MeYou Health’s Walkadoo product is a population-targeted intervention designed to increase physical activity broadly across large groups of individuals, ranging from sedentary to athletic. The product’s design is firmly rooted in evidence that demonstrates that an increase in step count by as few as 1,000 steps per day is sufficient to drive changes in biometrics (e.g., BMI or blood pressure). With engaged participants, typical pedometer programs increase step counts by 2,000 steps from baselines averaging 5,000–7,000 steps, meaning that even in clinical trials most participants start and end short of established fixed goals (e.g., 10,000 steps). Walkadoo addresses this problem through the use of individualized, daily step goals that dynamically adjust for changing performance and variations in daily walking patterns. This provides our participants with steady progression in a realistic fashion, and one that can be compared and shared socially with people at different activity levels.

Walkadoo is based on extensive research literature demonstrating that small improvements in physical activity can result in measurable benefit, with the bulk of that benefit accruing to individuals who were more sedentary at baseline.

- **Health benefits derive from an increase from baseline.** Step increases as small as 1,000 steps/day have been linked to health benefits: lower BMI, lower waist-to-hip ratio, greater insulin sensitivity, decrease in body fat, etc. (Dwyer 2011, Thomson 2012, Tudor-Locke 2011)

- **Significant health benefits are observed in individuals moving out of sedentary status (from <5,000 steps/day to >5,000 steps/day).** Outcomes reported on: glucose tolerance, systolic/diastolic blood pressure, weight/BMI, waist circumference, waist-to-hip ratio, resting heart rate. (Reported in Tudor-Locke, 2013; Swartz 2003, Duru 2010, Musto 2010, Bell 2010)

- **Outcome payoff may be highest with low baseline individuals who increase their physical activity by as little as 2,500 steps/day.** Not surprisingly, greater value accrues to individuals who begin at sedentary activity levels. (Tudor-Locke 2010).
Utility of Fixed/Universal Step Goals

Walkadoo eschews fixed, guideline-based goals in favor of individual, evolving daily targets. Fixed goals (e.g., 10,000 steps) have utility in more simplistic interventions, but make less sense in a dynamic environment with a steady stream of data.

- **Fixed goals may not be attainable for everyone.** Determining a “realistic” goal is a typical component of interventions, noted in the literature as “rarely achieved” or achieved by a minority only. (Sidman 2004, Wilde 2001)

- **They may be too physically challenging (and/or perhaps unsafe) for some individuals (e.g., obese, chronically ill).** (Tudor-Locke 2004) For instance, public health guidelines for individuals living with disability or chronic illness use a range of 6,500–8,500 steps/day. (Tudor-Locke 2011; noted in Choi 2007)

- **They may not be sustainable.** Fixed goals require unwavering dedication to the step goal and substantial effort sustained over time. (Tudor-Locke 2004)

- **More modest goals also result in significant step increases.** (Sidman 2004)

- **Public health guidelines can be achieved with as few as 7,000 steps/day.** (Tudor-Locke 2011)

- **There is no evidence that 10,000 steps is the optimal goal.** “No study to date has systematically evaluated dose-response effects of different steps/day goals” (Tudor-Locke 2011)