



## READING

**Reading is the first town to get the whole community more active in a fun challenge to walk to the moon!**

**WHAT?** Beat the Street is a real world walking game to increase physical activity levels and has been trialled in Reading, the USA and China.

**WHEN?** Beat the Street, Reading will take place from 1-31 May 2014.

**WHO?** Funded by North and West Reading and South Reading Clinical Commissioning Groups (CCGs) to promote healthier lifestyles, the project is also supported by Reading Borough Council.

Everyone can play but particular focus will be given to the under 12s and the most inactive.

All primary schools can take part alongside community groups and businesses who will all walk together to take Reading to the moon.

**One small step for everyone, one giant leap for Reading!**

**WHY?** According to the World Health Organisation physical inactivity is now as important as smoking as a risk factor for premature death and is globally the fourth leading cause of death.

The overall aim is to engage at least 36,000 residents (20% of the population).

**HOW?** To take part an individual swipes a Beat the Street card against an electronic unit called a Beat Box and registers their activity.

By being active the individual earns points which get placed on a secure website and contribute to achieving the overall distance of 384403 kilometres. The distance from Reading to the moon.

Individuals can monitor their progress, register with a team, win spot prizes for themselves and big prizes for their community group.

**WHERE?** The Beat Boxes will be placed on one of 130 lamp posts around the town. The cards will be available from GP practices, primary schools and council venues.

Beat the Street will be promoted via Reading Borough Council, GP practices, primary schools, Reading Buses, businesses, local media and community groups.

**IT WORKS!** A successful pilot in Caversham in 2013 engaged 5,651 people and a survey found that two thirds of people had walked more, a quarter had cycled more and there was a 20% increase in children walking to school.

**HOW CAN I TAKE PART?** Cards will be available from local GP practices. To set up a team email [team@beatthestreet.me](mailto:team@beatthestreet.me)

**WHAT NEXT?** After the competition the data will be evaluated and used to support further work of the CCGs and Reading Borough Councils in supporting healthy lifestyles in Reading.

**Can You Help Reading Reach for the Moon?**

**ANY QUESTIONS OR TO TAKE PART CONTACT:** [team@beatthestreet.me](mailto:team@beatthestreet.me)

**FOR MORE VISIT:** [www.intelligenthealth.co.uk](http://www.intelligenthealth.co.uk)