

Health & Wellbeing
Extra!

#INSPIRE 150



| LEARN | SUPPORT | PARTICIPATE | IMPROVE | COMPETE |



GATESHEAD SCHOOLS HEALTH & WELLBEING SERVICE

STAFF GUIDANCE DOCUMENT

2025

1



Extra!

#INSPIRE 150

| LEARN | SUPPORT | PARTICIPATE | IMPROVE | COMPETE |

CONTENTS

Introduction - Page 3

Downloading The Strava App - Pages 4 to 6

Joining The #INSPIRE150 Club - Pages 7 to 9

Verifying Your Request - Page 10

Privacy & Guidelines - Page 11

**Recording Your Activity & Group Info - Pages
12 to 17**

Rewards & Recognition - Page 18

INTRO

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 incentivise (including weekly rewards) and motivate school staff throughout Gateshead (including our own SSP 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.



3

EXtra!



ON YOUR MARKS...

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.



REGISTER FOR A STRAVA ACCOUNT 1

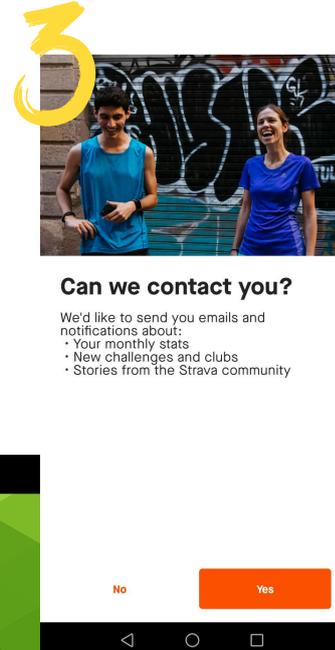
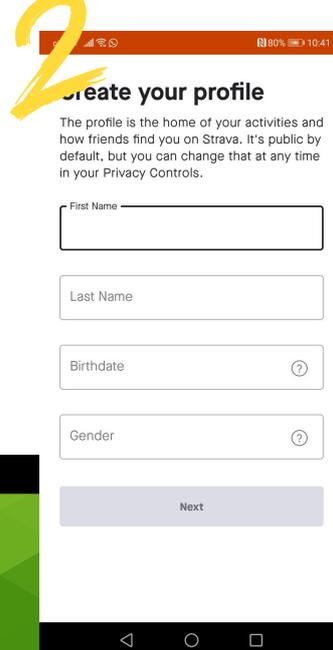
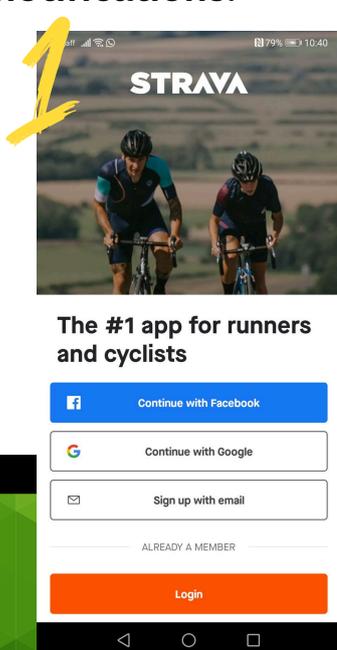
Once you've downloaded the app onto your device you will be prompted to create an account. There are a number of mechanisms through which an account can be created (as shown). Choose the method you are most comfortable with and ensure you comply with your school's policies and procedures RE use of social media. If you already have a STRAVA account please jump to step '9'

CREATE YOUR PROFILE 2

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.

CONTACT PREFERENCES 3

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



ON YOUR MARKS...

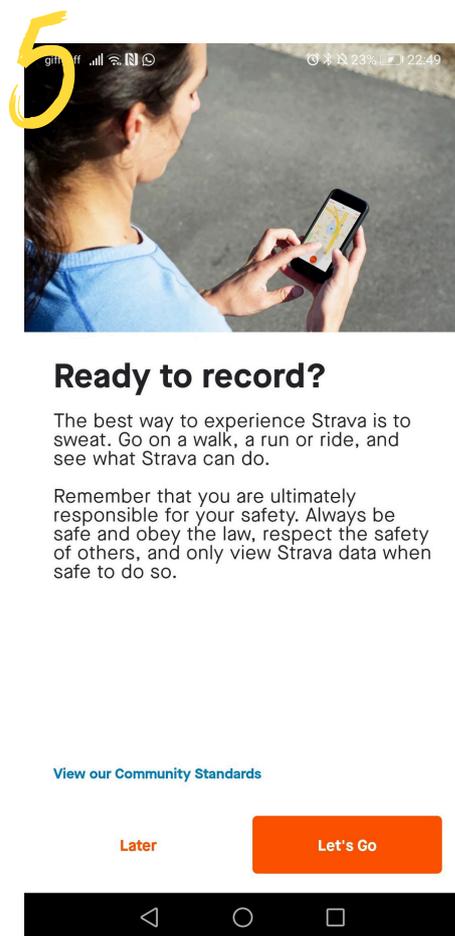
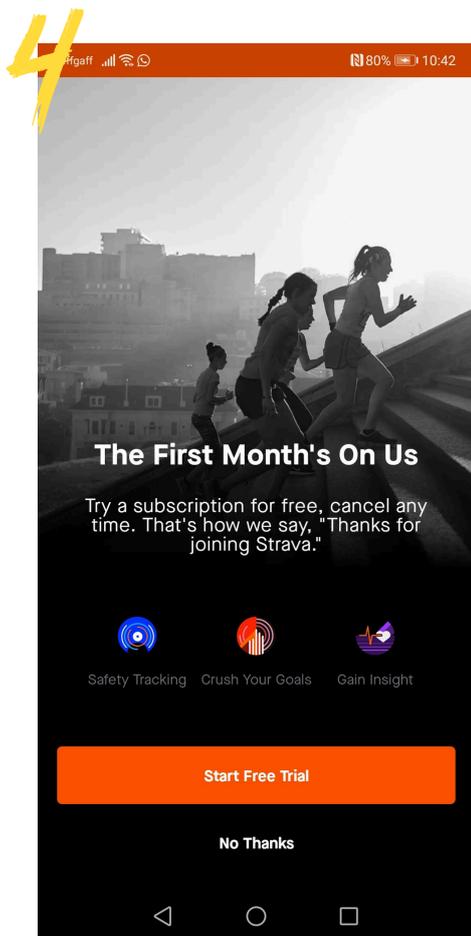
OPTION TO SUBSCRIBE ⁴

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.

READY TO RECORD? ⁵

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.



ON YOUR MARKS...

SYNC YOUR CONTACTS **6**

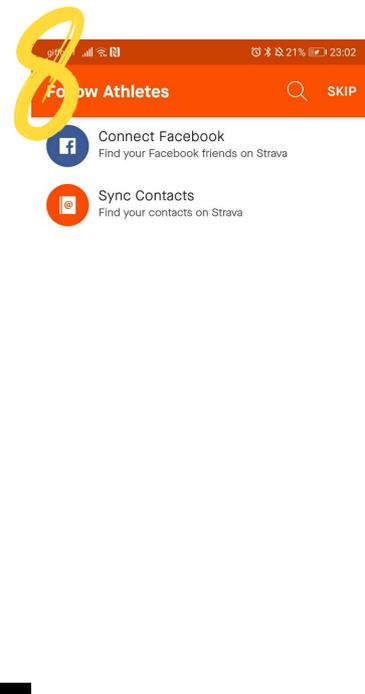
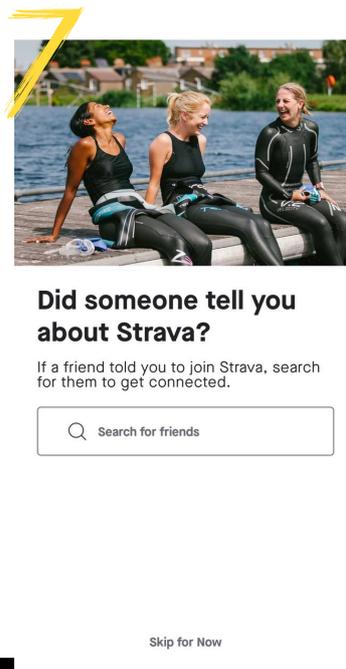
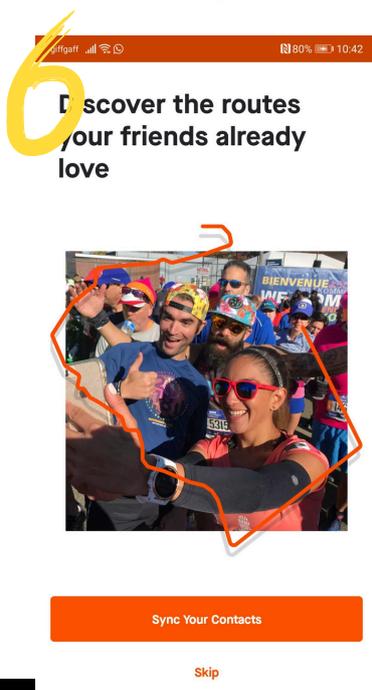
You will now be given the option to synchronise your account with your existing contacts. This is a personal decision although we would also ask that you **refer to your school's social media policies etc. and ensure adherence**. Equally we recommend that you refer to the associated guidance on STRAVA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

DID SOMEONE TELL YOU ABOUT STRAVA? **7**

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.

FOLLOWING ATHLETES **8**

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.



ON YOUR MARKS...

WELCOME ⁹

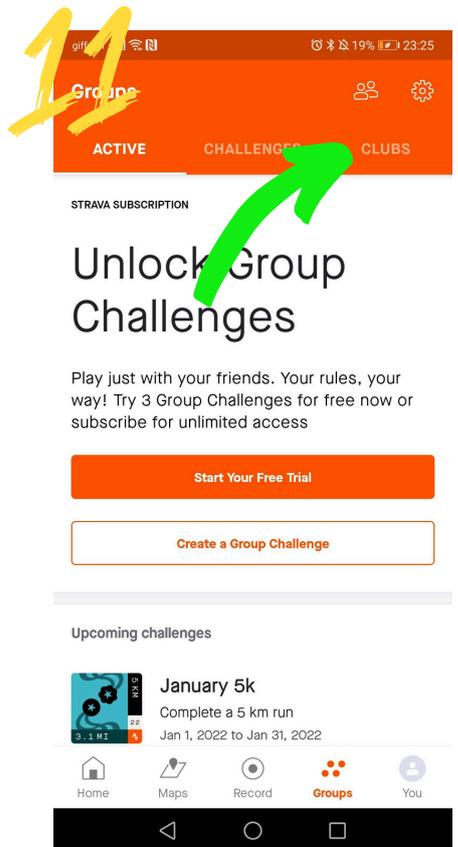
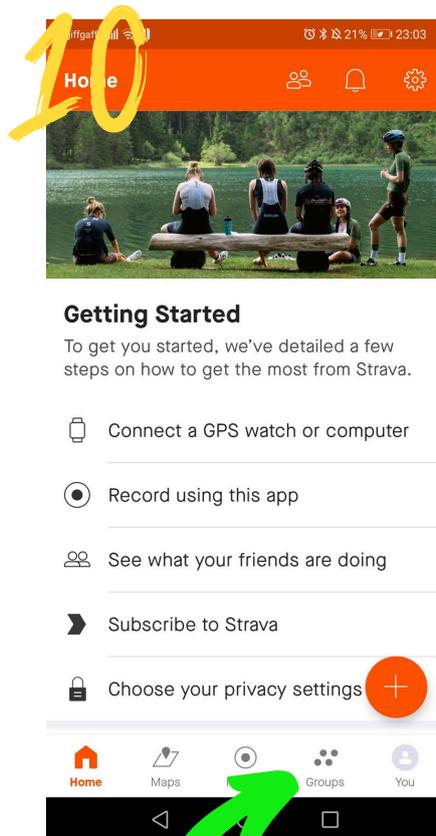
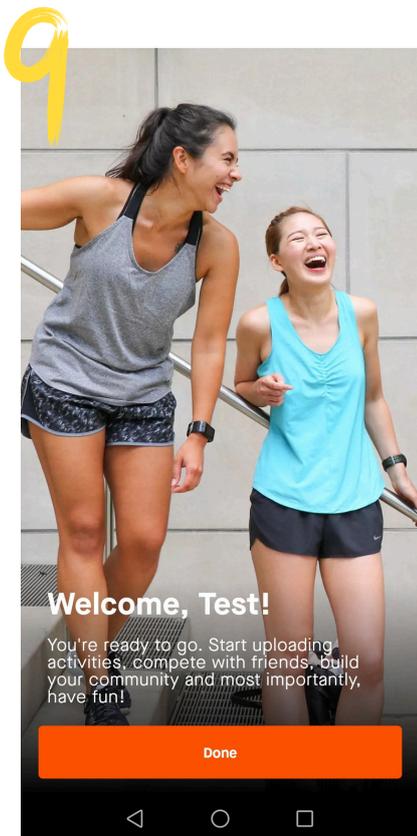
Your initial setup is complete, you will receive a generic welcome message.

GETTING STARTED ¹⁰

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, FitBit etc.), however this is not a requirement. Once you've passed this step it's time to join the #INSPIRE150 'club'. In order to do so you must first press on 'groups' (picture 10 - see arrow).

JOINING THE CLUB - STEP 1 ¹¹

Click 'CLUBS' (picture 11 - see arrow).



ON YOUR MARKS...

JOINING THE CLUB - STEP 2

12

Click 'Explore Clubs' (picture 12 - see arrow).

JOINING THE CLUB - STEP 3

13

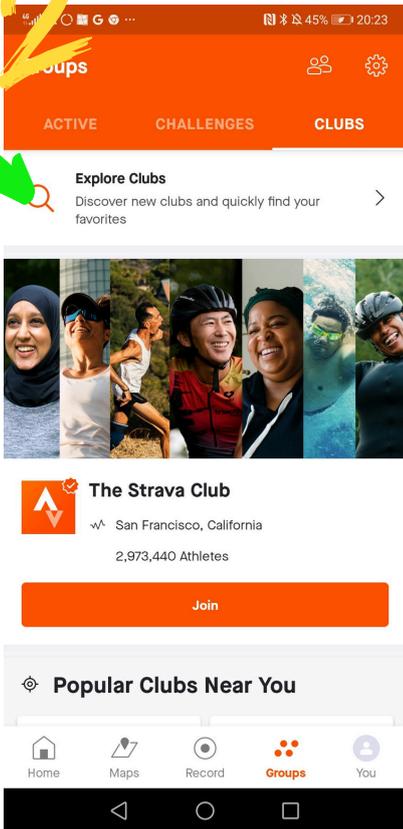
Type 'Inspire150' in the text box (picture 13 - see arrow).

JOINING THE CLUB - STEP 4

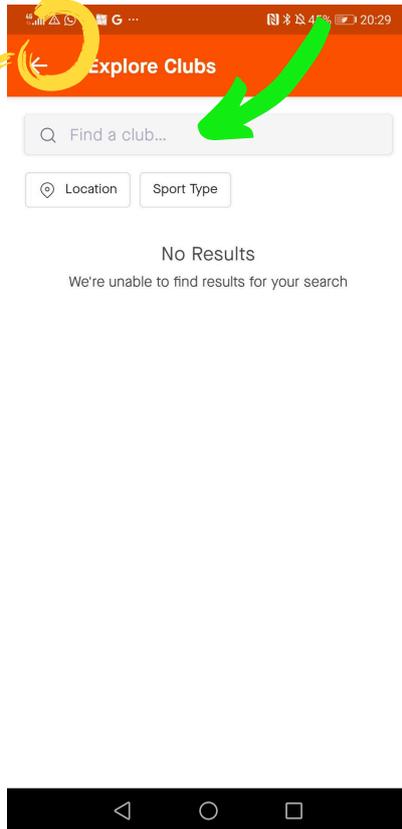
14

Click on the #INSPIRE150 club logo (picture 14 - see arrow).

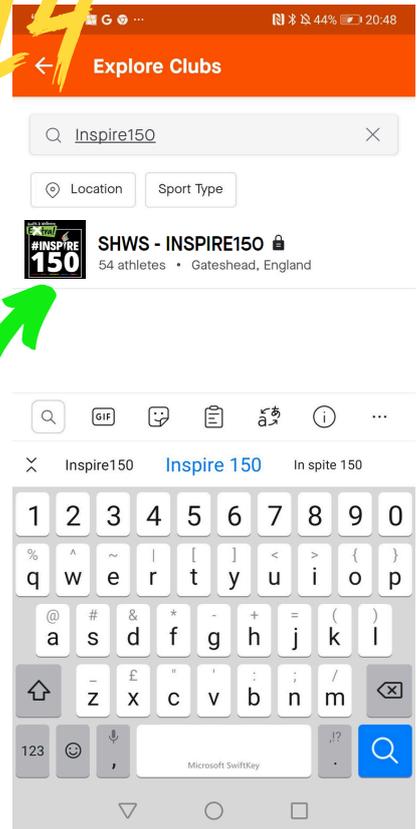
12



13



14



ON YOUR MARKS...

JOINING THE CLUB - STEP 5 15

If you've done everything right, you'll be taken to the #INSPIRE150 club home page (picture 15). Click 'Request to join' (see arrow).

JOINING THE CLUB - STEP 6 16

Once sent, the 'Request to Join' box will change colour (grey) and display the text; 'Request Sent' (picture 16).



ON YOUR MARKS...

VERIFY YOUR REQUEST

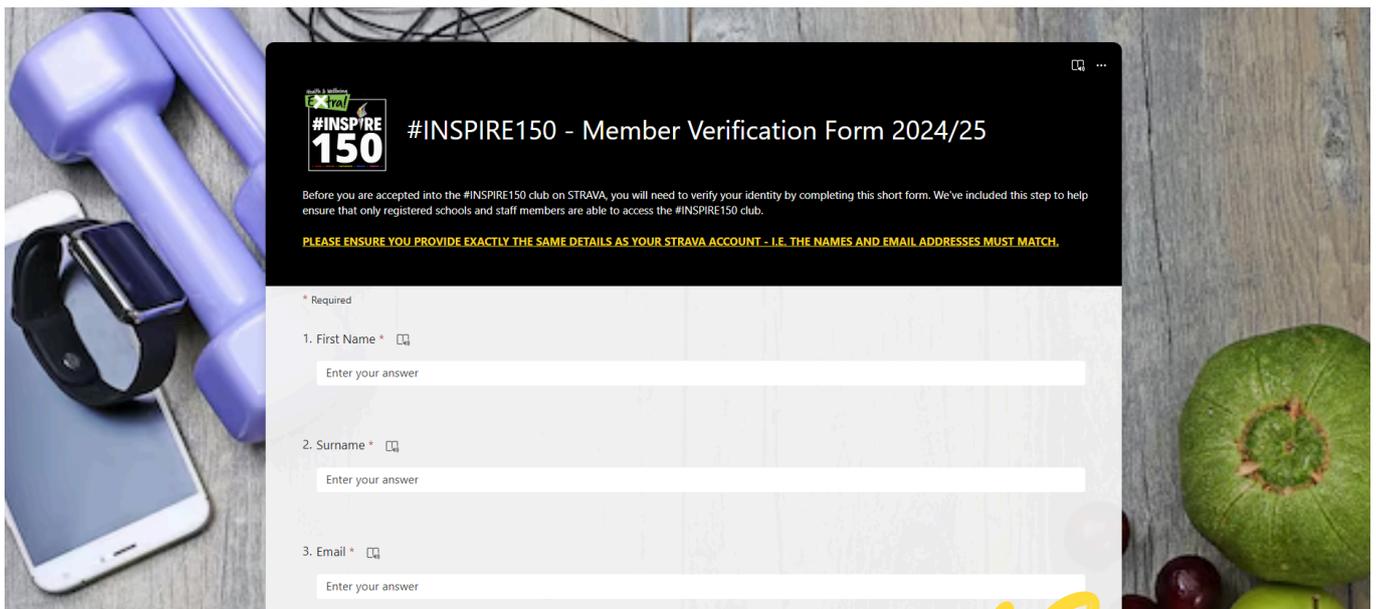
17

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 HERE](#).

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.



CONFIRMING YOUR TEAM STATUS

18

#INSPIRE150 sees the continuation of the team challenge for 2025. 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).

NB - School team scores will be calculated by taking an AVERAGE of the number of weekly activity minutes recorded across ALL of their registered team members.

ON YOUR MARKS...

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. [Learn more.](#)

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. [Learn more.](#)

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. [Learn more.](#)

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. [Learn more.](#)

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. [Learn more.](#)

Metro and Heatmap - You can choose whether to contribute your public activities to Metro and Heatmap. [Learn more.](#)

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. [Learn more.](#)

Managing Followers - If you want to hide certain profile details and activities from another athlete, you can use our block tool. [Learn more.](#)

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:

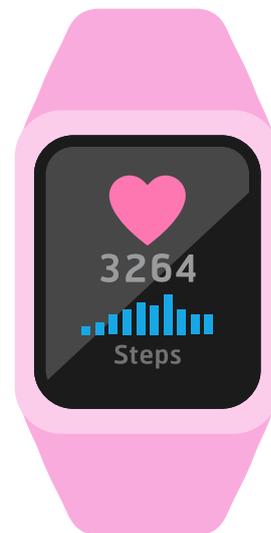
- [Adults \(19 to 64 years old\)](#)
- [Older adults \(65 and over\)](#)

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...

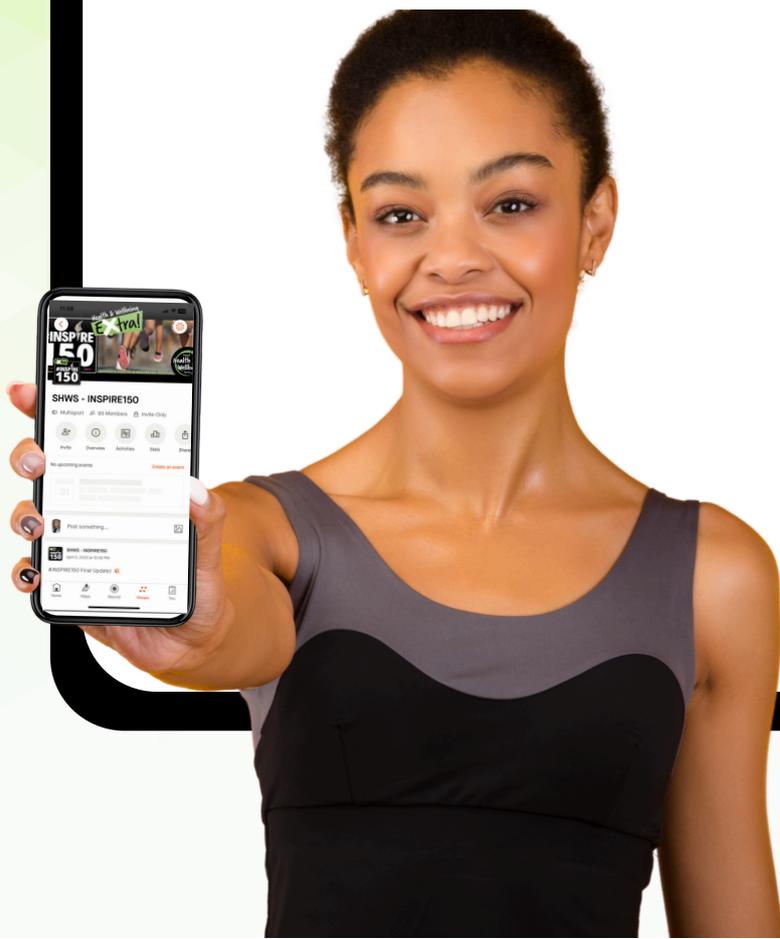
You're all set and it's time to start getting active! Remember, the aim of the campaign is to build up your activity levels to a point where you accumulate 150 minutes of physical activity each week, as per the [Chief Medical Officer \(CMO\) guidelines](#) (noting the variations in exercise type/intensity 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. For those of you that are more experienced we hope to introduce a range of optional challenges as the programme progresses.



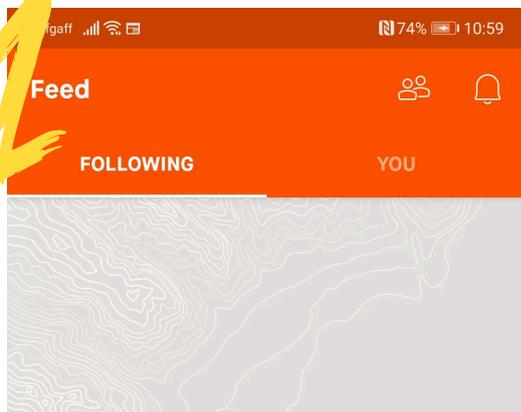
13 **EXtra!**



GO...

HOW TO RECORD YOUR ACTIVITY

Using the GPS Function:



Getting Started

To get you started, we've detailed a few steps on how to get the most from Strava.

 Connect a GPS watch or computer

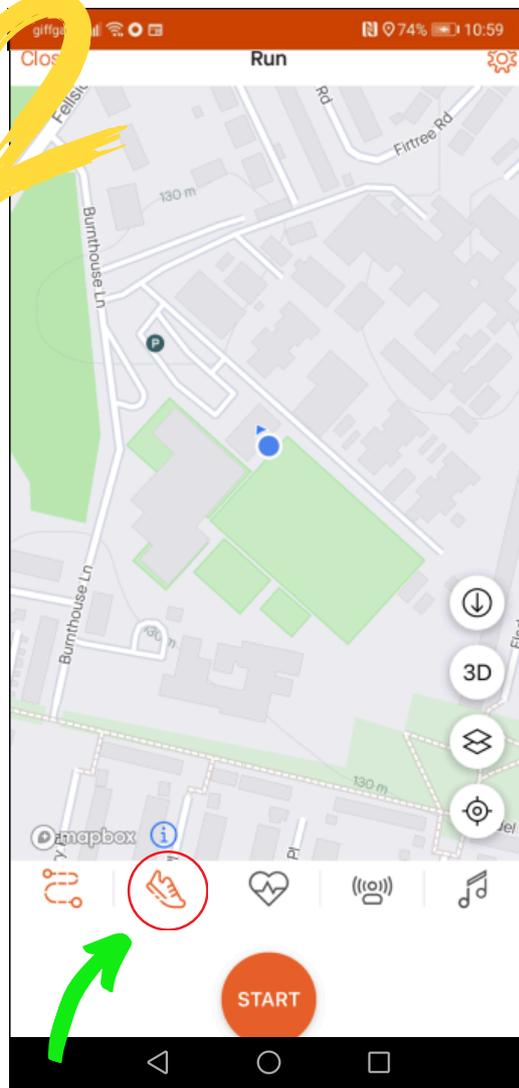
Record using this app

 See what your friends are doing

 Subscribe to Strava



To record activity using your phone press the 'Record' button (bottom centre) to get started. If you wish to use a GPS watch select the relevant option and ensure it is linked with STRAVA (not covered within this guide). -



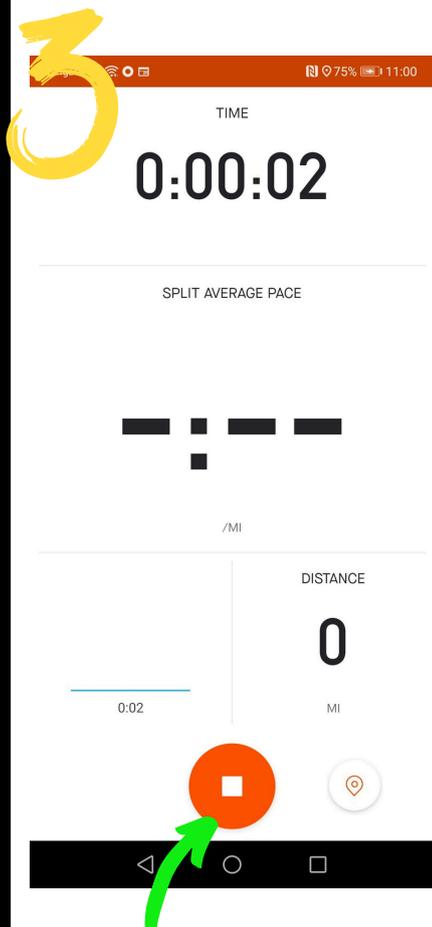
Click on the icon shown above to 'Choose A Sport'. Please click from any of the sports listed that match, or closely match, the exercise you will be taking part in.

By updating our Strava Group to 'Multi-Sport' Clubs we are now able to accept a wide variety of different sports this year, all of which count toward the Club leaderboard and your school team (if applicable).

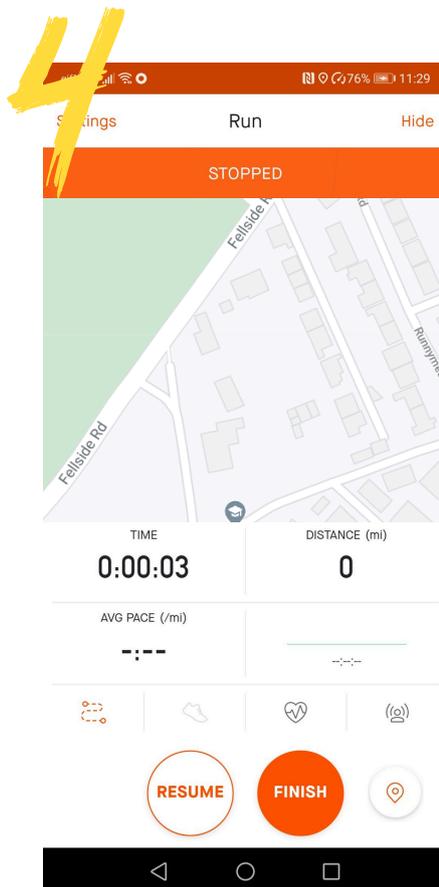
GO...

HOW TO RECORD YOUR ACTIVITY

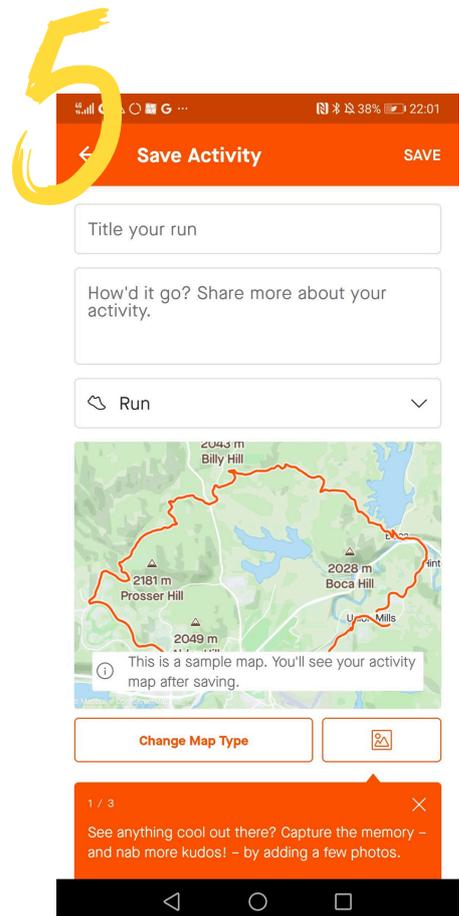
Using the GPS Function:



Once you've pressed 'Start' activity recording will be in progress as pictured. You will need to press 'Stop' when you have finished (see arrow).



Clicking 'Stop' will pause recording. You have the option to press 'Resume' if you want to keep going or 'Finish' to stop recording.

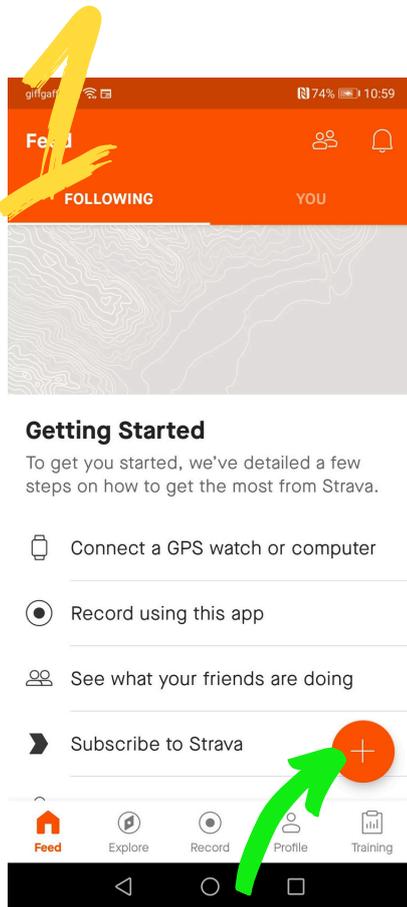


Once you have clicked finish you can edit/update elements of your activity as pictured. This is purely optional. Click 'Save' at the top to complete the process.

GO...

HOW TO RECORD YOUR ACTIVITY

Manually:

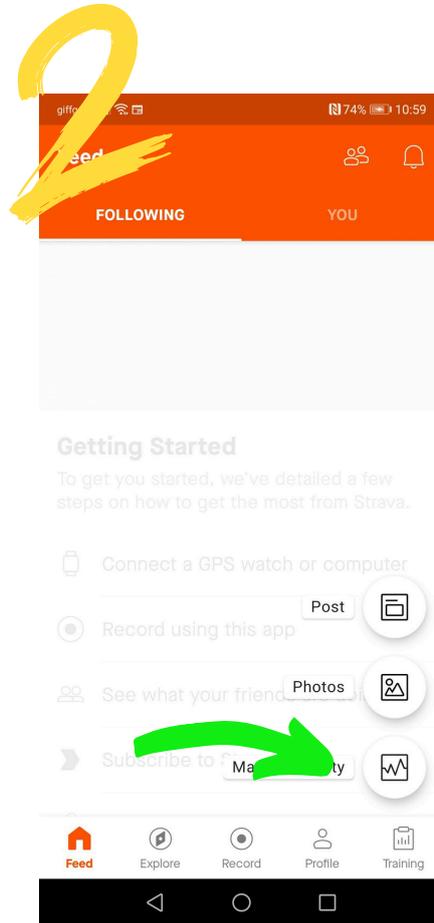


Getting Started

To get you started, we've detailed a few steps on how to get the most from Strava.

- Connect a GPS watch or computer
- Record using this app
- See what your friends are doing
- Subscribe to Strava

Select the '+' icon if you don't wish to use the GPS tracking function and/or if you forget to record some activity and wish to do so retrospectively.

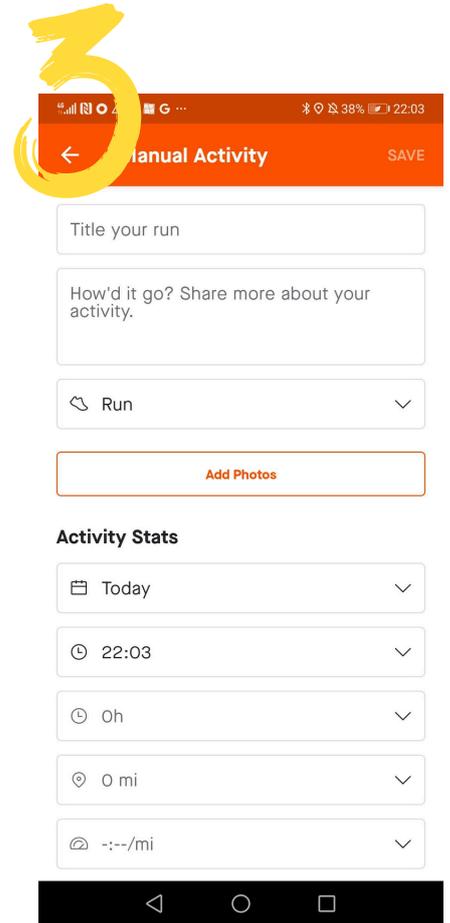


Getting Started

To get you started, we've detailed a few steps on how to get the most from Strava.

- Connect a GPS watch or computer
- Record using this app
- See what your friends are doing
- Subscribe to Strava

Select 'Manual Activity'.



Activity Stats

- Today
- 22:03
- 0h
- 0 mi
- :--/mi

Complete the details requested.

GO...

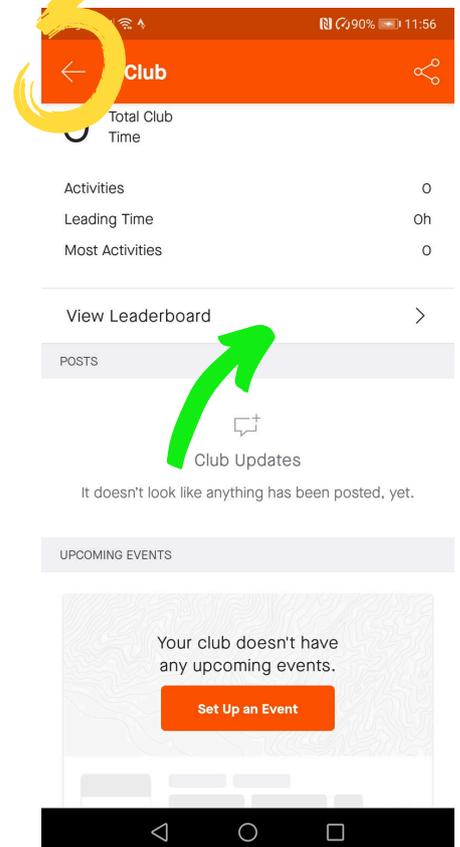
VIEWING THE #INSPIRE150 CLUB & LEADERBOARD



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. The club logo will be shown as per the above (arrow). Clicking on this logo will bring up the club page (picture 2).



The club page will display various statistics and information. There is also a message feature for posts and pictures should you wish to use it.



The club page displays a 'leaderboard' which you can view by scrolling down the page. 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 leaderboard 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.

GO...

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 (applicable to the end of the Spring Term 2025):

- 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 2 weeks will receive an **#INSPIRE150 PRIZE**.
- Everyone who achieves 150 minutes of moderate physical activity for a total of 5 weeks will receive an **#INSPIRE150 PRIZE**.
- Everyone who achieves 150 minutes of moderate physical activity for a total of 8 weeks will receive an **#INSPIRE150 PRIZE**.
- Everyone who achieves 150 minutes of moderate physical activity **to complete the challenge** (total 12 weeks) will be entered into a draw to receive a special, high value prize.

CONTINUED FOR 2025: School Team results will be published on a weekly basis. At the end of Spring Term 2025, the school team with the highest average number of recorded weekly activity minutes per registered team member will benefit from FREE affiliation to the SHWS 'EXTRA' package for the 2025/26 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.

**Prize delivery will be administered on a half termly basis.*

***The project will remain LIVE during the February Half Term, until its' completion before the Easter Holidays (Friday 11th April 2025)*



Health & Wellbeing
18 **EXtra!**

