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
Today in GlasGO!
3,234 active walkers 25,983 miles walked

Personal  Community  Friends  Account  Log out

Search data from: DD/MM/YYYY to: DD/MM/YYYY

- Badge locations
- Event locations
- Heat map
- Health walks

Latest badges

Map of GlasGO locations and activities.
Hackathon Datasets

Informed Recommendations for users

- Health Walks
- Glasgow Life Venues
- Road Traffic Accident Info
- Weather Information

Output
- Anonymised, accurate location and usage data
- Community Information
Solving the Problem?

- Usage Statistics from GlasGO!
- Correlation & Verification with existing data
  - SIMD-heath 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