ON THE MOVE

WELCOA

ON THE MOVE

Introductions

RACHEL DRUCKENMILLER
Director of Wellbeing, SIG

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ON THE MOVE

Agenda

- History of *On the Move*
- Introduction of the program
- Benefits to Organizations
- Benefits to Employees
- Participant Experience
- Take Action

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WHY PHYSICAL ACTIVITY?

When we don't move, our health suffers:

- ↑ Increased body weight
- ↑ Increased waist circumference
- ↑ Increased waist to hip ratio
- ↑ Increased visceral fat
- ↑ Increased abdominal fat
- ↑ Increased fasting insulin levels
- ↓ Decreased insulin sensitivity
- ↑ Increased LDL (bad) cholesterol in check

When we don't move, our well-being suffers:

- ↓ Decreased mood
- ↑ Increased risk of depression
- ↑ Increased risk of anxiety
- ↑ Increased risk of dementia
- ↓ Decreased cognitive function
- ↓ Decreased ability to cope with stress
- ↓ Decreased sense of well-being
- ↓ Decreased sleep quality

On days that employees take a 30-minute walk, they are more relaxed, more enthusiastic about their work and less nervous.

WHY WE HAVE TO SIT LESS

Even when adults meet physical activity guidelines, sitting for prolonged periods can compromise metabolic health."

UNIVERSITY OF QUEENSLAND, AUSTRALIA, SCHOOL OF POPULATION HEALTH

THIS MEANS THAT NOT EVEN THE MARATHON RUNNERS IN AN ORGANIZATION ARE IMMUNE TO THE HARMFUL WORK CONDITIONS ASSOCIATED WITH DESK JOBS IN AMERICA.

THE BOTTOM LINE

- ✔ 3.2 Million deaths each year are attributable to insufficient physical activity.
- ✔ Physical inactivity increases risk of stroke, cardiovascular disease, hypertension, and diabetes.
- ✔ Physical inactivity causes increased risk of falls and other workers comp claims.
- ✔ Physical inactivity is linked to depression and high stress levels.

Identify the
“right” WHY

Patience
Kindness
Better sleep

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On the Move Company Challenge

- Recap of 2016 On the Move National Challenge
- 12 week nation-wide wellness competition
  - Innovative technology integration
  - Online platform
  - Device syncing
- 80,000 participants in 84 companies across the US
- Competing to be recognized as the most active company in the country

ON THE MOVE

SIGmoves

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We Won!

ON THE MOVE
WELCOA
1ST PLACE
ACTIVE COMPANIES
SMALL BUSINESS

Benefits for Employees

BENEFIT #1

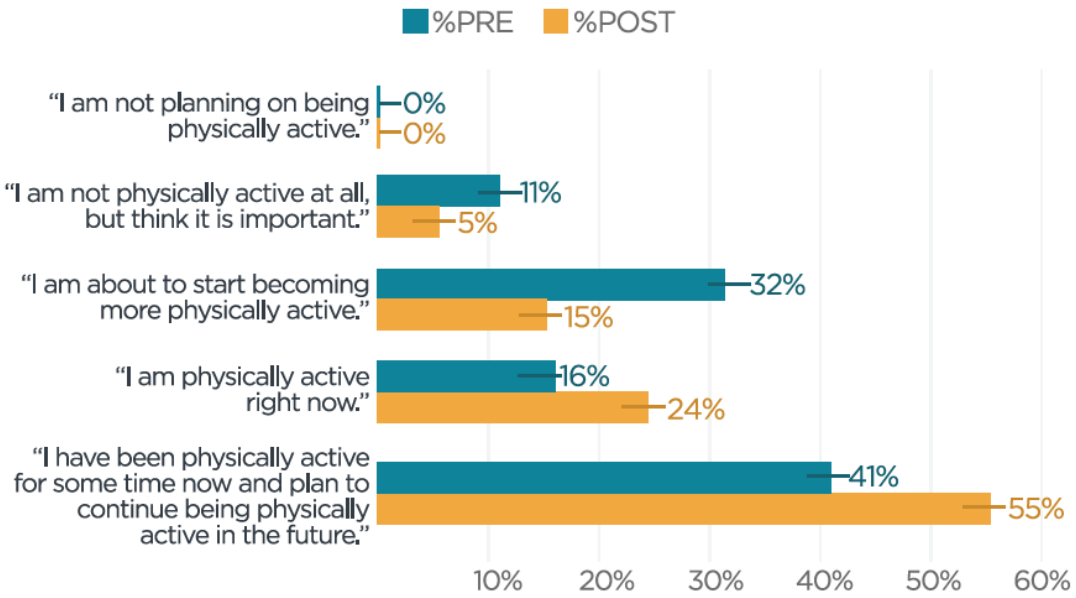
Finding Your Why

1/3

OF EMPLOYEES SAID

“THIS CHALLENGE HAS CHANGED MY LIFE.”

EMPLOYEES CHANGED THEIR MINDS ABOUT THE IMPORTANCE OF PHYSICAL ACTIVITY



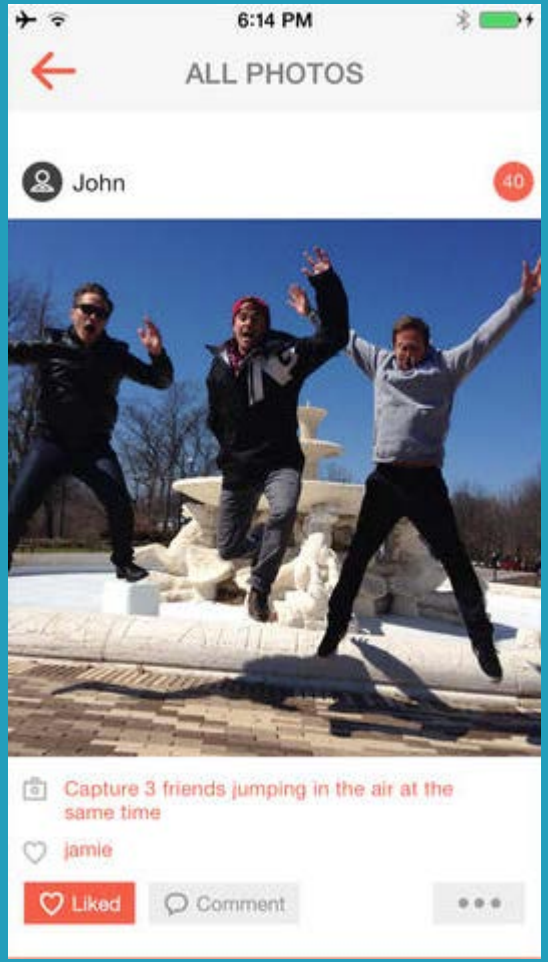
BENEFIT #2

Fun

“

What a fantastic program! This program was a daily, weekly, and monthly reminder to me that getting back into the swing of healthy thinking and actions can be easy and fun! It was easy to use, a fun team experience, and a daily reminder to keep on track.

scavify


6:14 PM
ALL PHOTOS
John
40
Capture 3 friends jumping in the air at the same time
jamie
Liked
Comment

BENEFIT #3

Achievement

Look at that! Over 10,000 steps and almost 5 miles today. Two weeks ago I struggled to complete a mile at one time. It's working!!!

-MATT, CAPITAL NEWSPAPERS

BENEFIT #4

Teamwork

“

I’ve enjoyed the challenge because it has forced me to become accountable on my journey to becoming healthy and fit. Knowing that I am part of a team provides that extra incentive to get moving. I don’t want to let my teammates down! Plus, I feel more energized!!

- ANONYMOUS, WEST ALLIS WEST MILWAUKEE SCHOOL DISTRICT

“

The competition keeps me motivated! Also the incentive to maintain/lose weight in the process. We all remind each other to get up and walk around or stretch and it has provided comradery in our department!

- TOM, R & R INSURANCE SERVICES

BENEFIT #5

Wellbeing

76%

OF EMPLOYEES SAID THE CHALLENGE
MOTIVATED THEM TO CONTINUE INVESTING IN THEIR WELL-BEING
EVEN AFTER IT WAS OVER.

One of the things that I've noticed since I started participating in the Challenge is that I am more aware of how much of an impact moving, exercising and eating healthy has on me. I've also learned so many different ways we can benefit by just moving 3 minutes every hour. I guess what I would say to people out there is there are no excuses for not doing something that is going to benefit you, your physical and mental health and even benefit your whole family. I even have my little one at home wanting to go for walks and ride his bike outside.

—ZULEYCA, CONTACT CENTER

BENEFIT #6

Workplace Buzz

Participating in the competition got me motivated and moving more by having to record my activity and seeing all the motivational statuses that were updated weekly. I also found more people to walk with during my breaks. Gaining motivation and friendships, obviously *On the Move* has had a great impact on my overall wellness.

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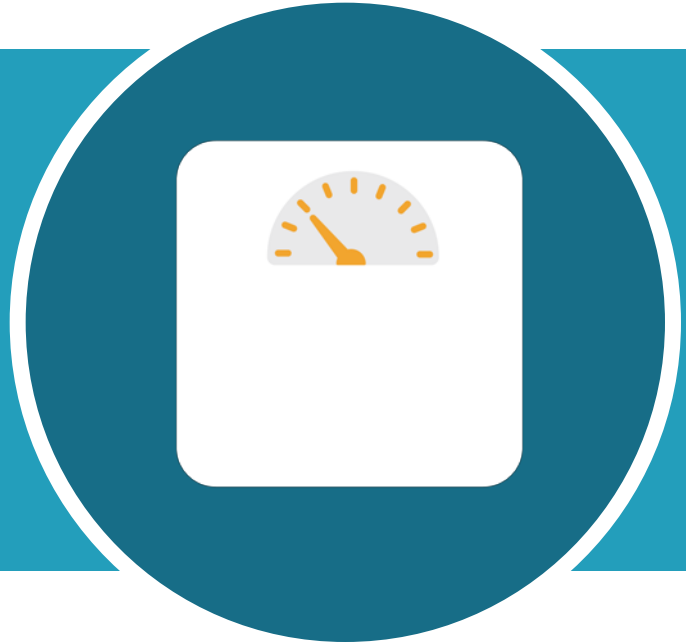
BENEFIT #7

Improved Health Status



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AFTER PARTICIPATING IN THE ON THE MOVE

HERE'S WHAT HAPPENED AS A RESULT OF THE CHALLENGE...

130% MORE
EMPLOYEES ARE PHYSICALLY ACTIVE AT A MODERATE INTENSITY LEVEL EVERY DAY!

THE PERCENTAGE OF **EMPLOYEES WHO MET CDC GUIDELINES** OF MOVING AT LEAST 30 MINUTES A DAY, 5 TIMES PER WEEK NEARLY **DOUBLED**.

BY THE END OF THE CHALLENGE **91% OF EMPLOYEES** MIGRATED INTO AN ACTIVITY CATEGORY ASSOCIATED WITH WEIGHT LOSS AND IMPROVED AEROBIC CAPACITY.

26% FEWER
EMPLOYEES NOW SIT FOR MORE THAN 5 HOURS A DAY AT WORK.

44% MORE
EMPLOYEES REDUCED THEIR SITTING TIME OUTSIDE OF WORK TO UNDER 2 HOURS!

19% INCREASE
IN EMPLOYEES BELIEVING THEIR ORGANIZATION SUPPORTED THEM IN THEIR PHYSICAL ACTIVITY EFFORTS.

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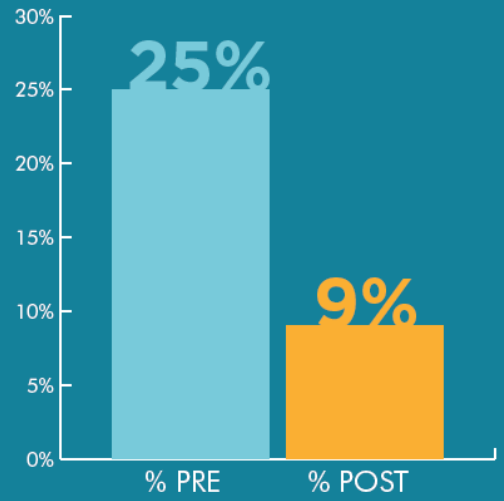
AFTER PARTICIPATING IN THE ON THE MOVE

HERE'S WHAT HAPPENED AS A RESULT OF THE CHALLENGE...

SEDENTARY/MODERATELY ACTIVE EMPLOYEES



THE NUMBER OF EMPLOYEES WHO REPORTED SEDENTARY LIFESTYLES

DECREASED BY 64%

I wanted to share with everyone the small changes I made that have impacted my health while doing the *On the Move* Challenge. I started walking 30 minutes a day, rain or shine. I am also grabbing more vegetables and fruit instead of the sugary or salty treats. I feel fuller and more satisfied than I have in a long time and I have lost 12 pounds.

—PAM, UW CREDIT UNION

ON THE MOVE

WHAT USERS & EMPLOYERS ARE SAYING...

"Life expectancy of a quadriplegic is probably around 50 years. What's cool about this program is that Sean walks you through that whatever you have as long as you're moving it, it's going to make a difference. I felt my strength coming back, my endurance... Overall I feel better about myself, emotionally and physically."

TONY ZAMPINO | KENT STATE UNIVERSITY

FROM THE 2016 MOST ACTIVE COMPANY IN THE COUNTRY:

Group Health Cooperative of Eau Claire, Altoona, WI

"*On the Move* helped focus our entire team toward a common goal of healthier lifestyles. The multi—faceted program reinforced our worksite culture of optimizing health."

PETER FARROW | CEO, GROUP HEALTH COOPERATIVE OF EAU CLAIRE

"No other challenge has received this level of engagement. We have 118 out of our 127 employees signed up and they are all doing everything!"

CELESTEE ROUFS | HEALTH PROMOTION MANAGER, GROUP HEALTH COOPERATIVE OF EAU CLAIRE

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On the Move Company Challenge

2017 GOAL
100+ ORGANIZATIONS COMMITTED TO:

1. Take the pledge to “Move More & Sit Less”
2. Participate in the *On the Move* Company Challenge

ON THE MOVE

- Coordinator Training
- Cultural Audit
- Promotional Materials
- Communication Tools
- CEO Support Letter
- Engagement Campaigns
- *On the Move* Platform
- Awards Presentation/Event (WELCOA Natl. Summit)

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WELCOA Model:
Get Your Organization *On The Move*

COGNITIVELY
Learn, Assess

PHYSICALLY/
BEHAVIORALLY
Move

RELATIONALLY &
SOCIALLY
Boost/Share

ON THE MOVE

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MOTIVATION WEEK 3

This week we look at distinguishing the difference between training and trying to help you unlock your motivation and reach your potential

SOUND GOOD? OK, LET'S GO!

START TRACKING

Dismiss this message for Jan 16th - Jan 22nd

ON THE MOVE

LEARN

30 OF 30 PO

1 Read the Article.

Want to maximize the health and fitness benefits of walking? Here are 4 strategies for losing weight and keeping it off!

LEARN NOW

2 Take the Qui

Ready to earn some points

TAKE THE QUIZ

ASSESS

0 OF 50 PO

How Fit Do You Feel?

Celebrate what you are doing right and get for feeling fit!

TAKE THE ASSESSMENT

WEEK 5 CHALLENGE

BACK TO THE CHALLENGE

LEARN: READ

30 POINTS

INSPIRATION FOR MAKING A CHANGE

After years of dreaming about Everest and seven weeks of climbing, New Zealander Edmund Hillary reached his summit and shocked the world! Find out what he did and what we can learn from him to reach our greatest dreams in this week's Learn article!

> Edmund Hillary, after scaling to the top of Mount Everest, the highest mountain in the world, said, "It is not the mountain we conquer but ourselves."

Over the years, Hillary's courage and accomplishment has inspired many t
their greatest challenges. One individual who was inspired by Hillary's accomplishment was Yuichiro Muira, a seventy-plus-year-old who had dreamt his entire life of one day reaching the summit of Mount Everest. Gone were the days of his youth when he was a healthy and fit alpine skier and daredevil. Since his retirement Muira had endured two heart surgeries and had become out of shape and overweight, leading most, including his closest family members, to think he was crazy. Determined to recapture the joy of his youth and his dream, Muira set out walking every day in the city streets of Tokyo. Gaining confidence and strength, he

DASHBOARD • THIS WEEK'S CHALLENGE • YOUR TEAM • RESOURCES • LEADERBOARD

WEEK 6 CHALLENGE

‹ READ ARTICLE

LEARN: READ

30 POINTS

YOU SCORED 100%!

Congratulations! You passed this quiz with a score of 100%!

BACK TO CHALLENGE

WALK FOR YOUR BODY!

Ready to earn points? Take the quiz!

1 The 4 strategies for losing weight and keeping it off discussed in Walk for Your Body are:

Your answer:

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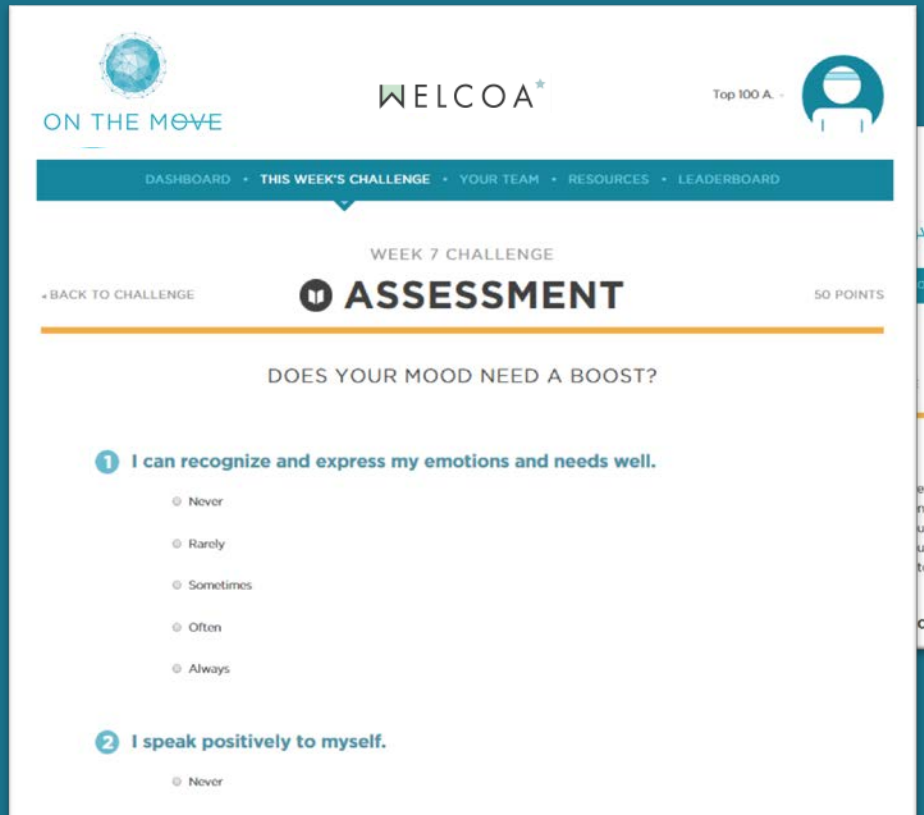

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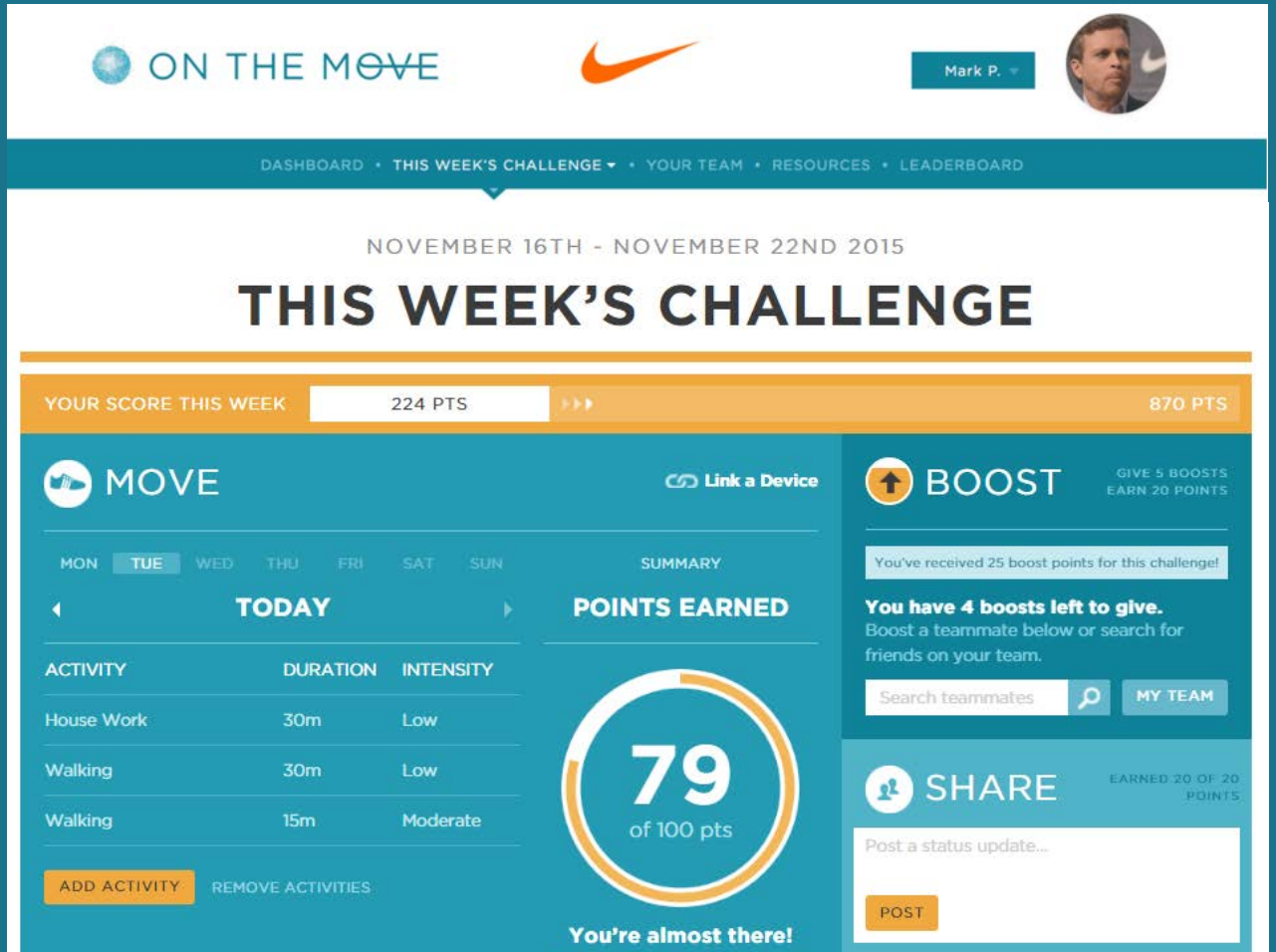
Unintegrated Tracking



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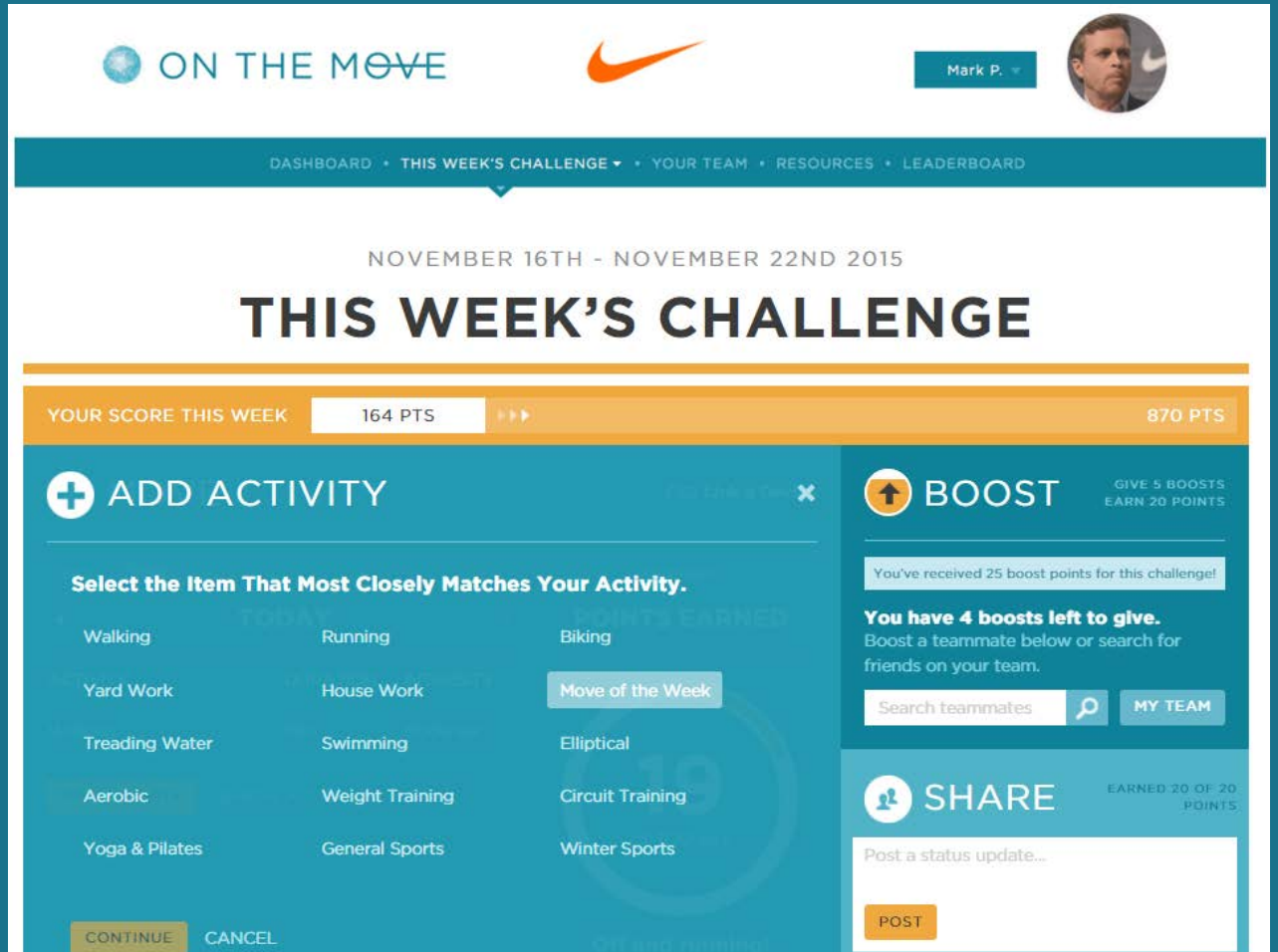

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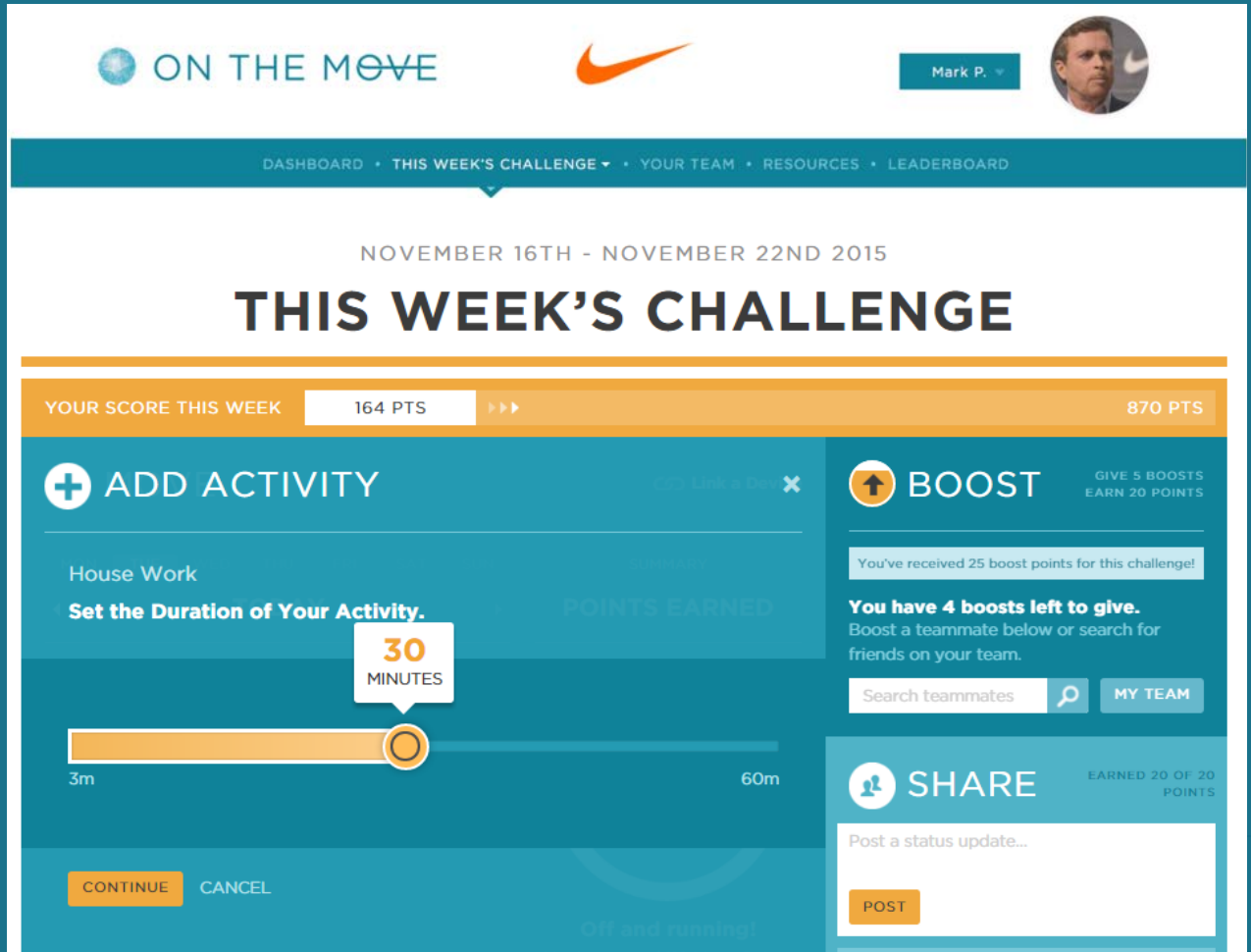

ON THE MOVE

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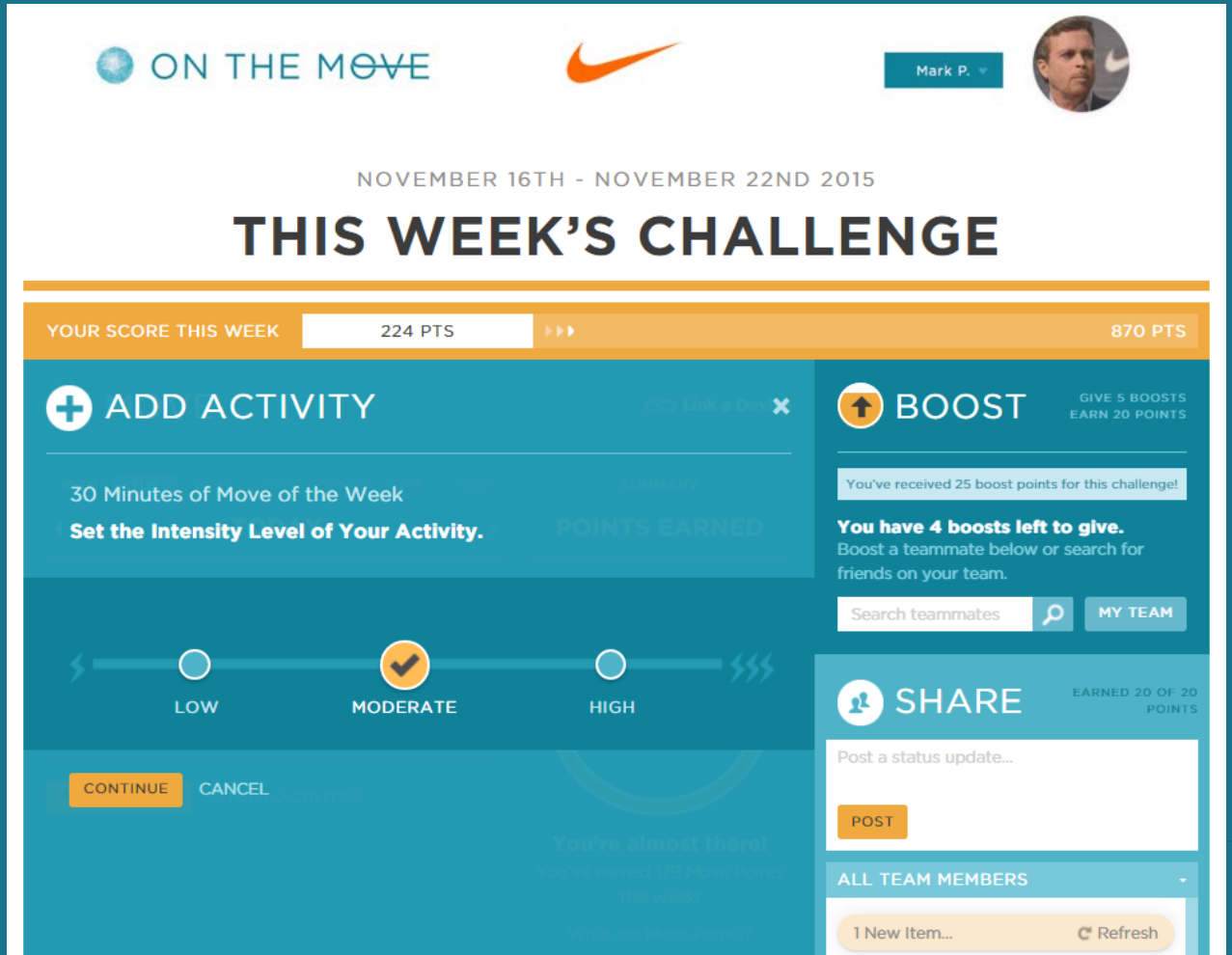


ON THE MOVE

Unintegrated Tracking

ON THE MOVE

Device Integrated

ON THE MOVE

OUTCOMES REPORTING PACKAGE

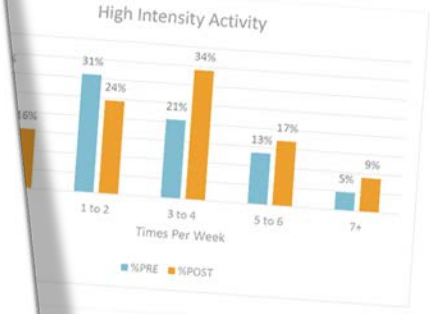
Your Company

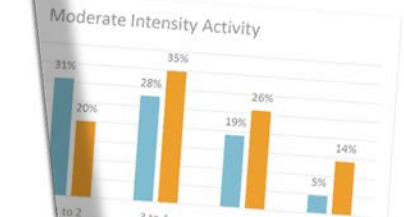
ON THE MOVE

OUTCOMES REPORTING PACKAGE

nes

w the distribution of responses for how many times per week employees engaged in
ntensity physical activity before and after they participated in the challenge.





SMALL BUSINESS LEADERBOARD
Companies with less than 100 Employees
1ST
SIG
Baltimore , MD
9,500
Total Points
2ND
STANLEY-BOYD SCHOOL DISTRICT
Stanley , WI
9,312
Total Points
3RD
REALITYWORKS
Eau Claire , WI
9,107
Total Points
4 FIVES LANDIS CORP - CITCO Concord Twp. , OH
5 EXUDE INC. Philadelphia , PA
6 SIMPLYWELL Omaha , NE
7 ST. CLOUD AREA CHAMBER OF COMMERCE & CONVENTION & VISITORS BUREAU
St. Cloud , MN
8 HAMILTON ASSOCIATES Owings Mills , MD
9 WESCOTT FINANCIAL ADVISORY GROUP LLC
Philadelphia , PA

ON THE MOVE

Launch Timeline

September 2016
***Registration Begins for On the Move* Company Challenge**

February 2017
***Registration Closes for On the Move* Company Challenge**

March 2017
Coordinator Ramp-Up Continues

April 3rd, 2017
***On the Move* kicks off!**

June 2017
Most Active Companies Announced!

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Special Pricing through SIG

Company Size	SIG's 2017 rate
Up to 100	$1,350
100-499	$1,800
500-999	$3,600
1,000-4,999	$7,200
5,000-9,999	$14,400

ON THE MOVE

Register Today!

https://www.welcoa.org/otm-for-sig/

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