

PHYSICAL ACTIVITY + EXERCISE



CAMPAIGN ACTIVITY IDEAS

**BETTER HEALTH AT
WORK AWARDS -
SOCIAL CARE**

betterhealthatworkaward.org.uk

ACTIVITIES → CAMPAIGNS → HEALTHY CHANGE

This guide contains some ideas of activities you can run in your workplace to promote workplace health and wellbeing and form a campaign.

There are many other campaign resources on the Better Health at Work Award Portal.

Your Campaigns are the most visible part of your workplace health and wellbeing activity and are made up of 2-3 activities all focused on the same topic or theme.



Activity

A single action eg. putting up posters/ sending an info-email/organising an event on a chosen theme



Campaign

Made up from a minimum of 2-3 activities all focussed on the same topic/theme

STEP/DISTANCE CHALLENGE

Overview

Regular physical activity can provide several physical and mental health benefits. The government recommend adults should partake in 150 minutes of moderate intensity activity per week, or alternatively, 75 minutes vigorous intensity.

This challenge encourages staff to increase physical activity levels both inside and outside of work.

Organisations should either create a goal for the workplace to achieve collaboratively. For example, 100,000 steps over the month, or 100 miles. Or, you may want to make it a competition between staff individually or in teams. For example, the individual or team that achieves the most steps over the month wins. You may want to keep activity to walking, or allow staff to include any sport or exercise where they increase steps or distance.

STEP/DISTANCE CHALLENGE

Action 1

After deciding how you would like to run the challenge and how long for (either a goal for the whole workplace to achieve or a competition between staff), create a log sheet to log steps or distance completed. This could be a log on a notice board, or you may keep the log and staff report their steps to you each day or week.

Action 2

Plan how you want staff to track their steps or distance. Most people have a smart phone which automatically tracks steps daily. However, there are many free mobile apps such as Strava, Active 10 App, StepsApp Pedometer, and Nike Run Club than can track specific activity.

Action 3

Advertise the campaign to your colleagues via email, posters and any other communication channels you use.

STEP/DISTANCE CHALLENGE

Action 4

Ask your colleagues to email you to sign up to the challenge.

You need to keep a record of the number of participants for your online portfolio. *If creating a competition between staff in the practice you also need this information to create Teams.*

Action 5

Throughout the challenge you can send updates on the progress. You could send out information on ways to increase physical activity levels, and the benefits of being regularly active to further motivate staff. *See links in resources section at the end of this document.*

Action 5

At the end of the challenge, total up the amount of steps or distance achieved. If running a competition, you may want to award small prizes or a certificate/trophy. Make sure you collect feedback as to how staff thought the campaign went. This is required as evidence for your online portfolio.

STEP/DISTANCE CHALLENGE

Additional Tips

- Create a lunch time or after work staff walking club to increase physical activity levels
- Provide staff with maps or information to nearby walking routes in the area
- Make staff aware of physical activity opportunities within the area such as local gyms and sports clubs.
- Encourage staff to be active in the workplace through appropriate signage. It is useful to include how many calories are burnt from taking the stairs or standing up during calls.
- Check out livingstreets 20 tips to encourage walking from the link in the resources section.

Remember

Look for ways of evidencing this campaign -

- Encourage staff to send in pictures of their walks/exercise sessions.
- Keep the log of steps/distance as evidence.
- Keep a log of participants.
- Save any resources or information sent out to staff throughout the challenge.

STEP/DISTANCE CHALLENGE RESOURCES

**Remember there are many more resources
and case studies to help you at:**

betterhealthatwork.org.uk

<https://www.livingstreets.org.uk/workplaces/try20-tips>

<https://www.livingstreets.org.uk/get-involved/campaign-with-us/national-walking-month>

<https://fundraise.asthma.org.uk/stepchallenge/resources>

<https://www.bhf.org.uk/how-you-can-help/fundraise/my-step-challenge/resources>

<https://www.nhs.uk/better-health/get-active/>



Strava



My Step Challenge Step Tracker



Tick off the steps and track your progress!

Name _____ Step target _____ I am a Wellbeing Walker Regular Rambler Hardcore Hiker

Month 1

1	2	3	4	5	6	7
_____ Daily steps _____						
8	9	10	11	12	13	14
_____ Daily steps _____						
15	16	17	18	19	20	21
_____ Daily steps _____						
22	23	24	25	26	27	28
_____ Daily steps _____						
29	30	31				
_____ Daily steps _____	_____ Daily steps _____	_____ Daily steps _____				

bhf.org.uk/mystepchallenge



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PHYSICAL ACTIVITY BREAKS

Overview

Reduced movement due to sitting time at work can have a negative impact on health. Physical Activity Breaks are designed for all employers, regardless of size or industry type. The campaign aims to help employees build short (5–10-minute) activity breaks into their workdays, these can be done even whilst completing work/seated in a chair.

- They consist of simple activities, such as stretching and office workouts.
- They can be done individually or in groups.
- Most require little to no equipment or training and many can be done right at your desk.
- Employers do not need to have an onsite gym or fitness facility to create access and opportunities for their employees.
- They can be fun.

PHYSICAL ACTIVITY BREAKS

Action 1

Read the **Physical Activity Breaks Guide** using the link below to understand the type of short activities you could implement in your workplace: <https://www.cdc.gov/workplacehealthpromotion/initiatives/resource-center/pdf/Workplace-Physical-Activity-Break-Guide-508.pdf>

Action 2

Choose the type of activities you would like to use for physical activity breaks and how often. It may be more realistic to use simple activities on a regular basis. For example, encouraging staff to use the 55/5 rule. Every 55 minutes, stand up for 5 minutes. Or, yoga and stretching at your desk half way through the day. See the guide and resources section of this document for more examples.

Simple activities and/or takes little time to prepare:

- Active announcements
- Stretches/exercises
- Energizers
- Small group walking discussions

Medium level activities and/or takes some time to prepare:

- Music activity videos
- Office workouts

PHYSICAL ACTIVITY BREAKS

Action 3

Advertise the campaign to your colleagues via email, posters and any other communication channels you use.

Action 4

Implement and encourage staff to take part in the physical activity breaks. It might be a reminder is set when staff should stand up every hour, or there is a designated leader who encourages staff to complete their stretching or desk workout.

Action 5

Regularly provide staff with new physical activity break activities to complete each week to keep it interesting. Also include the benefits of the activities to support motivation. *Example included in the general resources section at the end of this document.*

Action 6

Keep a log of how many people engage with the activities and Make sure you collect feedback as to how staff thought the campaign went. This is required as evidence for your online portfolio.

PHYSICAL ACTIVITY BREAKS

Additional Tips

- Choose activities that are suitable and adaptable to include all of the workforce. Staff with health conditions should consult with healthcare professionals before taking part in anything strenuous.
- Have a leader to promote and encourage the physical activity breaks.
- Use lunch breaks to get outside to be active.

Remember

Look for ways of evidencing this campaign -

- Encourage staff to send in pictures of them completing the Physical Activity Breaks.
- Keep the log of the activities used for the breaks.
- Keep a log of participants.
- Save any resources or information sent out to staff throughout the campaign.

PHYSICAL ACTIVITY BREAKS RESOURCES

**Remember there are many more resources
and case studies to help you at:**

betterhealthatwork.org.uk

<https://www.cdc.gov/workplacehealthpromotion/initiatives/resource-center/pdf/Workplace-Physical-Activity-Break-Guide-508.pdf>

<https://www.merseycare.nhs.uk/msk-work/desk-based-jobs>

<https://www.leedsth.nhs.uk/staffhealthandwellbeingsupportnetwork/physical-wellbeing/desk-exercises/>

COUCH TO 5K

Overview

Couch to 5K is a running plan for absolute beginners. Just because you don't run doesn't mean you can't. If you can walk for half an hour, chances are that you can pick up the pace and give running or jogging a try.

In this 9 week plan, staff will work on their running 3 times a week, gradually building up from a walk to a run. By the final week, they will be running for half an hour, or approximately 5K.

In the workplace, staff could take part in the couch to 5k as a group or individually. Even if staff don't achieve the end goal of 5k, anything is better than nothing.



Couch to 5K can easily be set up as the programme is an NHS initiative already in place.

COUCH TO 5K

Action 1

Firstly, promote the programme to your colleagues via email, posters and any other communication channels you use. Inform those interested to download the couch to 5k mobile application, this details the plan week by week and guides you on your runs. Alternatively, there is a printable plan in the resources section but we recommend the app.

Action 2

Create a mobile group chat or group email so that staff can share progress and work on this together if they wish.

Action 3

Provide staff with routes to run if possible. Create a couch to 5k running group where staff complete their run together during breaks or before/after work

Action 4

Share staff members progress each week, include pictures of staff taking part. Send out information on the benefits of exercise to support motivation.

COUCH TO 5K

Additional Tips

- Anyone with health conditions/concerns should consult with a healthcare professional before taking part.
- Award certificates or host a celebration event on completion of the programme.
- Encourage staff to work on the programme together to support motivation.
- If staff have weight management goals, ask them to record these pre and post the programme

Remember

Look for ways of evidencing this campaign -

- Encourage staff to send in pictures of them completing completing couch to 5k.
- Keep a log of distances or steps achieved if combining with a step/distance challenge.
- Keep a log of participants.
- Save any resources, information, or progress updates sent out to staff throughout the campaign.

COUCH TO 5K RESOURCES

**Remember there are many more resources
and case studies to help you at:**

betterhealthatwork.org.uk



<https://apps.apple.com/gb/app/nhs-couch-to-5k/id1082307672>

<https://www.nhs.uk/live-well/exercise/couch-to-5k-week-by-week/?tabname=couch-to-5k>

<https://www.nhs.uk/better-health/get-active/>

GENERAL PHYSICAL ACTIVITY RESOURCES

**Remember there are many more resources
and case studies to help you at:**

[betterhealthatwork.org.uk](https://www.betterhealthatwork.org.uk)

<https://www.betterhealthatworkaward.org.uk/resources/physical-activity/>

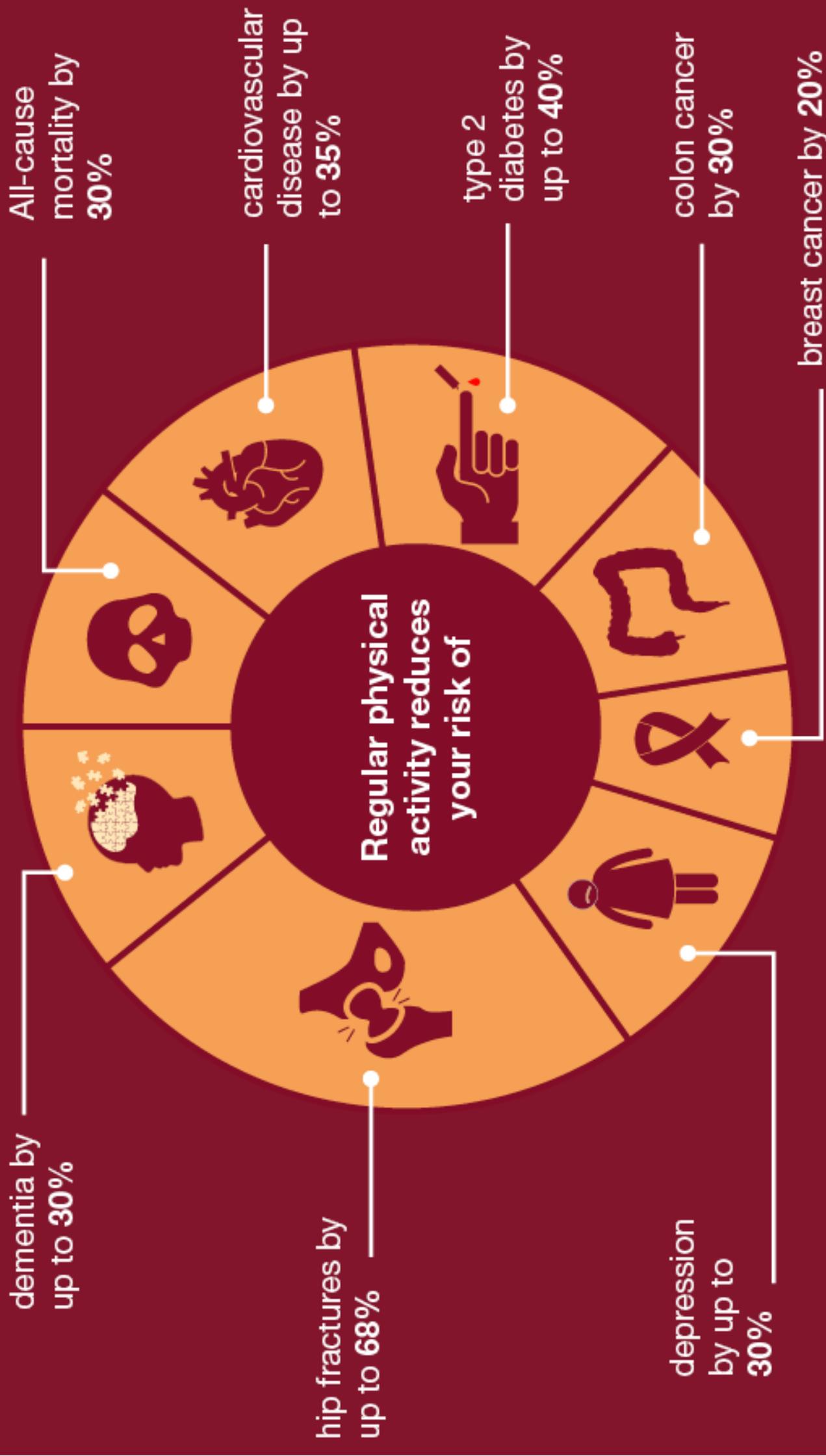
<https://www.nhs.uk/better-health/get-active/>

<https://www.gov.uk/government/publications/health-matters-getting-every-adult-active-every-day/health-matters-getting-every-adult-active-every-day>

<https://www.cancerresearchuk.org/about-cancer/causes-of-cancer/physical-activity-and-cancer/what-are-the-benefits-of-exercise>

<https://www.nhsemployers.org/events/calendar-national-campaigns>

What are the health benefits of physical activity?



How much physical activity should you do?



Adults (19 to 64)
should aim for at least
150 minutes
of moderate intensity
activity, in bouts of
10 minutes or more,
each week

This can also be achieved by 75 minutes of vigorous activity across the week or a mixture of moderate and vigorous.

All adults should undertake muscle strengthening activity, such as



exercising
with weights



yoga



or carrying
heavy shopping

at least 2 days a week

Minimise the
amount of time
spent sedentary
(sitting) for
extended periods

