

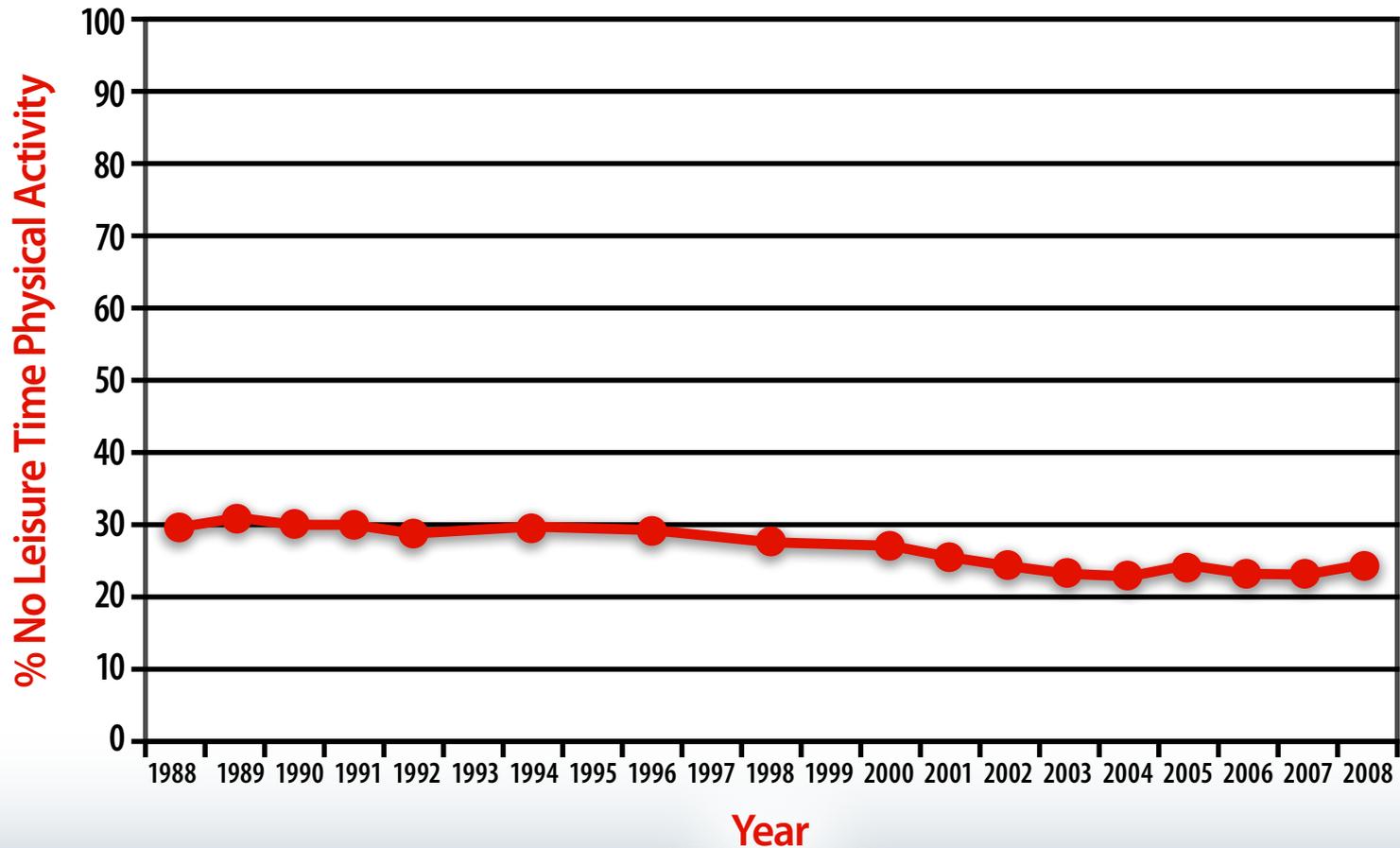


10 Ridiculously Simple Things

You Can Do To Nudge Physical Activity Along In Your Organizations



1988-2008 No-Leisure-Time Physical Activity Trends



The Big Picture On Physical Activity

- ◆ Leisure-Time Physical Activity →
- ◆ Work-Related Activity: ↓
- ◆ Transportation Activity: ↓
- ◆ Activity In The Home: ↓
- ◆ Sedentary Activity: ↑
- ◆ TOTAL Physical Activity: ↓

Source: Ross C. Brownson, Tegan K. Boehmer; *Patterns and Trends in Physical Activity, Occupation, Transportation, Land Use, and Sedentary Behaviors*



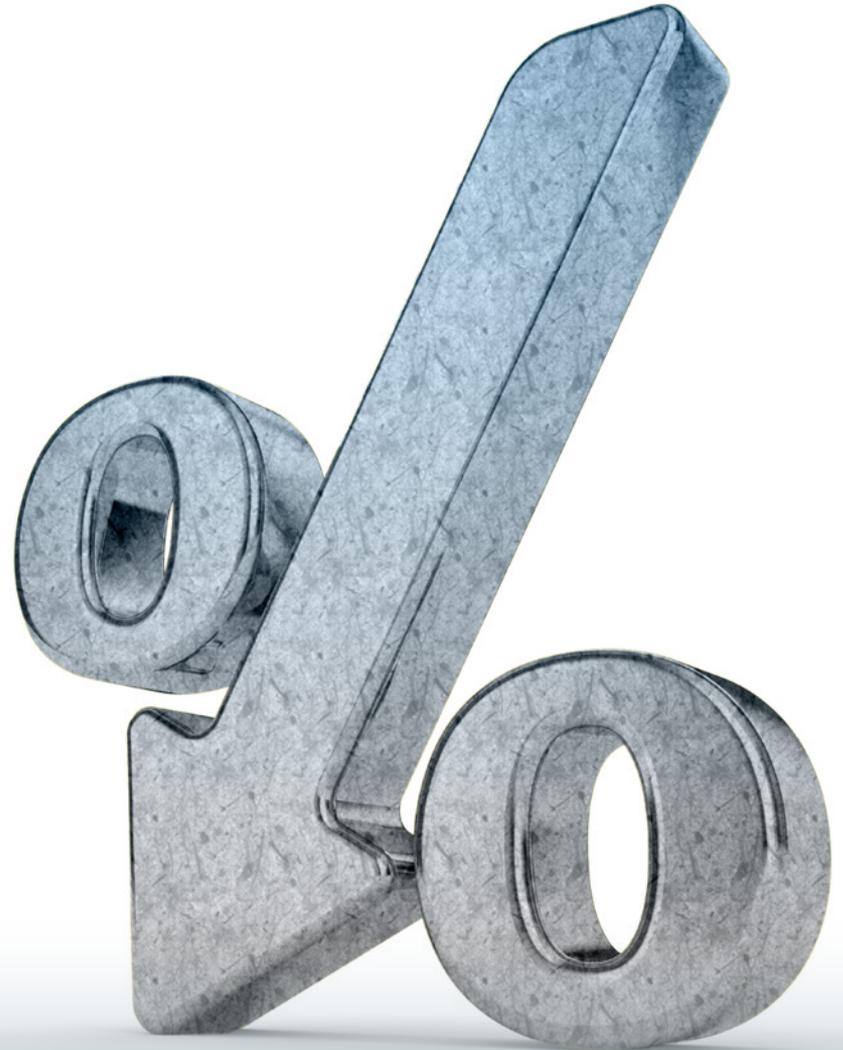
NUDGE #1

**DO NOT Promote The Present
Physical Activity Habits Of
Americans To Your Employees!**



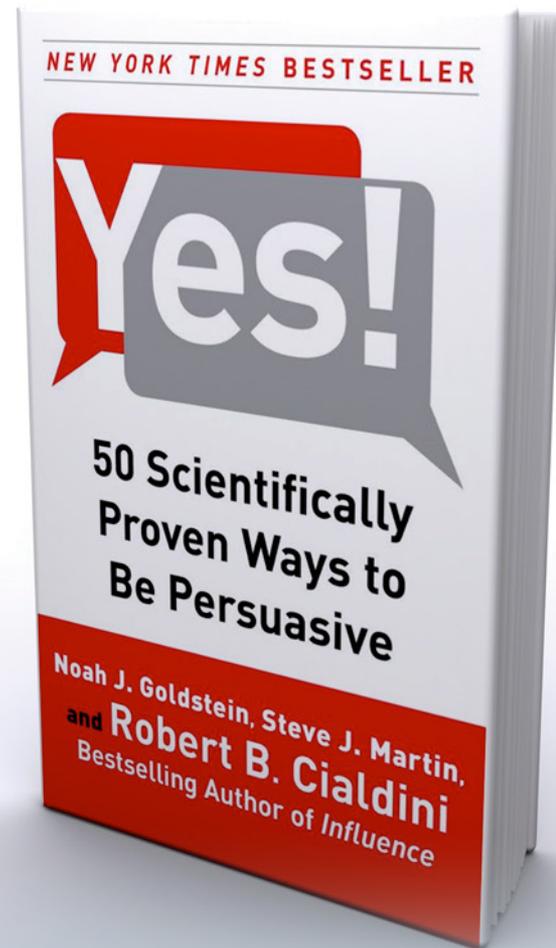
U.S. Physical Activity Statistics

- ◆ The majority of people in the U.S. are not regularly physically active.
- ◆ 37.7% of the population gets insufficient physical activity to be healthy
- ◆ 24.1% of the population gets no leisure time physical activity
- ◆ 13.5% of the population are completely inactive



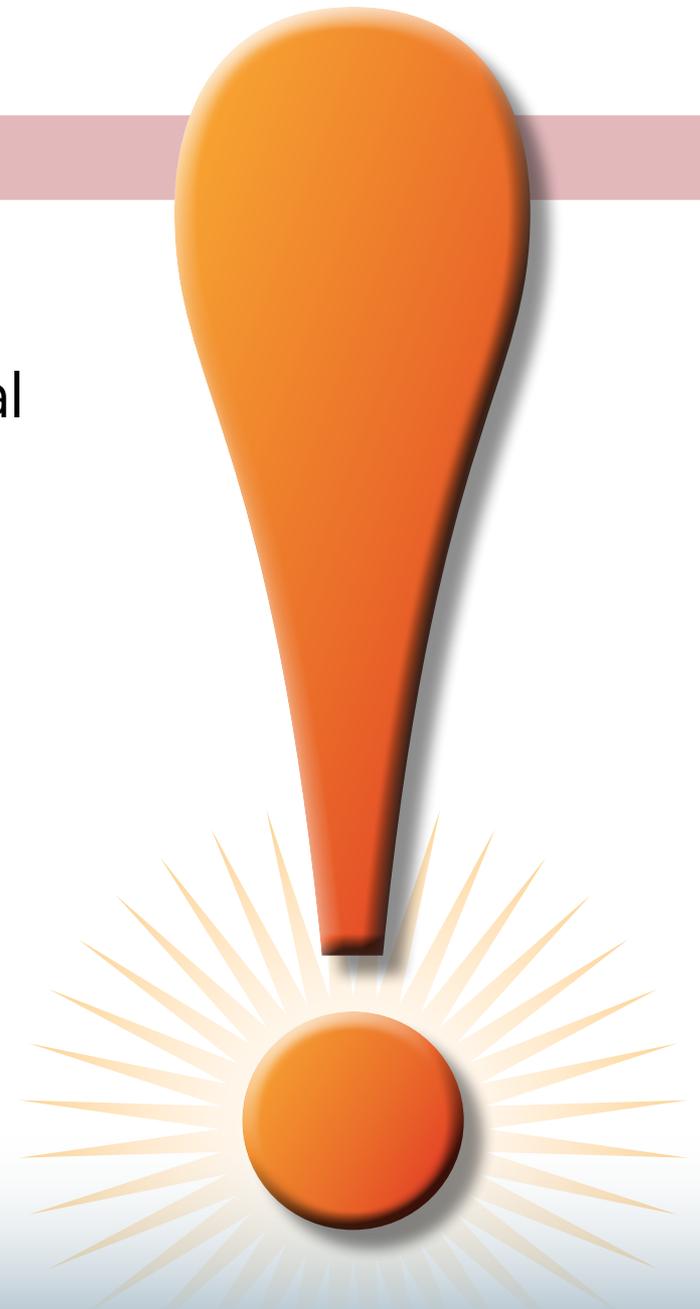
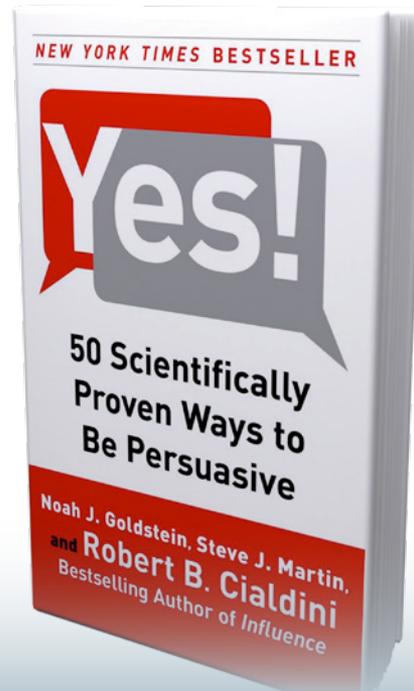
Major Nudge Point #1

Share the physical activity trends information with your *employer* not your employees!



Bottom Line

When It Comes To Promoting Physical Activity Trends...Shut Yer Yapper!



NUDGE #2

**Do Promote The
Present Physical Activity
Requirements... Constantly!**



Moderate: The Magic Numbers!

Moderate Intensity...

- ◆ 150 minutes of moderate-intensity aerobic activity (i.e., brisk walking) every week and
- ◆ Muscle-strengthening activities on 2 or more days a week that work all major muscle groups (legs, hips, back, abdomen, chest, shoulders, and arms).



Vigorous: The Magic Numbers!

Vigorous...

- ◆ 75 minutes of vigorous-intensity aerobic activity (i.e., jogging or running) every week and
- ◆ Muscle-strengthening activities on 2 or more days a week that work all major muscle groups (legs, hips, back, abdomen, chest, shoulders, and arms).



Combination: The Magic Numbers!

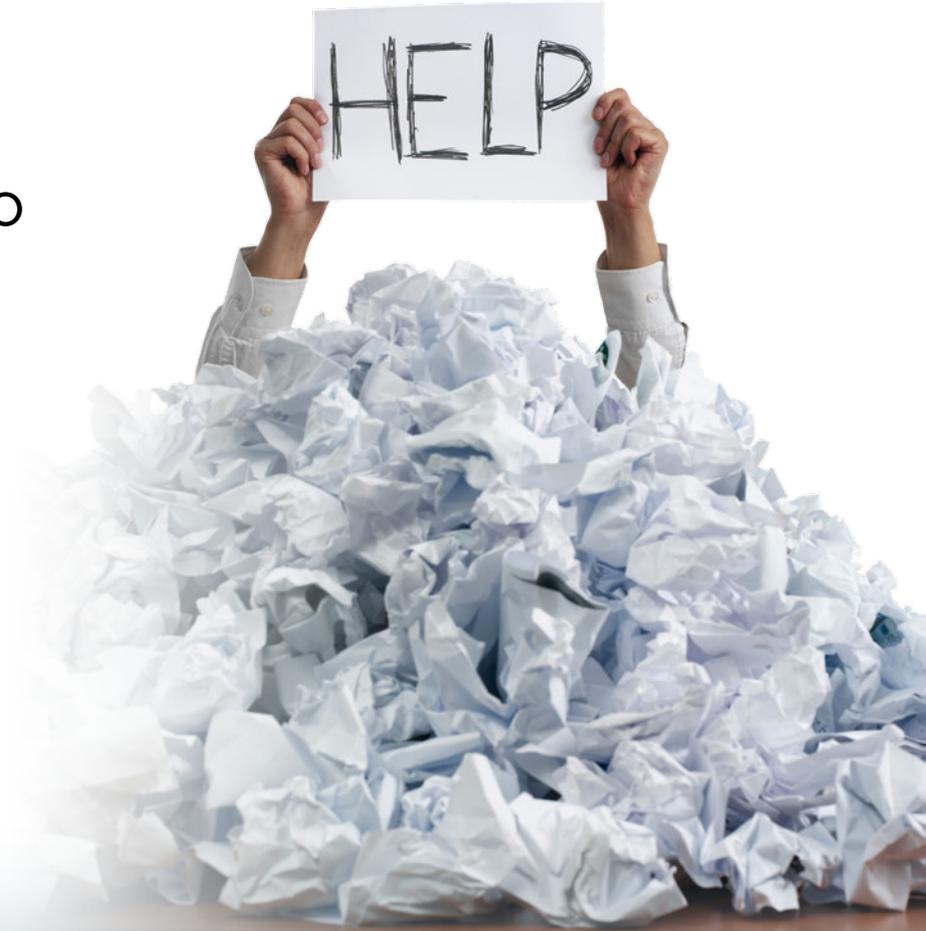
Combination...

- ◆ An equivalent mix of moderate- and vigorous-intensity aerobic activity and
- ◆ Muscle-strengthening activities on 2 or more days a week that work all major muscle groups (legs, hips, back, abdomen, chest, shoulders, and arms).



Why Is This Important?

1. When it comes to physical activity, most people have no idea what they need to do!
2. Because the guidelines are so wordy, you'll have to constantly repeat them.



NUDGE #3

Encourage Everyone To Set A Goal

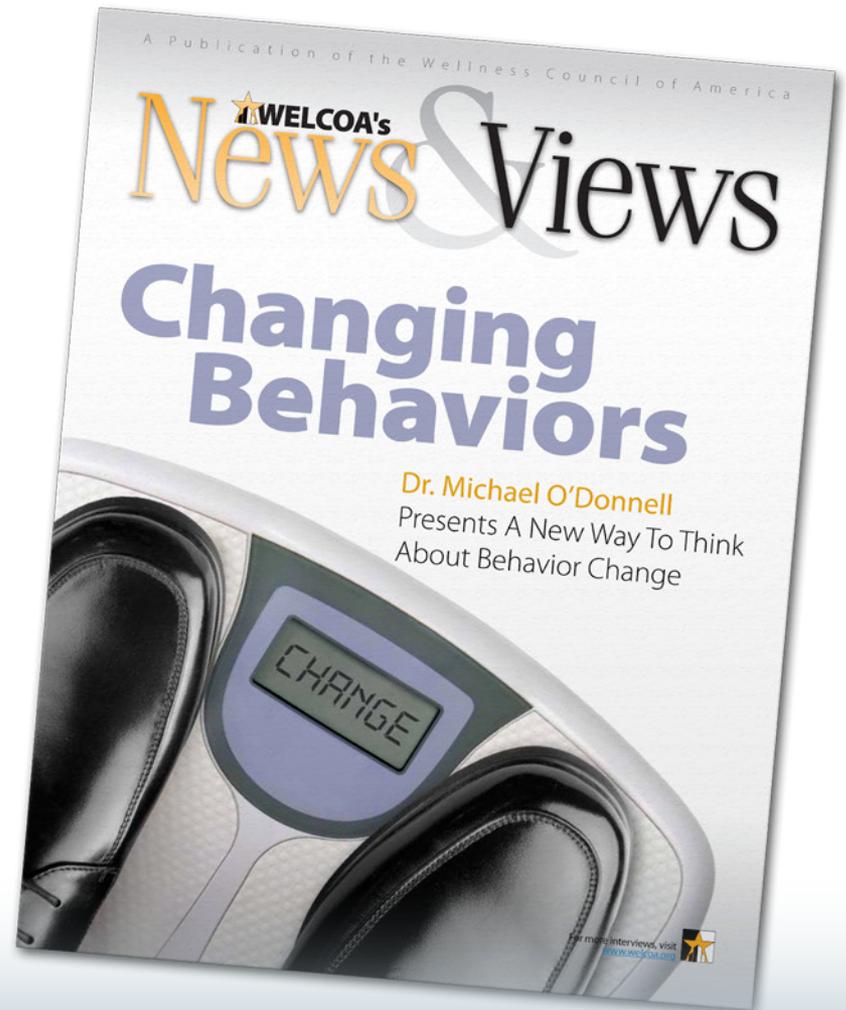


What We Can Learn From Forrester Gump...



Would You Believe...

Simply setting a personal goal doubles the likelihood of success.



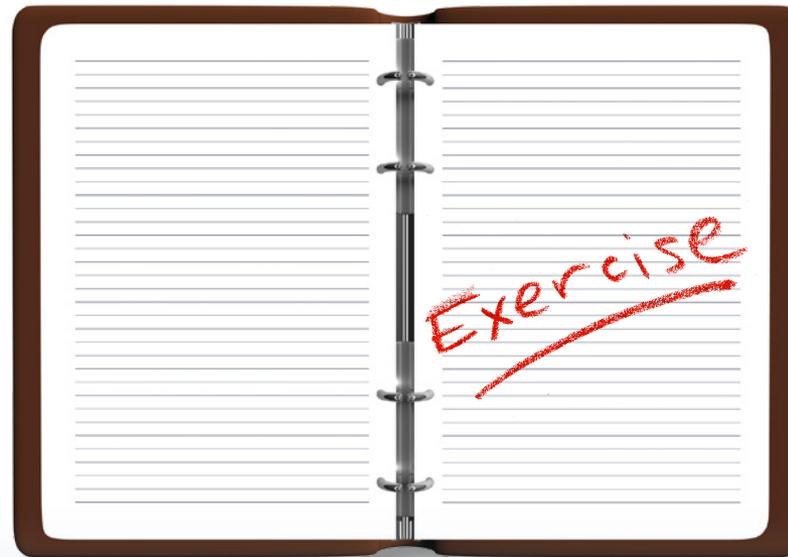
NUDGE #4

Leverage The Power Of Planning



Fact...

One of the greatest predictors of whether or not someone will actually be physically active during the day is whether or not they schedule it into their day's activities.



What We Can Learn From Forrest Gump...



Repeat After Me...

A practical plan today is better than
a perfect plan tomorrow...



NUDGE #5

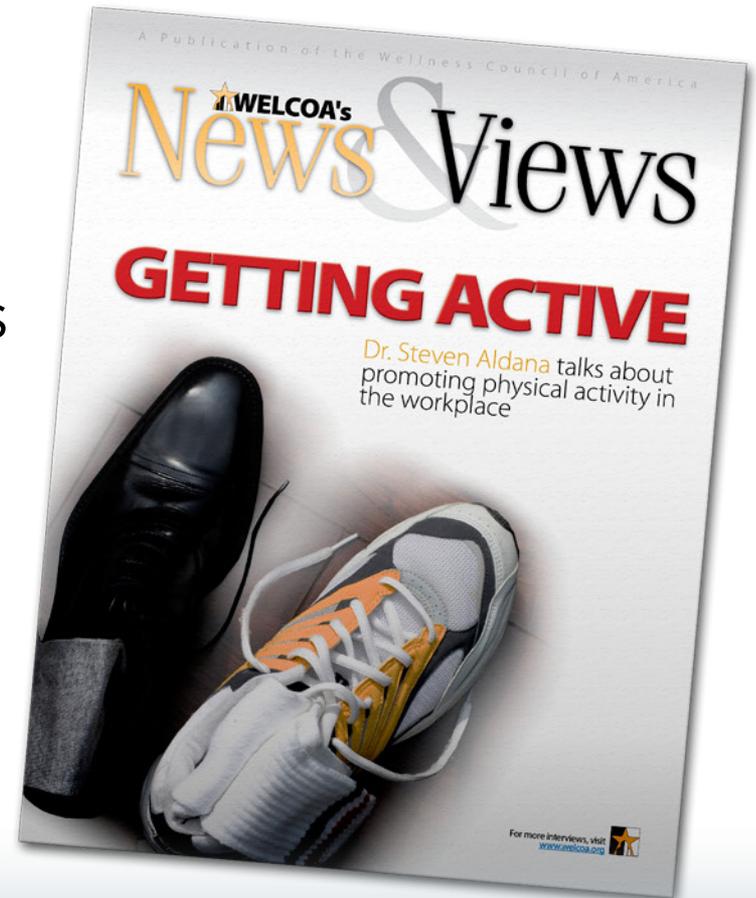
**Emphasize The Fact That
Injury Is The Enemy!**



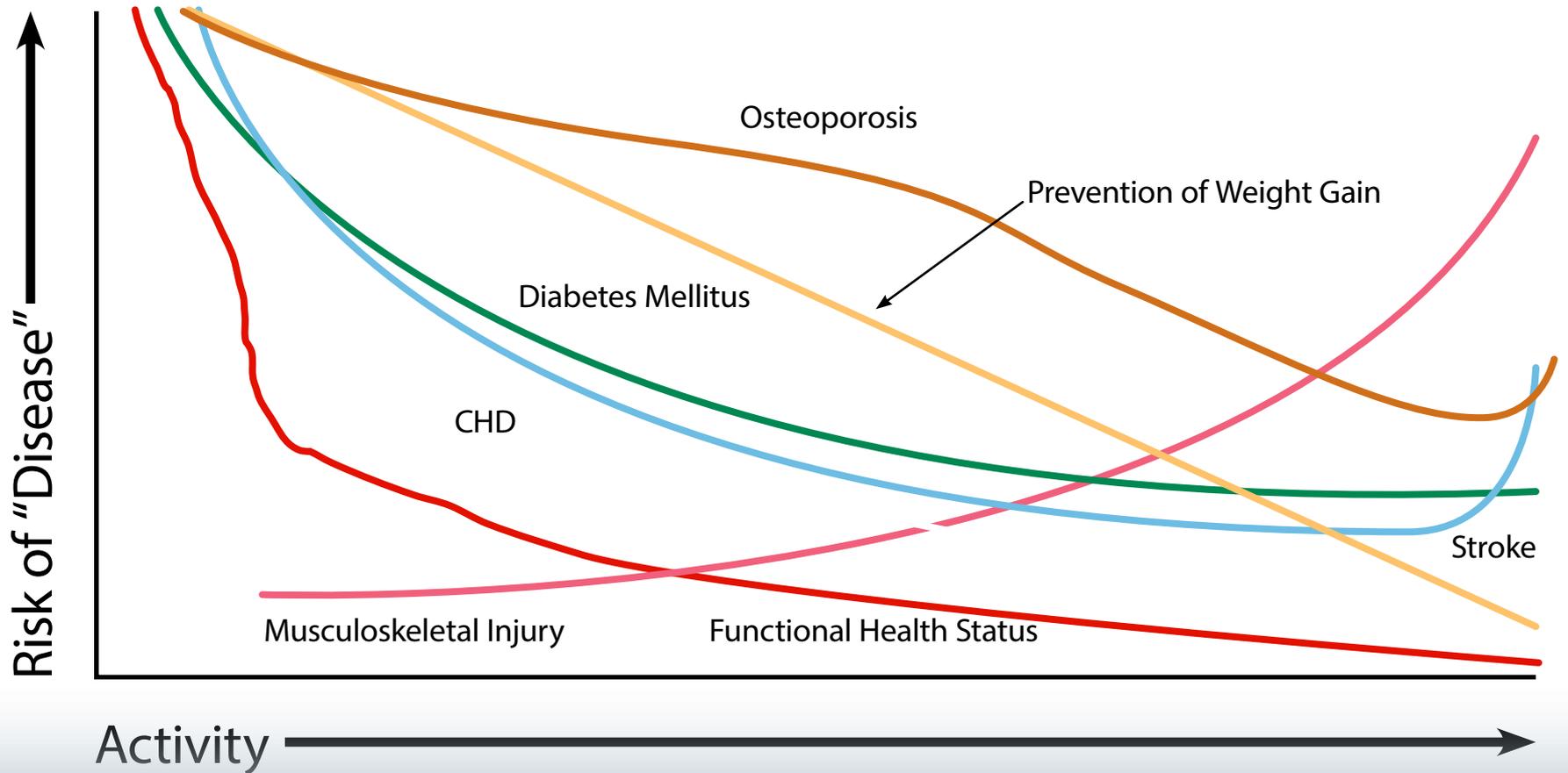
Exercise Is Medicine!

“If you could take this component of exercise and sell it as a pill, it would be the single most effective medication ever devised in the history of mankind. Exercise affects so many conditions, and it affects them so much that the dose would be considered the most powerful medication and the most beneficial medication ever devised. Is it a magic bullet? It’s as close to a magic bullet as anything we have.”

—Dr. Steve Aldana



But Too Much Of Any Medicine Can Hurt You



Would You Believe...

“Among recreational runners who are training steadily and participate in a long distance run every now and then, the yearly incidence rate for injuries is...56%!”

Source: Van Mechelen, 1992. Running Injuries: The Review Of The Epidemiological Literature, Sports Medicine 14: 320-35.



Radiation Exposure From Medical Imaging: Time To Regulate?

- ◆ The average radiation dose to which persons in the United States are exposed has doubled over the past 30 years.
- ◆ The average radiation dose from medical imaging has increased more than 6-fold.
- ◆ Medical imaging now contributes about 50% of the overall radiation dose to the US population, compared with about 15% in 1980.

*Source: David J. Brenner, PhD; Hedvig Hricak, MD
JAMA. 2010;304(2):208-209. doi:10.1001/jama.2010.973*



Radiation Exposure From Medical Imaging: Time To Regulate?

- ◆ The largest contributor to this dramatic increase in population radiation exposure is the computed tomography (CT) scan.
- ◆ In 1980, fewer than 3 million CT scans were performed, but the annual number now approaches 80 million and is increasing by approximately 10% per year.
- ◆ Because CT scanning involves acquiring multiple images, CT scans result in a far larger radiation dose to the patient than most other common radiographic procedures such as chest x-rays or mammograms.

**Source: David J. Brenner, PhD; Hedvig Hricak, MD
JAMA. 2010;304(2):208-209. doi:10.1001/jama.2010.973**



And I Quote...

Researchers from Brigham and Women's Hospital in Boston analyzed the case reports of 130 patients who had received emergency treatment... half of the patients had been given 10 or more scans over the eight years, which, cumulatively, is still three times more than the Hiroshima levels.

Source: American Journal of Roentgenology, 2009; 192: 887



NUDGE #6

Schedule Regular Movement Throughout Each Day



The Paradox

Move once a day for a longer period of time

- VS -

Move multiple times during the day for shorter periods of time

1 vs $\frac{\text{many}}{X}$



Sit More, Die Earlier

Sitting throughout the day stimulated disease-promoting processes, and exercising, even for an hour a day, was not sufficient to reverse the effect. Enzymes in blood vessels of muscles responsible for 'fat burning' are shut off within hours of not standing.

Source: University of Missouri-Columbia 2007, November 20.



WARNING

The number of words and associated technical jargon on the next slide may cause you to lapse into unconsciousness. Please protect your head before you fall.



Role Of Nonexercise Activity Thermogenesis In Resistance To Fat Gain In Humans

James A. Levine, Norman L. Eberhardt, Michael D. Jensen*

Humans show considerable interindividual variation in susceptibility to weight gain in response to overeating. The physiological basis of this variation was investigated by measuring changes in energy storage and expenditure in 16 nonobese volunteers who were fed 1000 kilocalories per day in excess of weight-maintenance requirements for 8 weeks. Two-thirds of the increases in total daily energy expenditure was due to increased nonexercise activity thermogenesis (NEAT), which is associated with fidgeting, maintenance of posture, and other physical activities of daily life. Changes in NEAT accounted for the 10-fold differences in fat storage that occurred and directly predicted resistance to fat gain with overfeeding. These results suggest that as humans overeat, activation of NEAT dissipates excess energy to preserve leanness and that failure to activate NEAT may result in ready fat gain.

Source: *Science, January 1999: Vol. 283. no. 5399, pp. 212 - 214*



Sit For 60... Move For 3

2.3 Physical Activity Success Stories

Sit for 60, Move for 3 the people

The City of Presque Isle is a rural municipality located in Northern Maine. The City has a diversified group of employees ranging from police, fire, and public works, to recreation and leisure, office personnel, airport, landfill, and recycling. On average, there are 107 full-time employees. The City's Wellness Committee is made up of representatives from the police and fire departments, public works, and City Hall, which represent the majority of City employees.

the need

Whether at the desk, driving, or in meetings, many City employees sit for long periods of time, contributing to circulatory problems, stiffness, and muscle aches that negatively affect health and productivity. The City wanted to remind people not to sit too long without stretching and moving around, as well as to support employees to increase their activity levels throughout the day.

the idea

A policy and poster were created to promote "Sit for 60, Move for 3" (60 and 3 referring to minutes). The idea is that once anyone has been sitting for 60 minutes, they are encouraged to get up and move for 3 minutes.

the idea at work

The City adapted an existing "Sit for 60, Move for 3" concept from the Maine Cardiovascular Health Program, taking it from an idea to a policy. A poster was created to announce the new policy, as well as to suggest examples of how employees might use their 3 minutes per hour effectively. The poster encourages people to get out of the vehicle, off the chair, use stairs, and stretch and move. One section of the poster provides the following tips: "In the Office: Get up from your desk and walk around...Go to the photocopier—walk up and down some steps—or do the exercises below. In a Vehicle: Get out and move around—do some simple stretches."

the costs

The monetary cost was minimal. Money was spent on paper to print the poster. Little staff time was needed to create either the policy or the poster.

92

 Good Work!



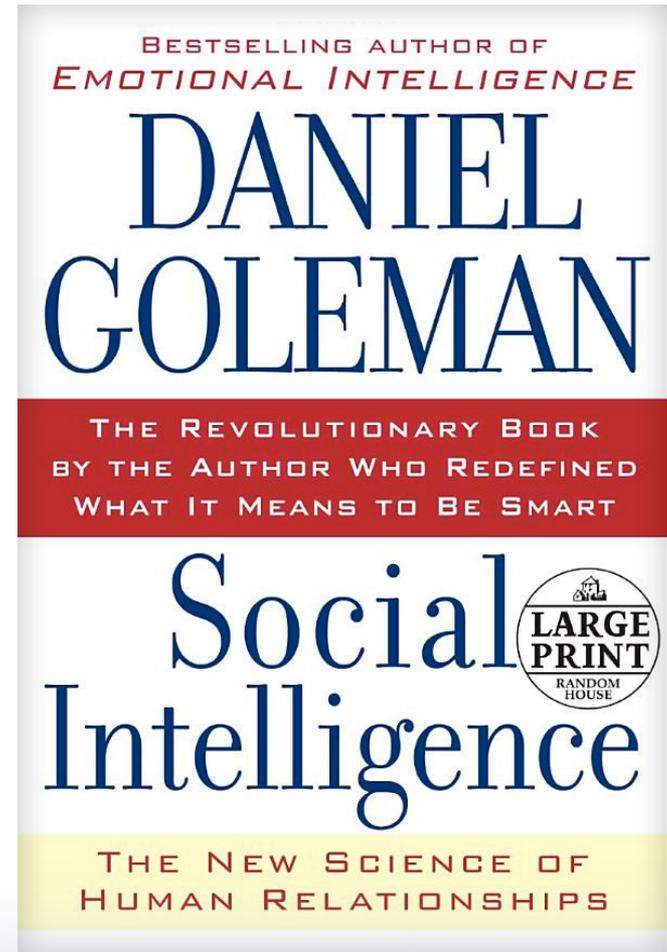
NUDGE #7

Start A Company Walking Club



Fact:

Our social networks have a huge influence on how we lead our lives.



What We Can Learn From Forrester Gump...



Ponder This:

You are the sum total of the five people you spend the most time with!



NUDGE #8

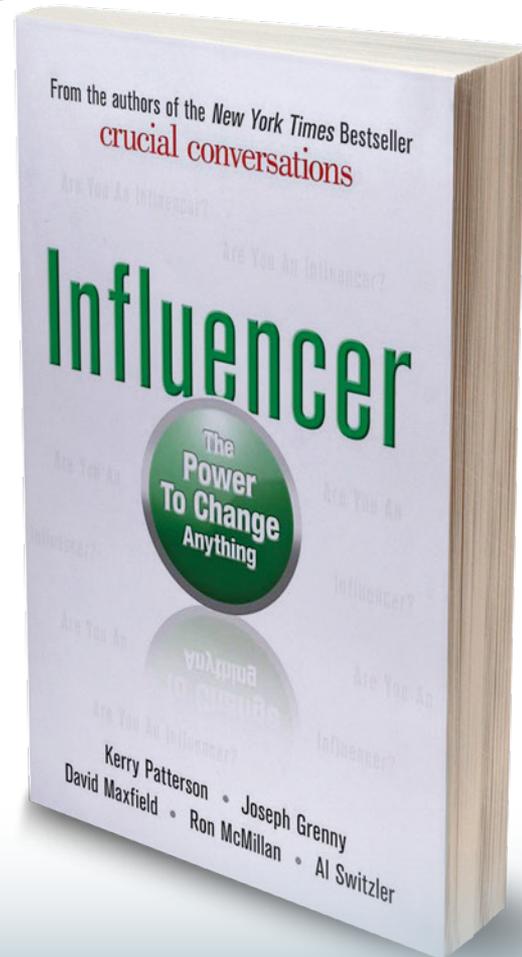
Capture And Share Success Stories



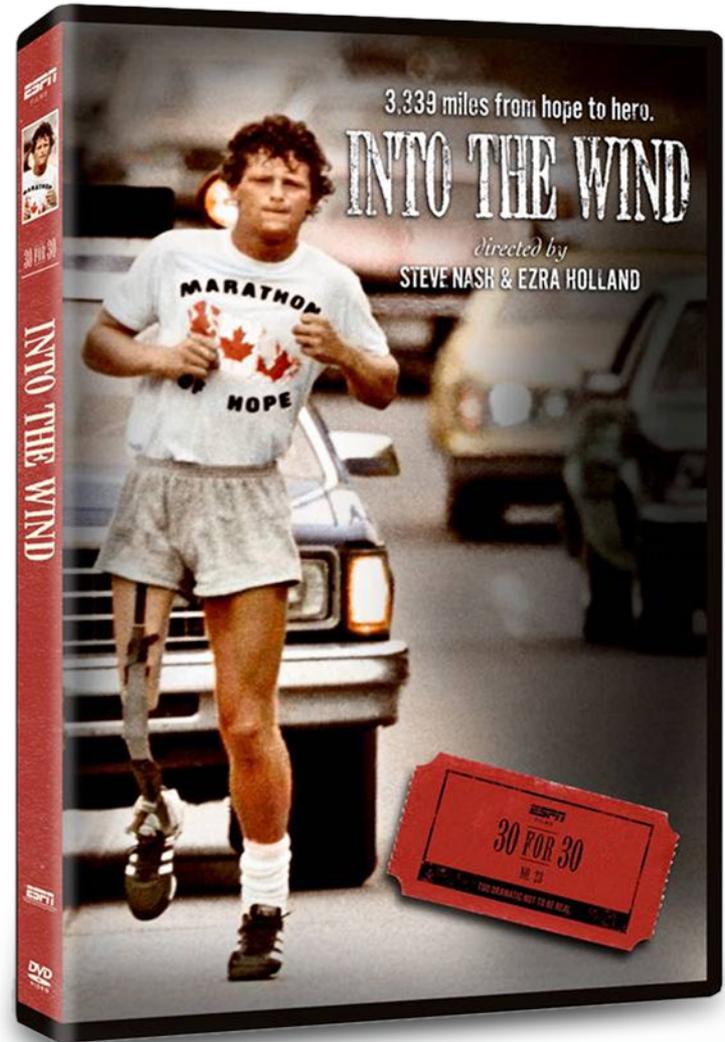
Fact: Stories Are Powerful Beyond Measure

“When we know for certain that a real person stands as evidence against a factual argument, we tend to discount the hard data—even when the data are based on far more information than a single case.”

Patterson, et al., Influencer, p. 60



What We Can Learn From ESPN 30-For-30



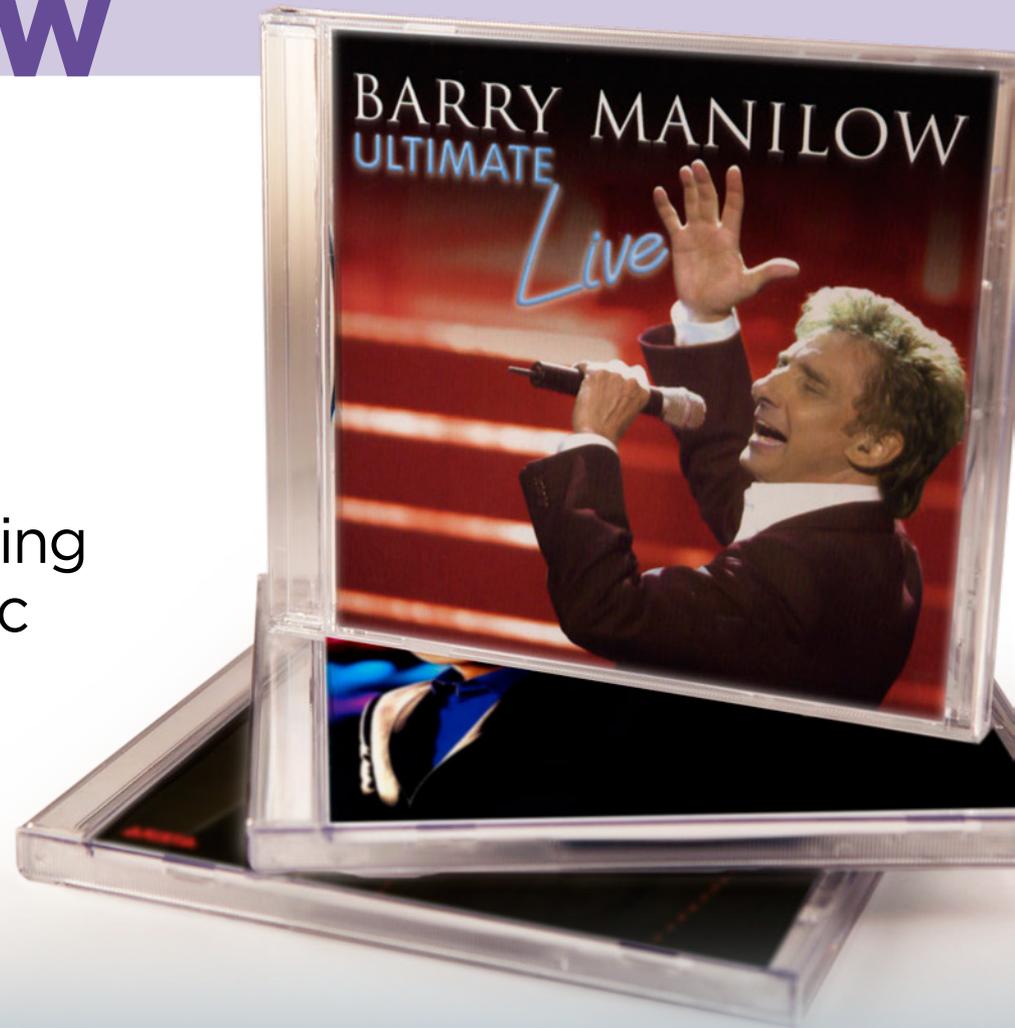
NUDGE #9

Make Simple Environmental Modifications In Your Workplace

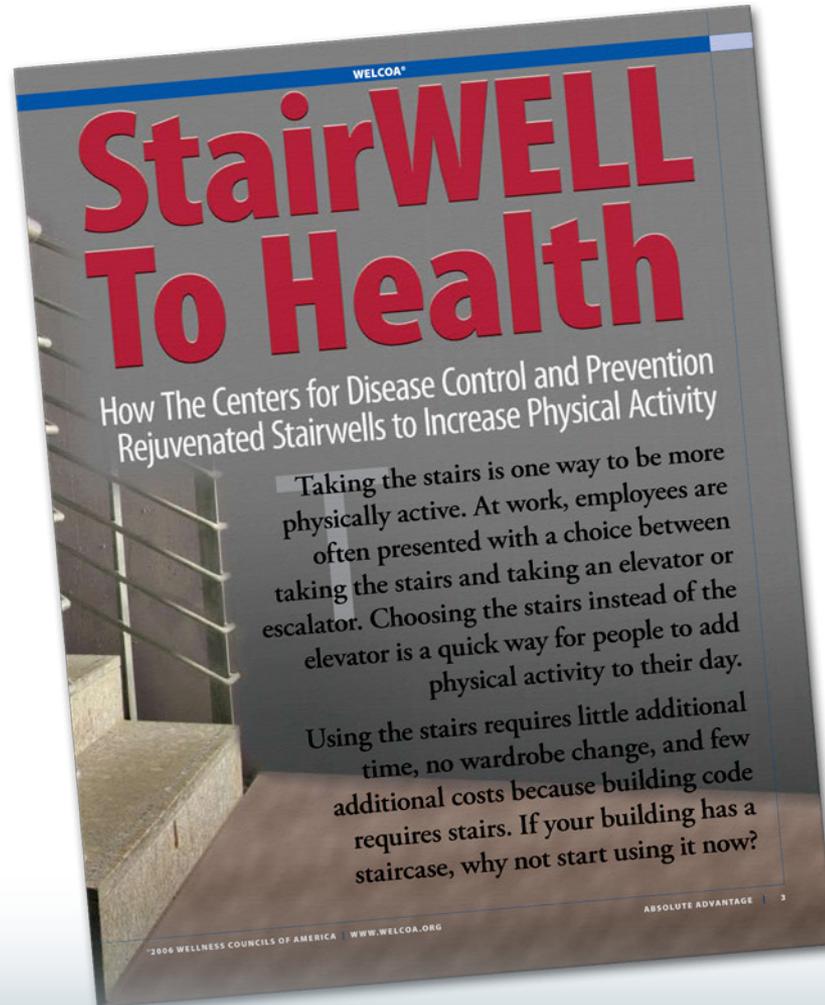


What We Can Learn From Barry Manilow

The BBC has reported that Sydney, Australia has begun piping Manilow's music into isolated parking lots. According to city officials, "Daggy music keeps the hoons away."



Case Study Of CDC



NUDGE #10

**Be An Ambassador For
Physical Activity!**



Neuronal Mirroring Is A Powerful Concept

People are far more likely to do what you do than what you are telling them to do.



What We Can Learn From Forrest Gump...



Bottom Line

When you take this seriously,
everyone else will as well!



10 Ridiculously Simple Nudges

1. Don't promote trends to employees.
2. Do promote physical activity requirements.
3. Encourage everyone to set a goal.
4. Leverage the power of planning.
5. Emphasize the fact that injury is the enemy.
6. Schedule regular movement throughout the day.
7. Start a company walking club.
8. Capture and share success stories.
9. Make simple environmental modifications in your workplace.
10. Be an ambassador for physical activity.

