not very likely**
- \* | 31% **Somewhat likely**
- \* | 25% **Very likely**
- \* | 17% **Extremely likely**
- \* | 3% No answer

## Thank you for your participation!

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If you wish us to send you an exercise band, please carefully print your name and address below. This information will not be recorded with your survey answers. Please allow 3-4 weeks for delivery.

name: \_\_\_\_\_

address: \_\_\_\_\_

city, state, ZIP: \_\_\_\_\_

This form is coded only to avoid troubling you with reminder mailings once your survey is received. Your answers will be kept completely confidential and used only in tabulation with others. © 2008 project #12775 V0 \_\_\_\_\_



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**Appendix C**  
**Annotated Questionnaire**

**Control Chapters - Pre |Post Results**



## Red Hat Society Pre-Walking Program Survey | Walking and Physical Activity Follow-up Survey Control Chapters Pre | Post Results

(Please note: The survey results will be aggregated to keep individual responses confidential.)

**DIRECTIONS:** In this survey, the terms physical activity and exercise are used interchangeably. Please check (✓) the box or write the response that best represents you.

- Moderate intensity physical activity brings about slight increases in heart rate and breathing such as brisk walking or light yard work.
- Vigorous physical activity brings about large increases in heart rate and breathing (such as running or aerobics).

base: all respondents, n = 67 | 67

**Q1a. | Q1a. Are you accumulating at least 30 minutes of moderate intensity physical activity on 5 or more days a week or at least 20 minutes of vigorous activity on 3 or more days a week?**

75% | 63% **Yes** → If Yes, go to Q1d  
21% | 37% **No** → If No, go to Q1b  
4% | 0% No answer

base: those not accumulating 30 minutes/5 days a week of vigorous or 20 minutes/3 days a week of moderate physical activity, n = 14 | 25

**Q1b. | Q1b. Are you accumulating at least 30 minutes of moderate intensity physical activity or at least 20 minutes of vigorous activity at least 1 day per week?**

57% | 68% **Yes** → If Yes, go to Q1e  
43% | 32% **No** → If No, go to Q1c  
0% | 0% No answer

base: those not accumulating 30 minutes of moderate or 20 minutes of vigorous physical activity 1 day a week, n = 6 | 8

**Q1c. | Q1c. Do you intend to increase your activity?**

83% | 63% **Yes** → If Yes, go to Q5  
0% | 25% **No** → If No, go to Q5  
17% | 13% No answer

base: those accumulating 30 minutes/5 days a week of moderate or 20 minutes/3 days a week of vigorous physical activity, n = 50 | 42

**Q1d. | Q1d. Have you been doing this regularly (consistently) for the last 6 months?**

76% | 88% **Yes** → If Yes, go to Q2  
24% | 12% **No** → If No, go to Q2  
0% | 0% No answer

base: those accumulating 30 minutes/5 days a week of moderate or 20 minutes/3 days a week of vigorous physical activity, n = 8 | 17

**Q1e. | Q1e. In a usual week how many minutes and how many day(s) are you physically active?**

<u>          </u> Minutes	<u>          </u> Day(s)
0%   6% Less than 20 minutes	13%   12% 1 day
0%   24% 20 to 29 minutes	25%   12% 2 days
25%   35% 30 to 39 minutes	0%   24% 3 days
0%   6% 40 to 59 minutes	25%   18% 4 days
25%   12% 1 up to 2 hours	13%   12% 5 days
13%   0% 2 up to 3 hours	0%   0% 6 days
25%   0% 3 hours or more	13%   6% 7 days
13%   18% No answer	13%   18% No answer

base: those accumulating 30 minutes/5 days a week of moderate or 20 minutes/3 days a week of vigorous physical activity OR 30 minutes of moderate or 20 minutes of vigorous physical activity 1 day a week, n = 58 | 59

**Q2. | Q2. How would you describe the level of exercise you typically engage in?**

12% | 10% **VIGOROUS**  
86% | 86% **MODERATE**  
2% | 3% No answer

**Q3. | Q3. Which one of the following statements best describes how you currently exercise?**

40% | 36% **I usually exercise by myself**  
21% | 14% **I usually exercise with a friend, spouse, or family member**  
17% | 10% **I usually exercise with a group or class**  
2% | 0% **I usually exercise with a personal trainer**  
16% | 27% **I exercise by myself as much as I exercise with other people**  
5% | 13% Answered multiple/no answer

base: those accumulating 30 minutes/5 days a week of moderate or 20 minutes/3 days a week of vigorous physical activity OR 30 minutes of moderate or 20 minutes of vigorous physical activity 1 day a week, n = 58 | 59

**Q4. | Q4. Where do you exercise?**  
(Check all that apply.)

- 21% | 19% **Health club**
- 17% | 19% **Community center**
- 60% | 63% **At home**
- 9% | 5% **At work**
- 40% | 46% **Somewhere else**
- 2% | 3% No answer

base: all respondents, n = 67 | \*

**Q5. | \* How often do you think a person your age needs to exercise to be healthy?**

- 0% | \* **Not at all**
- 0% | \* **Once or twice a month**
- 3% | \* **Once or twice a week**
- 66% | \* **Three or four times a week**
- 31% | \* **Five or more times a week**
- 0% | \* No answer

base: all respondents, n = 67 | 67

**Q6. | Q5. What, if any, physical conditions interfere with your ability to exercise?**  
(Check all that apply.)

- 19% | 24% **Arthritis**
- 28% | 25% **An injury (knee, foot, shoulder, etc...)**
- 4% | 4% **Heart problems**
- 7% | 4% **Asthma**
- 1% | 1% **Physical disability**
- 7% | 12% **Chronic pain**
- 16% | 18% **Other**
- 51% | 49% **None**
- 1% | 1% No answer

base: all respondents, n = 67 | 67

**Q7. | Q6. In a typical week, do you ever walk for 10 minutes at a time for any reason (e.g., at work, for recreation, for exercise, to run errands)?**

91%   91%	<b>Yes → How many days?</b>	_____
6%   6%	<b>No</b>	1%   1% 1 day
3%   3%	No answer	7%   9% 2 days
		7%   19% 3 days
		13%   10% 4 days
		18%   12% 5 days
		13%   10% 6 days
		28%   24% 7 days
		1%   4% Not specified

**Q8. | Q7. In a typical week, do you ever walk for 30 minutes at a time in your neighborhood for any reason (e.g., at work, for recreation, for exercise, to run errands)?**

85%   69%	<b>Yes → How many days?</b>	_____
15%   31%	<b>No</b>	9%   9% 1 day
0%   0%	No answer	6%   15% 2 days
		12%   7% 3 days
		13%   7% 4 days
		18%   9% 5 days
		9%   7% 6 days
		12%   6% 7 days
		6%   7% Not specified

base: all respondents, n = 67 | \*

**Q9. | \* To what extent do you agree or disagree with the following statements about health and illness?**

	<b><u>Strongly Agree</u></b>	<b><u>Somewhat Agree</u></b>	<b><u>Neither Agree Nor Disagree</u></b>	<b><u>Somewhat Disagree</u></b>	<b><u>Strongly Disagree</u></b>	<b><u>No Answer</u></b>
<b>If I take care of myself, I can avoid illness.</b>	57%   *	34%   *	6%   *	3%   *	0%   *	0%   *
<b>Good health is largely a matter of good fortune.</b>	4%   *	25%   *	30%   *	18%   *	21%   *	1%   *
<b>I am directly responsible for my health.</b>	63%   *	30%   *	4%   *	0%   *	1%   *	1%   *
<b>People who never get sick are just plain lucky.</b>	3%   *	12%   *	34%   *	27%   *	19%   *	4%   *
<b>When I feel ill, I know it's because I have not been getting the proper exercise or eating right.</b>	10%   *	40%   *	22%   *	21%   *	6%   *	0%   *
<b>Most people do not realize the extent to which their illnesses are controlled by accidental happenings.</b>	9%   *	18%   *	49%   *	16%   *	7%   *	0%   *

base: all respondents, n = 67 | \*

**Q10. | \* To what extent do you agree or disagree with the following statements about your RHS Chapter?**

	<b>Strongly Agree</b>	<b>Somewhat Agree</b>	<b>Neither Agree Nor Disagree</b>	<b>Somewhat Disagree</b>	<b>Strongly Disagree</b>	<b>No Answer</b>
<b>My RHS Chapter is a close knit group.</b>	45%   *	46%   *	6%   *	0%   *	0%   *	3%   *
<b>I am close friends with one or more Chapter members.</b>	70%   *	19%   *	6%   *	0%   *	0%   *	4%   *
<b>My Chapter has cliques.</b>	3%   *	12%   *	40%   *	10%   *	27%   *	7%   *
<b>Overall, I believe the members in my Chapter will work together to win the walking competition.†</b>	*   *	*   *	*   *	*   *	*   *	*   *
<b>My Chapter uses a democratic process to decide our activities.</b>	54%   *	22%   *	10%   *	4%   *	4%   *	4%   *
<b>My Chapter accommodates different needs or situations of the members.</b>	58%   *	30%   *	4%   *	3%   *	1%   *	3%   *
<b>Members in my Chapter have equal opportunity to participate in Chapter activities.</b>	78%   *	18%   *	1%   *	0%   *	0%   *	3%   *
<b>Chapter members know what they can expect as members of the RHS.†</b>	*   *	*   *	*   *	*   *	*   *	*   *
<b>The walking program shows the RHS is concerned about members' health.†</b>	*   *	*   *	*   *	*   *	*   *	*   *
<b>I feel that I can complain if I feel things are not going right for the Chapter.</b>	63%   *	25%   *	6%   *	1%   *	1%   *	3%   *

† Item not included in control version of pre-program survey.



**Q11. | Q19. To what extent do you agree or disagree with the following statements about your participation in [the] *Step & Stride with Ruby (SSWR)* [program]?**

	<b><u>Strongly Agree</u></b>	<b><u>Somewhat Agree</u></b>	<b><u>Neither Agree Nor Disagree</u></b>	<b><u>Somewhat Disagree</u></b>	<b><u>Strongly Disagree</u></b>	<b><u>No Answer</u></b>
<b>I [am][was] enthusiastic about my Chapter participating in [Step &amp; Stride with Ruby (SSWR)][SSWR].<sup>1</sup></b>	70%   51%	21%   20%	4%   13%	0%   2%	1%   0%	3%   13%
<b>It [will be][was] easy for me to stay involved in SSWR for the full year.<sup>2</sup></b>	*   40%	*   16%	*   7%	*   13%	*   9%	*   16%
<b>Personally, it [is][was] very important for my Chapter to win the SSWR competition.<sup>3</sup></b>	*   *	*   *	*   *	*   *	*   *	*   *
<b>SSWR is just what I need[ed] to motivate me to become more physically active.<sup>2</sup></b>	*   33%	*   24%	*   11%	*   7%	*   9%	*   16%
<b>I [don't][didn't] want to let my Chapter down.<sup>3</sup></b>	*   *	*   *	*   *	*   *	*   *	*   *
<b>The potential to win prizes [will encourage][encouraged] me to be more physically active.<sup>3</sup></b>	*   *	*   *	*   *	*   *	*   *	*   *
<b>Knowing that the chances for my Chapter to win the competition [will motivate][motivated] me to walk whether I [feel][felt] like it or not.<sup>3</sup></b>	*   *	*   *	*   *	*   *	*   *	*   *
<b>I believe the process for the competition between chapters [will be][was] fair and equitable.<sup>3</sup></b>	*   *	*   *	*   *	*   *	*   *	*   *
<b>The frequently asked questions (FAQ) for SSWR made the program rules clear and understandable for me.<sup>4</sup></b>	*   *	*   *	*   *	*   *	*   *	*   *
<b>SSWR was a fun-filled program to participate in.<sup>5</sup></b>	*   38%	*   16%	*   27%	*   4%	*   2%	*   13%

1 Post-program non-participants not exposed, base = 67 | 45.

2 Pre-program respondents not exposed, post-program non-participants not exposed, base = \* | 45.

3 Control version respondents not exposed, base = \* | \*.

4 Control version pre-program respondents not exposed, post-program respondents not exposed, base = \* | \*.

5 Pre-program respondents not exposed, post-program non-participants not exposed, base = \* | 45.

base: all respondents, n = 67 | \*

**Q12. | \* What is your age as of your last birthday? \_\_\_\_\_ years**

0%   *	Under 50	7%   *	75 - 79
18%   *	50 - 59	3%   *	80 - 84
31%   *	60 - 64	1%   *	85 - 89
22%   *	65 - 69	0%   *	90 or over
15%   *	70 - 74	1%   *	No answer

**Q13. | \* Are you male or female?**

0%   *	<b>Male</b>
100%   *	<b>Female</b>
0%   *	No answer

**Q14. | \* Are you an AARP member?**

78%   *	<b>Yes</b>
21%   *	<b>No</b>
1%   *	No answer

**Q15. | \* What is your current marital status?**

67%   *	<b>Now married</b>
19%   *	<b>Widowed</b>
12%   *	<b>Divorced</b>
1%   *	<b>Separated</b>
0%   *	<b>Never married</b>
0%   *	No answer

**Q16. | \* Which of the following best describes your current employment status?**

22%   *	<b>Employed or self-employed <u>full-time</u></b>
7%   *	<b>Employed or self-employed <u>part-time</u></b>
69%   *	<b>Retired and not working</b>
1%   *	<b>Other such as homemaker</b>
0%   *	<b>Unemployed and looking for work</b>
0%   *	No answer

base: all respondents, n = 67 | \*

**Q17. | \* Are you Hispanic, of Spanish descent, or Latino?**

3% | \* **Yes**      93% | \* **No**      4% | \* No answer

**Q18. | \* What best describes your race?**

93% | \* **White/Caucasian**  
6% | \* **Black/African American**  
0% | \* **Asian American**  
0% | \* **Native American**  
1% | \* **Other**  
0% | \* No answer

**Q19. | \* What is your 5-digit zip code? Write in your zip code \_\_\_\_ \_ \_\_\_\_ \_ \_\_\_\_ \_**

**Q20. | \* Households are sometimes grouped according to income. Please indicate which group best estimates your annual household income before taxes. (Check only one.)**

0% | \* **Less than \$10,000**  
3% | \* **\$10,000 to \$19,999**  
4% | \* **\$20,000 to \$29,999**  
12% | \* **\$30,000 to \$39,999**  
18% | \* **\$40,000 to \$49,999**  
15% | \* **\$50,000 to \$74,999**  
24% | \* **\$75,000 or more**  
24% | \* No answer

- 1. Please put your completed survey in the envelope provided, seal it, and give it to your Chapter Queen.**
- 2. Give the waiver to your Queen after you sign it. (Do not put the waiver in the sealed envelope.)**

**Thank you for your participation!**

base: all respondents, n = \* | 67

\* | **Q8. In addition to *Step & Stride with Ruby*, do you participate in any other organizations' walking clubs, walking groups, or walking programs (e.g., Senior Center Walking Group, Diabetes Walking Group, virtual walking program, etc.)?**

- \* | 16% **Yes** → **Club, Group, or Program Name:** \_\_\_\_\_
- \* | 79% **No**
- \* | 4% No answer
- \* | 1% Curves
- \* | 0% YMCA
- \* | 3% Mall walkers
- \* | 12% Other

base: exposed respondents (post-program control version only), n = \* | 67

\* | **Q9. Did you participate at all in *Step & Stride with Ruby*?**

- \* | 67% **Yes** → If Yes, go to Q11
- \* | 33% **No**
- \* | 0% No answer

base: those not participating at all in SSWR, n = \* | 22

\* | **Q10. Why didn't you participate?** (Check all that apply.)

- \* | 45% **My Chapter did not participate in this walking program**
- \* | 9% **I was too busy**
- \* | 5% **I did not feel up to it**
- \* | 14% **It was inconvenient to participate**
- \* | 9% **I was not interested in participating**
- \* | 14% **My health prevented me from participating**
- \* | 23% **Other**
- \* | 9% No answer

\* | **Q10a. Please go to the end of the survey and follow the mailing instructions.**

base: exposed respondents (participants), n = \* | 45

\* | **Q11. Did you participate in *Step & Stride with Ruby* for the full year?**

- \* | 49% **Yes** → If Yes, go to Q14
- \* | 47% **No**
- \* | 4% No answer

base: those participating less than full year, n = \* | 21

\* | **Q12. For how many months did you participate?**

\_\_\_\_\_ **Months**

- \* | 19% Less than 3 months
- \* | 29% 3 - 5 months
- \* | 43% 6 - 8 months
- \* | 10% 9 months or more
- \* | 0% No answer

\* | **Q13. Why didn't you participate for the full year?**

(Check all that apply.)

- \* | 10% **I was too busy**
- \* | 0% **I did not feel up to it**
- \* | 14% **It was inconvenient to participate**
- \* | 10% **I lost interest in participating**
- \* | 24% **My health prevented me from participating**
- \* | 0% **I got injured**
- \* | 24% **The weather changed**
- \* | 0% **The program was not what I expected it to be**
- \* | 0% **I stopped for awhile and then started back up again**
- \* | 10% **The program started before I began participating**
- \* | 38% **My Chapter discontinued the walking program**
- \* | 5% **My Chapter started the walking program after February 2007**
- \* | 19% **Other**
- \* | 5% No answer

base: exposed respondents (participants), n = \* | 45

\* | **Q14. While participating in *Step & Stride with Ruby*, did you collect Ruby's attire to dress her?**

- \* | 42% **Yes** → If Yes, go to Q16
- \* | 51% **No**
- \* | 7% No answer

base: those not collecting attire, n = \* | 23

\* | **Q15. Why didn't you collect the attire?**  
(Check all that apply.)

- \* | 17% **I did not turn in my steps**
- \* | 4% **My Countess did not give them out**
- \* | 9% **I was not present to collect them**
- \* | 48% **My Chapter did not participate in this feature of the program**
- \* | 26% **Other**
- \* | 0% No answer

base: exposed respondents (participants), n = \* | 45

\* | **Q16. Please check the attire that you received to dress Ruby over the year (if any).**  
(Check all that apply.)

- |         |                               |         |                      |
|---------|-------------------------------|---------|----------------------|
| *   33% | <b>Red and white sock</b>     | *   24% | <b>Jacket</b>        |
| *   29% | <b>Second sock in the set</b> | *   24% | <b>Water bottle</b>  |
| *   29% | <b>Red shoe</b>               | *   22% | <b>Fanny pack</b>    |
| *   24% | <b>Second red shoe</b>        | *   22% | <b>Step counter</b>  |
| *   27% | <b>Pair of purple pants</b>   | *   18% | <b>Red bag</b>       |
| *   27% | <b>Ruby red shirt</b>         | *   16% | <b>Red hat</b>       |
|         |                               | *   20% | <b>None of these</b> |
|         |                               | *   42% | No answer            |

\* | **Q17. As part of *Step & Stride with Ruby*, how did you walk most often?**  
(Check only one.)

- \* | 44% **Usually by myself**
- \* | 16% **About half the time with my Chapter members and about half the time by myself**
- \* | 11% **About half the time with friends or relatives, and about half the time by myself**
- \* | 7% **Usually with friends or relatives**
- \* | 9% **Other**
- \* | 13% Answered multiple/no answer

base: exposed respondents (participants), n = \* | 45

\* | **Q18. Below are some of the features of *Step & Stride with Ruby*. Please rate how helpful each feature was for making the program a success for you.**  
(If a feature was not a part of your Chapter's activities, please check "Not applicable".)

	<u>Extremely Helpful</u>	<u>Very Helpful</u>	<u>Somewhat Helpful</u>	<u>Not Very Helpful</u>	<u>Not At All Helpful</u>	<u>Not Applicable</u>	<u>No Answer</u>
<b>Chapter's monthly walking event</b>	*   9%	*   16%	*   11%	*   0%	*   2%	*   53%	*   9%
<b>Chapter's monthly scavenger hunt</b>	*   7%	*   7%	*   2%	*   2%	*   0%	*   71%	*   11%
<b><i>Step &amp; Stride with Ruby</i> log cards (12) and ruby attire card</b>	*   29%	*   31%	*   4%	*   4%	*   2%	*   20%	*   9%
<b>Chapter walk leader</b>	*   18%	*   22%	*   13%	*   2%	*   2%	*   31%	*   11%
<b>Chapter Countess</b>	*   22%	*   27%	*   11%	*   4%	*   7%	*   18%	*   11%
<b><i>Participant Guide</i>— highlights safe, effective ways for Red Hatters to increase physical activity and tips for healthier eating (included with the step counter)</b>	*   4%	*   33%	*   20%	*   2%	*   2%	*   16%	*   22%
<b>Monthly motivation message</b>	*   7%	*   24%	*   16%	*   11%	*   0%	*   33%	*   9%
<b>Competition between Chapters</b>	*   11%	*   18%	*   18%	*   7%	*   0%	*   33%	*   13%
<b>Step equivalents chart that converts other exercise to step</b>	*   22%	*   27%	*   20%	*   2%	*   2%	*   13%	*   13%
<b>Chapter support</b>	*   22%	*   20%	*   29%	*   2%	*   4%	*   16%	*   7%
<b>Monthly drawing†</b>	*   *	*   *	*   *	*   *	*   *	*   *	*   *
<b>Grand prize†</b>	*   *	*   *	*   *	*   *	*   *	*   *	*   *
<b>Other</b>	*   7%	*   2%	*   0%	*   0%	*   2%	*   16%	*   73%

† Control version not exposed.

**Q11. | Q19. (see above)**

base: exposed respondents (participants), n = \* | 45

\* | **Q20. While participating in *Step & Stride with Ruby*, how often did you use the step counter when you were up and about?**

- \* | 49% **All of the time** → Go to Q22
- \* | 33% **Most of the time** → Go to Q22
- \* | 11% **Some of the time**
- \* | 2% **Almost none of the time**
- \* | 0% **None of the time**
- \* | 4% **No answer**

base: those using step counter less than "most of the time", n = \* | 6

\* | **Q21. Which of the following reasons best describe why you did not use the step counter all or most of the time while participating in *Step & Stride with Ruby*? (Check all that apply.)**

- \* | 50% **It didn't work**
- \* | 0% **It was too confusing to use**
- \* | 0% **It was too cumbersome**
- \* | 67% **I forgot to put it on**
- \* | 0% **Other**
- \* | 0% **No answer**

base: exposed respondents (participants), n = \* | 45

\* | **Q22. How helpful was the step counter during the *Step & Stride with Ruby* program in...**

	<b>Extremely Helpful</b>	<b>Very Helpful</b>	<b>Somewhat Helpful</b>	<b>Not Very Helpful</b>	<b>Not At All Helpful</b>	<b>No Answer</b>
<b>Getting you started with walking</b>	*   42%	*   29%	*   7%	*   7%	*   2%	*   13%
<b>Keeping you motivated to stay physically active</b>	*   42%	*   29%	*   9%	*   7%	*   2%	*   11%
<b>Helping you know your level of activity</b>	*   42%	*   29%	*   11%	*   4%	*   2%	*   11%
<b>Helping you to set goals</b>	*   33%	*   29%	*   13%	*   7%	*   2%	*   16%
<b>Helping you keep track of your progress</b>	*   51%	*   24%	*   7%	*   4%	*   2%	*   11%
<b>Helping you to compete with others</b>	*   31%	*   16%	*   7%	*   13%	*   13%	*   20%



base: exposed respondents (participants), n = \* | 45

\* | **Q23. Are you currently using the step counter?**

- \* | 24% **Yes → How many steps do you typically take in a day? \_\_\_\_\_** (Go to Q25)
- \* | 69% **No**
- \* | 7% **No answer**
- \* | 0% **Less than 5,000**
- \* | 11% **5,000 - 9,999**
- \* | 7% **10,000 - 14,999**
- \* | 2% **15,000 - 19,999**
- \* | 2% **20,000 or more**
- \* | 2% **Number not specified**

base: those not currently using step counter, n = \* | 31

\* | **Q24. Which of the following reasons best describes why you are not currently using the step counter?** (Check all that apply.)

- \* | 23% **It doesn't work**
- \* | 3% **It's too confusing to use**
- \* | 3% **It's too cumbersome**
- \* | 26% **I forget to put it on**
- \* | 13% **I don't need it any more**
- \* | 35% **Other**
- \* | 0% **No answer**

base: exposed respondents (participants), n = \* | 45

\* | **Q25. Since your involvement with *Step & Stride with Ruby*, would you say you walk more frequently, less frequently, or about the same as you did before joining the program?**

- \* | 33% **More frequently**
- \* | 58% **About the same**
- \* | 2% **Less frequently**
- \* | 7% **No answer**

\* | **Q26. Since your involvement with *Step & Stride with Ruby*, in which of the following areas (if any) have you experienced a positive change in yourself?** (Check all that apply.)

- |                                  |                                      |
|----------------------------------|--------------------------------------|
| *   31% <b>Mood</b>              | *   36% <b>Endurance</b>             |
| *   24% <b>Self-esteem</b>       | *   20% <b>Cholesterol</b>           |
| *   31% <b>Confidence</b>        | *   20% <b>Blood pressure</b>        |
| *   13% <b>Social life</b>       | *   9% <b>Blood sugar (diabetes)</b> |
| *   9% <b>Learned new things</b> | *   33% <b>Weight</b>                |
| *   56% <b>Energy level</b>      | *   24% <b>Sleep</b>                 |
| *   18% <b>Strength</b>          | *   7% <b>Other</b>                  |
| *   4% <b>Improved sex</b>       | *   7% <b>None</b>                   |
| *   36% <b>Flexibility</b>       | *   7% <b>No answer</b>              |

**\* | Q27. Now that *Step & Stride with Ruby* has ended, how likely are you to continue walking for exercise?**

- \* | 0% **Not at all likely**
- \* | 4% **Not very likely**
- \* | 9% **Somewhat likely**
- \* | 49% **Very likely**
- \* | 33% **Extremely likely**
- \* | 4% No answer

**\* | Q28. Now that *Step & Stride with Ruby* has ended, how likely are you to move on to other forms of exercise (e.g., dancing, aerobics, jogging, etc.)?**

- \* | 9% **Not at all likely**
- \* | 18% **Not very likely**
- \* | 27% **Somewhat likely**
- \* | 31% **Very likely**
- \* | 11% **Extremely likely**
- \* | 4% No answer

## Thank you for your participation!

If you wish us to send you an exercise band, please carefully print your name and address below. This information will not be recorded with your survey answers. Please allow 3-4 weeks for delivery.

name: \_\_\_\_\_

address: \_\_\_\_\_

city, state, ZIP: \_\_\_\_\_

This form is coded only to avoid troubling you with reminder mailings once your survey is received. Your answers will be kept completely confidential and used only in tabulation with others. © 2008 project #12775 V0 \_\_\_\_\_



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**Appendix D**  
**Annotated Questionnaire**

**Study | Control Chapters**  
**Post-Program Results**



**Step & Stride with Ruby Follow-up Survey |  
Walking and Physical Activity Follow-up Survey  
Study | Control Chapters Post-Program Results**

(Please note: The survey results will be aggregated to keep individual responses confidential.)

**DIRECTIONS:** In this survey, the terms physical activity and exercise are used interchangeably. Please check (✓) the box or write the response that best represents you.

- Moderate intensity physical activity brings about slight increases in heart rate and breathing such as brisk walking or light yard work.
- Vigorous physical activity brings about large increases in heart rate and breathing (such as running or aerobics).

base: all respondents, n = 357 | 67

**Q1a. Are you accumulating at least 30 minutes of moderate intensity physical activity on 5 or more days a week or at least 20 minutes of vigorous activity on 3 or more days a week?**

75% | 63% **Yes** → If Yes, go to Q1d

22% | 37% **No** → If No, go to Q1b

3% | 0% No answer

base: those not accumulating 30 minutes/5 days a week of vigorous or 20 minutes/3 days a week of moderate physical activity, n = 79 | 25

**Q1b. Are you accumulating at least 30 minutes of moderate intensity physical activity or at least 20 minutes of vigorous activity at least 1 day per week?**

76% | 68% **Yes** → If Yes, go to Q1e

23% | 32% **No** → If No, go to Q1c

1% | 0% No answer

base: those not accumulating 30 minutes of moderate or 20 minutes of vigorous physical activity 1 day a week, n = 18 | 8

**Q1c. Do you intend to increase your activity?**

89% | 63% **Yes** → If Yes, go to Q5

6% | 25% **No** → If No, go to Q5

6% | 13% No answer

base: those accumulating 30 minutes/5 days a week of moderate or 20 minutes/3 days a week of vigorous physical activity, n = 267 | 42

**Q1d. Have you been doing this regularly (consistently) for the last 6 months?**

93% | 88% **Yes** → If Yes, go to Q2  
5% | 12% **No** → If No, go to Q2  
2% | 0% No answer

base: those accumulating 30 minutes/5 days a week of moderate or 20 minutes/3 days a week of vigorous physical activity, n = 60 | 17

**Q1e. In a usual week how many minutes and how many day(s) are you physically active?**

<u>Minutes</u>	<u>Day(s)</u>
7%   6% Less than 20 minutes	8%   12% 1 day
10%   24% 20 to 29 minutes	12%   12% 2 days
27%   35% 30 to 39 minutes	30%   24% 3 days
5%   6% 40 to 59 minutes	5%   18% 4 days
12%   12% 1 up to 2 hours	5%   12% 5 days
5%   0% 2 up to 3 hours	7%   0% 6 days
5%   0% 3 hours or more	8%   6% 7 days
30%   18% No answer	25%   18% No answer

base: those accumulating 30 minutes/5 days a week of moderate or 20 minutes/3 days a week of vigorous physical activity OR 30 minutes of moderate or 20 minutes of vigorous physical activity 1 day a week, n = 327 | 59

**Q2. How would you describe the level of exercise you typically engage in?**

15% | 10% **VIGOROUS**  
81% | 86% **MODERATE**  
4% | 3% No answer

**Q3. Which one of the following statements best describes how you currently exercise?**

50% | 36% **I usually exercise by myself**  
8% | 14% **I usually exercise with a friend, spouse, or family member**  
13% | 10% **I usually exercise with a group or class**  
1% | 0% **I usually exercise with a personal trainer**  
20% | 27% **I exercise by myself as much as I exercise with other people**  
7% | 13% Answered multiple/no answer

**Q4. Where do you exercise?**

(Check all that apply.)

21% | 19% **Health club**  
11% | 19% **Community center**  
71% | 63% **At home**  
13% | 5% **At work**  
38% | 46% **Somewhere else**  
3% | 3% No answer

base: all respondents, n = 357 | 67

**Q5. What, if any, physical conditions interfere with your ability to exercise?**  
 (Check all that apply.)

- 31% | 24% **Arthritis**
- 20% | 25% **An injury (knee, foot, shoulder, etc...)**
- 7% | 4% **Heart problems**
- 6% | 4% **Asthma**
- 4% | 1% **Physical disability**
- 10% | 12% **Chronic pain**
- 21% | 18% **Other**
- 41% | 49% **None**
- 2% | 1% No answer

**Q6. In a typical week, do you ever walk for 10 minutes at a time for any reason (e.g., at work, for recreation, for exercise, to run errands)?**

- 94% | 91% **Yes → How many days?** \_\_\_\_\_
- 5% | 6% **No**
  - 2% | 1% 1 day
  - 8% | 9% 2 days
  - 14% | 19% 3 days
  - 10% | 10% 4 days
  - 18% | 12% 5 days
  - 10% | 10% 6 days
  - 29% | 24% 7 days
  - 3% | 4% Not specified
- 1% | 3% No answer

**Q7. In a typical week, do you ever walk for 30 minutes at a time in your neighborhood for any reason (e.g., at work, for recreation, for exercise, to run errands)?**

- 72% | 69% **Yes → How many days?** \_\_\_\_\_
- 26% | 31% **No**
  - 7% | 9% 1 day
  - 12% | 15% 2 days
  - 17% | 7% 3 days
  - 8% | 7% 4 days
  - 11% | 9% 5 days
  - 5% | 7% 6 days
  - 10% | 6% 7 days
  - 3% | 7% Not specified
- 2% | 0% No answer

base: all respondents, n = 357 | 67

**Q8. [In addition to *Step & Stride with Ruby*][Whether you participated in *Step & Stride with Ruby* or not], do you participate in any other organizations' walking clubs, walking groups, or walking programs (e.g., Senior Center Walking Group, Diabetes Walking Group, virtual walking program, etc.)?**

17% | 16% **Yes** → **Club, Group, or Program Name:** \_\_\_\_\_  
82% | 79% **No** 2% | 1% Curves  
2% | 4% No answer 1% | 0% YMCA  
1% | 3% Mall walkers  
13% | 12% Other

base: exposed respondents (post-program control version only), n = \* | 67

**Q9. Did you participate at all in *Step & Stride with Ruby*?**

\* | 67% **Yes** → If Yes, go to Q11  
\* | 33% **No**  
\* | 0% No answer

base: those not participating at all in SSWR, n = \* | 22

**Q10. Why didn't you participate? (Check all that apply.)**

\* | 45% **My Chapter did not participate in this walking program**  
\* | 9% **I was too busy**  
\* | 5% **I did not feel up to it**  
\* | 14% **It was inconvenient to participate**  
\* | 9% **I was not interested in participating**  
\* | 14% **My health prevented me from participating**  
\* | 23% **Other**  
\* | 9% No answer

**Q10a. Please go to the end of the survey and follow the mailing instructions.**

base: exposed respondents (non-participants excluded), n = 357 | 45

**Q11. Did you participate in *Step & Stride with Ruby* for the full year?**

87% | 49% **Yes** → If Yes, go to Q14

13% | 47% **No**

1% | 4% No answer

base: those participating less than full year, n = 46 | 21

**Q12. For how many months did you participate?**

\_\_\_\_\_ **Months**

11% | 19% Less than 3 months

33% | 29% 3 - 5 months

17% | 43% 6 - 8 months

35% | 10% 9 months or more

4% | 0% No answer

**Q13. Why didn't you participate for the full year?**

(Check all that apply.)

7% | 10% **I was too busy**

9% | 0% **I did not feel up to it**

4% | 14% **It was inconvenient to participate**

20% | 10% **I lost interest in participating**

24% | 24% **My health prevented me from participating**

7% | 0% **I got injured**

2% | 24% **The weather changed**

9% | 0% **The program was not what I expected it to be**

2% | 0% **I stopped for awhile and then started back up again**

13% | 10% **The program started before I began participating**

\* | 38% **My Chapter discontinued the walking program†**

\* | 5% **My Chapter started the walking program after February 2007†**

33% | 19% **Other**

7% | 5% No answer

† Options not included in study version of post-program survey.



base: exposed respondents (non-participants excluded), n = 357 | 45

**Q14. While participating in *Step & Stride with Ruby*, did you collect Ruby's attire to dress her?**

73% | 42% **Yes** → If Yes, go to Q16

24% | 51% **No**

3% | 7% No answer

base: those not collecting attire, n = 86 | 23

**Q15. Why didn't you collect the attire?**

(Check all that apply.)

9% | 17% **I did not turn in my steps**

13% | 4% **My Countess did not give them out**

35% | 9% **I was not present to collect them**

16% | 48% **My Chapter did not participate in this feature of the program**

29% | 26% **Other**

6% | 0% No answer

base: exposed respondents (non-participants excluded), n = 357 | 45

**Q16. Please check the attire that you received to dress Ruby over the year (if any).**

(Check all that apply.)

71% | 33% **Red and white sock**

68% | 29% **Second sock in the set**

70% | 29% **Red shoe**

68% | 24% **Second red shoe**

66% | 27% **Pair of purple pants**

66% | 27% **Ruby red shirt**

63% | 24% **Jacket**

63% | 24% **Water bottle**

62% | 22% **Fanny pack**

61% | 22% **Step counter**

63% | 18% **Red bag**

64% | 16% **Red hat**

10% | 20% **None of these**

17% | 42% No answer

**Q17. As part of *Step & Stride with Ruby*, how did you walk most often?**

(Check only one.)

50% | 44% **Usually by myself**

12% | 16% **About half the time with my Chapter members and about half the time by myself**

17% | 11% **About half the time with friends or relatives, and about half the time by myself**

7% | 7% **Usually with friends or relatives**

4% | 9% **Other**

10% | 13% Answered multiple/no answer

**Q18. Below are some of the features of *Step & Stride with Ruby*. Please rate how helpful each feature was for making the program a success for you.**

(If a feature was not a part of your Chapter's activities, please check "Not applicable".)

	<b><u>Extremely Helpful</u></b>	<b><u>Very Helpful</u></b>	<b><u>Somewhat Helpful</u></b>	<b><u>Not Very Helpful</u></b>	<b><u>Not At All Helpful</u></b>	<b><u>Not Applicable</u></b>	<b><u>No Answer</u></b>
<b>Chapter's monthly walking event</b>	15%   9%	23%   16%	19%   11%	5%   0%	3%   2%	26%   53%	9%   9%
<b>Chapter's monthly scavenger hunt</b>	14%   7%	22%   7%	19%   2%	7%   2%	5%   0%	25%   71%	8%   11%
<b><i>Step &amp; Stride with Ruby</i> log cards (12) and ruby attire card</b>	29%   29%	29%   31%	17%   4%	6%   4%	4%   2%	5%   20%	9%   9%
<b>Chapter walk leader</b>	27%   18%	22%   22%	10%   13%	3%   2%	2%   2%	24%   31%	12%   11%
<b>Chapter Countess</b>	32%   22%	21%   27%	8%   11%	4%   4%	1%   7%	18%   18%	15%   11%
<b><i>Participant Guide</i>— highlights safe, effective ways for Red Hatters to increase physical activity and tips for healthier eating (included with the step counter)</b>	15%   4%	23%   33%	25%   20%	6%   2%	2%   2%	10%   16%	20%   22%
<b>Monthly motivation message</b>	11%   7%	23%   24%	24%   16%	8%   11%	4%   0%	20%   33%	10%   9%
<b>Competition between [Chapters] [members]</b>	16%   11%	20%   18%	20%   18%	10%   7%	8%   0%	19%   33%	8%   13%
<b>Step equivalents chart that converts other exercise to step</b>	36%   22%	25%   27%	16%   20%	4%   2%	3%   2%	8%   13%	10%   13%
<b>Chapter support</b>	33%   22%	28%   20%	18%   29%	3%   2%	3%   4%	7%   16%	7%   7%
<b>Monthly drawing†</b>	6%   *	13%   *	16%   *	10%   *	8%   *	32%   *	15%   *
<b>Grand prize†</b>	15%   *	16%   *	16%   *	7%   *	9%   *	22%   *	14%   *
<b>Other</b>	4%   7%	1%   2%	1%   0%	0%   0%	1%   2%	10%   16%	83%   73%

† Item included only in post-program study version, base = 357 | \* .

base: exposed respondents (non-participants excluded), n = 357 | 45

**Q19. To what extent do you agree or disagree with the following statements about your participation in *Step & Stride with Ruby (SSWR)*?**

	<b><u>Strongly Agree</u></b>	<b><u>Somewhat Agree</u></b>	<b><u>Neither Agree Nor Disagree</u></b>	<b><u>Somewhat Disagree</u></b>	<b><u>Strongly Disagree</u></b>	<b><u>No Answer</u></b>
<b>I was enthusiastic about my Chapter participating in SSWR.</b>	66%   51%	21%   20%	7%   13%	1%   2%	1%   0%	4%   13%
<b>It was easy for me to stay involved in SSWR for the full year.</b>	46%   40%	27%   16%	11%   7%	8%   13%	4%   9%	3%   16%
<b>Personally, it was very important for my Chapter to win the SSWR competition.†</b>	25%   *	27%   *	31%   *	6%   *	6%   *	4%   *
<b>SSWR is just what I needed to motivate me to become more physically active.</b>	32%   33%	32%   24%	19%   11%	6%   7%	6%   9%	5%   16%
<b>I didn't want to let my Chapter down.†</b>	56%   *	29%   *	7%   *	2%   *	3%   *	3%   *
<b>The potential to win prizes encouraged me to be more physically active.†</b>	18%   *	28%   *	31%   *	7%   *	11%   *	3%   *
<b>Knowing that the chances for my Chapter to win the competition motivated me to walk whether I felt like it or not.†</b>	32%   *	29%   *	22%   *	6%   *	9%   *	3%   *
<b>I believe the process for the competition between chapters was fair and equitable.†</b>	25%   *	19%   *	31%   *	11%   *	9%   *	4%   *
<b>SSWR was a fun-filled program to participate in.</b>	49%   38%	28%   16%	15%   27%	3%   4%	3%   2%	3%   13%

† Item included only in post-program study version, base = 357 | \* .

base: exposed respondents (non-participants excluded), n = 357 | 45

**Q20. While participating in *Step & Stride with Ruby*, how often did you use the step counter when you were up and about?**

- 54% | 49% **All of the time** → Go to Q22
- 34% | 33% **Most of the time** → Go to Q22
- 8% | 11% **Some of the time**
- 1% | 2% **Almost none of the time**
- 1% | 0% **None of the time**
- 2% | 4% No answer

base: those using step counter less than "most of the time", n = 36 | 6

**Q21. Which of the following reasons best describe why you did not use the step counter all or most of the time while participating in *Step & Stride with Ruby*? (Check all that apply.)**

- 50% | 50% **It didn't work**
- 14% | 0% **It was too confusing to use**
- 14% | 0% **It was too cumbersome**
- 39% | 67% **I forgot to put it on**
- 31% | 0% **Other**
- 3% | 0% No answer

base: exposed respondents (non-participants excluded), n = 357 | 45

**Q22. How helpful was the step counter during the *Step & Stride with Ruby* program in...**

	<b><u>Extremely Helpful</u></b>	<b><u>Very Helpful</u></b>	<b><u>Somewhat Helpful</u></b>	<b><u>Not Very Helpful</u></b>	<b><u>Not At All Helpful</u></b>	<b><u>No Answer</u></b>
<b>Getting you started with walking</b>	41%   42%	32%   29%	16%   7%	4%   7%	3%   2%	4%   13%
<b>Keeping you motivated to stay physically active</b>	39%   42%	32%   29%	15%   9%	6%   7%	3%   2%	4%   11%
<b>Helping you know your level of activity</b>	46%   42%	30%   29%	15%   11%	3%   4%	3%   2%	3%   11%
<b>Helping you to set goals</b>	35%   33%	28%   29%	22%   13%	8%   7%	3%   2%	4%   16%
<b>Helping you keep track of your progress</b>	47%   51%	31%   24%	12%   7%	4%   4%	2%   2%	4%   11%
<b>Helping you to compete with others</b>	29%   31%	23%   16%	25%   7%	10%   13%	8%   13%	6%   20%

base: exposed respondents (non-participants excluded), n = 357 | 45

**Q23. Are you currently using the step counter?**

28% | 24% **Yes** → **How many steps do you typically take in a day?** \_\_\_\_\_ (Go to Q25)

71% | 69% **No**

1% | 7% No answer

3%		0%	Less than 5,000
8%		11%	5,000 - 9,999
8%		7%	10,000 - 14,999
3%		2%	15,000 - 19,999
2%		2%	20,000 or more
2%		2%	Number not specified

base: those not currently using step counter, n = 253 | 31

**Q24. Which of the following reasons best describes why you are not currently using the step counter? (Check all that apply.)**

28% | 23% **It doesn't work**

2% | 3% **It's too confusing to use**

9% | 3% **It's too cumbersome**

20% | 26% **I forget to put it on**

40% | 13% **I don't need it any more**

30% | 35% **Other**

2% | 0% No answer

base: exposed respondents (non-participants excluded), n = 357 | 45

**Q25. Since your involvement with *Step & Stride with Ruby*, would you say you walk more frequently, less frequently, or about the same as you did before joining the program?**

54% | 33% **More frequently**

43% | 58% **About the same**

1% | 2% **Less frequently**

2% | 7% No answer

**Q26. Since your involvement with *Step & Stride with Ruby*, in which of the following areas (if any) have you experienced a positive change in yourself?**

(Check all that apply.)

31% | 31% **Mood**

24% | 24% **Self-esteem**

20% | 31% **Confidence**

21% | 13% **Social life**

20% | 9% **Learned new things**

52% | 56% **Energy level**

27% | 18% **Strength**

2% | 4% **Improved sex**

27% | 36% **Flexibility**

40% | 36% **Endurance**

15% | 20% **Cholesterol**

18% | 20% **Blood pressure**

7% | 9% **Blood sugar (diabetes)**

39% | 33% **Weight**

24% | 24% **Sleep**

8% | 7% **Other**

14% | 7% **None**

3% | 7% No answer

**Q27. Now that *Step & Stride with Ruby* has ended, how likely are you to continue walking for exercise?**

- 1% | 0% **Not at all likely**
- 3% | 4% **Not very likely**
- 12% | 9% **Somewhat likely**
- 45% | 49% **Very likely**
- 36% | 33% **Extremely likely**
- 2% | 4% No answer

**Q28. Now that *Step & Stride with Ruby* has ended, how likely are you to move on to other forms of exercise (e.g., dancing, aerobics, jogging, etc.)?**

- 7% | 9% **Not at all likely**
- 17% | 18% **Not very likely**
- 31% | 27% **Somewhat likely**
- 25% | 31% **Very likely**
- 17% | 11% **Extremely likely**
- 3% | 4% No answer

## Thank you for your participation!

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If you wish us to send you an exercise band, please carefully print your name and address below. This information will not be recorded with your survey answers. Please allow 3-4 weeks for delivery.

name: \_\_\_\_\_

address: \_\_\_\_\_

city, state, ZIP: \_\_\_\_\_

This form is coded only to avoid troubling you with reminder mailings once your survey is received. Your answers will be kept completely confidential and used only in tabulation with others. © 2008 project #12775 V0 \_\_\_\_\_



2251 Tower Drive West Stillwater, MN 55082 tel: 651.439.1554 fax: 651.439.1564

## **Appendix E**

### **Official Rules**

## **“Step & Stride with Ruby” Official Rules**

Official Rules for “Step & Stride with Ruby” Sponsored by AARP (“Sponsor”) 601 E St., N.W. Washington, D.C. 20049. No purchase necessary. Program runs from 2/01/07 through 1/31/08.

1. **General.** “Step & Stride with Ruby” is a one-year walking program designed and supported by AARP for the Red Hat Society. The goal of the program is to encourage Red Hatters to increase their physical activity and experience all of the benefits of an active lifestyle.

2. **Eligibility.** AARP will select a test number of chapters to participate in the “Step & Stride with Ruby” Program as part of an AARP study. For those chapters selected for the study, AARP will fund the entire chapter’s participation. Only “Step & Stride with Ruby” participants who are members of a U.S. chapter (excluding Puerto Rico) that is selected for the study supported by AARP will be eligible to win prizes. Chapters not selected for the study, or chapters selected for the study but located outside of the 50 United States or the District of Columbia, may participate as well but are not eligible for study program materials, prizes or awards. See the FAQs for information on how to participate if not selected for the study.

3. **How to Apply for AARP Study.** To enter your chapter for a chance to be selected to participate in the study, complete the “Step & Stride with Ruby” online application at [www.stepstride.com](http://www.stepstride.com) no later than 11/30/06. As noted above, AARP will select a test number of chapters for a study and fund the entire chapter’s participation.

4. **Participation Requirements.** Chapters selected for the study funded by AARP (“Test Chapters”) will be notified by 12/15/06. AARP will select chapters from the pool of applicants according to AARP’s study criteria. Test Chapters will be selected by AARP in its sole discretion. Neither the individual chapters nor the Red Hat Society national office will have any influence on which chapters are selected. Participant materials will be distributed to the Test Chapters in January with a program start date of 2/1/07.

Each Test Chapter must designate a Countess. The Countess is the group leader for “Step & Stride with Ruby” for each chapter. Chapters may divide up responsibilities among more than 1 member, but the Countess is ultimately responsible for:

- Attending program orientation
- Recruiting chapter participants
- Distributing participant materials at the start of the program



- Organizing monthly walking events (a Countess “Step & Stride with Ruby” Implementation Guide with sample events is provided)
- Collecting step totals at the end of each month
- Recording chapter step totals online
- Distributing awards at the end of the program.

Each Test Chapter member enrolled in “Step & Stride with Ruby” will receive a participant packet with a step counter, guide, “Step & Stride with Ruby” rules, Ruby’s attire card and monthly log cards. Participants must record their steps and turn them in to the “Step & Stride with Ruby” Countess for their chapter at a monthly gathering/event.

When a participant turns in her monthly step total she will get a sticker (Item of Ruby’s attire) to affix to her Ruby’s attire card. There are 12 different stickers of Ruby’s attire that participants can earn - 1 for each month of the Program. The “Countess” must enter participant step counts online. When each chapter’s step counts are updated the online display will rank the chapter against other chapters. The chapter with the highest average steps per member (which will be calculated in the manner described in Paragraph 5, below) will rank first, second highest average per member will rank second, and so on.

**5. Scoring.** Each chapter’s average step count will be calculated by taking the total number of steps counted by chapter participants and logged by the Countess **divided by** the total number of chapter members. For example, if Chapter A has 20 members but only 10 are enrolled in “Step & Stride with Ruby”, the total number of steps counted by the 10 participants will be added together and divided by 20 to produce an average number of steps for the chapter. If Chapter B also has 20 members, but has 18 enrolled in “Step & Stride with Ruby”, their total number of steps (which should be higher, given that there are 18, rather than 10, participants) will also be divided by 20. Assuming all members in both chapters walk about the same amount, Chapter B will have the higher average because it has 8 more members contributing to the total number of steps that are averaged across the 20 chapter members.

**6. Determination of Winning Chapters.** At the end of the Program, the Test Chapter with the highest average step count will be declared the 1<sup>st</sup> Place Winner, the Test Chapter with the second highest average step count will be declared the 2<sup>nd</sup> Place Winner, and the Test Chapter with the third highest average step count will be declared the 3<sup>rd</sup> Place Winner.

**7. Prizes for Winning Test Chapters.**

**1<sup>st</sup> Place:** Each Successful Participant in the 1<sup>st</sup> Place winning Test Chapter will receive one (1) five hundred dollar (\$500.00) gift certificate to a national business. The term “Successful Participant” means an enrolled Program participant who has submitted her monthly step total to her chapter Countess each month during the program (12 months total).

**2<sup>nd</sup> Place:** Each Successful Participant in the 2<sup>nd</sup> Place winning Test Chapter will receive one (1) two hundred and fifty dollar (\$250.00) gift certificate to a national business.

**3<sup>rd</sup> Place:** Each Successful Participant in the 3<sup>rd</sup> Place winning Test Chapter will receive one (1) one hundred dollar (\$100.00) gift certificate to a national business.

No substitution or transfer of prizes is permitted, except that Sponsor reserves the right to substitute a prize with another prize of equal or greater value if the advertised prize or any component thereof is not available. Gift certificate usage is subject to terms and conditions of participating business.

**8. Prize for Participants Who Complete the Program.** Every Test Chapter member that enrolls as a Program participant and completes the program will receive an official “Step & Stride with Ruby” T-shirt!

**9. Monthly Random Drawings and Prizes:** Each month of the Program, Sponsor will conduct a random drawing to select one (1) Monthly Prize Winner to receive a fifty dollar (\$50.00) gift certificate to a national business. To encourage competition among chapters and stimulate sociability, each Test Chapter will participate in monthly scavenger hunts, (e.g. collecting the most restaurant menus). The prize pool for each drawing will consist of the names of the members from each Test Chapter who are enrolled as participants in the Program, if that Test Chapter completes the scavenger hunt. Monthly drawings will take place on or about the 28<sup>th</sup> of each month of the 12-month Program, for a total of 12 Monthly Prize Winners selected during the Program. The drawings will be conducted by a third party vendor, Health Enhancement Systems, under contract with Sponsor to assist with administration of the Program. Sponsor’s decisions in all matters relating to the Program are final. Each Test Chapter member who is enrolled as a participant in the Program will automatically receive one (1) entry into each monthly drawing, if her Test Chapter participated in the Monthly scavenger hunt. The odds of winning a Monthly Prize will depend upon the total number of Test Chapter members who are enrolled in the program and the total number of Test Chapters that complete the Scavenger Hunt. A person can win more than one time. No substitution or transfer of prizes is permitted, except that Sponsor reserves the right to substitute a prize

with another prize of equal or greater value if the advertised prize or any component thereof is not available. Gift certificate usage is subject to terms and conditions of participating business.

**10. General Terms and Conditions.** Participation in the Program and/or the monthly drawing(s) constitutes your consent to be bound by these Official Rules and the decisions of Sponsor, which shall be final and binding in all respects. Sponsor reserves the right to verify eligibility and compliance with these Official Rules prior to awarding a prize. Except where prohibited, acceptance of a prize constitutes each winner's consent to the publication of his or her name, biographical information and likeness in any media, including without limitation the Internet, for any commercial or promotional purpose, without limitation or further compensation. Participants are solely responsible for their own conduct and agree to release and hold harmless Sponsor and its parent, subsidiaries, affiliates, directors, officers, employees, and agents from any and all liability for any injuries, loss, or damage of any kind arising from or in connection with the Program, the monthly drawings, and/or any prize(s) won. Sponsor is not responsible for lost, stolen, late, misdirected, damaged, incomplete, illegible, corrupted applications, entries, or submissions, or for transactions that are lost or fail to enter the processing system, that are processed, reported, or transmitted late, or that are not received or lost for any reason including computer, telephone, or any other malfunction including human error. Sponsor, at its sole discretion, reserves the right to cancel or modify this Program if fraud, technical failures (including but not limited to infection by computer virus, bugs, tampering, unauthorized intervention), or any other causes beyond the control of Sponsor compromise the integrity of the Program. Sponsor reserves the right, in its sole discretion, to disqualify any participant who attempts to tamper with the Program in any manner. All federal, state, local and municipal laws and regulations apply. Void where prohibited.

**11. Winners and Official Rules.** For questions about this Program, a copy of these Official Rules or information about the winning chapters and/or monthly drawing winners, contact Margaret Hawkins, AARP, 601 E Street, NW, Washington, DC 20049.