

Walking Works Wonders

Design competition – cash prizes and a paid work experience opportunity

Sedentary behaviour is a modern epidemic with increasing numbers of people employed in sedentary occupations. This is a major public health concern, as prolonged sitting is a known risk factor for a wide range of chronic diseases.

Walking Works Wonders is a commercialisation project funded by the Loughborough University Enterprise Projects Group and Loughborough University Development Trust. The project builds on the highly successful workplace health intervention which was a major research output of the Working Late project (www.workinglate.org) led by Professor Cheryl Haslam, Director of the Work and Health Research Centre, School of Sport, Exercise and Health Sciences.

Walking Works Wonders is an evidence based intervention, comprising innovative health education materials to increase physical activity and reduce sedentary behaviour at work. Walking Works Wonders was evaluated over a 2 year period in 10 worksites with over 1000 participants across the UK and was shown to be effective in reducing BMI and sickness absence, increasing productivity and improving health and quality of working life. Considerable scope now exists to market this effective intervention to small, medium and large organisations in the public and private sector. The enterprise project will transfer the Walking Works Wonders intervention and its associated benefits to organisations across the UK. We will combine the evidence based practice, expertise and knowledge gained through the research into an organisational resource pack and associated branded materials.

As part of the Working Late project, we collaborated with the Royal Society of Arts to launch a national competition, inviting design students to come up with innovative ways of encouraging people to be more physically active at work. The standard of student entries was excellent and the winning entry was 'Walking Lunch' which formed a component of our highly successful Walking Works Wonders intervention, as demonstrated in this video:

<http://www.youtube.com/watch?v=9ZKm9OscINl>

Following on from the success of this competition, we are now launching a **branding competition for the new Walking Works Wonders resource**. We envisage the Walking Works Wonders resource to have a new coherent brand identity across the web portal, flyers, intervention materials and social media.

The prizes are as follows:

1st Place: £500 award and an offer to work with the research team to implement their ideas as part of the Walking Works Wonders project. This will be over a 6-8 week period on a flexible basis fitting in with your studies. The winning student will also be paid a competitive rate, depending on experience.

2nd Place: £250 award

3rd Place: £150 award

Brief

The competition brief is simple. You are asked to design a visual identity, including a single logo or series of related logos that represent your vision of the brand identity of Walking Works Wonders.

Entries may be submitted electronically, in PDF format.

You may also submit a short description explaining your design, and how it fits with Walking Works Wonders.

Submission Details

This competition is open to all Loughborough University students. You must be a current Loughborough University student to enter as this competition is funded by the Loughborough University Development Trust.

Entries can be submitted via email to: A.R.Twumasi@lboro.ac.uk

Closing date for competition entries is 17:00 on 22/09/2014.

Shortlisted entrants will be invited to present their ideas to a panel of judges during the week commencing 06/10/2014 from which the competition winners will be selected.