

change mood  
Improvement Inspired  
Nudge:Estates  
enthusiasm  
lifestyle  
Lunchtime Walks  
physical activity  
excited  
healthier  
happier  
Step Success  
Nutrition advice  
fitter  
inspired  
determined  
energy  
motivation  
interaction  
alert  
ActiPed



## Final Project Report

Following on from the success of the Uno Bus Wellbeing Programme, staff from the University's Estates department were next to experience what a *Nudge* could do for them.

Staff from the Facilities team were invited to attend a project launch on Friday 24<sup>th</sup> February where they were given an overview and introduction to the project: *Nudge:estates*. Forty-eight staff signed up at the launch by booking in for their initial Health MOT.

*Nudge* projects are designed to give participants the tools to improve their lifestyle, predominantly through physical activity interventions and nutrition workshops. This *Nudge:estates* project presented different challenges to the Uno Bus employees; staff were situated across the two university campuses and there was a mixture of desk-based office staff and porters and engineers who are not office-based and some have basic computer literacy.

### Health MOTs & Baseline Measurements

Baseline measures were taken at the start of the project to track lifestyle and health improvements of the participants. The hour-long health MOT appointment collected physical and psychological data through measurements and questionnaires which would be replicated after three months. Health MOTs measured the following:

Physical Measurements	Lifestyle Measurements
Blood Pressure	Alcohol Consumption
Body Fat % (in relation to lean muscle % and water %)	Physical Activity
Body Mass Index (BMI)	Smoking
Cholesterol	Stress
Flexibility	
Height	
Lung Function	
Weight	

### ActiPed+ & Step Success

Participants were issued with an ActiPed+ (a small wireless activity sensor that clips onto any shoe and accurately tracks steps, distance travelled, calories burned and activity time). The ActiPed+ brings a fun and interactive aspect to *Nudge* as it allows users to self-monitor their activity levels and provides an opportunity for interaction and competition with others online via the leader board (hosted by our external partner), Step Success™.

## Teams and Challenges

Participants were randomly divided into eight teams with one of the most active individuals assigned to each team. Physical activity challenges took part across the duration of the project, each with a different focus; time, steps, distance or calories. Challenges were configured and operated through the online application, Step Success which displayed the teams in their ranked order for everyone to see.

Challenge Title	Measure
Picture Perfect	Photo
Sport Relief Fun Run Training	Distance
Active Time	Time
Progress Report	Progress % change
Step it up a Gear!	Steps
Single Marathon Distance	Distance
Easter Egg Challenge	Calories
Marathon Team Relay	Distance
Sporting Heroes Photo competition	Photo
Go the Distance	Distance
My Alter Ego photo competition	Photo
Stepping Stones	Steps

## Free Health & Fitness Membership

All participants on the *Nudge:Estates* project were offered 3 months free Health & Fitness membership at Hertfordshire Sports Village. This gave those that were not physically active on a regular basis the opportunity to try the gym, swimming pool and group exercise classes on an unrestricted basis for the duration of the project, for no cost. Participants were offered programmes designed around their fitness and lifestyle needs. Existing members who pay via the salary sacrifice scheme, *Choices* were also included in this offer.

- 56% of participants on the Nudge Estates project signed up to Free Health & Fitness (includes previous members)
- A total of 374 visits to the gym or classes were recorded from the group
- 44% of people came on more than 1 occasion
  - 53% attended more than once a week
  - 18% attended more than twice a week
- 13% people signed up but never came

## Activities included during Nudge Estates:

- Deskercise – important exercises to carry out during your day at work
- Lunchtime walks
- Nutrition advice session
- Halfway Health MOTs
- How to Eat Healthily at Work and At Home interactive session
- How To Get Out Of Your Rut Introductory Talk

## Results from Health MOTs

### Cholesterol

- ✓ 39% of participants saw a reduction in cholesterol levels

### Blood Pressure

- ✓ 3% increase in the number of participants in 'low risk' zone
- ✗ 12% increase in the number of participants the 'high risk' category

### Physical Activity

- ✓ 38% of participants have increased their physical activity levels

### BMI (Body Mass Index)

- ✓ 11% participants decreased their BMI – this doesn't account for those that may have gained muscle and lost fat

### Alcohol

- ✓ 31% of participants reduced their health risk from alcohol
  - 87% of participants are now in the 'low risk' zone compared to 58% at the start of the project
  - 0 participants in the 'high risk' zone

### Smoking

- ✓ 10% decrease in the number of participants in the 'high risk' zone

### Stress

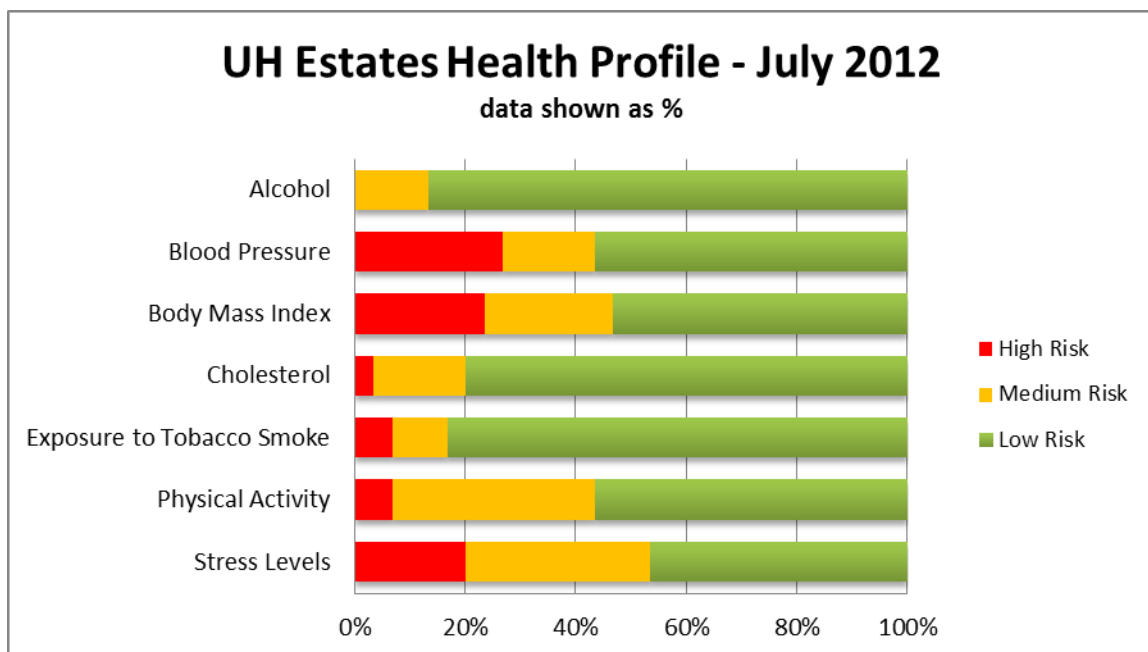
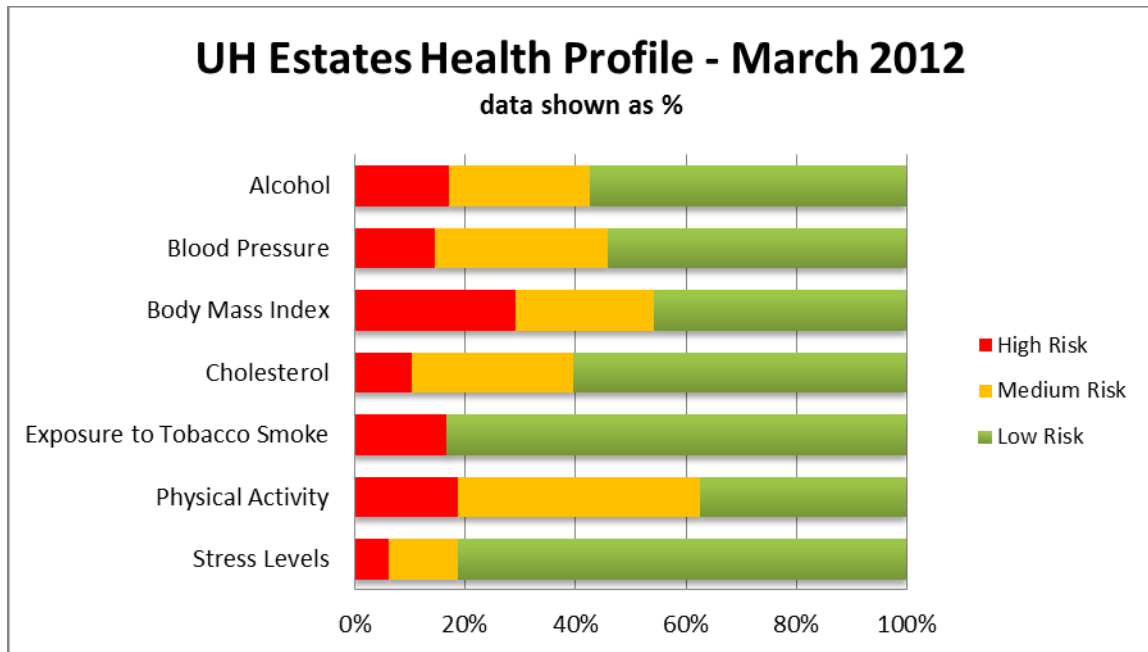
- ✗ Over 50% of participants are now 'at risk' from stress
- ✗ The number of participants at 'high risk' has increased 3 times.

## Conclusions

- A group currently under greater stress are being more physically active – this is a positive thing.
  - Can this notable increase in stress be attributed to anything in particular?
- The increase in blood pressure can be directly related to the increase in stress.

## Health Profile

The results from the Health MOTs have formed the content for the Health Profiles which give an visual overview of the changes in the Health MOT results in March and in July 2012.



## Results from Wellbeing at Work Questionnaire

(Nationally recognised bench-marking questionnaire designed by University of Leeds)

Participants were asked to complete a wellbeing questionnaire that looked at psychological states in relation to individual's working life

- 85% increase in people feeling more inspired
- 48% increase in people feeling happier
- 74% increase in people feeling more alert
- 48% increase in people feeling more determined
- 36% increase in people feeling more excited
  
- 50% increase in those that have felt more productive at work during the 3 month project
  
- Significant improvements in the following:
  - Energy levels
  - Physical activity / exercise levels
  - Mood
  - Eating habits

## Project Conclusions

### For Estates Department

- **Impact on Working Environment**

It is clear from the results we have gained that *Nudge* projects not only help individuals to develop healthier lifestyles, it also benefits the workplace overall;

- 81% of participants said *Nudge:estates* had a positive impact on their daily work. The main reasons for this were;
  - Talking / chatting / engaging / bantering more with colleagues (93%)
  - It gave the workplace a 'buzz' (86%)
  - 64% said they became more active outside of work and this impacted on their work life
  - 64% said they enjoyed being part of a team for challenges.

- **Sickness absence**

Data held by Estates – analysis to be conducted by Estates.

- **The 'Buzz'**

One of the notable changes that have been reported although it isn't necessarily quantifiable is the 'buzz' that was created by the project, most likely due to the competitive element of the intervention.

## For Participants

- For a number of participants, the initial health MOT flagged up some potential health issues which resulted in them going to see their GP for further investigative tests. For two participants, high blood pressure was detected and they are now being monitored by their GP. Numerous participants had never had their cholesterol checked before and some levels were very high. Individuals were then made aware of how they could reduce their cholesterol levels and to seek further advice.
- Employees felt that their employer was taking an interest in their wellbeing by actively supporting and engaging in the project – this is reflected by results from the Wellbeing at Work questionnaire above.

## Testimonials

*'This programme has helped change my lifestyle completely. I feel 100% fitter & healthier and i will continue to commit to this lifestyle always. It has definitely had a positive effect on the relationship between myself and work colleagues who i would not normally interact with. Thank you nudge!!'*

*'Great, fun way to see fitness levels improve. Good to have something to talk about with colleagues in other departments.'*

*'Found the project excellent and has helped me progress life changing habit breaking initiatives which i had already started. Increased exercise / changed diet.'*

*'Staff from nudge were very enthusiastic and motivational.'*