



Increasing Physical Activity In The Workplace

How To Get Your Employees Motivated to Move More

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Company5k



Objectives

- Learn what employers are including in their wellness programs
- Describe common barriers to participation and how you can overcome them
- Discuss considerations for an aging workforce and participation
- Learn what works and examples of programs

What Does Your Wellness Program Look Like?



"We have an excellent employee health plan:
we built our parking garage 2 miles
away from the office!"

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Current State of Worksite Wellness

- Approximately half of U.S. employers offer wellness promotion initiatives, and larger employers are more likely to have more complex wellness programs.

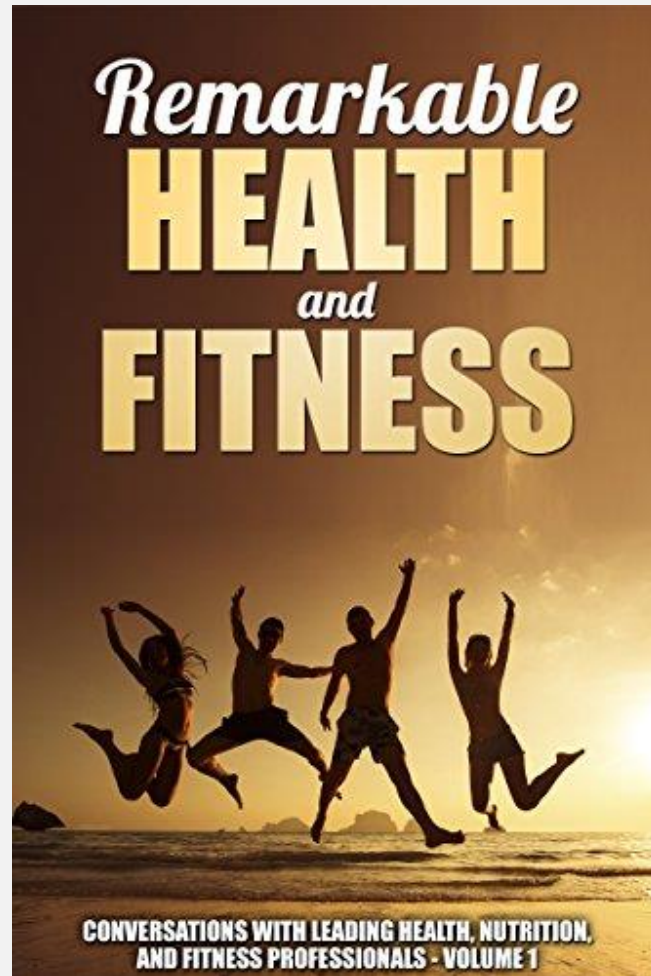
Current State of Worksite Wellness

- Programs often include wellness screening activities to identify health risks and interventions to reduce risks and promote healthy lifestyles.

Current State of Worksite Wellness

- Most employers (72 percent of those offering a wellness program) characterize their wellness programs as a combination of screening activities and interventions. Wellness benefits can be offered by employers or a vendor to all employees or through their group health plans to plan members. <http://www.dol.gov/ebsa/pdf/workplacewellnessstudyfinal.pdf>

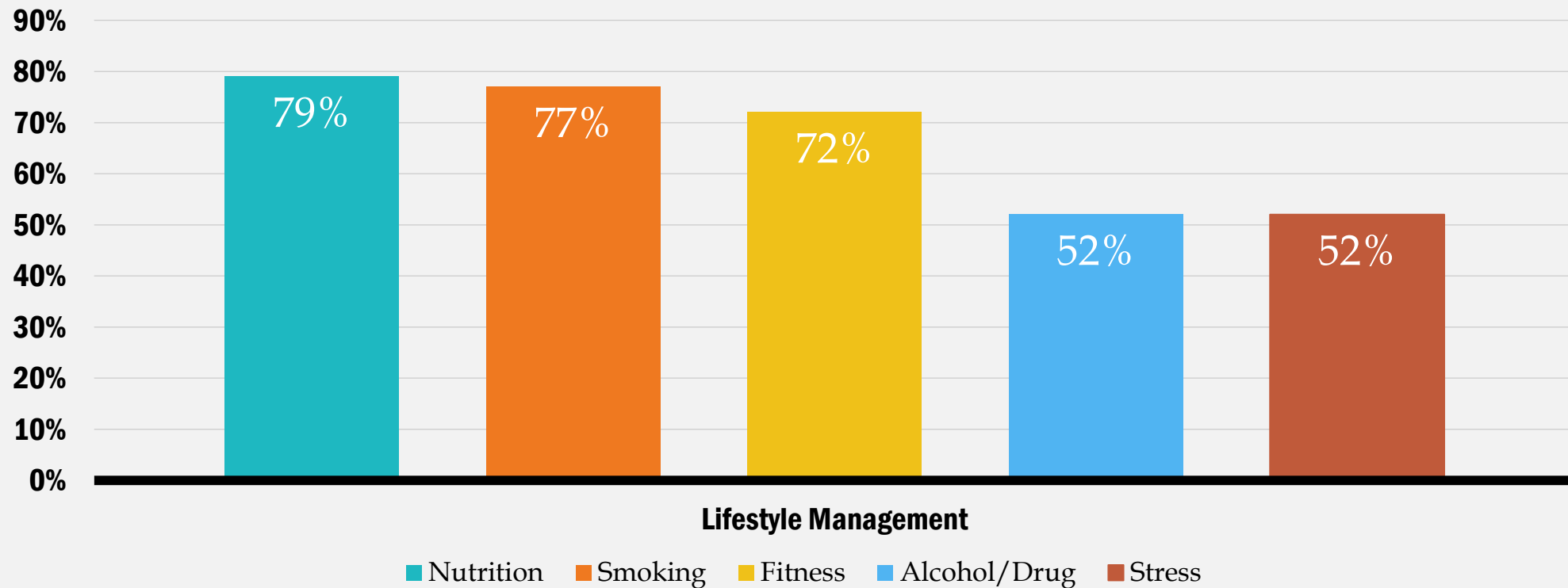
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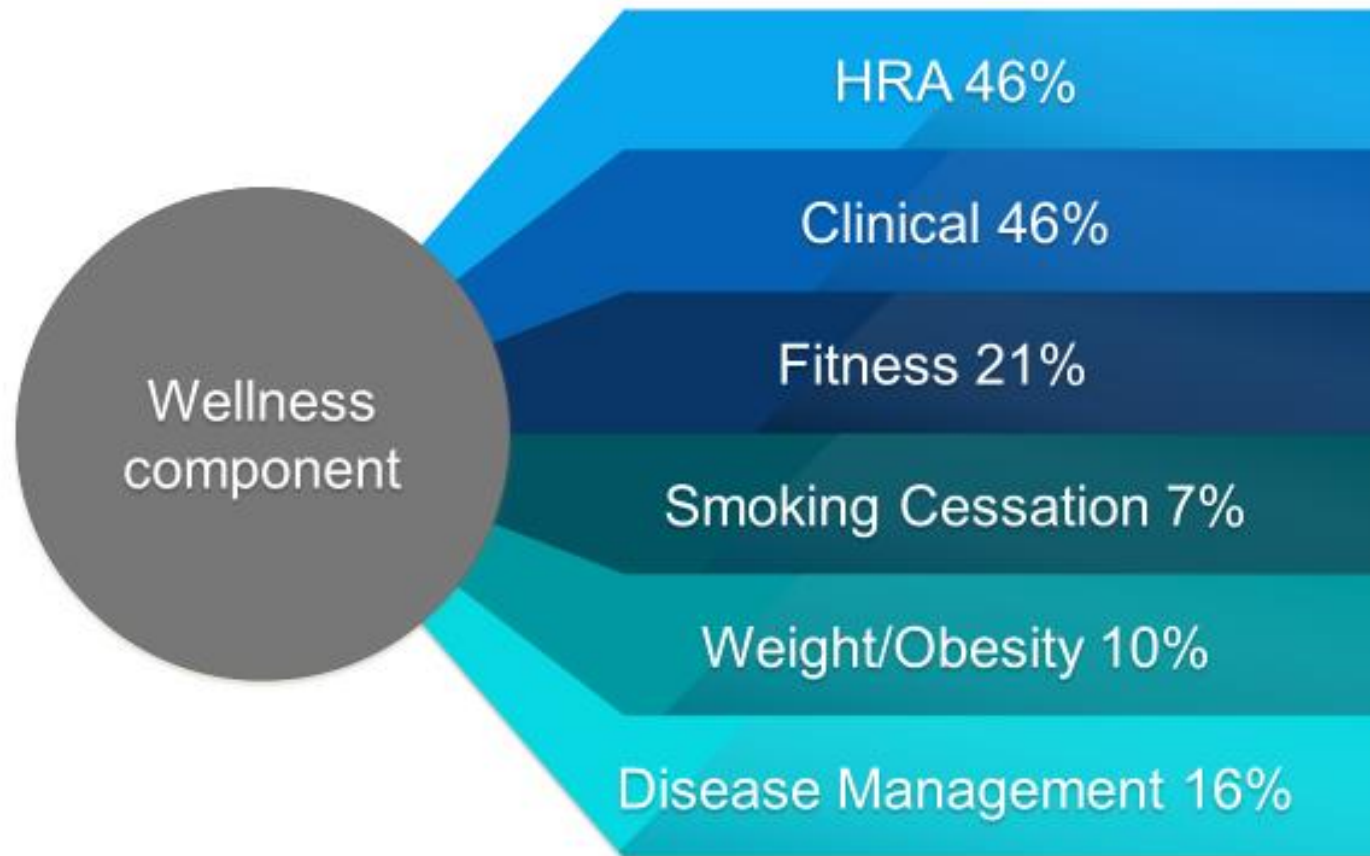
Worksite Wellness Offerings

Percentage of Employers Offering Specific Interventions



What the Numbers Actually Look Like

employee participation rates



Wellness and Safety Link

- Wellness is not only linked to increased productivity but also certain safety / work-comp metrics
 - A Healthy employee is a safer employee

Barriers to Participation

- Actual vs. Perceived (Perception is reality)
- No real buy-in from executive team
- Employees don't like working-out at the office
- Incentives not aligned

Barriers to Participation

- Existing policies in place which inhibit participation
- Time/Space considerations
- Access does not equal knowledge
- Programs not run well or haphazardly organized
- Age and habits already formed

Considerations for Aging Workforce

- Every 7 seconds someone in America turns 50.
- Regarding that 50+ age group:
 - It is the fastest growing population segment.
 - It is the most affluent consumer group that exists.
 - It accounts for over 40% of total consumer demand.
 - It control over 48% of all discretionary purchases in the U.S.
 - It owns 62% of all large Wall Street investment accounts.
 - It dines out 4-5 times per week.

Source: Gary Onks – SoldOnSeniors, Inc. SoldOnSeniors.com

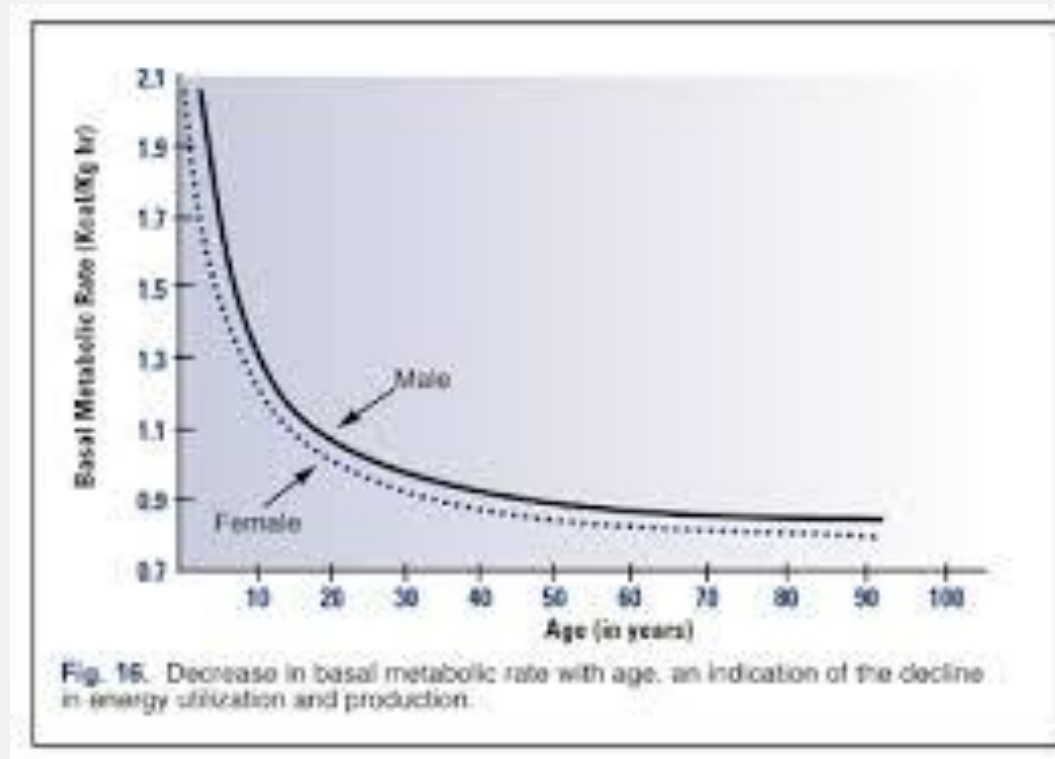


Strength and Aging

- Strength decreases with age
 - Strength decreases with age
 - 5% by age 40
 - 20% by age 55
 - 40% by age 75
 - Most dramatic after the age 65
 - 80% of the loss is due to inactivity however it can be maintained with training

Metabolic Rate and Aging

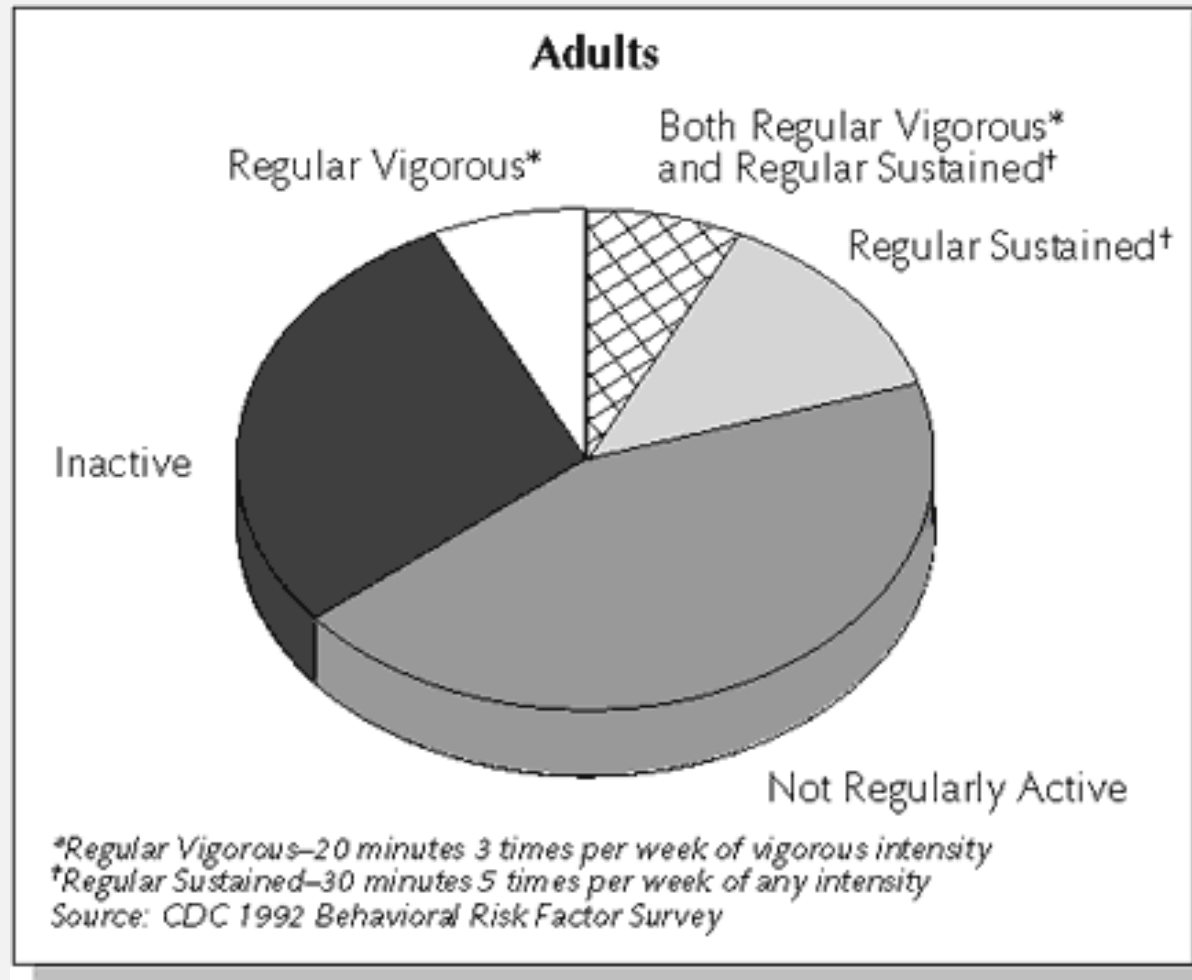
- Basal metabolic rate declines with age



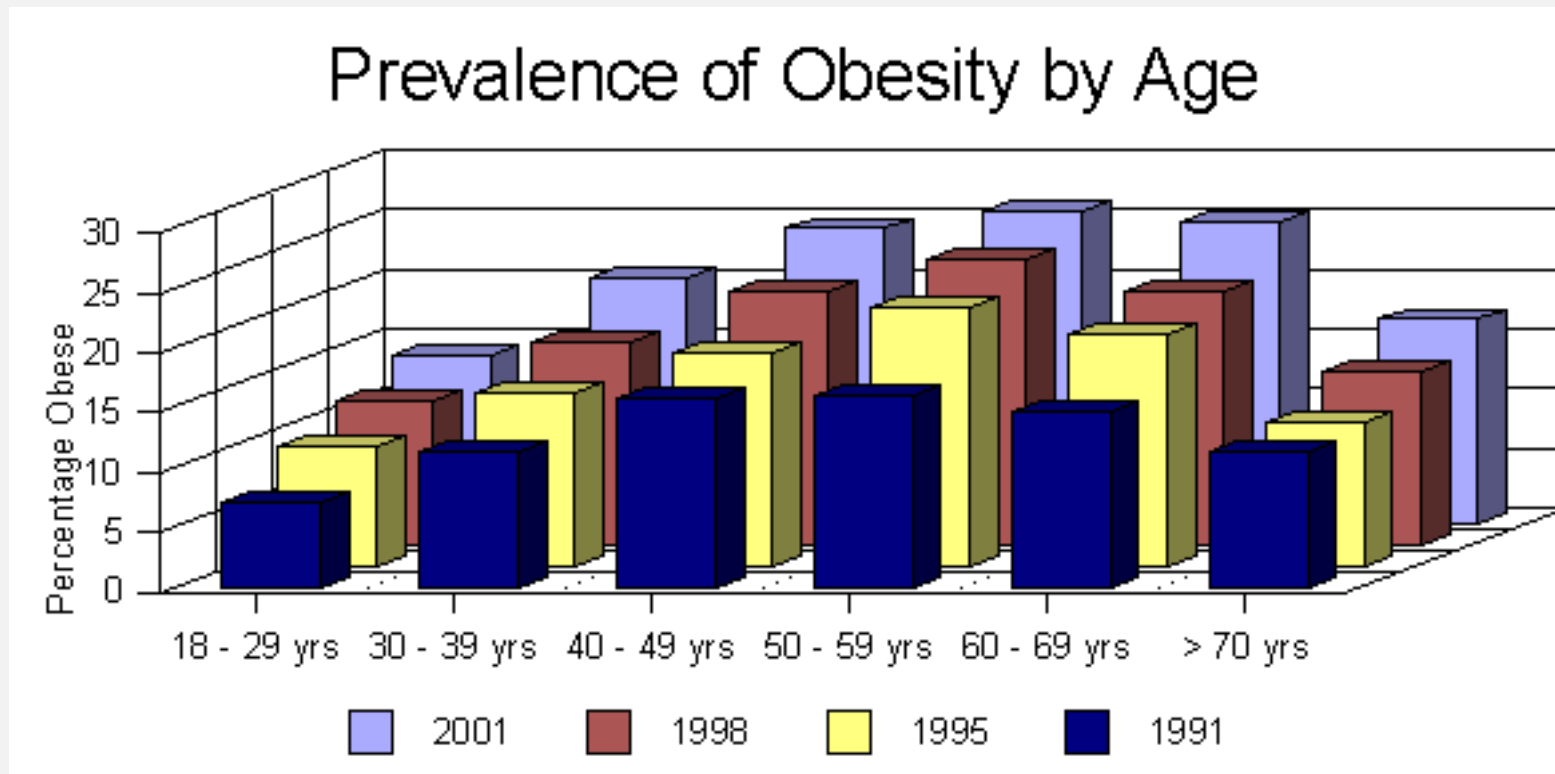
Aerobic Power and Aging

- Maximum Aerobic Power declines with age
- At age of 65 it is 70% of what it was at age of 25
- Max HR (220-Age)

Aerobic Activity in US Adults



Obesity and Age



<https://aspe.hhs.gov/report/prevention-makes-common-cents>

Culture

- We are sitting more and moving less
- Must be top down approach
- Recruiting and retention in programs work best when it is relationship-based

What works

- Work Scheduling (Flex scheduling vs. Fixed hours)
 - Employees less likely to workout if working overtime
- Must be available to everyone
- Should take all ages and ability levels into consideration

What Works

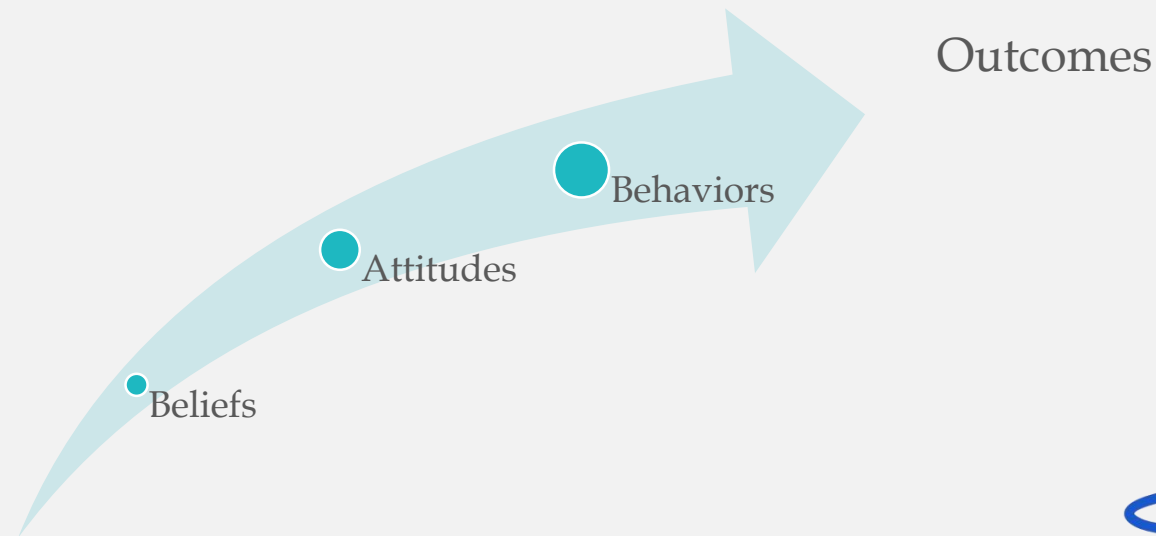
- Change policies which restrict activity in work day
- Include Accountability/Sustainability (Dietbet)
- Make sure programs don't just end with no carry-over (Worst thing to do is make progress and lose it)

What Works

- For the Participant it is a 2 step process:
 1. Understand your current condition
 2. Convert your new knowledge into practice

Behavioral Modifications

- Our beliefs are the basis for our attitudes, which shape our behavior, which leads to safety outcomes (incidents/accident)...
- The critical task is to reprogram our beliefs (stored subconsciously)



Running

- Initial Questions:
- Why “running” as a corporate wellness program?
- What can you measure?

Running?

I went for a run but came back after two minutes because I forgot something.
I forgot I'm out of shape and can't run more than two minutes.



som^{ee}cards
user card

Why Running/Walking

- It's easy and convenient
- Can be done alone or with a group
- Very little equipment needed (Low barrier to entry)
- Great stress relief/cardiovascular conditioning
- No evidence running causes osteoarthritis

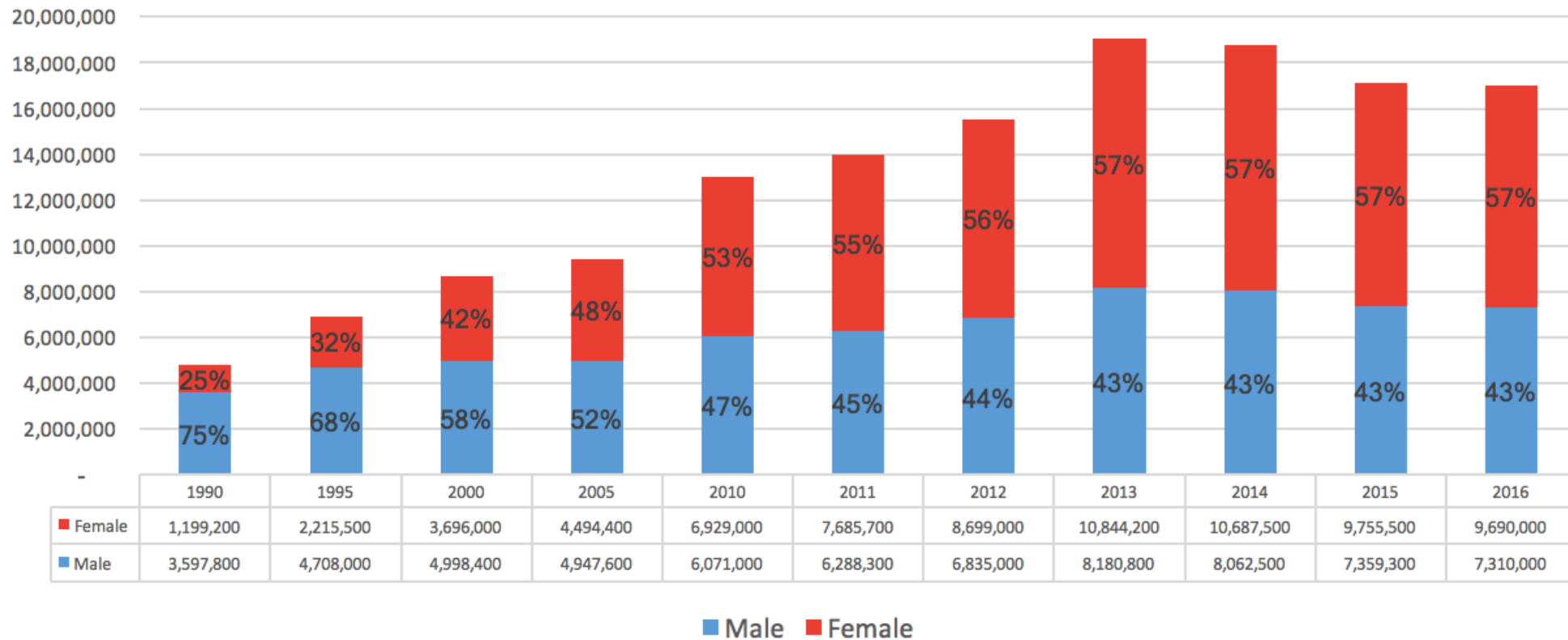
Running/Walking Programs

- In Spring 2016, 64.17 million people in the US ran at least one day
 - Up from 45.67 million in Spring 2008
- Just under 17 million of those runners participated in one or more events 5k-Marathon in 2016

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Popularity of Running

U.S. Running Event Finishers 1990-2016



Source Runningusa.org 2017

Outcomes Measured

- BMI (Height/Weight)
- Blood Pressure Screening
- Resting Heart Rate
- Blood Work (Triglycerides, HDL, LDL)
- Health Risk Assessment

Saving You Time and Money: Company5k



www.company5k.com
1-mile and 5k Corporate Challenge



Post-Offer Screens and Physical Abilities
Testing
www.company5k.com

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Physical Activity Data

Don't Fall Asleep Just Yet!

Introductions

- Aaron Hackett, Doctor of Physical Therapy
- Aevitas PT & Wellness – www.aevitaspt.com
 - Corporate wellness consulting – Biomechanical and job specific screening, PHA, educational courses, Injury prevention
- Physical Therapist since 2006
 - Treated several hundred injured workers
 - Screened that many more employees
- **My Topic: Physical Activity Data**
 - *What is it?*
 - *How to collect it?*
 - *How to use it?*



1. Pull out your phone 2. Take pic . . .

- <https://aevitaspt.com/2017/04/02/sifting-corporate-wellness-data-can/>
- <https://aevitaspt.com/2016/04/26/the-corporate-bio-bandwagon/>

Look up, read, post and share!

Great articles with examples and references

Questions? - [**Aaron@aevitaspt.com**](mailto:Aaron@aevitaspt.com)

Greatest Panaceas

1. Real Proper Diet
2. Regular Physical Activity (PA)
 - Movement by using muscles that requires energy expenditure
- For Today we mean –
 - Work Related PA
 - Non-Work Related PA



**USES FOR
APPLE CIDER
VINEGAR**

- chronic fatigue.
- Weight loss
- Allergies
- sinus infections
- headaches
- sore throats
- flu
- acne
- warts
- varicose veins
- high cholesterol
- cleanse your body and kidneys
- Candida
- yeast infections
- fungus
- stiff joints
- arthritis
- heartburn
- aftershave
- teeth whitener
- gout
- facial toner
- age-spot lightener
- hair rinse
- sunburns
- swelling

The infographic features a yellow background with a red circular header. It includes a list of 30 health benefits of apple cider vinegar. Visual elements include a glass of orange-colored liquid, a bottle of apple cider vinegar, and several sliced apples.

Collecting PA DATA

Measure physical activity in many ways

- *Time, Distance, Resistance, Effort, Quality, Repetitions*

What do we really want to know in corporate wellness?

- *Are employees active? For how long? How often?*
- *What are the barriers to PA at my company?*
- Collections Tools – big picture. Not individuals – by age, gender, work area, position
 - *Personal Health Assessments (PHA)*
 - *Biomechanical and other movement screens*
 - *Human Resources and Safety departments*
 - *Health claims and injury reports*

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Collecting PA DATA

Ideas of what to measure – *Tool to use*

- PA frequency/duration – *PHA*
- Barriers – key to understanding corporate PA outlook
 - Motivation level – *PHA*
 - Stress level – *PHA (job and non-job)*
 - Sleep quality – *PHA*
 - Energy level – *PHA*
 - Pain level – *PHA (what body areas?)*
 - Injuries – *PHA, Insurance, Worker Comp, Safety*
 - Risk of injury – *Biomech or job specific screen, exposure*
 - Quality of movement – *Biomechanical screen*
 - Illness (AKA sick days) – *HR*



Using PA DATA

Tracking – the easier the data is to collect, the easier it will be to track.

- YOU can do it – think twice before outsourcing

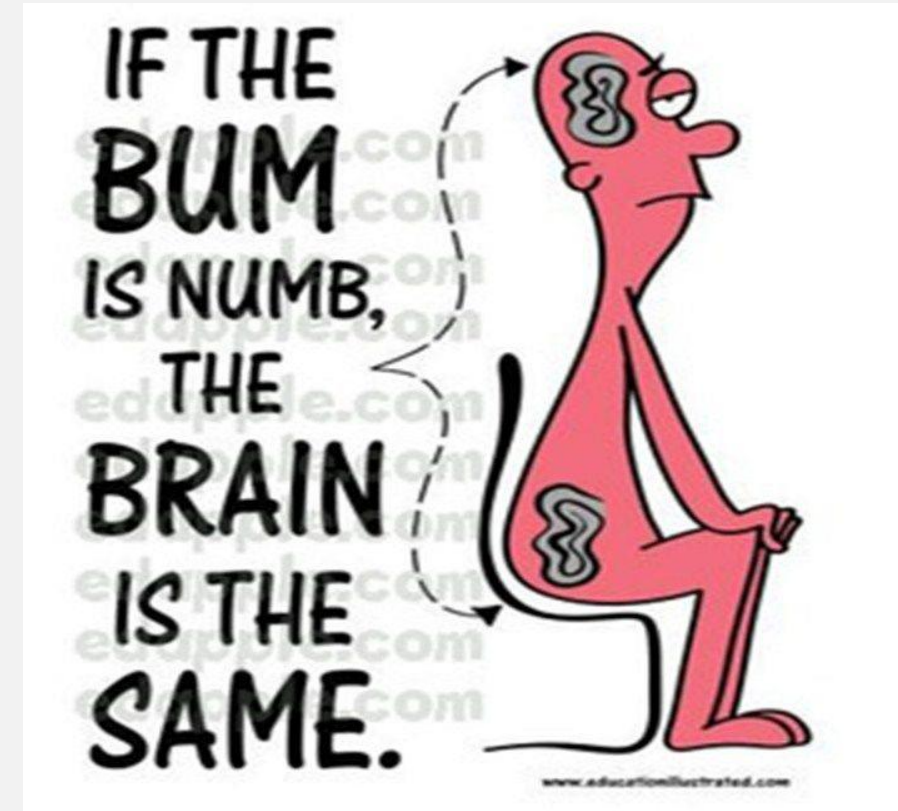
Using data is like dating! – look for meaningful relationships

- Compare groups – *(Examples)*
 - “What job areas have highest back pain complaints?”
 - “What are the stress and motivation levels for the 3 areas with most sick day use?”
 - “What age groups have the most risk of injury at work and for what body area?”
 - “What is physical activity like in the two groups with most health insurance claim use?”



Using PA DATA

- Corporate culture on physical activity
- Predominant barriers to physical activity
- Risk of injury
- Current injury/pain
- Are employees working with/through pain
- Safety issues
- General activity level of company and groups.
- Areas you can address
- Areas you might need professional help
- Job placement
- MUCH, MUCH MORE...



Using PA DATA

Again, just like dating – make big CONNECTION-\$

KEY POINT – link tracked physical activity data to:

- PRODUCTIVITY
- JOB SATISFACTION
- TURNOVER
- HEALTH COSTS
- WORK-COMP COSTS
- REDUCED INJURY
- SICK LEAVE

**Directly
related to
company cost
and/or profit**

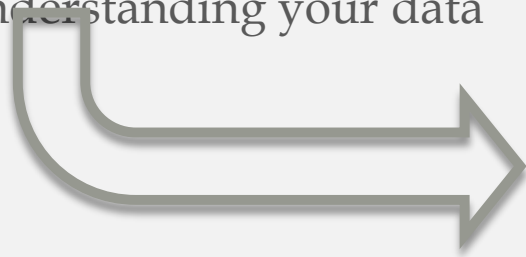
PROVE THE WORTH OF YOUR WELLNESS PROGRAM!!!



When to get help?

Physical activity data > better understand when you need professional help (why pay for a service you don't need?)

- Address movement issues
- Address pain
- Address injuries
- Address ergonomics/posture
- Understanding your data



If it involves Physical Activity

Think PHYSICAL THERAPIST FIRST

We are movement experts,
this is what we do

