

FACT SHEET: Billion Steps Challenge 2021

The World Transplant Games Federation is excited to announce the **Billion Steps Challenge** is back!

Together with our partner Novartis, we invite you to **STEP your way 2 better health**.

After two successful challenges aimed at promoting physical activity, we once again call on our community to step up to the Challenge and help us reach **2 Billion Steps** collectively.

Join us as we continue to raise organ donation awareness, promote rehabilitation post-transplant, and showcase the power of the Gift of Life.
10 weeks to increase your daily step count, create new healthy habits, and gain tools to improve your overall wellbeing.

Let's **STEP UP** to the Challenge, Let's **STEP IN** to greater wellbeing, Let's **STEP OUT** and get moving...



2021 - GOAL - 2 000 000 000 STEPS!!!

EVERYTHING YOU NEED TO KNOW:

- The Billion Steps Challenge runs from 20th September – 28th November 2021. **10 weeks to reach 2 Billion collective steps**
- **Register on MoveSpring from 6th September 2021** - Follow the Challenge Link or navigate to MoveSpring using your mobile device (recommended) or web browser and enter Org Code: **WTGF21**
- **MoveSpring** is an online fitness platform which allows users to track their steps, team progress, group target and engage with people from around the world
- **Create Teams** – Min 2 people, max 6 people per team. Don't forget to add a fun team name and photo
- **Sync Daily Steps** - Connect your fitness tracking device or choose manual entry
- **All exercise & physical activities count** - Convert activities to steps with our Converter Guide. This means a cycle, swim or exercise class can all be converted to steps
- **Everyone can enter** - transplant recipients, living donors, donor families, health professionals, friends, families, work colleagues, supporters, transplant units, sports groups, fundraising activity events

WHAT TO EXPECT:

Improve your daily step count, create new healthy habits, and gain tools to improve your physical, mental & emotional wellness!

- Engage in our fun online interactive **Chat Group**, make friends from around the world, share photos, stories and encouragement
- **Photo Competitions** – weekly themes with prizes
- Stand an opportunity to unlock legacy **TX Teddy Bears** to give to transplant youth in your country
- Reach **Milestones** as a group every 200 000 000 steps. One lucky participant will **win a prize** at each Milestone. As we continue, the prizes will build in momentum eventually leading to a well-known fitness tracking device once we reach 2 billion steps!
- **Discover interesting content** from guest speakers while you **STEP your way to better health!**



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Let's get **Fit for Life!**

TIMELINE:



- **25th August 2021:** Fact Sheet & Teasers emailed to member countries
- **30th August 2021:** Information pack sent to all member countries and published on the WTGF social media pages
- **6th September 2021:** Registration on MoveSpring & WTGF Website information goes live
Social Media Toolkit emailed to Member Countries and Organisations.
A4 Info Flyer with links available to distribute to database
- **20th September - 28th November 2021:** 10-week challenge period. Registration stays open throughout the challenge
- **28th November – 7th December 2021:** Final Results and Dashboards
- **12th December 2021:** MoveSpring App closes

HOW TO PROMOTE THE BILLION STEPS CHALLENGE WITHIN YOUR COUNTRY:



Get Social...we need your help to raise awareness and reach TWO BILLION STEPS collectively.

- Promote the event and become a **Supporting Partner**, with logo inclusion on the WTGF / Billion Steps website
- An **Information Flyer** can be personalised with your Member Associations logo. With your help this can be translated into your home language, distributed, and uploaded to the Challenge Info page on the WTGF website
- **Posters** (A4 & A3) will be released to you for printing and distributing
- Personalised **Facebook Banner** with your logo to upload to your page
- Use the materials in the **Social Media Toolkit** to encourage participation and engagement
- Use **#poweredbythegiftoflife #worldtransplantgames #billionstepschallenge** in all social media
- **Email your current database:** Engage with those already connected to your Organisation and encourage participation
- Connect with your local **Transplant Units** and share the Challenge
- Run your own **User Created Challenges:** The MoveSpring App allows for creating your own mini challenges. Select from 4 different challenge modes: Streak, Leaderboard, Target & Daily Habit
- **Include prizes for Challenge winners:** Ask local companies to sponsor give-aways to encourage involvement and keep your teams motivated
- **Personalised** challenge results, mini country dashboard, certificate of participation available on request

TRANSPLANT UNITS:



We encourage you to engage with your local Transplant Units. Introduce the World Transplant Games Federation and the Billion Steps Challenge.



- **Share** the Information Flyer, Poster and other marketing materials available from the WTGF
- Encourage transplant units to **enrol Teams** and challenge other units. Ignite healthy competition and stepping towards a common goal
- Transplant Units can aim to **unlock our Legacy TX Teddy Bears** to give to transplant youth
- Personalised **results and dashboard** template per Transplant Unit available on request

NEXT STEPS:



- Let your Community know the Billion Steps Challenge 2021 is coming and encourage participation!
- Become a Supporting Partner and work with us to promote the challenge

FOLLOW US ON SOCIAL MEDIA:

 www.wtgf.org
 [WorldTransplantGamesFederation](https://www.facebook.com/WorldTransplantGamesFederation)

 [WTGF1](https://twitter.com/WTGF1)
 [worldtransplantgames](https://www.instagram.com/worldtransplantgames)



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