



A Step in the Right Direction:

How Movement Can Make a Difference in Individuals'/Employees'/Students' Lives

November 23, 2017

UPNCO 
with **PARTICIPACTION**

AGENDA

- ✓ About **ParticipACTION**
- ✓ Inactivity crisis and its effects
- ✓ The single best thing you can do
- ✓ Effective wellness strategies
 - Identify conditions & barriers
 - Design for engagement
 - Use incentives
- ✓ Case studies





About ParticipACTION

IT'S TIME FOR CANADA TO SIT LESS AND MOVE MORE

As **Canada's premier physical activity brand**, ParticipACTION is dedicated to improving the health and wellness of Canadians through innovative engagement initiatives and thought leadership. We're passionate about physical activity and healthy living.

Our team is made up of doctors, physical activity experts, device and technology programmers, research evaluators, social media millennials, and a ton of fitness geeks.

Together, we have more health and fitness credentials than you can shake a stick at.



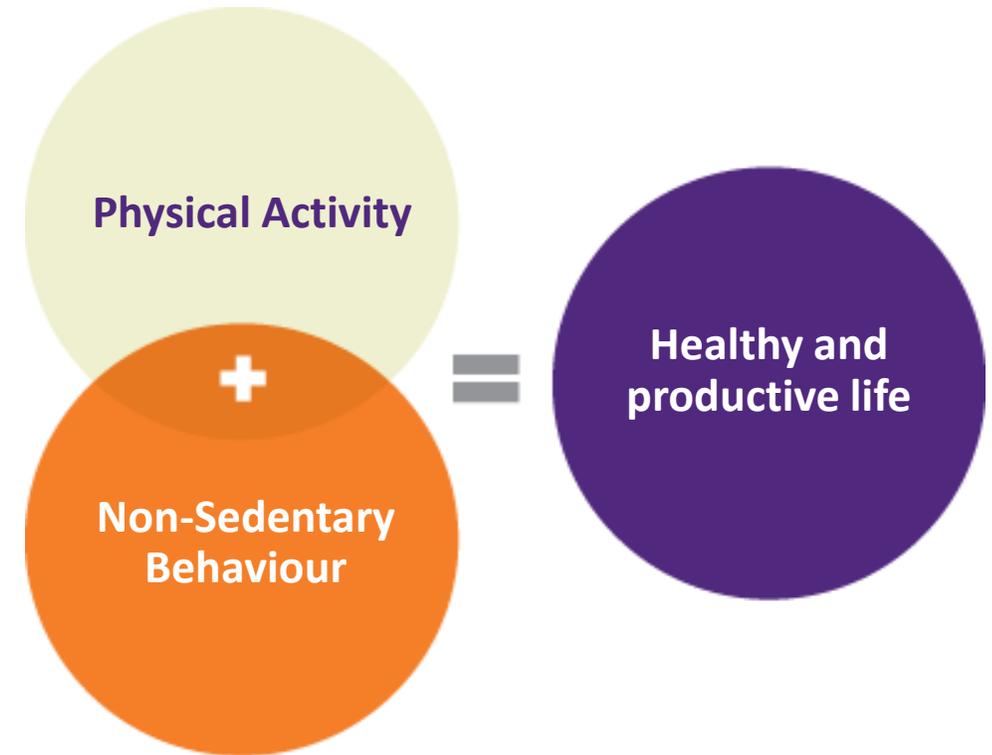
The Inactivity Crisis

The image shows a modern office environment with several desks, computers, and orange office chairs. The scene is overlaid with a semi-transparent orange filter. A white geometric frame, consisting of a horizontal line, a vertical line, and a diagonal line, is positioned in the upper right quadrant. The text "The Inactivity Crisis" is written in a bold, white, sans-serif font across the top left of the image.

INACTIVITY IS A SERIOUS & GROWING ISSUE

Only **18% of Canadian adults** are getting the recommended amount of **physical activity**¹ – and our **modern workplace culture** feeds into this problem.

More time is spent sitting at work/school than ever before – upwards of **10 hours per day**² – leading to a **less active, less healthy,** and **less productive** lifestyles.



...AND IT'S AFFECTING MORE THAN YOUR HEALTH

Working individuals with two or more lifestyle risk factors (e.g. being sedentary, being overweight, smoking, or consuming high amounts of alcohol) are absent over **50% more** often than those without the risk factors, and cost their employers **2-3 times** more in health benefit costs.³

The number of days lost from work due to illness among individuals with diabetes can equate up to **78.5 days** per year.⁴

Students who engage in **low levels of physical activity** and **high levels of sedentary** behaviours are likely to **miss more** school in comparison to their active counterpart.¹⁷

“The best thing you can do for your health is to spend half an hour [per day] **being active**”

- Dr. Mike Evans



SITTING LESS AND MOVING MORE CAN...

1) Reduce risk of chronic illness⁹

- Cardiovascular diseases (hypertension, stroke)
- Metabolic disorders (type 2 diabetes, dyslipidemia, obesity, insulin resistance)
- Muscle, bone and joint diseases (arthritis, fibromyalgia, osteoporosis)
- Some cancers (breast, colorectal)
- Mental illness (depression, anxiety)

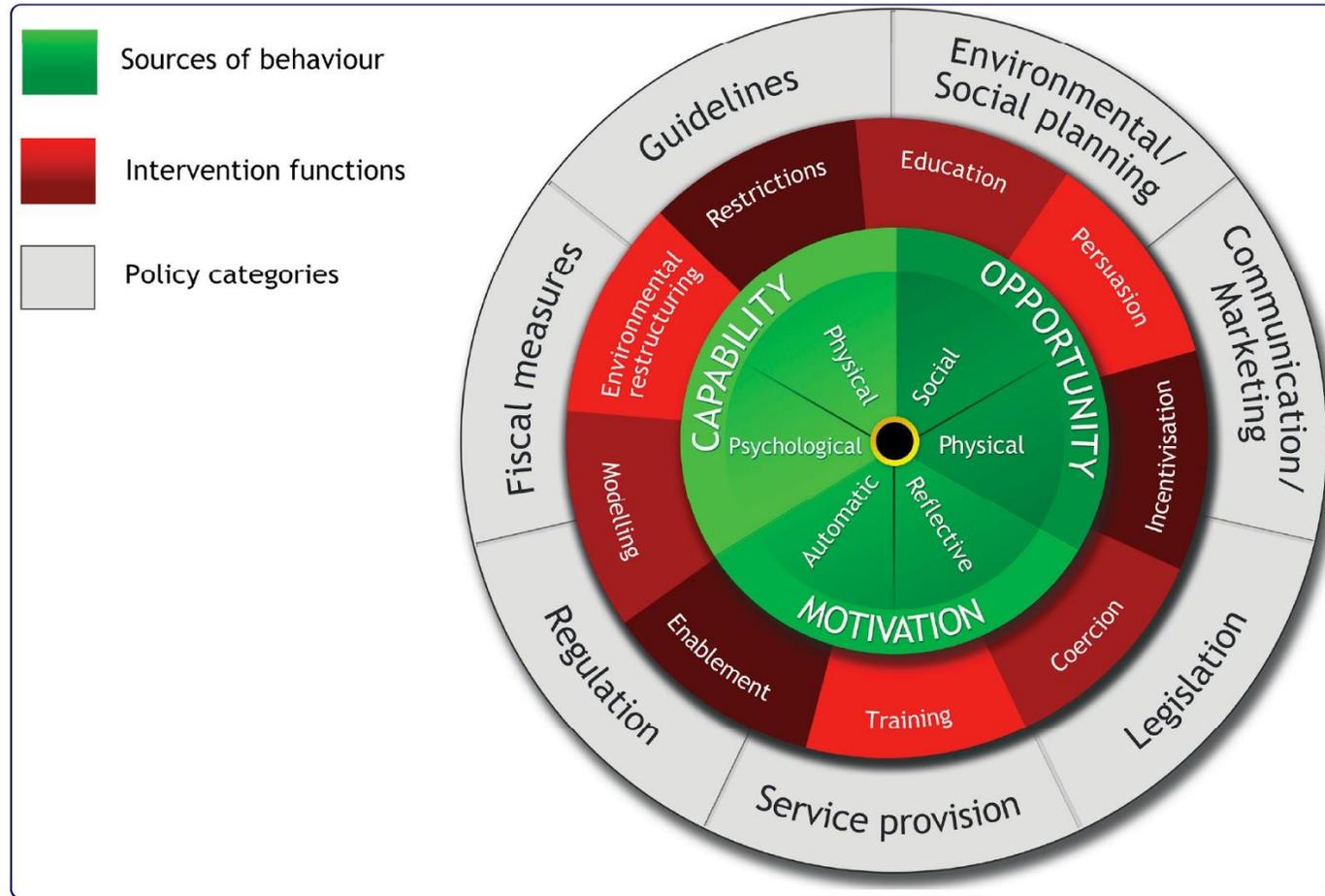
2) Improve Function

- Cognitive function ¹⁰
- Learning and memory ¹¹
- Productivity ¹²
- Energy levels ¹³
- Quality of sleep ¹⁴

Identify Conditions & Barriers



THE BEHAVIOUR CHANGE WHEEL



Synthesis of 19 frameworks of behaviour change.

Designed to help organizations **design, tailor, implement, and evaluate** behaviour change interventions.

(Michie et al., 2011)

THE COM-B MODEL



Before we can **change** behaviour, we need to **understand** it.

COM-B model identifies ideal targets for intervention.

Capability, opportunity, motivation = key conditions for behaviour change.

(Michie et al., 2011)

ASSESS THE CONDITIONS

Psychological or physical ability to enact the behaviour

Capability

Reflective and automatic mechanisms that activate or inhibit behaviour

Motivation

Physical and social environment that enables the behaviour

Opportunity

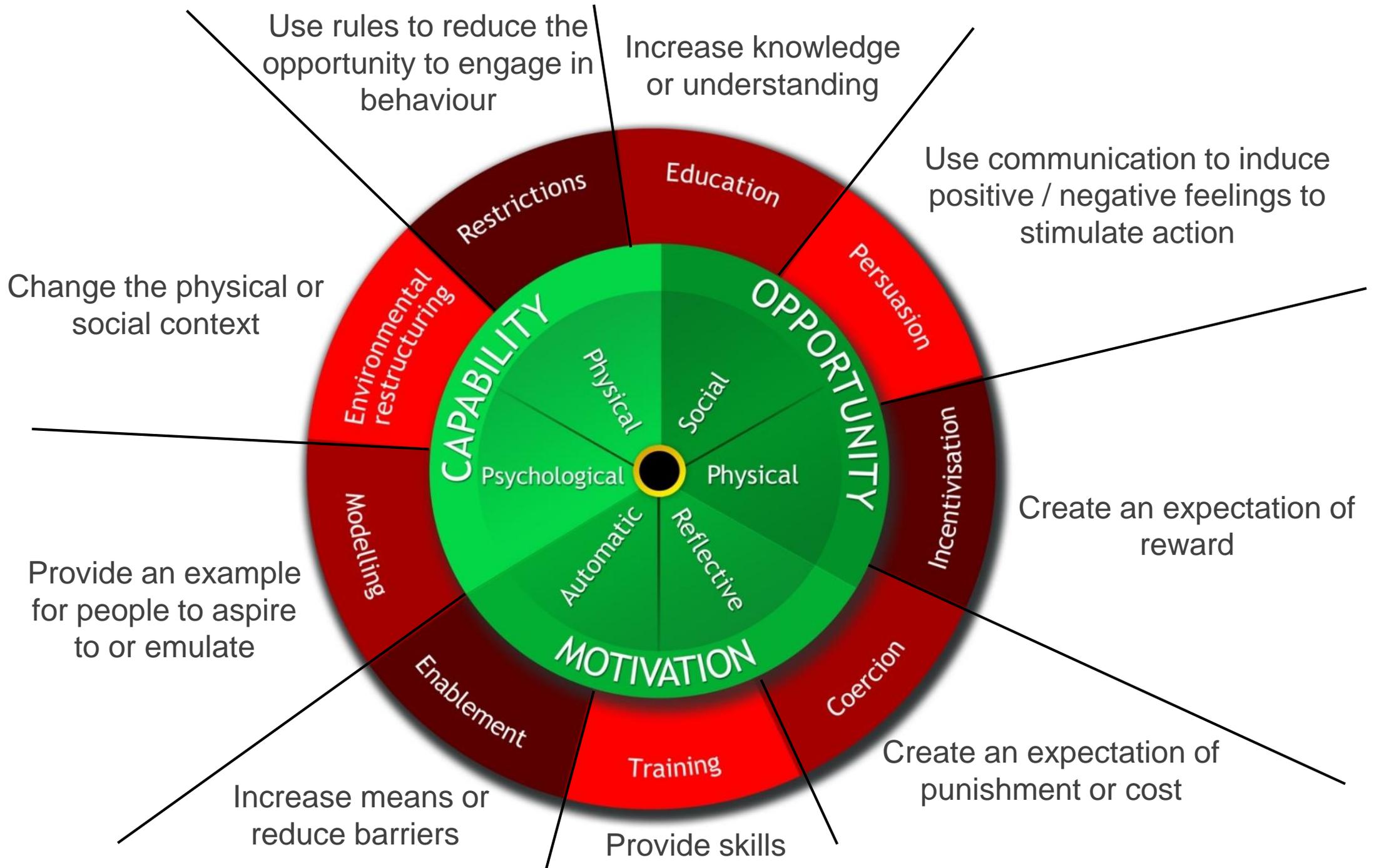
Behaviour

INTERVENTION FACTORS

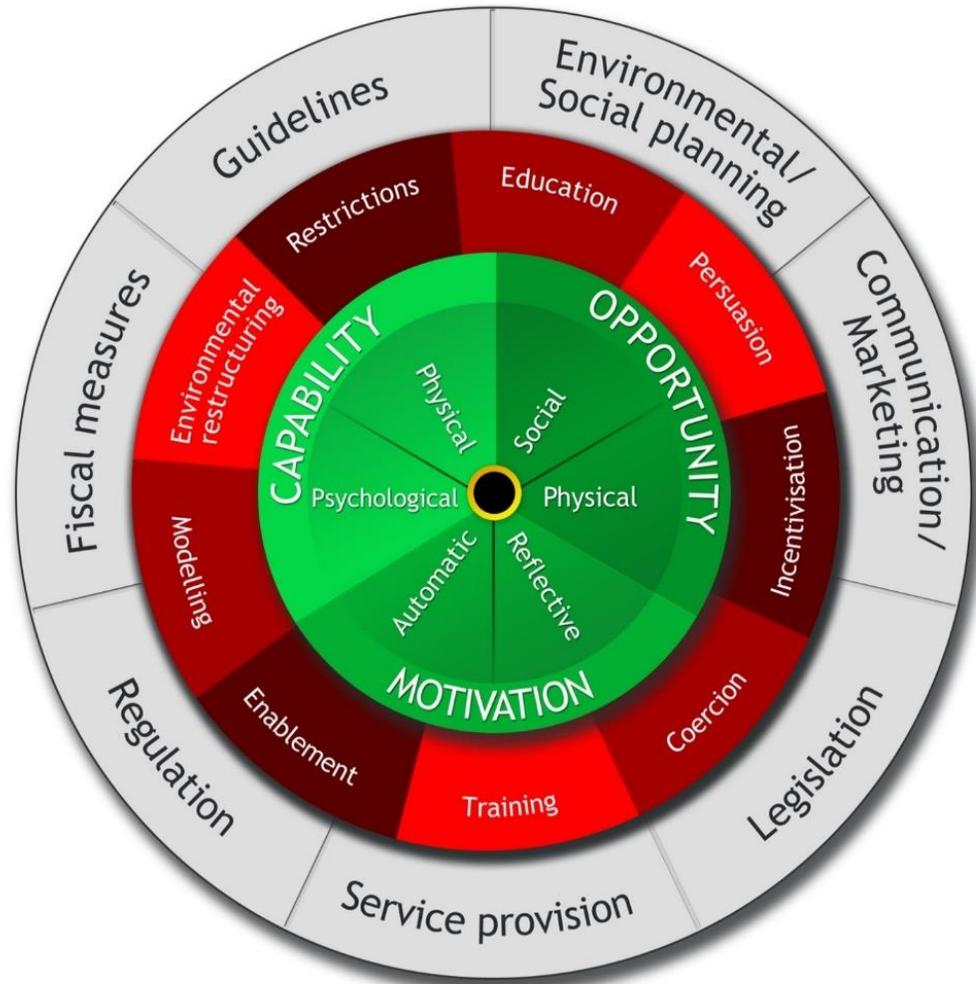


These are activities or techniques designed to help change behaviours.

(Michie et al., 2011)

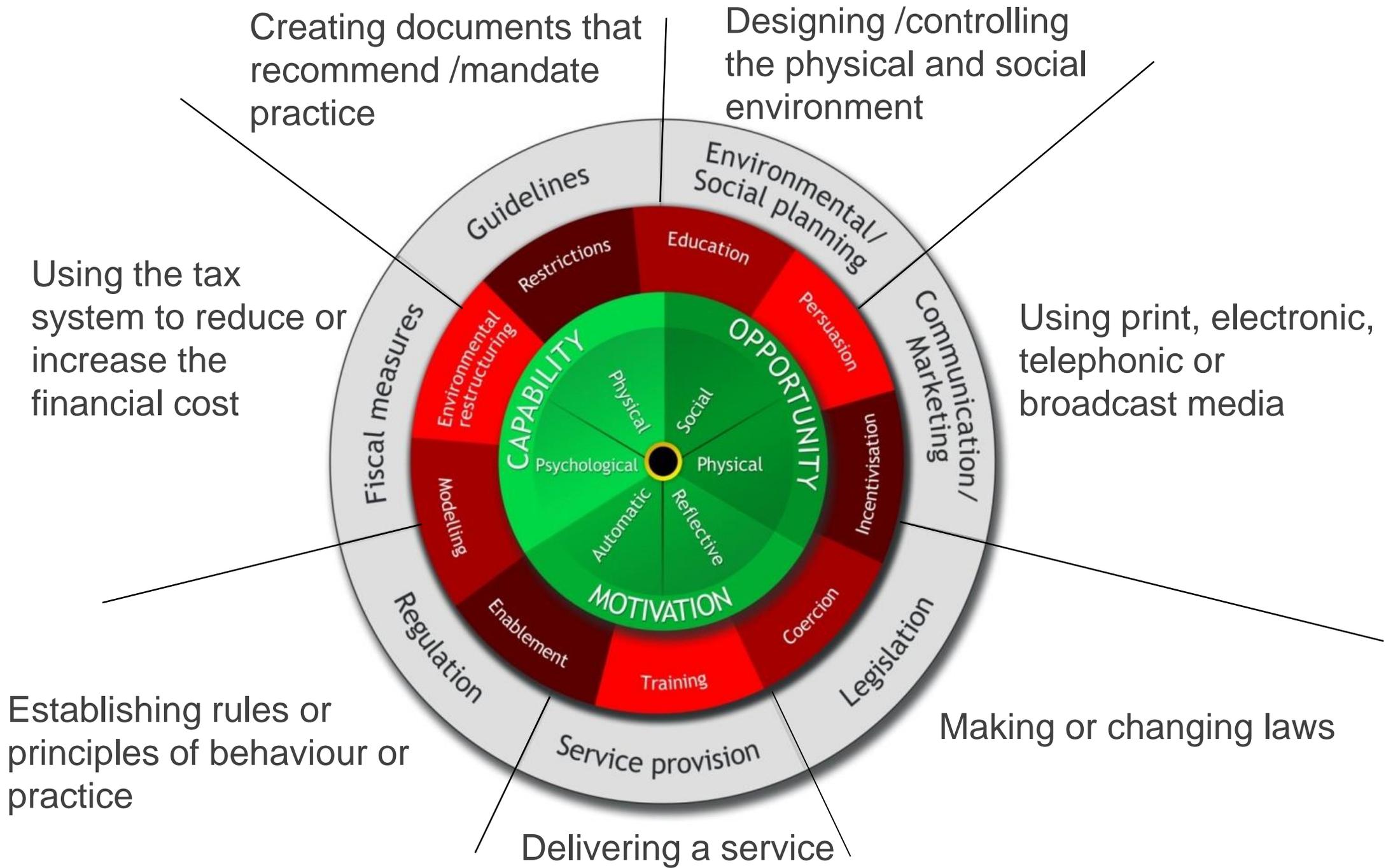


POLICY CATEGORIES



Different types of policies that can be used to deliver the intervention functions.

(Michie et al., 2011)

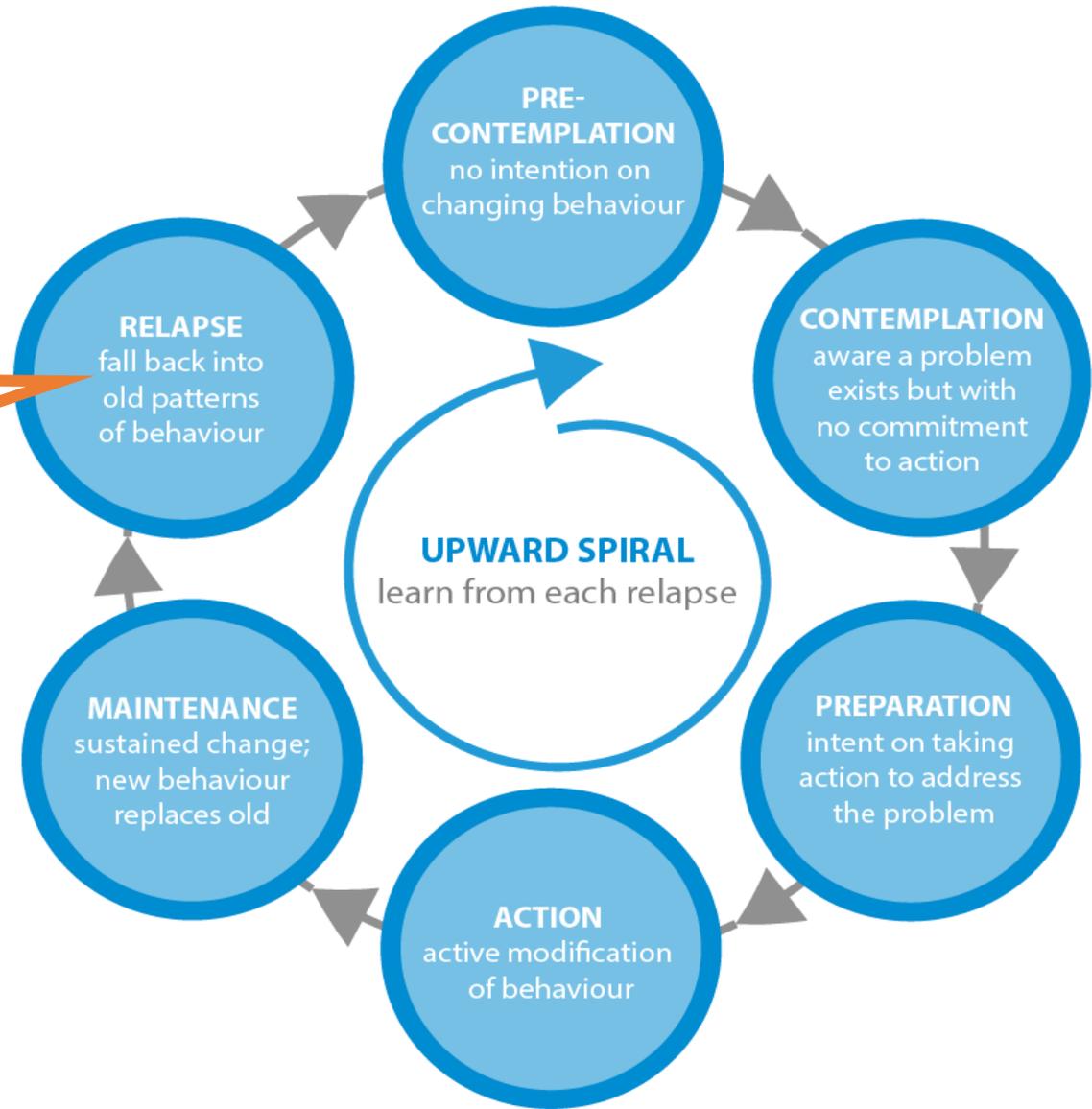


Design for Engagement

A person in a dark suit stands next to a vintage-style bicycle on a city street at sunset. The scene is overlaid with a semi-transparent orange filter and a white geometric frame. The bicycle is a classic diamond frame with a rear rack and a leather saddle. The person is wearing dark trousers and brown shoes. The background shows a blurred city street with traffic lights and other vehicles, suggesting an urban environment. The overall mood is warm and nostalgic.

CHANGE PROCESS

Plan for
Relapse!



ENGAGEMENT IS KEY!

Challenge: Start easy and increase the difficulty

Progress: Show progress towards goals regularly (daily / weekly)

Change: Keep things fresh by changing the challenges often

New: Create new entry points for those who relapse

INCENTIVES MATTER

Extrinsic motivation refers to performing an action or behaviour in order to receive an external reward or outcome.

REWARDS

COMPETITION

TITLES / BADGES

Intrinsic motivation is defined as performing an action or behaviour because you enjoy the activity itself.

AUTONOMY /
RESPONSIBILITY

KNOWLEDGE /
LEARNING

MEANING / PURPOSE

FUN!

ACCOMPLISHMENT

UPnGO with ParticipACTION

UPnGO with ParticipACTION is a **workplace wellness program** that provides year-round engagement through monthly themed programming that includes personal and group challenges, step tracking, social supports, and rewards.

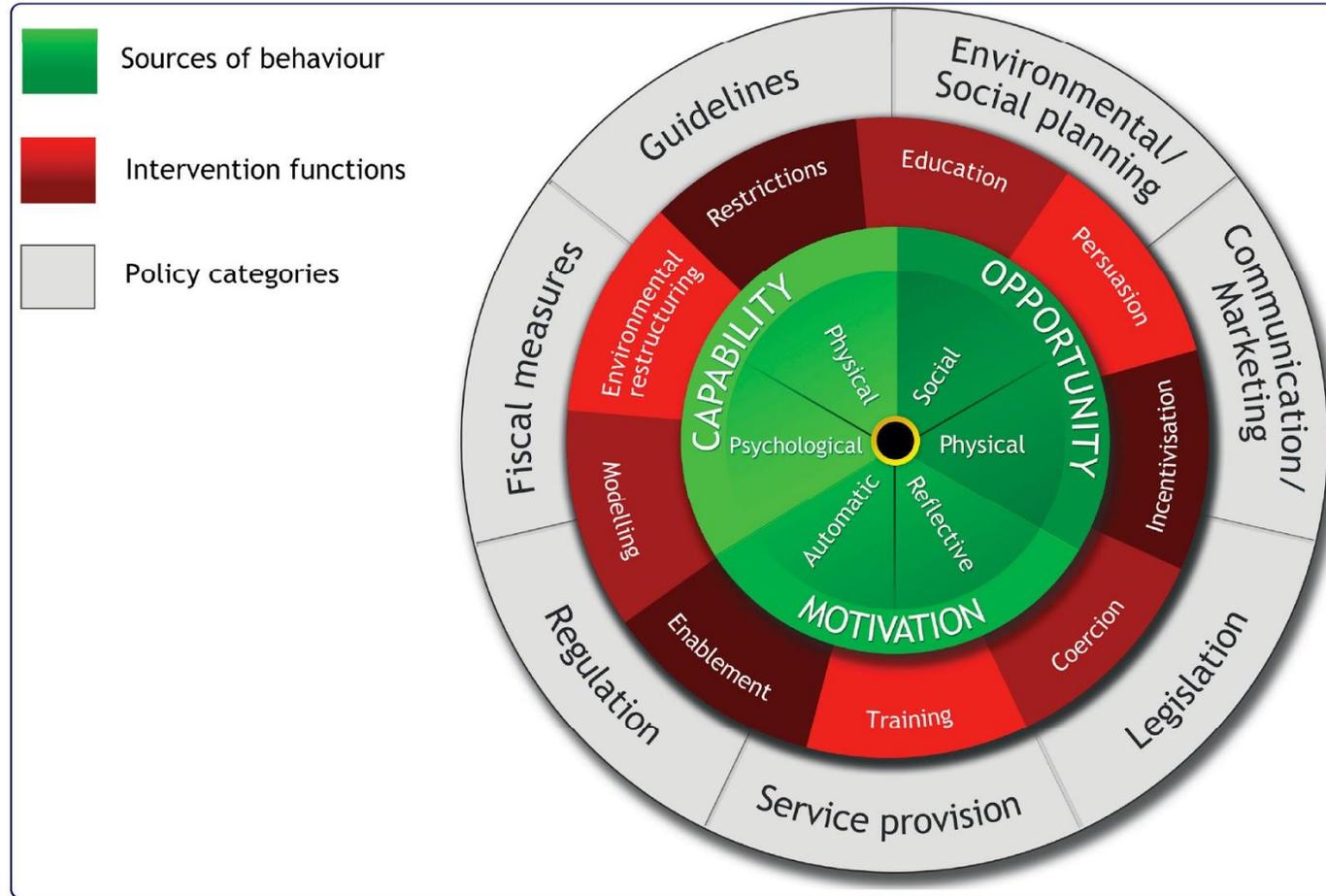
We help employees build confidence in their ability to **make healthy changes over time** with practical, consumable tools & tips to help fit healthy decisions into the workday and experience the many **mental and physical benefits** that go with it!



Case Studies

The image shows a modern office environment with several desks and orange office chairs. The desks are arranged in a U-shape, and each workstation is equipped with a computer monitor, keyboard, and mouse. The office has large windows on the left side, and the ceiling features recessed lighting. A white geometric shape, resembling a stylized 'L' or a corner bracket, is overlaid on the top right of the image. The entire scene is tinted with a semi-transparent orange color.

N.B. – THE BEHAVIOUR CHANGE WHEEL



BEHAVIOUR OF FOCUS =
reducing sedentary
behaviours in the
workplace



NAME: Sarah

AGE: 36

City / Province: Winnipeg, MB

Industry: Accounting

PROMINENT QUOTE

“I workout every day for an hour before work, before the kids are up. I also play beach volleyball in the summer and coach kids soccer. Once I’m at work I’m tied to my desk. There just isn’t enough time during the workday to fit it all in.”

SARAH’S STORY

Sarah is a wife to David and mom to two young kids who keep her busy chasing after them in their Winnipeg home. She is passionate about physical activity. Two years ago, she decided to organize a Health and Wellness Committee at her kids’ school. She also coaches her son’s soccer team. She wants to be more active throughout the work day but feels a lot of pressure to meet the demands of her job. Everyone around her works through lunches and breaks. She is no exception.





NAME: James

AGE: 24

City / Province: Vancouver, BC

Industry: Technology

PROMINENT QUOTE

“Playing sports used to be a big part of my life but I’ve prioritized other things lately. I’m interested in learning about how I can get more active so I can get back into shape and feel strong again.”

JAMES’ STORY

James is in his early 20s, just getting his career as a Data Integration Specialist in his hometown of Vancouver. While he used to be quite active in high school and university (playing on the basketball team), since graduating from UBC, he just can’t seem to find the time to be active. Practically, James knows it’s because he’s taking on a lot at work to get ahead, including signing up for a night class. It’s important to him that he has a healthy social life, too. He’s not sure how to juggle it all, and feels a little overwhelmed about the best way to incorporate more physical activity and less sedentary movement into his life.



NAME: Sandra

AGE: 59

City / Province: Sydney, NS

Target: Public Service

PROMINENT QUOTE

“My grandson is the light of my life, but boy does he require a lot of energy! I spend long hours sitting at my desk at work, and by the end of the day, I just don’t seem to find the energy I need to enjoy my time with him.”

SANDRA’S STORY

Sandra is an Administrative Assistant in Sydney, Nova Scotia. Her role as wife, mother and grandmother has always been her top priority, often leaving little time for her to focus on her own health. Recently widowed, Sandra has a new concern for her own health and longevity. She’s shared these concerns with her son, who has encouraged her to find ways to build activity into her day. She has a history of lower back pain that makes her cautious, and because of her work schedule, seems to have little time to invest in a physical activity plan. Her best friend Judy attends Aqua Fitness classes at the local YMCA, but the times of the classes conflict with Sandra’s work schedule and family commitments. A few friends at work have started taking lunch-time walks a few days per week, but Sandra always seems to find herself pulled into a meeting as they head out.





NAME: Miguel

AGE: 48

City / Province: Toronto, ON

Industry: Advertising

PROMINENT QUOTE

“I recently read an article identifying sitting as the new smoking. This has raised concerns, for the overall health of both myself and my employees. For 2017, I intend on making worksite health promotions a top HR priority.”

MIGUEL'S STORY

Miguel is the CEO of one of the leading ad agencies in Canada . He holds an undergrad degree in Advertising from OCAD, and earned an MSc from Queens University in Marketing. As the CEO of one of the largest ad firms in Toronto, Miguel spends a lot of time at work, which includes long hours in meetings, or traveling around the globe. Four years ago, he and his wife had a second child, almost 10 years after having their first. Miguel finds that he just doesn't have the same energy he had for his first child, and is starting to see how his sedentary behaviour may be contributing to his low energy levels. Recently, he encouraged the HR Department to form a wellness committee, and has requested they begin investigating workplace wellness solutions. He recognizes that investing in a such a program would help both himself and his employees, which could lead to a healthy workforce for his company, and a healthier father for his children!



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SUMMARY

The image features a background of numerous metal chairs stacked in rows. The entire scene is overlaid with a semi-transparent orange filter. A white geometric shape, resembling a stylized '7' or a parallelogram with a slanted top edge, is positioned on the right side of the frame. The word 'SUMMARY' is written in a bold, white, sans-serif font on the left side, partially overlapping the white shape.

SUMMARY

The inactivity crisis is impacting every aspect of our lives.

The single best thing you can do for yourself (your family, your company...) is to move more and sit less.

SUMMARY

Assess the conditions & barriers: look at the *capability*, *opportunity*, and *motivation* for behaviour change

Create lasting engagement:

- Create challenges
- Show regular progress
- Keep it fresh: try new things and change things up to maintain engagement

Incentives matter: know how to use both *extrinsic* and *intrinsic* motivation to create sustainable change

Thank you.

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