

Getting Young People Active in Glasgow with Technology



Gamification of a Social Pedometer

Relevance – Health Inequality

~25% of 11-15 year olds are obese

NHS Greater Glasgow & Clyde 2011 & The Glasgow Indicators Project 2012

“..it’s vital that youngsters get regular physical activity to lay the foundations for good health.”

Dr Mike Knapton, British Heart Foundation

10 - 19 year old health as a priority

Glasgow City Council Strategic Plan 2012 - 2017



GlasGO!

Add friends

Search a name

Find your friends using:

- facebook
- twitter
- Phone contacts

Compare friends

Select your friends

Search a name

Simon Wong	Badges earned	
Daily avg steps: 10,132		
Richard Murison	Badges earned	
Daily avg steps: 9,356		
Lauren Norrie	Badges earned	
Daily avg steps: 11,064		
Paul Harvey	Badges earned	
Daily avg steps: 8,682		
Ryan Campbell	Badges earned	

Challenge friends

Select your friends

Search a name

Simon Wong	Badges earned	
Richard Murison	Badges earned	
Lauren Norrie	Badges earned	
Paul Harvey	Badges earned	
Ryan Campbell	Badges earned	
Gufus Mullen	Badges earned	
Peter McArthur	Badges earned	
John Stewart	Badges earned	
Gally West	Badges earned	

Current challenges

Ben Lomond	6,313 / 17,500
To Largs	1,313 / 45,000
Marathon	10,513 / 65,000
Summit	15,864 / 360,000
Walked 500 miles	16,313 / 1,250,000
Groats to Land's End	2,137 / 2,185,000

Walking Ben Lomond

07943/10000 Steps taken TODAY



Today in **GlasGO!**

3,234 active walkers 25,983 miles walked

Latest badges



Personal

Community

Friends

Account

Log out

Search data from:

DD/MM/YYYY

to:

DD/MM/YYYY



Badge locations



Event locations



Heat map



Health walks



Hackathon Datasets



Solving the Problem?

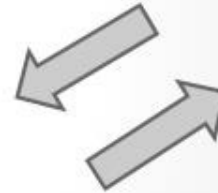
- Usage Statistics from  GlasGO!
- Correlation & Verification with existing data
 - SIMD-health data
 - Scottish Health Survey
 - Sustrans & Intercept Survey



- Better Use of Social Spaces
- Improving Links with local Business
- Improved Safety



- Healthier Lifestyle
- Social Wellbeing
- Personal Achievement



- Better Future Provision in City
- Monitor Health Legacy