Stair climbing requires 8-9 times more energy expenditure than sitting and burns about 7 times more calories than taking an elevator.


Primary and secondary research by J. Aaron Hipp, PhD, and Margaret van Bakergem, MPH, NC State University. Designed by Jacquie Goyena, Lindsay Frank, NC State University.
Physical activity promotionals are information such as posters, brochures, emails, or lectures encouraging workers to be active. They are designed to increase activity through awareness and motivation.

**THE BENEFITS**

Physical activity promotionals can decrease barriers, increase participation, and increase readiness to participate in worksite physical activity. Studies using informational media saw a 25% increase in energy expenditure when worksites provide access to places to be physically active. Informations do not need to be expensive or time consuming. Adding humor, statistics, weekly healthful tips, and quotes into physical activity promotional sources makes the message more meaningful.

**TIPS**

- Post in highly visible areas.
- Change information regularly.
- Provide relevant and timely information.
- Use an active email headline that will attract readers’ attention.

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Primary and secondary research by J. Aaron Hipp, PhD, and Margaret van Bakergem, MPH, NC State University. Designed by Jacquie Goyena, Lindsay Frank, NC State University.
WALKING MAPS

Walking maps are signs or maps of walking routes within the worksite or the surrounding neighborhood. They are of varying distances and often provide information such as number of steps, time, or calories burned in completing a route. Use them for new employee orientation, getting to know the best destinations and lunch spots around the worksite, routes for walking meetings, walking groups, and walking breaks.

THE BENEFITS

Walking maps are great resources to increase the likelihood workers will make walking part of their regular routine, especially when they include elements such as wayfinding, marked distances, varying lengths, and destination points. They provide safe, accessible, and convenient routes and act as a cue-to-action to get moving while at work.

TIPS

- Identify safe and accessible routes.
- Measure distance, time, calories burned on each route.
- Mark distance along route.
- Create a map for posting and available online.
- Host a kick-off event or worksite competition to increase awareness, encourage tracking.
- Update routes and information as needed.

Post walking maps in visible places, such as bulletin boards, main entrances, or elevators to encourage use.

Using walking maps can double the likelihood of meeting weekly physical activity recommendations.

Use internet mapping programs to create maps for safe walking routes, which include distance information.

Workers with accessible walking maps take 38% more steps while at work.

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HEALTH FAIRS

One of the most common starting points for a worksite health promotion program is a health fair. At these events, various booths are set up to educate workers about a variety of health issues. Educational topics include health screenings, general health, fitness, and lifestyle improvements. Health fairs are advertised and promoted ahead of time and are usually an annual or semi-annual event.

THE BENEFITS

Health fairs can be a fun, interactive, and informative way to encourage a healthier and more productive workforce. Health fairs provide value as an opportunity to expose a large number of workers to health promotion activities and goals, decrease resistance, increase knowledge, and create awareness of health options. In one evaluation of a worksite health fair, almost 80% of workers reported lifestyle changes as a result of attending the health fair, while most also reported sharing information with family and friends.

HOW TO BEGIN

To provide a successful health fair at your worksite:

• Start planning far in advance.1
• Coordinate with local service providers.
• Assess employee interests and needs.
• Collect survey feedback after the event is over.
• Find a detailed toolkit for examples.

Health fairs with nutrition and cancer assessments and education effectively influence positive behavior changes in adults and children.

Workers are up to 55% more likely to meet physical activity guidelines if their worksite hosts a health fair.


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71% of workers participating in a worksite weight-loss competition reported improved worksite morale.

40% of employees
In a statewide worksite weight-loss contest, almost 40% of employee participants lost 10 or more pounds.

114,511 LBS
In a 2014 statewide worksite weight-loss contest, 114,511 total lbs were lost.

40% EMPLOYEES
Workers with access to worksite challenges were over 5x more likely to meet physical activity guidelines.

Cost Effective: A worksite health team competition resulted in an estimated cost of $1.45 to lose 1% of body weight.

Worksite challenges encourage exercise or weight loss by emphasizing social support and having fun through interactive competition. They usually include total team steps taken or percent of weight loss.

THE BENEFITS
Evidence suggests that team-based competitions are more effective than individual worksite interventions. Implementation of worksite challenges improve health and morale, reduce absenteeism, and increase productivity. In a CDC worksite challenge, 75% said the challenge created a sense of social support and 79% met their physical activity goals.

HOW TO BEGIN
To create your own worksite challenge follow these steps:
• Plan who, what, when, where, and how employees will participate.
• Use existing templates to get started.¹
• Communicate and recruit.
• Implement including incremental recognition and achievements.
• Evaluate your success.
• Build on existing worksite challenges.


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BIKE STORAGE

Bicycle storage facilities include secure locations to lock bicycles, but may include covered parking, lockers, and showers as additional amenities and incentives to bike to work. Surveying workers can help determine the amount of parking needed. Ideal bike facilities are well lit and clearly labeled, accessible by ramp, located close to the worksite building, sheltered from the elements and sufficiently protected from automobile parking.

THE BENEFITS

Bicycle storage increases bike commuting rates and raises perception of bicycling convenience. Studies show that having bicycle storage increases the likelihood of bike commuting, being physically active, and if properly sited, can reduce transition time between commute and work.

Bike storage is more likely to be used if it is covered and includes conveniences for storing helmets and other gear, like an air pump and simple tools.

68% of bicycle commuters reported regular use of storage facilities when available at the worksite.

Workers using bike storage are nearly 5 times more likely to meet physical activity guidelines.

Workers with bike storage facilities available are up to 12x more likely to bike to work.


Primary and secondary research by J. Aaron Hipp, PhD, and Margaret van Bakergem, MPH, NC State University. Designed by Jacquie Goyena, Lindsay Frank, NC State University.
FLEXTIME FOR HEALTH ACTIVITIES

Flextime for health activities is when employers permit workers to shift their schedules and come in earlier or leave later to allow for physical activity or participation in health promotion programming before, during, or after work. This type of policy is useful in creating opportunities for workers to engage in physical activity, yet maintain their expected number of work hours.

THE BENEFITS

A flextime policy allows workers to overcome one of the most common barriers to being physically active – time. Benefits include increased participation in physical activity, reduced stress at work, increase in average levels of sleep, and improved worksite morale.

Average levels of sleep were significantly higher for workers who agreed that their employer provided sufficient time flexibility in contrast to workers who felt the company flexibility did not meet their needs.

The use of stress management techniques were higher for workers provided with time flexibility.

Providing worktime for physical activity improved the fitness of workers onsite.

Physical activity participation increased 55% when workers used worksite flex-time incentives.

Workers using flextime for physical activity are up to 128% more likely to meet weekly physical activity goals.


Primary and secondary research by J. Aaron Hipp, PhD, and Margaret van Bakergem, MPH, NC State University. Designed by Jacquee Goyena, Lindsay Frank, NC State University.
BIKE & WALK INCENTIVES

Incentives can increase motivation and participation in activities that support healthy behaviors. They send a message that the organization is committed to employee health. Worksite incentives to encourage active commuting to work include commuter tax benefits, cash or financial incentives, bicycle gear discounts, and guaranteed ride home (e.g., due to bad weather, employee illness).

THE BENEFITS

The benefits of including bike/walk incentives include a decrease in health care costs as well as a decrease in obesity, high cholesterol, and smoking. Worksites that implement bike/walk incentives have seen an increased interest in bicycling to work.

TIPS

- Ask workers what rewards are motivational.
- Ensure every participant that achieves a goal receives recognition.
- Focus on behavior change and avoid rewards for biometric changes (i.e., pounds lost).
- Provide each person who enrolls with a small thank you, such as a bike bell, ankle band, reflective gear, or light.

HEALTH CARE PREMIUMS DECREASE

When bicycle commuting is incentivized using health care costs, health care premiums decrease by 4.4%, compared to an average increase of 25% for similar companies that do not offer such incentives.

The implementation of monetary rewards for staff who engage in healthy behaviors resulted in a decrease of obesity, high cholesterol, smoking, and high blood pressure prevalence during the course of the study.

45% of survey respondents reported they would be more likely to commute to work if financial incentives were implemented at their worksite.

Workers are up to 5 times more likely to meet recommended levels of weekly physical activity if they use worksite incentives to bike or walk.


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Workers who reported ever having used worksite incentives to use public transit were 24 times more likely to use public transit modes compared to those whose worksites provide no such support.

When workers use incentives for public transit, they are about 2.5 times more likely to meet total physical activity recommendations at work.

Workers who reported ever having used worksite incentives to use public transit were 24 times more likely to use public transit modes compared to those whose worksites provide no such support.

Public transit use in older workers was associated with a 21% lower chance of being obese.


Primary and secondary research by J. Aaron Hipp, PhD, and Margaret van Bakergem, MPH, NC State University. Designed by Jacquee Goyena, Lindsay Frank, NC State University.
Physical Activity Breaks

Get up from your desk! Implementing active breaks in the worksite is a way to incorporate customizable physical activity into the workday. Even three short periods of brisk walking in bouts of 10 minutes or more accumulated throughout the day is as effective as one continuous 30 minute brisk walk in reducing cardiovascular risk and improving mood in people who were previously sedentary.

The Benefits

Workers show increased work performance and productivity with active breaks. There are multiple health improvements, such as lower blood sugar, lower waist circumference, and improved perception of personal health status. Using physical activity breaks within the worksite are shown to decrease feelings of stress and depression.

Active Break Examples

- Standing and walking meetings
- Meeting spaces designed to encourage standing without blocking view, such as height tables, standing desks, or treadmill desks
- Chair yoga
- Smartphone apps and computer programs to remind you to stand and stretch
- Find existing activity break examples in other worksites for reference

Taking non-sedentary breaks at work is associated with a smaller waist size, up to 2.5 inches.


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