



# Obesity – engaging the workforce: best practice



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## The 3-FOUR-50 message

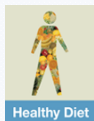
- C3 tackles the **3** risk factors that cause **four** chronic diseases that account for **over 50%** of deaths worldwide.
- The risk factors are:



Tobacco use



Lack of physical activity



Unhealthy diet

- The diseases are:



Cardiovascular



Chronic respiratory



Cancers



Type 2 diabetes

It turns out we know exactly what to do:

## Prevention works



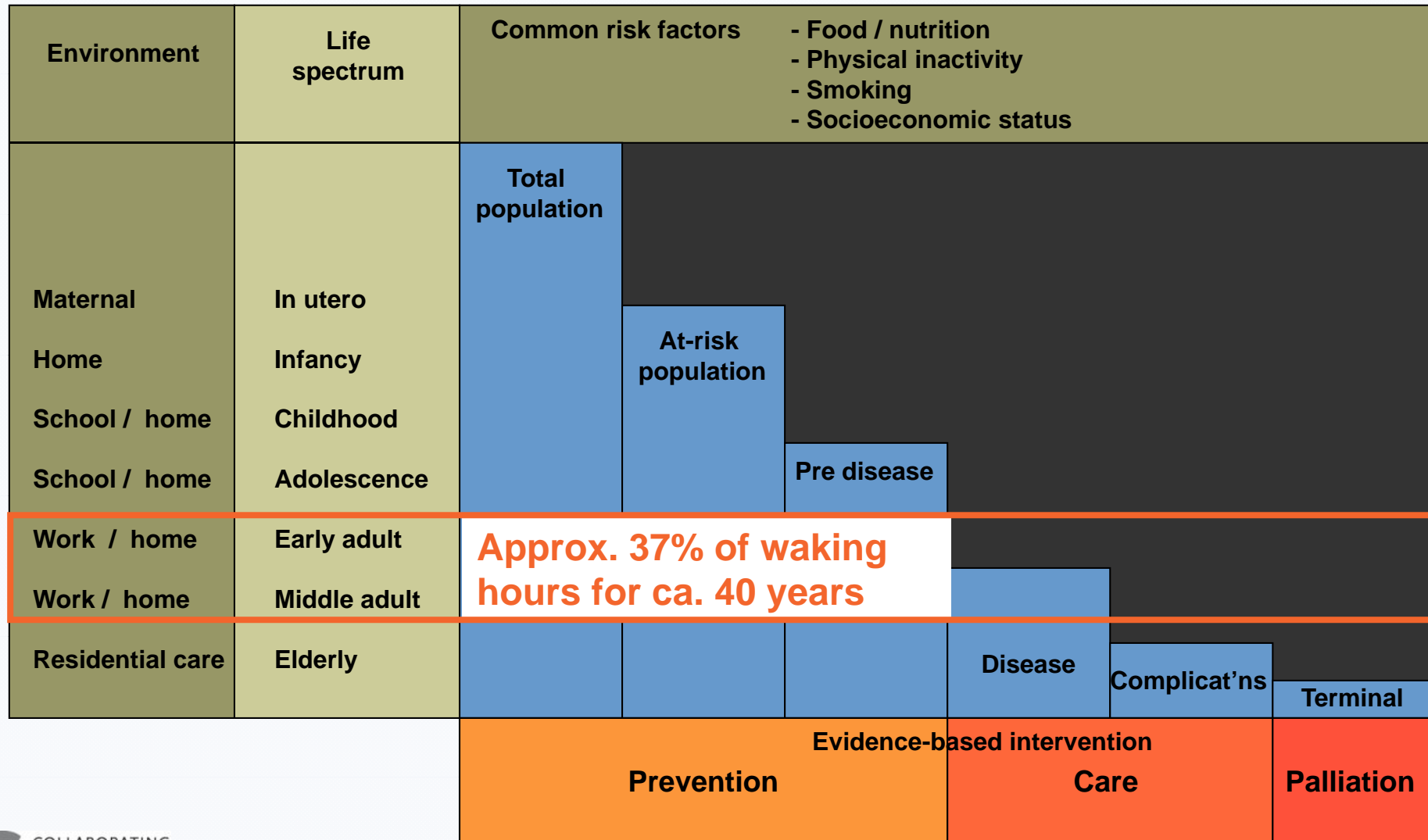
It's simple, affordable and effective

# UK health statistics

- **Diet**
  - More people are eating five portions of fruit or vegetables daily but still only about 25% of adults
  - Half of all children eat no fruit or vegetables in a week
  - Around one third of cancers are attributed to poor diet and nutrition
- **Physical activity**
  - 65% of adults and 50% of children do not take the recommended amount of exercise
  - 70% of the adult population is sufficiently inactive to be classed as 'sedentary'
- **Weight**
  - In the UK 1 in 4 adults and children are obese and this figure is rising
  - About 2/3 of the population is now overweight

*Sources: Dept of Health, Bupa, ASH, British Nutrition Foundation, The Prime Minister's Office*

# Why target lifestyle at work?



## The benefits are very clear

- For employers:
  - Sickness absence costs UK businesses nearly £14 billion a year
  - The healthiest 25% of the workforce is naturally 18% more productive at work than the least healthy 25%
- For the government:
  - Improved workplace health could save the government over £60 billion

*Sources: Vielife, 'Health and Performance Research Study' (2005) and Bupa report*

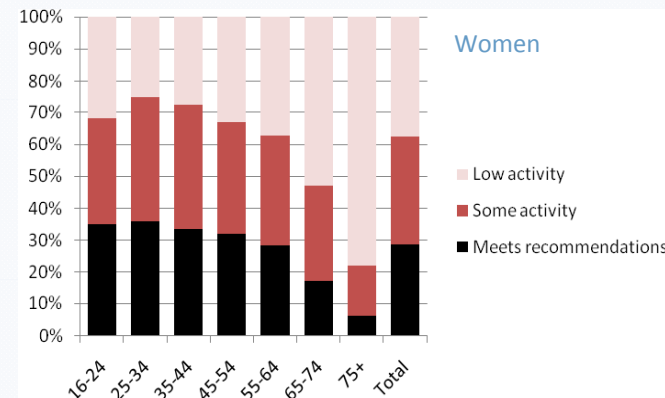
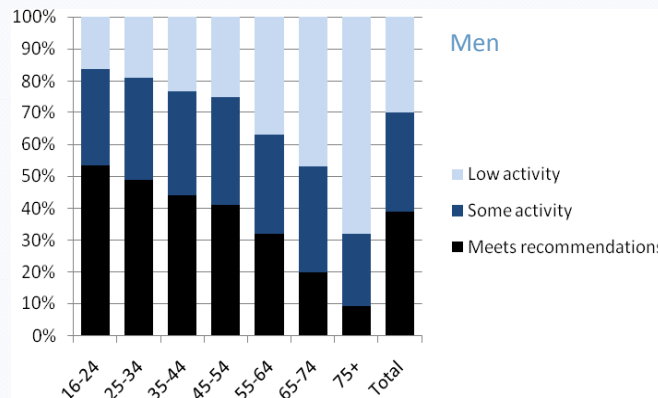
# What is a good diet?

- **Fruit and veg:** five-a-day
- **Carbohydrates:** primarily from whole grains
- **Sugar:** low intake and avoid sugary beverages
- **Fats:** primarily from non-hydrogenated vegetable oils
- **Protein:** mostly legumes (peas, beans, pulses etc.) and nuts; modest poultry, fish, eggs, and (optional) dairy; red meat at most occasionally
- **Sodium:** reduce slowly to <2.5g/day



# How much physical activity is enough?

- **Five a week!**
  - Adults should perform moderate-intensity physical activity (e.g. brisk walk) for a **minimum of 30 minutes on five days each week** or vigorous-intensity (e.g. jogging) for a minimum of 20 minutes on three days each week.



Levels of physical activity among adults in England (self-reported)

## Key indicators include...

- Number of smokers in the workforce
- Numbers of smokers who quit each year
- **Average BMI (measure of obesity) of the workforce**
- **Change in BMI of employees**
- **Number of employees who daily eat five portions of fruit and vegetables**
- **Number of employees who take 30 minutes of exercise five days a week**

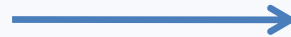


# Assessment of the workplace

- What are the current health programmes?
  - e.g. health & safety; occupational health; private health insurance
- Help with stopping smoking
  - Is help provided to those wishing to stop smoking? classes? nicotine replacement therapy?
- Encouraging physical activity
  - Are stairs accessible? Are there bike-storage facilities? Showers?
- Making it easier to eat healthily
  - Does the cafeteria and vending machines encourage healthy eating? Is there information on nutrition?



# Changing the environment can make a big difference!



## Assessment of the workforce 1/2

- Information
  - Individual working places will hold some information on the health and behaviour of employees:
    - Sickness, absence, turnover – and possibly much more
  - Without assessment, the impact cannot be evaluated or shared
- Focus groups
  - Group discussion forums will add to the information gathered from any survey.

## Assessment of the workforce 2/2

- Health risk assessment
  - Independent confidential health risk assessment of staff should be carried out and summarised **anonymously**.
- Individual assessment
  - Staff should be offered confidential personal assessments of their individual risk factors, such as medical history, blood pressure, body mass index, levels of cholesterol and blood sugar.

# Best practice examples: BT

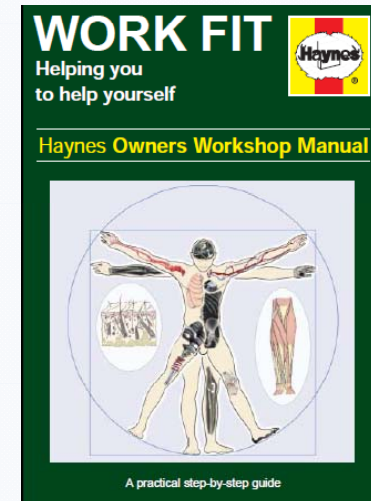
- Work Fit – addressing cardiovascular disease
  - Open to all
  - Nutrition/physical activity
  - Provided information, support and incentives (offers for gyms, free pedometers etc.)
  - Partnership with trade unions and NGOs – e.g. commissioned content from Men’s Health Forum
  - Intranet
    - Lifestyle advisors, health questionnaires, ‘my story’



## Best practice examples: BT (cont.)

- Results

- 16,366 people registered
- 5,714 people used the weight and exercise-monitoring tool regularly
- Average weight-loss of 5lb and 1-inch off waistline for regular users
- About half reported making lifestyle changes during the programme – and 77% of these maintained or improved the change



## Best practice examples: Nestlé

- Global Corporate Challenge
  - Part of Nestlé's workplace health programme
  - Annual walking\* challenge designed for the corporate workplace
  - Aim is to walk at least 10,000 steps a day (about 8km or 90 minutes brisk walk) over 4 months
  - Engaging, fun, team-based (cost about £50 per team)
  - Steps logged online – and team's progress 'around the world' is mapped



\* Or cycling or swimming

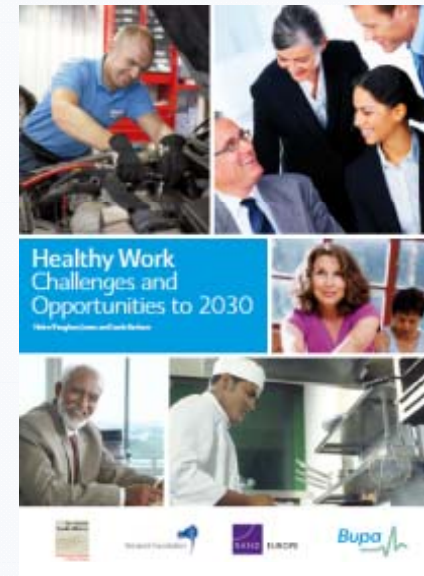
## Best practice examples: Nestlé (cont.)

- Results for 2010
  - In the UK/Ireland, 1,652 Nestlé participants averaged 16,221 steps a day – that's over 1.8 million km in total!
    - Increase in average step count of 26% over 2009 result
    - 62% of participants were men; 38% were women
  - Self-reported GCC Behavioural Survey
    - 35% reported increase in overall health and wellbeing
    - 39% reported increase in energy
    - 38% reported weight loss



## C3 and workplace health (1)

- C3 helps to develop fresh approaches to promoting health in the workplace
  - C3 is part of the Health at Work Network (part of the Responsibility Deal)
  - C3 is leading the Health and Wellbeing Local Business Partnerships initiative
  - C3 has been a contributor to two major reports by Bupa on workplace health



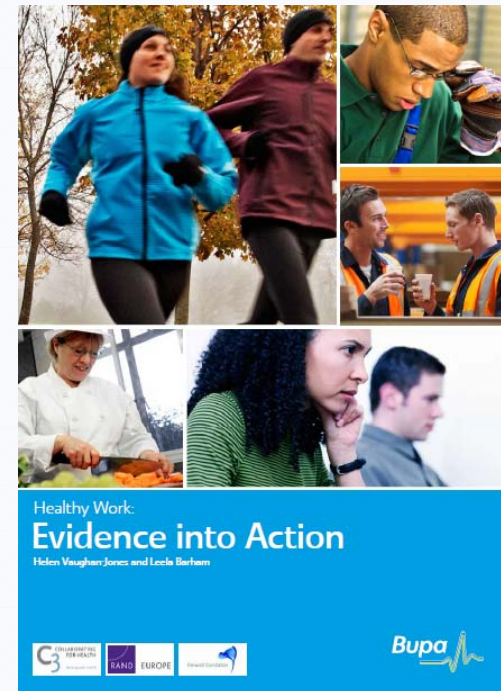
## C3 and workplace health(2)

- C3 is helping to turn a successful health and wellbeing programme from Scandinavia – which includes elements encouraging physical activity and improved diet – into a form that can be shared with SMEs in low- and middle-income countries.
- C3 held two workshops commissioned by Dame Carol Black (National Director of Health and Work) on ‘Diabetes in the UK workplace’



## C3 and workplace health (3)

- Key recommendations from Bupa/C3 report
  - **Employers:** find innovative ways to engage and involve as many employees as possible
  - **Providers:** Develop a broader array of interventions
  - **Government:** Research financial incentives to encourage employer investment in workplace health



**And, for all: Put our own houses in order!**