



# WHERE ARE YOU NOW?

What about this work motivates you?

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Describe your current physical activity environment.

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**TREADMILL**



**ANYWHERE**

# EXERCISE LEADERSHIP



## Engaging Factions

### WORKSITE GOAL

As a result of working at (our worksite), employees will be more physically active.

<b>FACTION</b> (make sure both upper & middle management are included)	<b>WHAT</b> (is important to them relative to your goal?)	<b>DEGREE</b> (to which you need them to achieve your goal? scale of 1-10)	<b>HOW</b> (will they be engaged?)	<b>WHO</b> (will engage them?)

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# ASSESSMENT RESULTS

## { IN LIGHT OF YOUR RESULTS & THE WWKS FRAMEWORK }

How comprehensive are your efforts?

**NOT**  
at all

1

2

3

4

5

**VERY**  
much so



What strategies do you tend to rely on?

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What strategies might you need to experiment with?

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## VISION

(Our worksite) will have healthy and productive employees.

## WORKSITE GOAL

As a result of working at (our worksite), employees will be more physically active.



**"IF YOU DON'T KNOW WHERE YOU  
ARE GOING  
YOU WILL PROBABLY END UP  
SOMEWHERE ELSE"  
-ZIG ZIGLAR**



## Communication Campaign / What is your message?

*Get moving. We'll help.*

*Move more, sit less.*

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CHANNEL	WHO

- ✓ **Tailor to your employees**  
(Are you speaking their language?)
- ✓ **What's in it for them?**
- ✓ **Be Concise**
- ✓ **Be Consistent**  
(Does the message support our goal?)



# CHECK YOURSELF



## Purpose

(What do you want to encourage? Does this align with your goal?)

## Program Best Practices

- Regular physical activity team challenges
- Bicycle Commuter Challenge
- Bike to Work Day
- Program to reduce sitting or sedentary time at work
- Fitness testing
- Physical activity, exercise counseling
- Incentive-based program
- Employee challenges, competitions
- Team sports, recreation league
- Employee activity club (walking, running)
- Regular exercise classes
- Family involvement
- Organized 15 minute physical activity break each work day
- Group physical activity programs

WHICH PROGRAM	DURATION



## Sustainability/Impact

(Are any of these programs ready for policy making?)



## Purpose

(What do you want to encourage? Does this align with your goal?)

## Benefit Design Best Practices

- Insurance premium reductions
  - Paid time-off
  - Enhancing access to, incentivize use of, public transportation
  - Reimburse employees for active commuting (walking, running, bicycling to/from work)
  - Discount or subsidize memberships to local health clubs
  - Premium reduction or deposit in FSA/HSA for maintaining or reaching a certain level of physical activity
- \*\*Consider ripple effects*

BEHAVIOR	STRATEGY
<i>(Ex.) Actively commute to/from work</i>	<i>Mileage reimbursement</i>



## Remember

(Worksites that provide health insurance, be cognizant of how you reward or penalize participants. Employers can provide a financial reward or penalty of up to 30% of the cost of coverage for a physical activity program.)



## Purpose

(What do you want to encourage? Does this align with your goal?)

## Policy Best Practices

- Flexible work arrangement (flex-time) for employees to engage in physical activity
- Organized, time-specific stretch breaks for the entire organization
- Allow people to stand, stretch, and/or move during meetings
- Allow for (and encourage) walking meetings
- Provide a set time for physical activity during work hours
- Allow employees to be physically active while 'on the clock'

*(Ex.) Our worksite will provide organized stretch breaks at all shift changes*

EFFECTIVE DATE	AVAILABLE WHERE?	ENFORCED HOW?	CONSEQUENCES
July 1st	HR department, online, employee handbook	Musical prompt over intercom at all shift changes, lasting 3-5 minutes.	Managers who do not support the policy for their employees will be written up in accordance with our disciplinary process (e.g., first offense is written up)

EFFECTIVE DATE	AVAILABLE WHERE?	ENFORCED HOW?	CONSEQUENCES



## Purpose

(What do you want to encourage? Does this align with your goal?)

## Environmental Change Best Practices

- Maps or signs of walking routes
- Safe area outside associated with physical activity
- Centrally located and prominently featured staircases
- Promote stair use through signs, music, art, posters, or fruit
- Post motivational signs to encourage stair usage
- Skip-stop elevators (i.e. stop only at every third floor)
- Light and attractive walkways
- Communal areas
- Central location for printers, coffee, water, and mail
- Toilets adjacent to central areas
- Shared services and amenities in the center of the office suite
- Physical activity facility on-site
- Exercise equipment (treadmill, weights)
- Showering and changing facilities
- Lockers
- Treadmill desks
- Portable elliptical
- Pedal machine
- Stationary cycle desk
- Sit-stand desks

WHAT	WHO	BY WHEN
<i>(Ex.) Install walking route signs</i>	<i>Facilities Director</i>	<i>July 1</i>



## Evaluation

(Are there ways to track or evaluate these changes?)