

Enjoy Walk Love  
 Be ready Eat well  
 Socialise  
 Happy Fun  
 Feel great Inspire  
 Get a nudge  
 Prepare Give a nudge  
 Endorphins 'Me' time Run  
 Support Active living Happy Stretch  
 Love Life Aspires Sleep easy  
 Move more Be Proud  
 Smile  
 Laugh

## Final Project Report

*Nudge* projects are designed to give participants the tools to improve their lifestyle, predominantly through physical activity interventions and nutrition workshops.

Following on from the success of the Nudge Uno Bus Wellbeing Project and several University of Hertfordshire internal projects, Nudge teamed up with a small group of staff from Herts Police to see what *Nudge* could do for them.

A cross section of staff from across the county were nominated to take part by line managers. The final group of 25 Herts Police staff were then asked to attend the launch day on 12<sup>th</sup> May 2014. This is where their Nudge journey began.

**Launch Day** – The launch morning began with a short introduction about what Nudge involves and how it's worked in the past. Much of the information included what to expect from the next 3 months and how to get the most from Nudge; tips, ideas, grassroots sports sessions, etc.

Tours of the Hertfordshire Sports Village facilities were conducted after the short presentation to encourage participants to take up the 3 months free health and fitness membership on offer as part of the project. One tour was completed the group were issued with their new Fitbit activity trackers and booked in for their initial health check.

Towards the end of the morning each individual was asked to complete a commitment card. This is a small post card used to record personal health related goals (see appendix 1) which is then posted to their home address as a reminder to stay on track.

To end the morning the group got together for a photo before leaving the University campus to get going...

### Health MOTs and Baseline Measurements

Baseline health measures were taken at the start of the project to track lifestyle and health improvements of the participants. The hour-long health MOT appointment was used as the tool to collect physical and psychological data through measurements and questionnaires; this would then be replicated again in their 3 month follow up health MOT.

**Table.1 Health MOT Measurements**

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	

## Fitbit Activity Trackers and Online Application

Activity tracking played a huge part in the project. This was the second project in which Nudge partnered with Fitbit to provide activity tracking devices and an online application to view activity levels.

Each tracker was a small device approximately the size of a 50p coin that slotted into a rubber clip allowing it to be fasted to a belt, waistband, shoe, pocket or ladies bra. The small screen allowed the user to see their daily stats at a glance by simply tapping the Fitbit. With each additional tap the screen rolled through further daily statistics.

A more in depth analysis of activity statistics could be viewed online via the Fitbit application at [www.fitbit.com](http://www.fitbit.com). The application's functionality allowed users to set daily personal goals, view a breakdown of their physical activity stats in any time frame, earn achievement badges for milestones and even provided a function for recording a food diary.

## Activities

### Teams and Challenges

During the 3 month project participants took part in individual and team competitions based on their physical activity levels. For each competition there were small prizes up for grabs such as water bottles, t-shirts, vouchers, etc.

It was important to get a balance of competition statistics in terms of each competition or challenge being centred on a different activity statistic. This enabled different teams/individuals to excel in different competitions, for example teams with more active job roles may have been better at accumulating steps whereas those with a more sedentary role may go to the gym after work or for a run/walk and burn more calories during their workout due to the intensity of their exercise, thus having a greater total caloric burn.

The following table outlines each competition included.

**Table2. Challenges and competitions**

Event	Type	Statistic	Dates	Winner	Prize
<b>Step it up</b>	Individual	Steps	2 <sup>nd</sup> -12 <sup>th</sup> June	P. Mullins	£10 Voucher
<b>Feel the burn</b>	Team	Calories	13 <sup>th</sup> -27 <sup>th</sup> June	Team HQ	Water Bottles
<b>Time to move</b>	individual	Active minutes	25 <sup>th</sup> June – 7 <sup>th</sup> July	P. Mullins	T-Shirt
<b>Team Trek</b>	Team	Distance	9 <sup>th</sup> July -	Team Hertford	Water Bottles
<b>Team Steps</b>	Team	Steps	10 <sup>th</sup> – 24 <sup>th</sup> July	P.Mullins K.Soetan M.Barringer	Mixture of prizes
<b>Marathon Distance</b>	Individual	Distance	1 <sup>st</sup> – 5 <sup>th</sup> September	Multiple	t-shirts

### **Nudge Nutrition Seminar**

Strength and Conditioning Coach Ed Baker delivered a 60 minute session centred on providing key knowledge to help Nudge participants learn how to fuel effectively for everyday life. The session went into detail about how carbohydrates, fats and protein are broken down and used by the body. Ed’s main focus was for individuals to start eating real natural food and even provided an example shopping list to offer some inspiration.

### **Results - Health MOTs**

#### **Cholesterol**

- ✓ **24%** of participants saw a reduction in cholesterol levels

#### **Physical Activity**

- ✓ **28%** increase in levels of physical activity

#### **Body Mass Index**

- ✓ **12%** reduction in BMI

#### **Exposure to Tobacco Smoke**

- ✓ **5%** reduction in exposure to tobacco smoke putting 100% of the group in the low risk category

#### **Alcohol Consumption**

- ✓ **36%** decrease in alcohol consumption

#### **Blood Pressure**

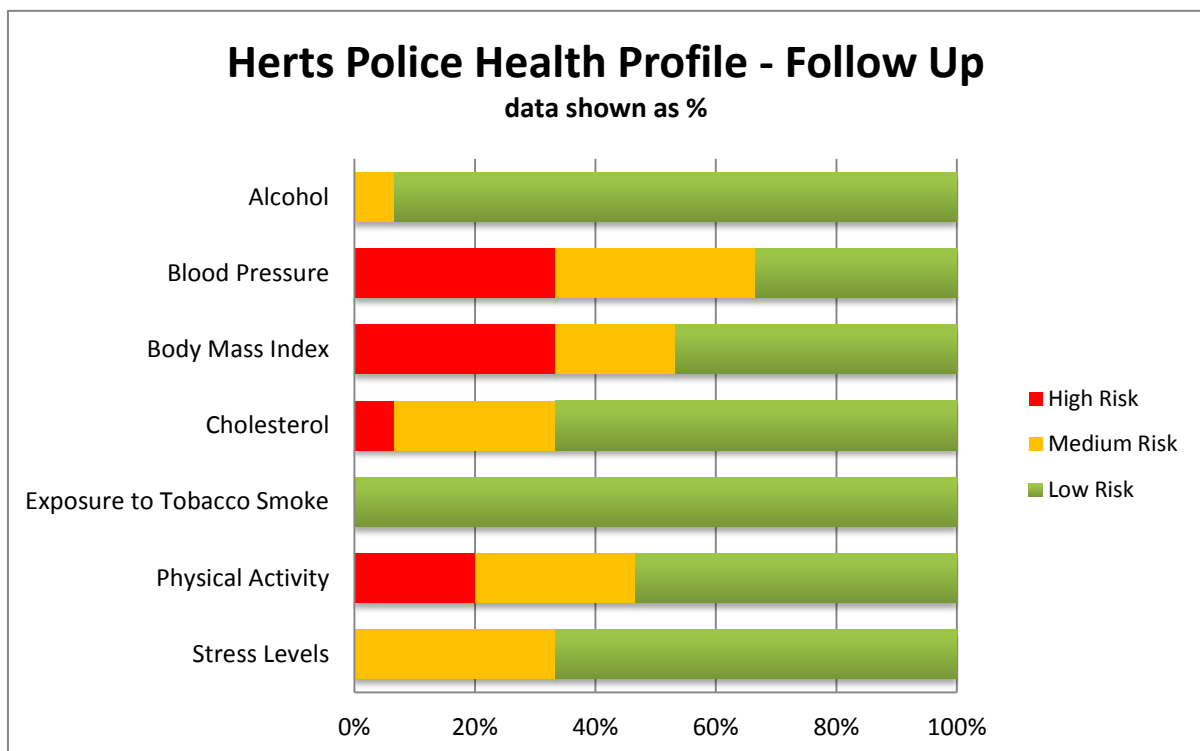
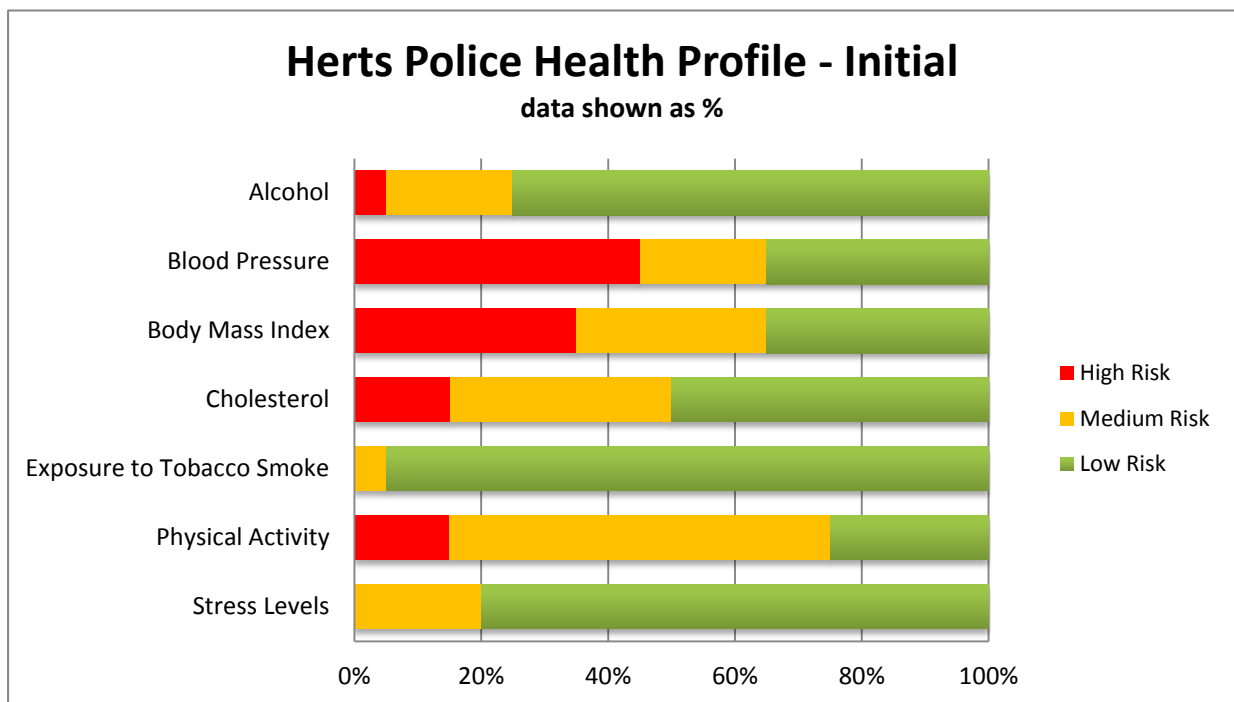
✓ **12%** decrease in individuals at high risk from high blood pressure

✓ ✗ **13%** increase in the medium risk category – although this is not necessarily a negative as individuals may have moved from high risk to medium risk.

### **Stress Levels**

✗ **13%** increase in stress levels.

## Health Profiles



## Results - Wellbeing at Work Questionnaire

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

Participants were asked to complete the online anonymous online questionnaire that looked at psychological states in relation to the individual's working life. The following positive impacts were recorded;

- ❖ “Please indicate to what extent you have felt like this during the last 3 months at work”
  - ✓ **21%** increase in people feeling more inspired
  - ✓ **33%** increase in people feelings more alert
  - ✓ **56%** increase in people feeling excited
  - ✓ **21%** increase in people feeling Enthusiastic
  - ✓ **22%** increase in people feeling determined and happy
  - ✓ **21%** increase in people feeling contented
- ❖ “How productive have you felt in the last 3 months at work”
  - ✗ **21%** decrease in individuals feeling 100% productive
  - ✗ Overall decrease in feelings of productivity
- ❖ “Sense of purpose” – respondents asked to indicate whether or not they agreed with statements about their current job roles.
  - ✗ **16%** decrease in those feeling their job goals are specific
  - ✗ **7%** decrease in individuals agreeing job objectives were clear
  - ✗ **14%** decrease in individuals being committed to achieving job goals
  - ✗ **13%** decrease is individuals feeling level of challenge was motivating
- ❖ Engagement Scales – Respondents were asked to indicate whether they agreed statements about their organisation.
  - ✓ 100% believe they are committed to this organisation
  - ✓ 100% are willing to put themselves out for their organisation
  - ✓ 100% feel it is worthwhile to work for their organisation
  - ✓ 88% agreed that working for this organisation was motivating (1% decrease)
  - ✗ 75% of individuals feel trusted by the organisation (13%decrease)
  - ✓ 87.5% reported that they're happy with the organisation overall (10% increase)

It's important to note that the number of respondents for the follow up questionnaire was different to the initial questionnaire; this difference could explain a small number of the increase/decrease in percentages despite a similar respondent answer ratio.

## Project Conclusions

The main aim of the project was to provide individuals with the tools and knowledge to enable them to start implementing healthy lifestyle changes. From the results obtained it's clear to see that since the introduction of Nudge there has been a positive impact on the group's health and wellbeing.

### Impacts of Nudge

As Herts Police is such a large organisation it was great to hear about individuals that might ordinarily not have engaged begin to get to know each other. The fact that it brought these individuals closer together and they were able to share their personal experiences is a real positive. This was evident on the launch day as there was a real 'buzz' of excitement and lots of chatting toward the end of the morning.

What's more, employees felt that their employer was taking an interest in their wellbeing by actively investing in the project – this is reflected by the results in the wellbeing at work questionnaire.

### Health MOT Impact

For some individuals the Nudge Health MOT flagged up some potential health issues that they may have previously gone unnoticed. For example those that gave high blood pressure readings were advised to go and see their GP to investigate further. Some of the group had never before had their cholesterol levels recorded and were surprised when they discovered they had such high readings. Information and advice on actions to take to reduce these reading were provided in each health MOT report to help individuals start to make changes.

### Physical Activity Impacts

Several members of the group reported that they had rediscovered a love for physical activity and now it takes priority day to day. Others talked about how simply wearing their Fitbit device made them make healthier decisions. This is noticeable with the 28% increase in self-reported physical activity ratings.

**Sickness Absence** – Data held by Hertfordshire Constabulary, analysis to be conducted in house.

One of the main challenges for the Herts Police Nudge project was that it involved participants from across the county wide organisation and consequently, this meant the project didn't have the same cohesiveness as we've seen in previous Nudge projects. In future, expanding the number of staff involved may help to change this and ultimately encourage more participants to remain completely engaged for a sustainable lifestyle change.



*“I did always want to get into longer distance running but never ever got to do it. In fact before the Nudge Programme my last meaning distance over 200 meters was when I was at school. Since the Nudge Programme I have gone on to complete several 10k runs both organised and training and now do regular 10-15 training runs mixed with interval training over shorter bursts. So the Nudge programme has given me the kick start that was needed”*

*“I use it every day...  
brilliant bit of kit...”*


*“I am impressed with my efforts as well. I had forgotten how much I loved walking, but my Fitbit reminded me, so now I walk for an hour each day at least.”*

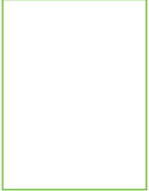
*It's going well thank you. I have really tried to eat well and exercise. I'm not overly keen on the gym but have made use of the pool regularly before it was being serviced. I go to a pool close to home now to try and tone up.*

*Fitter, healthier, happier...*

Today's date: \_\_\_\_\_

My **nudge** is:





\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

and I aim to achieve this by:

2 weeks       3 weeks

1 month       2 months

3 months       6 months

or by: \_\_\_\_\_ (date)

Enjoy Walk Smile Love Laugh  
Be ready Eat well  
Feel great Inspire  
Get a nudge  
Get active Flex Jog  
Prepare Give a nudge Relax  
Endorphins Rest 'Me' time Run  
Support Active living Happy Stretch  
Love Life Aspire Sleep easy