

# CREATING A CULTURE OF HEALTH AT YOUR COMPANY:

## PHYSICAL ACTIVITY

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This guide will help you get started with your own workplace wellbeing activities. It was developed by our experienced clinical team of nurses, dietitians, health coaches and others.

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Want to develop a culture of health at your company? Then get moving!

Companies that encourage their employees to be active while at work often see a boost in employee health, morale and productivity. Exercise classes, onsite gyms and walking clubs get employees up and moving on the path to better health.

### **Here are some tips for creating a workplace that encourages physical activity:**

- ▶ Find out what's popular – Survey your employees to find out what types of physical activities interest them and what resources they need. (Tufts Health Plan offers an employee wellness interest survey that you can use.)
- ▶ Establish walking routes – To allow your employees to walk for exercise, work with your facilities department or building management to create safe routes inside and outside your building. Provide signs and maps to encourage participation.
- ▶ Take the stairs – Make taking the stairs more appealing by adding colorful paint, flyers, better lighting and wall art to stairways.
- ▶ Be competitive – Create individual or team-based activity challenges. Offer awards and recognition to winners and runners up.
- ▶ Use the buddy system – Exercise is more enjoyable when it's a social experience, so provide an intranet site or bulletin board where employees with similar activity interests can connect.
- ▶ Commute and walk – Encourage employees to get off the bus or train one stop early and walk the remaining distance to the office. Or, suggest that employees who drive park further away from the building to get in some exercise.
- ▶ Partner with a local fitness center – Promote nearby fitness facilities, including any discounts or special programs they offer.

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## A culture of health starts at the top

Remember: effective wellness programs require the full support of your company's leadership. So, if you truly want to create a "culture of health," update your company's policies and culture to encourage exercise.

For example:

- ▶ Allow employees to adjust their work schedules to incorporate physical activity into their workday.
- ▶ Allow work teams to use outdoor walking paths while discussing projects.
- ▶ Provide adjustable desks that allow for standing, as well as sitting, at work.
- ▶ Include "stretch breaks" at meetings and events.
- ▶ Encourage employees to stand up and move around during conference calls.

## How Tufts Health Plan Can Help

We offer health-related discounts, health coaching and other resources to help your employees adopt a healthy lifestyle.

- ▶ Daily Endorphin Fitness Challenge – You can set up team-based or individual fitness challenges for employees. You can include their family members too!
- ▶ Fitness club rebate
- ▶ Online virtual coaching

## Talk to your Tufts Health Plan Account Manager for more information on these additional resources

- ▶ Seminars and cooking demonstrations
- ▶ Presentations, which can be delivered at your worksite, including:
  - Finding Time for Fitness
  - Fitness at Any Age
  - Get Motivated, Get Moving
  - Couch to 5K

## Other resources for promoting physical activity in the workplace

- ▶ <https://www.cdc.gov/workplacehealthpromotion/health-strategies/physical-activity/index.html>
- ▶ <http://www.prevent.org/initiatives/Leading-by-Example.aspx>
- ▶ <https://www.cdc.gov/physicalactivity/worksites-pa/toolkits/stairwell/index.htm>
- ▶ [www.juststand.org](http://www.juststand.org)
- ▶ [www.ncppa.org](http://www.ncppa.org)
- ▶ <http://physicalactivityplan.org>
- ▶ <http://www.prevent.org/data/files/initiatives/investinginhealth.pdf>
- ▶ <http://surgeongeneral.gov/library/calls/walking-and-walkable-communities/call-to-actionwalking-and-walkable-communities.pdf>
- ▶ <http://ed.ted.com/lessons/why-sitting-is-bad-for-you-murat-dalkilinc>
- ▶ <http://onthemove.welcoa.org>
- ▶ [http://hero-health.org/wp-content/uploads/2016/02/Movement\\_Inactivity\\_and\\_Workplace\\_Effectiveness\\_lowres.pdf](http://hero-health.org/wp-content/uploads/2016/02/Movement_Inactivity_and_Workplace_Effectiveness_lowres.pdf)

**If you have any questions, please contact your Tufts Health Plan Account Manager.**

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