#INSPIRE 150

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STAFF GUIDANCE DOCUMENT 2026

Gateshead Council

Schools Health & Wellbeing Service

Health & Wellbeing Extra!

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INTRODUCTION...

Your school has been given access to this exciting programme, owing to your affiliation to the Gateshead Schools Health & Wellbeing Service, 'EXTRA' package. **Continuing on from its' launch in 2021/22, the 'EXTRA' package has been designed to support schools with the development of staff health and wellbeing. Specifically, following a successful pilot in 2020,** #INSPIRE150 **has been made available to support with the development of physical activity, in recognition of the positive link with mental wellbeing!**

This physical activity challenge has been designed exclusively for **STAFF** **in schools using a FREE app (STRAVA). Importantly, it is aligned to the** Chief Medical Officer Guidelines (CMO) guidelines **:**

- **Adults (19 to 64 years) - Each week, adults should accumulate at least 150 minutes (2.5 hours) of moderate intensity activity.**

- **Older Adults (65 years and over) - Each week, older adults should aim to accumulate 150 minutes (2.5 hours) of moderate intensity aerobic activity.**

In view of the above, our goal is to incentivize (including weekly rewards) and motivate school staff throughout Gateshead (including our own team) to get active!

Importantly, the campaign is completely flexible and will account for varying levels of fitness/experience and activities inclusive of walking, running, cycling, yoga etc. Additional detail is provided within this Project Guidance Document. This includes everything you need to know to get involved.

SETTING UP STRAVA...

1 DOWNLOAD THE STRAVA APP

To get started the first thing you'll need to do is download the STRAVA application onto your mobile device via the App Store (Apple) or Google Play Store (Android) - as per the image displayed (picture right). You **DO NOT** need to subscribe to any paid services as a free account will allow you to engage with **#INSPIRE150.**

2 REGISTER FOR AN ACCOUNT

Once you've downloaded the app onto your device you will be prompted to create an account. There are a number of mechanisms through which an account can be created. Choose the method you are most comfortable with and ensure you comply with your school's policies and procedures RE use of social media. If you already have a STRAVA account please jump to step '11'.

3 CREATE YOUR PROFILE

Once registered you'll be asked to create your profile and provide some additional information in order to get setup. When creating your profile, please enter the same name/details you have used to register for this programme.

4 CONTACT PREFERENCES

Select yes/no if you would like Strava to contact you via email with various notifications.

SETTING UP STRAVA...

5 OPTION TO SUBSCRIBE

At this point you'll be given the option to subscribe to a paid STRAVA account. You **DO NOT** need to access any of the paid services within this app in order to engage with **#INSPIRE150.** Any decision to subscribe to a paid service is purely at the discretion of each user. Additional steps (not covered in this document) may apply should you choose to subscribe at this point.

6 READY TO RECORD?

You'll now be asked if you are ready to record activity and test out the STRAVA app. Please ensure you select 'later' as there are a few more steps we need you to undertake to ensure you are ready to safely engage with **#INSPIRE150**.

You may also review and accept the STRAVA ' Community Standards' at this time.

7 SYNC YOUR CONTACTS

You will now be given the option to synchronise your account with your existing contacts. This is a personal decision although we would also ask that you **refer to your school's social media policies etc. and ensure adherence.** Equally, we recommend that you refer to the associated guidance on STRAVA and that you fully understand what this entails before proceeding.

8 DID SOMEONE TELL YOU ABOUT STRAVA?

You will be encouraged to share any recommendations from friends to join STRAVA. As you have been directed to the app via **#INSPIRE150** please skip this page. As per the above, this is a personal decision, and you should consider your own privacy needs and your school's social media policy before entering any details.

SETTING UP STRAVA...

9 FOLLOWING ATHLETES

You will receive yet another prompt to link to others via STAVA (either via your contacts or Facebook). As with both of the above, this is a personal decision although we would also ask that you refer to your school's social media policies etc. and ensure adherence. Equally we recommend that you refer to the associated guidance on STRAVA and that you fully understand what this entails before proceeding.

10 WELCOME

Your initial setup is complete, you will receive a generic welcome message.

11 GETTING STARTED

Now that your STRAVA account is active you can set up any GPS tracking devices you wish to sync with your STRAVA account (e.g. Apple watch, Garmin, FitBit etc.), however this is not a requirement. Once you've passed this step it's time to join the #INSPIRE150 'club'.

12 JOINING THE CLUB (1)

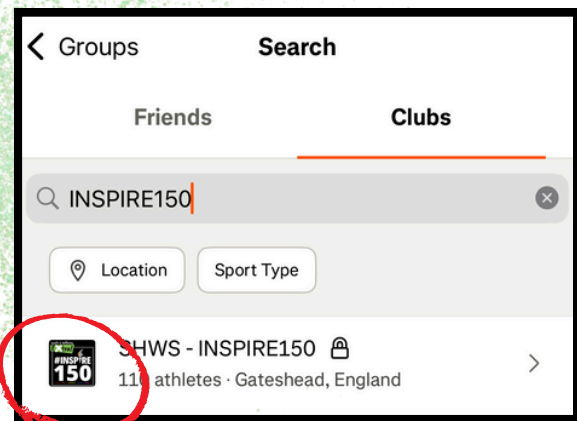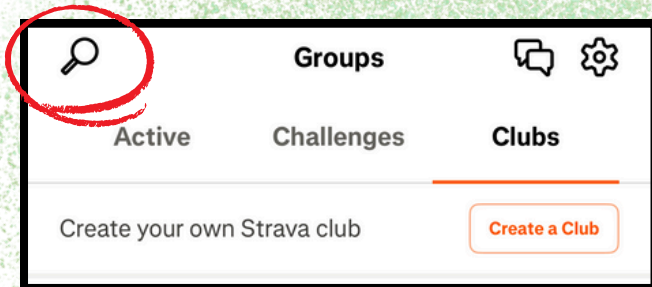In order to join the club you must first press on 'groups' on the bottom tab and then 'clubs' in the top right.
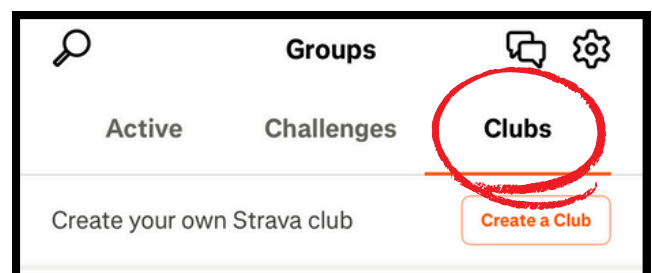
SETTING UP STRAVA...

12 JOINING THE CLUB (2)

Click the search button in the top left to explore clubs on Strava.
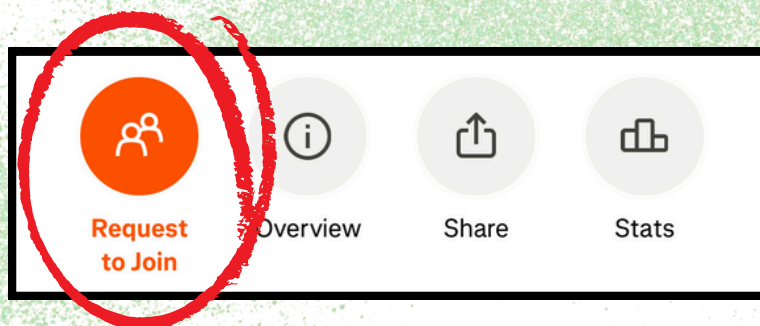
13 JOINING THE CLUB (3)

Type "INSPIRE150" into the search bar and select the group with the INSPIRE150 logo.

14 JOINING THE CLUB (4)

Once you've opened the group page, you must request to join by clicking the orange "Request to Join" button.

ON YOUR MARKS...

15 VERIFY YOUR REQUEST

Before you are accepted into the club you will need to verify your identity with the club administrators (GSSP Team). We've included this step to help ensure that only registered schools and staff members are able to access the #INSPIRE150 club.

TO VERIFY YOUR REQUEST, YOU ARE REQUIRED TO COMPLETE A SHORT ONLINE FORM BY CLICKING THE FORMS ICON TO THE RIGHT.

PLEASE ENSURE THAT YOUR NAME ON STRAVA MATCHES THE NAME YOU SIGN UP WITH. IF THEY DO NOT MATCH YOU MAY NOT BE ACCEPTED.

NB - This campaign is for STAFF ONLY and should NOT be shared with children and/or parents under any circumstances.

16 CONFIRMING YOUR TEAM STATUS

#INSPIRE150 sees the continuation of the team challenge for 2026. When completing this online verification form you are required to indicate if you wish for the activity minutes you record to be included as part of your school teams overall total.

Schools require a minimum of 5 registered team members to qualify for this aspect of the challenge. We encourage schools to enter as many team members as they can.

NB - School teams will receive a percentage score for how many of their members complete 150 (or more) active minutes each week.

E.g. if your school group has 15 members entered, and 10 members log 150(+) active minutes, your school will receive a score of 67% for that week.

Please note: If a member of your team is unable to continue with the programme or wishes to leave the programme at any point, please get in touch and we can adjust this on the Strava group & programme log sheets.

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ON YOUR MARKS...

17 **KEEPING SAFE & PRIVACY SETTINGS**

As referenced, STRAVA is an online application and due to its nature it is classified as 'Social Media'. It should also be noted that by default STRAVA publishes GPS tracking information. If privacy settings are left unaltered it will be possible for others to view location details. This could enable others to establish a home address, place of work and/or common routes/times for walks and activities. For obvious reasons the above is NOT RECOMMENDED and we STRONGLY ADVISE that anyone using STRAVA ensures they fully understand and apply the privacy settings available. As part of this process you can also determine who can see your profile and what they can see. Crucially, You MUST ensure adherence to your school's social media policy. Additional information and some useful links are provided below:

Profile Page - Set your profile privacy controls to "Everyone" in order for the entire Strava community to see your full profile details. Set your profile privacy controls to "Followers" in order to hide certain profile details from non-followers. <u>Learn more</u>.

Activities - Your activity privacy controls allow you to restrict access to your activity details page to everyone, followers, or just you. You have the option to set a default preference so that your activities automatically upload with this selection and/or you can change the visibility on individual activities. <u>Learn more</u>.

Group Activities - Set your Group Activity privacy controls to "Everyone" if you don't mind other athletes seeing you were part of a group. Set your Group Activity privacy controls to "Followers" if you prefer that only your followers or those you follow can see you were part of a group. This setting cannot be toggled on/off for individual activities. <u>Learn more</u>.

Training Log - By default, your training log is private. You can make your training log public if you'd like to share it with your friends, coach, and other athletes. <u>Learn more</u>.

Promoting activities to followers - Strava occasionally sends email and push notifications to your followers to share your recent activities. If you would prefer to not be promoted to your followers in this way, you can opt-out on the Strava website.

Flybys - You have the ability to opt out of this feature entirely if you do not want your activities to be included in Flybys. <u>Learn more</u>.

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ON YOUR MARKS...

17 **KEEPING SAFE & PRIVACY SETTINGS (CONTINUED)**

Metro and Heatmap - You can choose whether to contribute your public activities to Metro and Heatmap. <u>Learn more</u>.

Privacy Zones - Create a privacy zone in order to hide the portion of your activity that starts or stops within your privacy zone from other Strava athletes. <u>Learn more</u>.

Managing Followers - If you want to hide certain profile details and activities from another athlete, you can use our block tool. <u>Learn more</u>.

Source: https://support.strava.com/hc/en-us/articles/207343930-Privacy-Controls

GET SET...

Now you're all setup on STRAVA and you've altered your privacy settings you can start to prepare for exercise and track your activity. Before doing this there are however some important things you need to consider...

This guide should not be taken as medical or professional health advice. Please consult a medical professional if you are unsure about the suitability of any activities you plan to undertake. We ask that you refer to the 'Get Active Your Way' page on the NHS website as this provides some useful tips, ideas and safety considerations. In particular please note the recommendations for adult participation as there are differences between age groups:

- **Adults (19 to 64 years old)**
- **Older adults (65 and over)**

As already stated, the #INSPIRE150 campaign has been designed to be completely flexible, accounting for all levels of fitness/experience and activities. As such we WILL NOT prescribe an activity type (e.g. running, walking etc.); It is entirely up to you!

Always consider personal fitness levels, appropriate clothing/footwear (remove jewellery etc. before taking part), pre-existing medical conditions, and the space/environment in which activity is taking place before determining if it is safe to participate.

Ensure a suitable warm-up/cool down is undertaken before/after exercise and remain hydrated (i.e. drink water/fluids).

If you are exercising outside of your home, you should do so responsibly and safely.

GO!

You're all set and it's time to start getting active! Remember, the aim of the campaign is to build up your activity levels to a point where you accumulate 150 minutes of physical activity each week, as per the <u>Chief Medical Officer (CMO) guidelines</u> (noting the variations in exercise type/intensity for different age groups).

? WHAT TYPES OF ACTIVITY COUNT?

In order to ensure this programme is both accessible and inclusive we are focusing on the CMO guidelines relating to MODERATE activity in the first instance. In short, any type of physical activity counts as long as it can be classed as moderate - see NHS definition below:

"Moderate activity will raise your heart rate, and make you breathe faster and feel warmer. One way to tell if you're working at a moderate intensity level is if you can still talk, but not sing. Examples of moderate intensity activities include: brisk walking, water aerobics, riding a bike, dancing, doubles tennis, pushing a lawn mower, hiking, rollerblading."

You can of course undertake more vigorous activity if you are able to do so and this can still be recorded as part of the campaign. It should be noted however, CMO guidelines acknowledge that 75 minutes of vigorous activity per week is sufficient.
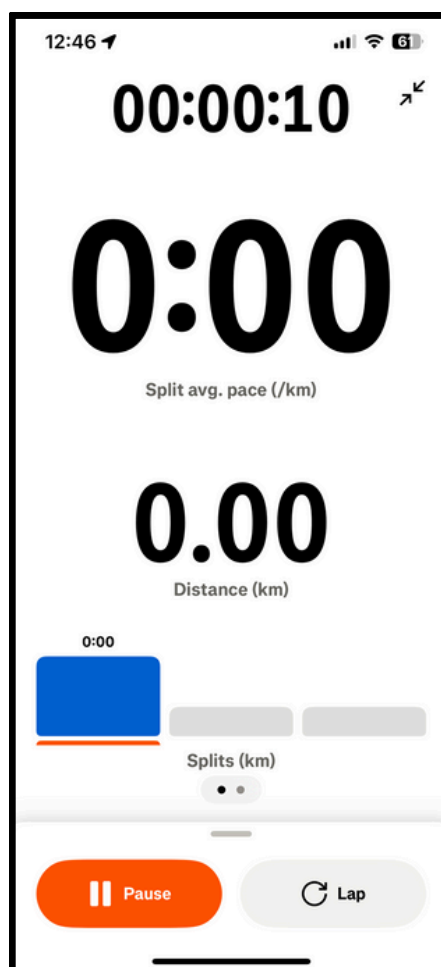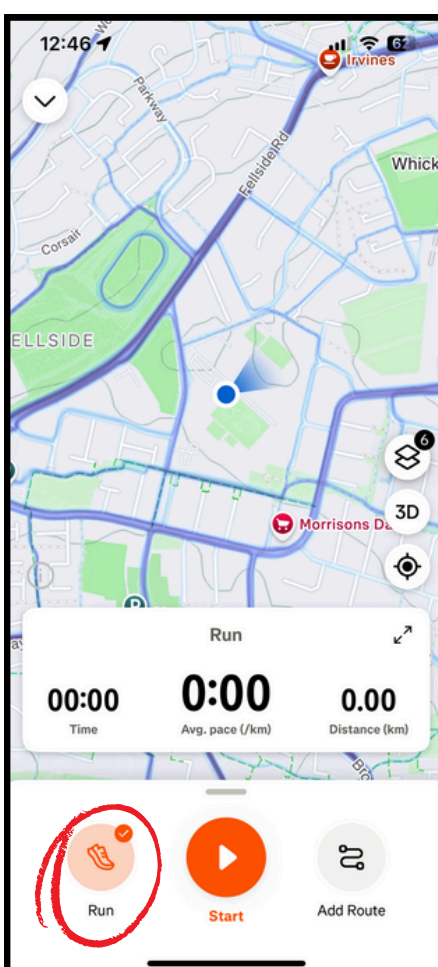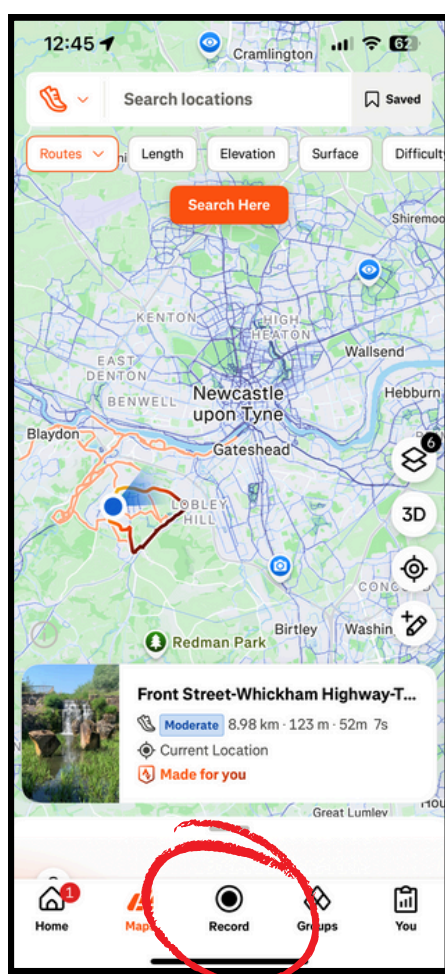
GO!

HOW TO RECORD YOUR ACTIVITY

1 **USING THE GPS FUNCTION**

To record activity using your phone, press the record button in the bottom centre of the home page. The activity will automatically be set to RUN. Press the run button to opt for a different activity. Press start when you set off.


When your activity is complete, press the orange PAUSE button and then the black FINISH button. You will then be taken to an activity overview page where you can add comments, add photos/videos and customise other elements of your activity. Once done here, press the orange "save activity" button at the bottom of the screen. If you do not wish to post this activity, press the "discard activity" text at the bottom of the screen.

2 **MANUALLY INPUT AN ACTIVITY**

To manually input an activity that you did not record in real time, press the "you" icon in the bottom right. From here, press the + icon in the top right and select "Manual Activity". You will then be taken to the "Add Activity" page, where you can describe your workout. Here you can change the type of activity, start time, duration , distance, add comments, photos etc. Once complete, press the orange "Save Activity" button at the bottom to post your workout.
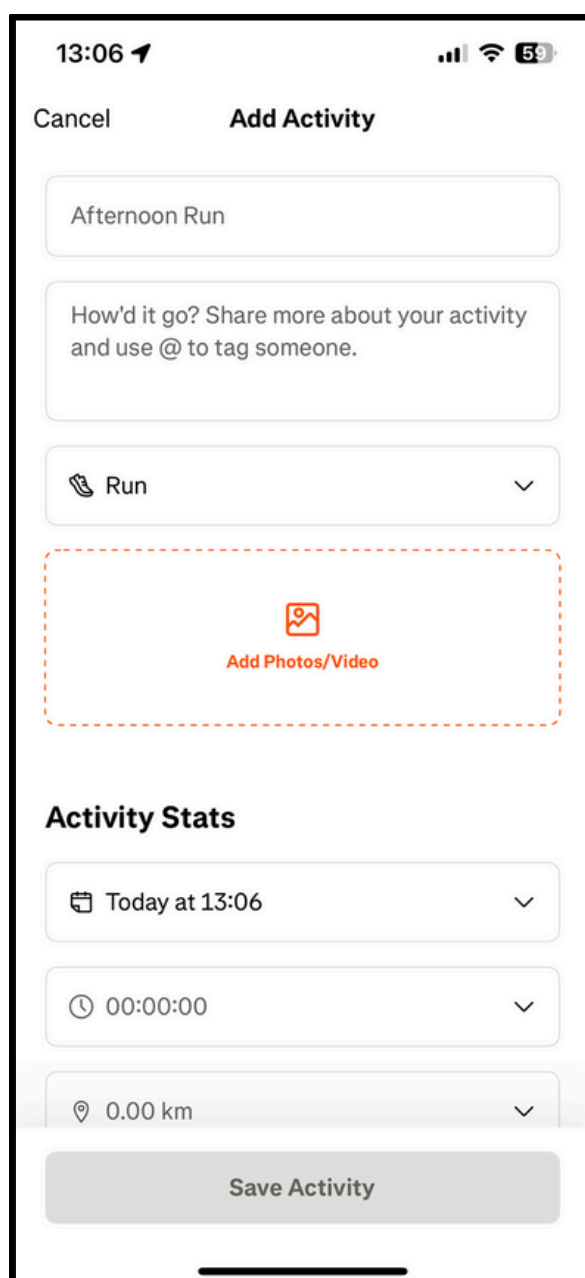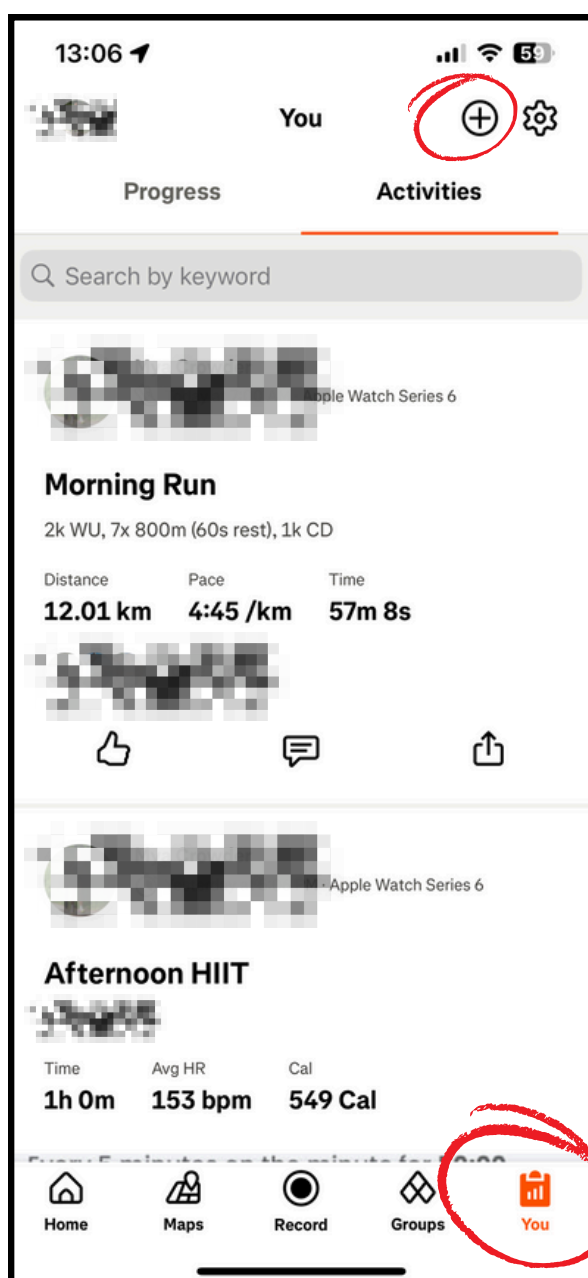
To upload an activity that you have recorded on wearable technology e.g. apple watch, garmin, etc., go to the home page and press the notification/bell icon in the top right corner.

You should have a notification that your workout is ready to import. Click this notification.

From there, you can upload workouts from the last 90 days by pressing the "import" text next to the activity.


Please note, that some settings on fitness watches may mean your activities will automatically upload onto Strava. We recommend that you check your watch settings, as well as Strava settings, before you start.

#INSPIRE 150

Health & Wellbeing EXtra!

GO!

## VIEWING THE #INSPIRE150 CLUB AND LEADERBOARD

Once you're all set up, recording activity and have been accepted into the #INSPIRE150 club you will be able to view club details/ statistics by selecting the 'Groups' tab from your home page. This page will show you a list of all groups/clubs you are a part of. Clicking on the #INSPIRE150 logo will bring up the club page.
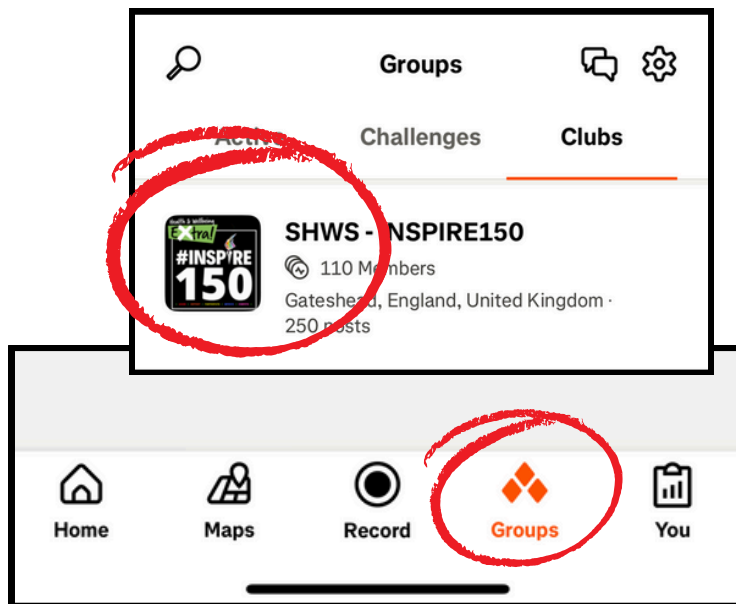
On the group page, there are multiple round icons that allow you to view different group insights including viewing peoples activities, posts and the leader board. The STATS icon will take you to the group leader board. Here you will see a summary of club members and the time the moderate, physical activity 'time' they have accumulated during the week.
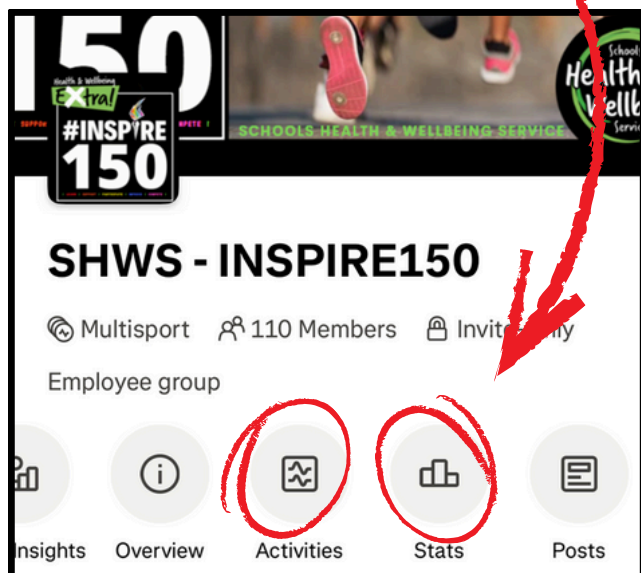
PLEASE NOTE: The leader board is not a competitive feature and as such we will not be recognising individual positions. This is simply a way to celebrate engagement and track activity minutes.
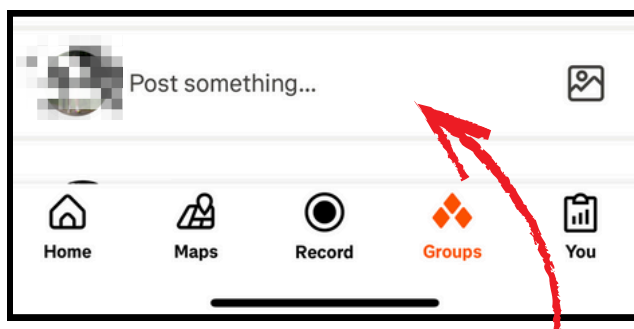
You can also add posts to the group page by pressing the "post something…" box. Post how you're finding the challenge, your reasons for participating or just helpful or humorous updates for the group.

REWARDS & RECOGNITION

We've structured #INSPIRE150 in such a way to help keep participants motivated and engaged. To help with this, we'll be offering a range of incentives* as outlined below:

- Everyone who achieves 150 minutes of moderate physical activity during any week will be entered into a draw for a special weekly prize.

- Everyone who achieves 150 minutes of moderate physical activity for a total of 3 weeks will receive an #INSPIRE150 PRIZE.

- Everyone who achieves 150 minutes of moderate physical activity for a total of 7 weeks will receive an #INSPIRE150 PRIZE.

- Everyone who achieves 150 minutes of moderate physical activity to complete the challenge (total 10 weeks) will be entered into a draw to receive a special, high value prize.

- Everyone who posts a picture to accompany their activity will be entered into a draw for a fortnightly photo prize.

School Team results will be published on a weekly basis. At the end of the challenge, the school team that have recieved the highest percentage score over the 10 weeks, will benefit from FREE affiliation to the SHWS 'EXTRA' package for the 2026/27 academic year.

To be eligible, schools MUST have a MINIMUM of 5 registered team members who have recorded activity for at least 8 weeks during the Spring Term 2025.

Prizes will be delivered to your school.

The project will remain LIVE during the February Half Term, until its completion on Sunday 22nd March 2026.