

Physical activity at the workplace – a beneficial cause

Michael Filtenborg

Health Consultant

Danish Federation for Company Sports



**DANISH
FEDERATION FOR
COMPANY SPORTS**

Danish Federation for Company Sports



- Danish Federation for Company Sports – the third largest sports organization in Denmark
- Approx. 375.000 people from 8.000 company's are members in our 78 local clubs
- Organizing health promoting activities at workplaces for more than 200.000 non-members each year



DANISH
FEDERATION FOR
COMPANY SPORTS

Physical activity at the workplace as a health promoting tool

- Physical activity at the workplace is a well-known practice and each year companies implement a new health promoting initiative
- Physical activity at the workplace has a documented health promoting effect, but is it profitable?



DANISH
FEDERATION FOR
COMPANY SPORTS

Physical activity at the workplace – evidence to positively contributing the bottom line

- A recent study (Justesen; Just Bendix, 2015) regarding physical activity at the workplace show effects through a significant improvement in:
 - the physical condition (7%), an improvement to the health in general (11,5%) improvement of the work rate (5%), increase in productivity(7,5%) and a reduction in short-term absence (49%)
- Equivalent factors contributing to a positive bottom line
- Some parameters played a crucial and facilitating role:
 - well educated health ambassadors
 - in coalition with the management of the company



DANISH
FEDERATION FOR
COMPANY SPORTS

8 health promoting elements:

1. A committed management who show the way
2. Well trained health ambassadors
3. Goalsetting and ambition
4. Involvement of employees (responsibility)
5. Persistent focus/motivation (strategy)
6. Resources (long-term investment)
7. A change of culture
8. Humor, positivity and no accusing fingers

"we're in and fully support the workplace health promotion!"



DANISH
FEDERATION FOR
COMPANY SPORTS

A committed management

- Motivated leaders who take the lead – physically or non-physically
- Legalization and a part of the organisation
 - promoting and taking part front row
 - management took a selfie while playing ping-pong and posted it around to make it visible
 - video documentation to show support - competition
 - enhancement of recent initiatives – viral spread
- Middle-managers:
 - often the actual representatives of the management
 - connecting the gaps



DANISH
FEDERATION FOR
COMPANY SPORTS

The significance of the health ambassadors

- Are the mainstay to achieving a sustainable health culture
- A tangibly approach for a dependent solution at many workplaces
- Selecting an interested and motivated group vs. obvious choices
- Facilitators for generating a snowball effect
- On-going support, education and training in motivational matters



DANISH
FEDERATION FOR
COMPANY SPORTS

A health promoting workplace – with succes

- AXA Power:
 - Successfully implementing physical activity at the workplace for 6 years in a row
 - 30 minutes of physical activity each day at work (walking, running, playing soccer etc.)
 - Physical activity is an integral part of the overall health strategy
-
- Results:
 - Sickness absence is under 2%
 - Gathered highest revenues in the period
 - *7,5 hours with reserves of energy is better than 8 hours with lack of energy*



DANISH
FEDERATION FOR
COMPANY SPORTS

A health promoting workplace – with succes

- Main keys to the success:
- A progressive and a participating management
- Created a firm foundation from the start
- A broad variety of activities – generating ambassadors
- The possibility for individual adaptation
- Ownership for everybody – not only management
- An yearly fixed budget and fixed time-schedule for exerting physical activity



DANISH
FEDERATION FOR
COMPANY SPORTS

Progression in a success?

- How do you ensure a healthy evolvement of the success?
 - Proactive thinking – securing and testing new tendencies
 - Never change a winning team – safe settings and patterns
- Does perks get out of hand – more wants more?
 - Shaping a natural itself
- Accepting resistance
 - Keeping a processual mindset
 - Popcorn POV - Accepting a group of prejudiced opponents - aim your effort at the big indifferent group – those are the ones to affect



DANISH
FEDERATION FOR
COMPANY SPORTS

Implementing physical activity at the workplace is a team effort



DANISH
FEDERATION FOR
COMPANY SPORTS

Implementing physical activity at the workplace is a team effort



DANISH
FEDERATION FOR
COMPANY SPORTS

Thank you