

Innovation Day 2010

Wednesday 21st April

Creating a healthier workforce
- innovative solutions.

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The UK scene



- By 2050
 - 90% of children overweight
 - Obesity costing UK economy £50 billion pa
 - Increased risk of cancer, diabetes, heart disease, hypertension

The UK scene



- Government schemes
 - Sport England – 1 million doing more sport by 2012
 - Change4Life
 - Local Authorities / PCT's
- Private initiatives
 - 40% retention

Corporate cost of ill health

- ABSENTEEISM
- National average 8 days pa
- Public sector 9.6 days
- Private sector 7.9 days
- Banking 12 days
- Civil Service 10
- Higher Education 14!

(Chartered Inst of Personnel Development & Research).

Barriers to exercise

- Self awareness
- Safety
- Lack of facilities
- Poor health / injury
- Companionship
- Cost
- TIME
- Varies between sexes and population group.

Where do we spend most time?



Leeds Bradford Airport research

- 65% of workforce who exercised felt positive about their work
- 45% of sedentary workforce felt positive about work.
- 75% of active workforce felt they could work efficiently for longer (vs 60% of sedentary workforce)
- Active workforce – 2 days absent pa
- Sedentary – 4 days absent pa

Canada Life research (1978)

- A \$7 return on each dollar invested after 10 years.
- Improved:
 - Absenteeism
 - Productivity
 - Morale
 - Retention of key staff
- Cumulative benefit of \$500-\$700 per individual pa after 10 yrs.

Benefit packages

- Provision of health and fitness opportunities seen as second only to creche facilities by staff
- Better retention
- “Feel good factor”
- Reduced Medical Insurance Schemes
- Attractive to potential new staff.

Solutions

- One size doesn't fit all.
- Company size, location (co-location?) and workforce demographic all important.
- Multi site challenges.

- Corporate Gyms



COURTESY: CYBEX

- Exercise classes
 - Shared ?



- Extended breaks for exercise



- Peripatetic / shared fitness instructors



- “Activity”, not exercise options



- Reward schemes
 - Cycle to work
 - Financial incentives
 - Extra holiday



- Prevention, screening and education



Active Occupations

- “Duty of Care” ?
- Legal risks
- Minimum standards of fitness
- Compulsory assessments
- Opportunities to exercise
- Education



Questions?

Professor John Brewer

