

## ...And Your Bottom Line Will Shape Up Too!



**The health of your staff is being constantly eroded by the lifestyle changes and recreational choices presented in the 21st century. Of greatest concern is the significant rise of obesity, with as many as one in five adults being affected.**

The last decade has seen such an increase in Obesity throughout much of Europe and the Developed World that it is now widely classified as 'epidemic'. Obesity is an acute health crisis, as seen by the rapid emergence of 'type 2 diabetes' and other long-term consequences such as Coronary Heart Disease, indicating an immediate health risk for hundreds of thousands of Irish workers.

Because adults spend so much of their lives in the workplace, this environment is increasingly recognized as being essential for improving health and achieving behavioral change with regard to positive participation in sports, exercise and eating habits as a means of improving general well-being.

Several high profile international research studies clearly demonstrate how an employer will receive in excess of a 3-fold return from investment in Workplace Wellbeing through improved morale, reduced absenteeism and increased productivity.

Working with recognized experts within the fields of sports, health and nutrition, the Nutrition and Health Foundation has created a 'Workplace Wellbeing Programme' for implementation around Ireland.

The programme is designed to provide comprehensive training to company representatives, accessible sports and exercise activities using available infrastructure and environment, all of the equipment required for participating in the programme, exercise and nutrition diaries for tracking participation and On-Line resources for additional training, support, monitoring progress, etc.

The NHF 'Workplace Wellbeing Programme' therefore provides structured, effective and easily accessible Exercise, Sports and Nutrition initiatives for easy implementation within companies.



## 5 Steps to Getting in Shape!



The 'Workplace Wellbeing Programme' is easy to implement and will create little or no disruption within your company.

### STEP 1: SELECT A 'CO-ORDINATOR'

Select a volunteer to act as Company Co-ordinator, encouraging, motivating and monitoring staff within their section.

### STEP 2: TRAINING

Qualified National Experts will train and equip these representatives to tailor the programme for their company and to effectively introduce and implement it among staff.

### STEP 3: STAFF ENROLMENT

Staff are invited to register for an initial 15-minute Personal Programme tailored to their levels of health and fitness.

### STEP 4: GETTING ACTIVE

From walking to yoga, cycling to Pilates, staff are encouraged to complete their individual programmes every day, alone or with friends, before, during or after the working day!

### STEP 5: ASSESSMENT

Participants record their activities on an Activity & Nutrition Diary, with e-mail encouragement being sent, Co-ordinators updated on participation and companies encouraged to reward performance.

## About the 'Nutrition and Health Foundation'

The Nutrition & Health Foundation aims to provide consumers with evidence-based information on nutrition and physical activity, to enable them to make informed lifestyle choices. It is an innovative multi-stakeholder approach to addressing the health challenges of our nation, bringing together industry, government, state agencies, internationally recognised scientists, health professionals and other relevant stakeholders.

The Nutrition & Health Foundation is putting the consumer at the heart of its mission. It has conducted detailed attitudinal research to identify what information the public needs to help them achieve a healthier lifestyle. It is now using this knowledge to push the work of the Foundation forward.

The scientific grounding for the Foundation's activities are provided through its links with the Irish Universities Nutrition Alliance (IUNA) and the Exercise and Sports Science Association of Ireland (ESSAI).



WORKPLACE WELLBEING PROGRAMME

The NHF Workplace Wellbeing Programme has been developed in conjunction with Pure Communications.

For further information, please call **01 6051677** to find out how your company can 'get in shape'!

If you wish to make a booking, please call **01 661 9983**.

## Everybody benefits from taking better care of themselves...



## So how can you help your staff 'get in shape'?



WORKPLACE WELLBEING PROGRAMME

# Get Your Staff in Shape with A 'Workplace Wellbeing Programme'!



**Around the globe, the Health and Wellbeing of Staff has become one of the critical Management issues of our time.**

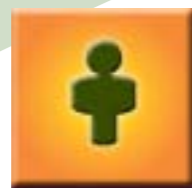
Lack of exercise and poor nutrition has an enormous impact on staff, and therefore on productivity within Companies.

Related factors such as Stress, Absenteeism, Staff Turnover and Morale all significantly impact on performance.

The solution is a combination of Activity and Nutrition initiatives implemented by companies through a Workplace Wellbeing Programme.

*"Our research time and time again confirms the benefits of healthier, fitter employees. They have fewer and lower long-term medical claims, they are absent less, their disability costs are lower, and their perceived personal productivity and job/life satisfaction levels are higher."* -

Peter Soderberg, President, Johnson & Johnson HMI.



## Programme Outline



**The NHF 'Workplace Wellbeing Programme' provides a selection of Activity and General Wellbeing Solutions tailored to the needs and interests of staff within the environment of every Company.**

The programme includes:

**Sports Activities: For Team participation during breaks or at 'outside hours' gatherings.**

**Fitness Activities that can be conducted within workplaces or at approved locations within the premises.**

**Lifestyle Activities that can be integrated into the daily routine of the participant.**

**Tips for healthy eating at work and in the home.**

All of these activities combine to provide a uniquely accessible programme that will contribute to improving the health of your staff.



Created by leading experts, the programme will introduce your staff to a wide variety of activities that they can participate in according to their age, ability, interests or environment, while assisting organizers through providing a comprehensive and effective means of facilitating participation.



It will also provide clear and simple nutrition advice to enable your staff to make healthier and more balanced dietary choices.

**The Programme features:**

- Comprehensive Training for nominated company representatives, who in turn will implement the programme within the company.
- Participation Cards for organizing different activities in an accessible and enjoyable manner.



- Literature to provide helpful suggestions for meals and snacks.

- Posters, signage and all of the printed material you will need to highlight the Programme to your staff.

- DVD/Video, designed to introduce the programme to the individual participants.

- All of the Equipment required to participate in the individual activities.

- Exercise Bands x 50
- Skinned Foam Footballs - Large (Size 5) x 2
- Softball Bat - 86 cm (34") x 1
- Leather Softball x 1
- Skinned Foam Softball Bats x 2
- Skinned Foam Baseballs x 2
- Leather Football- Size 4 x 1
- Large Training Bibs- Blue x 6
- Large Training Bibs- Red x 6
- Flexible Marker Cones (25 on stand) x 1
- Kit Bag
- Pedometers x 50

- Corresponding On-Line Website and Support Services that allows staff to further explore the sport or activity of their choice.



## The Winning Workplace Wellbeing Solution

### Comprehensive Solution

The NHF Workplace Wellbeing Programme is a comprehensive programme, providing companies with all of the components necessary to plan and conduct the featured Activities, Sports and Nutrition initiatives, without disruption during their daily operations.

### Training with Confidence!

While many Company initiatives focus on the academic aspects of exercise, the NHF Workplace Wellbeing Programme provides a practical and structured package that allows even those staff-members who have limited experience in sports or nutrition to effectively implement the programme within the company's regular activities.

### Personalised Programmes

The NHF Workplace Wellbeing Programme identifies and caters for the specific requirements of participants of all different ages, interests and levels of fitness. The Programme is therefore broken into an assortment of optional Sports, Fitness and General Lifestyle Solutions; all underpinned by accessible nutrition and general well-being advice that contributes to the effectiveness of the programme.

### Structured Activities

The NHF Workplace Wellbeing Programme 'Participation Cards' can act as an A-Z of participating in 15, 30 or 60 minute activity routines, in turn providing a defined, easily managed and well-structured approach for both management and staff. The programme equally provides the flexibility and versatility for adaptation by participants with broader experience in such fields.

### User Friendly Equipment

While the majority of regular sports equipment is designed for competitive use, the NHF Workplace Wellbeing Programme features equipment designed to be safely and easily used by staff in all environments. Skinned foam bats, low-compression balls and a host of other equipment are supplied along with cones, tops for team sports, etc. The result is a complete kit that can be enjoyed in safety for the participants and environment alike!

### Suitable for any Working Environment

All of the activities featured within the NHF Workplace Wellbeing Programme are designed to be conducted using whatever facilities or infrastructure that is available within your premises. As such, the sports and activities can be performed indoors within provided areas, or outdoor within a car park or neighbouring recreational facility.

### Range of Activities

From gentle walking and cycling to team based soccer and softball, the NHF Workplace Wellbeing Programme features a range of activities based on a host of popular sports. These activities introduce the participant to different disciplines and allow them to choose an activity that best suits their individual needs, interests and abilities.

### Nutrition Information

In addition to the featured activities, the NHF Workplace Wellbeing Programme features nutrition information that will contribute to the broader health and wellbeing of the participant. A comprehensive signage kit and detailed guidance have been especially created by a panel of independent nutrition experts. The programme provides comprehensive information on the Food Pyramid for better meal planning, as well as a broad range of tips and advice on how to enjoy your food within a structured diet.

### Enjoyable, Supportive Environment

Each NHF Workplace Wellbeing Programme 'Participation Card' features sports, games and activities that can be performed by staff with all levels of ability in an enjoyable and supportive environment that encourages further interest and participation.

### Inclusivity

All of the activities featured within the NHF Workplace Wellbeing Programme are fully inclusive, integrating staff with physical disabilities into the core activities of the broader group.

### Developed by Experts

Leading experts within the fields of Sport, Activities, Healthcare and Nutrition have created the NHF Workplace Wellbeing Programme. As such, companies and organizations can rest easy in the knowledge that the course is developed to the highest standards of effectiveness, care and safety.

## Programme License Fee

The Programme is licensed to companies for a renewable 2 year period at a fixed fee of €995 (plus 21% VAT) per Co-ordinator.

Each Co-ordinator can be responsible for up to 50 members of staff.

**ORDER FORM**

Name: \_\_\_\_\_  
 Title: \_\_\_\_\_  
 Company: \_\_\_\_\_  
 Address: \_\_\_\_\_  
 \_\_\_\_\_  
 \_\_\_\_\_  
 Ph: \_\_\_\_\_ Fax: \_\_\_\_\_  
 Email: \_\_\_\_\_

Location of Site for Participation: \_\_\_\_\_  
 Number of Staff at Site: \_\_\_\_\_

I wish to order \_\_\_\_\_ number of programmes @ €995 + 21% VAT per Co-ordinator.  
 A cheque is enclosed for € \_\_\_\_\_

Please return this form, together with appropriate payment to:  
 The Nutrition and Health Foundation,  
 Irish Business and Employers Confederation,  
 Confederation House, 84/86 Lower Baggot Street, Dublin 2.



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