



FOUNDATION FOR  
**CHRONIC  
DISEASE  
PREVENTION™**  
IN THE WORKPLACE

2014 GCC

# 100 DAY JOURNEY REPORT

London School of Economics





By completing the GCC 100 Day Journey, your employees have reached an important milestone on their path to better health. This report has been produced specifically for you by the Foundation for Chronic Disease Prevention in the Workplace™ (FCDP) and is designed to give an independent evaluation of the GCC's impact on your participating employees so far.

Your report is an independent audit of how the GCC has affected your employees' overall health, physical activity levels and nutrition. It also addresses how the GCC can improve your employees' propensity for long-term improvement by making them aware of their health, lifestyle and behaviours.

Research shows that, in turn, healthier employees enhance overall business performance through increased productivity, reduced stress and better employee/employer relationships. The results in this report demonstrate the compelling business benefits to support your investment in GCC.

Although there are future elements of GCC 2014 to be enjoyed, I would like to offer my congratulations on your organisation's success in the programme so far.

A handwritten signature in black ink, appearing to read 'David Batman'.

**Dr. David Batman**

Director of Research, Foundation For Chronic Disease Prevention In The Workplace™  
davidb@chronicdiseaseprevention.org

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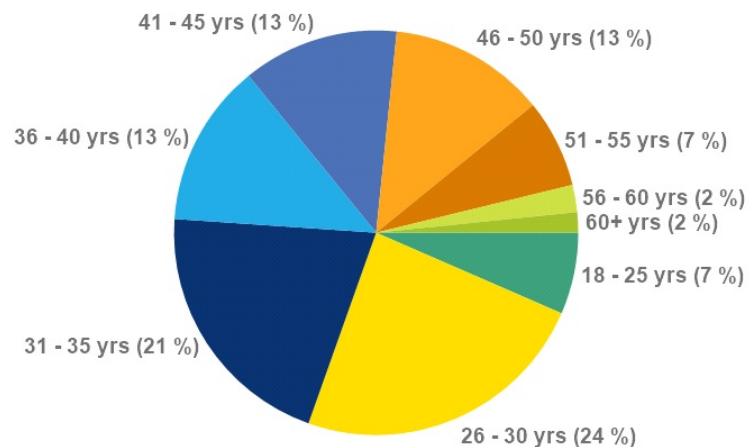
# OVERALL PERFORMANCE SUMMARY

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This section of your report presents data derived from all of your participating employees' overall step input and performance throughout the 100 Day Journey.

The GCC is designed to appeal and be accessible to every employee, regardless of their age, gender, fitness level, state of health, profession or geographic location. As such, it is designed to suit a broad spectrum of industries and the organisations within them. From mining to manufacturing, agriculture to accounting, the GCC's unique behavioural science approach universally fits the circumstances of all employees, employers and industries.

Employee Age Breakdown



Number of employees: **189**

Number of teams: **27**

Gender split\*:

**61%**  
female

**39%**  
male



\*Gender split doesn't include employees who haven't specified their gender or selected 'other'

Daily Step Average:

**15,117**

Average Distance per Day:

**6.01 miles**

Total Combined Steps:

**267,807,692**

This equates to your employees walking around the world  
**4** times over their 100-day journey.



Average Energy Burned per Day:

**610 calories**

Total Energy Burned:

**10,798,006 calories**

This is equivalent to your employees collectively  
burning off:



or



or

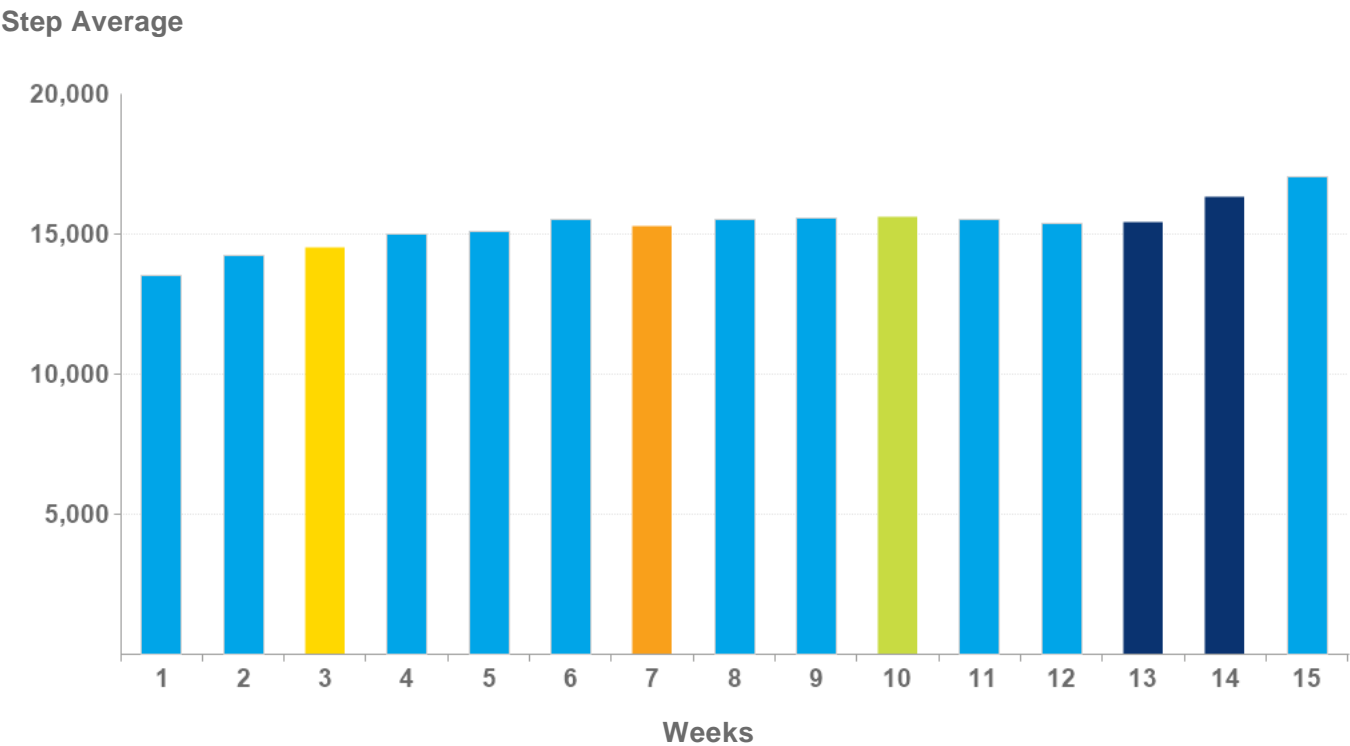


44,992  
slices of pizza

43,054  
pieces of cake

80,056  
pints of beer

The chart below demonstrates how your employees' daily step average has changed throughout the 100 Day Journey:



**Mini Challenge 1 - Perfect 10**

Your employees were challenged to achieve over 10,000 steps every day from Thursday June 12 to Monday June 16 inclusive.

**Mini Challenge 2 - You Against You**

Your employees were challenged to achieve a new personal best on either Saturday July 12 or Sunday July 13.

**Mini Challenge 3 - You Against the World**

Your employees were challenged to beat the global step average of 12,915 for three days straight from Friday August 1 to Sunday August 3.

**Mini Challenge 4 - 100,000 Club**

Your employees were challenged to achieve 100,000 steps in 7 days from Thursday August 21 to Wednesday August 27.

# Most Active AREAS

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RANK

TOP AREAS

PARTICIPANTS

STEP AVERAGE


1	Department of Management
2	LSE Health and Social Care
3	Residential Services
4	Human Resources
5	GLPD
6	Department of Finance
7	Research Division
8	Estates Division
9	LSE Cities
10	External Relations Division

7	22,196
14	19,088
42	16,601
14	16,325
7	16,195
7	15,551
21	14,702
21	14,225
7	13,297
7	12,961



# Most Active **TEAMS**

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RANK	TOP TEAMS	TEAM CAPTAIN	AREA	DISTANCE (miles)
1	DoMinatrix	Liz Griffith	Department of	6,170
2	The notoriousRosebery	Rosa Gil	Residential Services	5,609
3	Healthy Socialites	Martin Knapp	LSE Health and Social	5,483
4	LSE HR Red Team	Louise Handley	Human Resources	4,996
5	Galaxy Trotters	Neil Lawrence	Residential Services	4,910
6	On Top Of The World	Samantha Da Costa	Residential Services	4,760
7	Team Saw	Dan Reeves	Estates Division	4,627
8	Walkaholics	Sarah Miller	GLPD	4,509
9	Team Trebert.	Ibolya Trebert	Residential Services	4,388
10	pFACTors	Daniel Fisher	Research Divsion	4,299

# POSITIVE IMPACT ON EMPLOYEE HEALTH

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This section of your report presents data derived from your employees' pre-, mid- and post-GCC survey responses. The following table illustrates the overall response rate to these surveys.

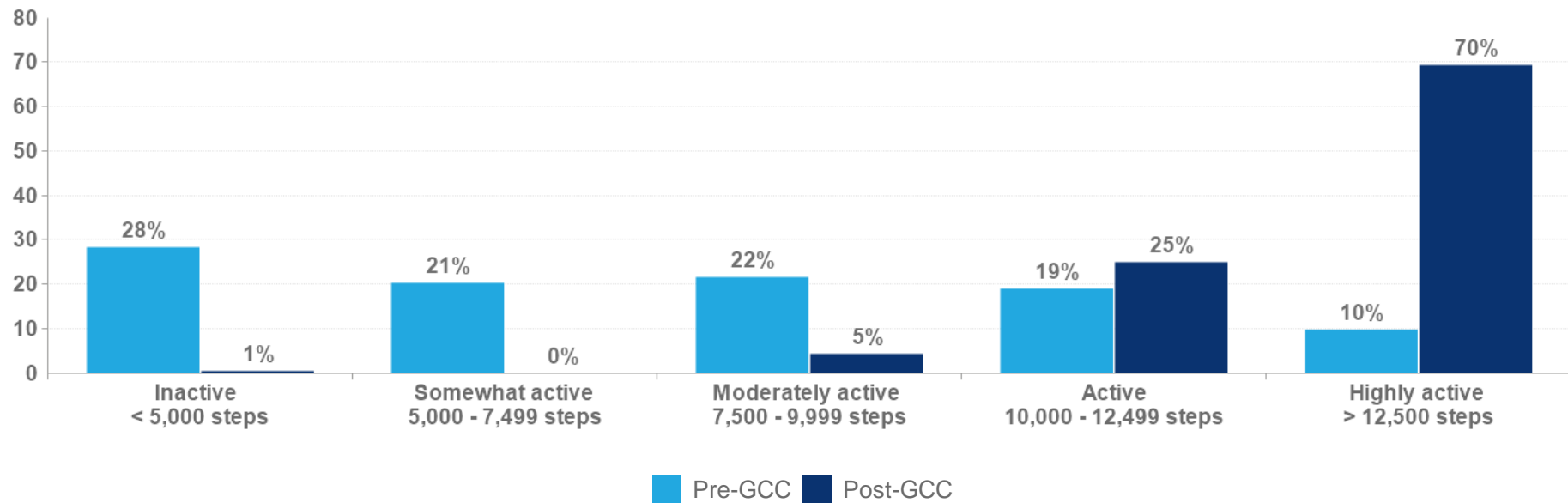
Survey	Responses	% Participating Employees
Completed Pre-event Survey	153	81%
Completed Mid-event Survey	75	40%
Completed both Pre- and Post-event Surveys	51	27%

All results shown in this section of the report are based on data derived from those who completed both the pre- and post-event surveys, unless stated otherwise in the footnotes.

By way of comparison, we have also provided a "Global Benchmark" which is taken from the 59,927 global GCC participants who completed both the pre- and post-event surveys. This global benchmark denotes the "pre-GCC" event score only and works as a comparison to other companies in GCC.

Working towards an active lifestyle benchmark of 10,000 steps<sup>1</sup> (or cycling/swimming equivalent) per day, your employees have effectively increased their overall (accumulated) daily physical activity levels and positively impacted their health and wellbeing through improved fitness and cardiovascular health<sup>2</sup>.

The following chart demonstrates the change in employees' daily physical activity levels before and after the GCC\*:

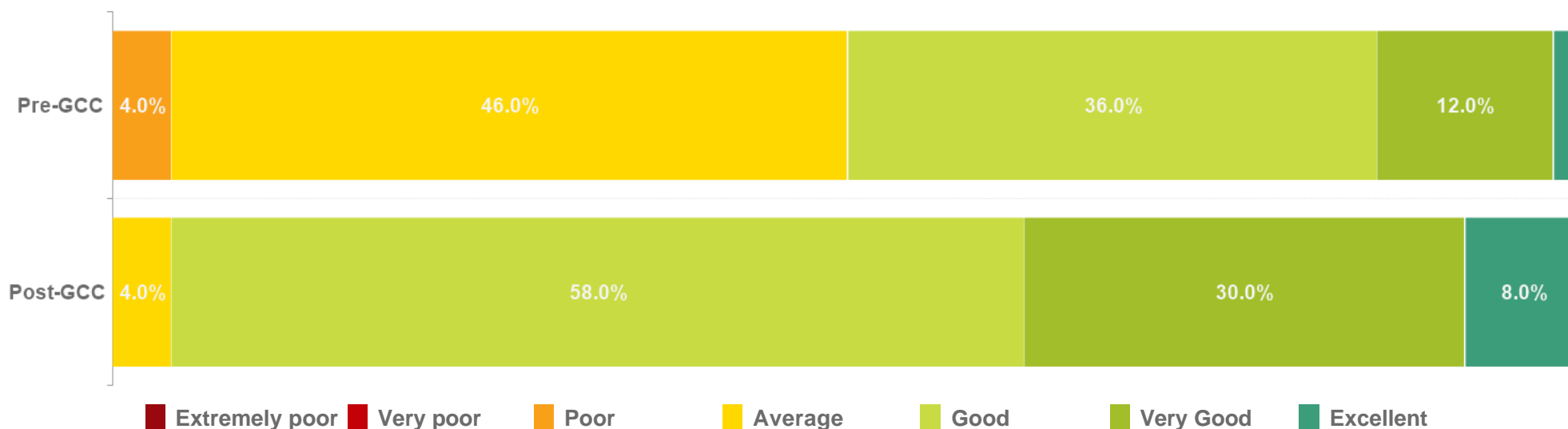


**95%** of employees now exceed the 10,000 step recommended daily activity level (vs 29% pre-GCC).

**76%** said the GCC has had a positive impact on their relationship with exercise\*\*.

Whether a person intends to change their behaviour first and foremost hinges on their perception of their own health<sup>3</sup>. As such, your employees' self-reported health scores effectively set the foundations for their commitment to change.

The chart below demonstrates the change in percentage of employees rating their overall health from extremely poor to excellent before and after the GCC:

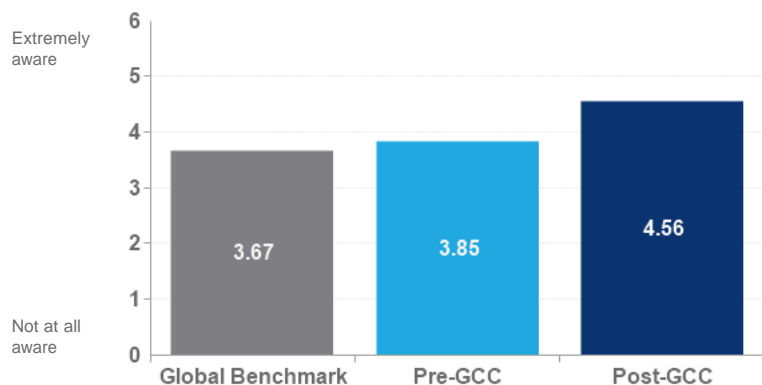


The number of employees with extremely poor, very poor or poor health has decreased by **100%**.

**96%** of employees now rate their overall health as either good, very good or excellent (vs 50% pre-GCC).

## Awareness

The first step in building behavioural change is awareness. The results below demonstrate how the GCC positively impacts employees' awareness of their physical activity levels.



**88%** of employees reported they were more conscious of opportunities in their day to add more steps\*.



## Motivation

Intention or motivation to change is one of the most important predictors of behavioural change<sup>4</sup>. The GCC gives employees the motivation and the tools they need to take personal accountability for their health.

The top three reasons which motivated employees to join GCC were\*\*:

- 1. I wanted to get healthier**
- 2. I wanted to be part of a team**
- 3. It looked like fun**

**61%** of employees reported that the GCC had helped them take more personal accountability for their own health\*.

**82%** of employees think exercise is enjoyable having participated in GCC



## Habit Formation

Over the course of the GCC, employees form new, healthier habits which ensure that health benefits are maintained well after the conclusion of GCC.

- 61%** of employees reported that their increased activity levels had become a habit\*.
- 54%** of employees reported having a better understanding of what it takes to lead a healthier lifestyle\*.
- 58%** are now undertaking 30 minutes of planned physical activity (such as going to the gym or for a run) four or more times per week (vs 34% prior to GCC).



## Advocacy

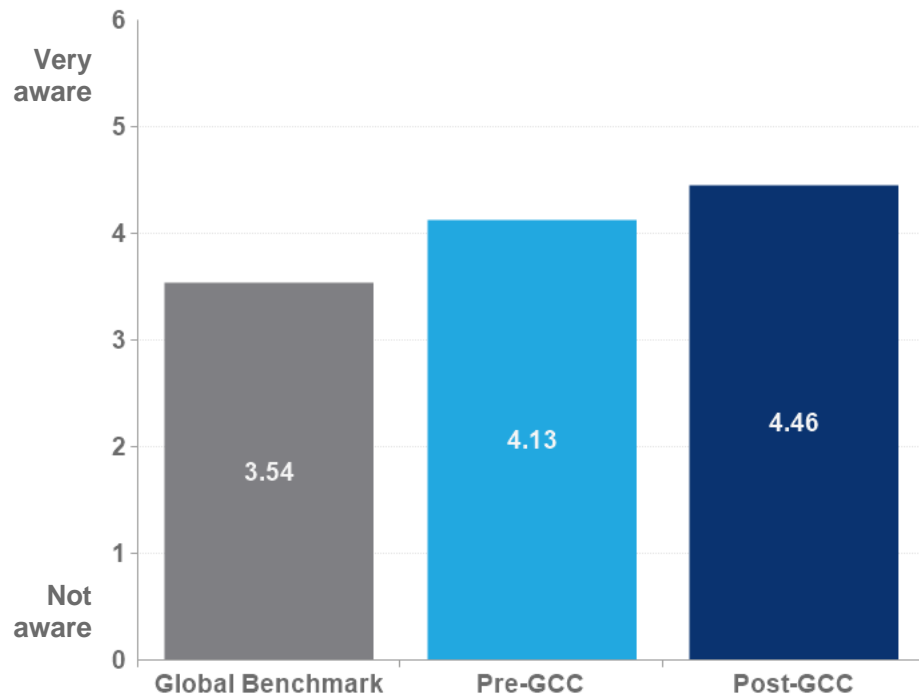
Employees who have successfully embedded new habits often go on to spread the word to others. This sort of advocacy plays an important part in helping move other people along the behavioural change path. Although this comes late in the behavioural change cycle, your employees have already reported that their new learned behaviours have had a positive impact on others.

- 90%** of employees would recommend participating in the GCC to friends, family and other colleagues.\*\*
- 36%** of employees reported getting family and friends out walking more\*.



As individuals become more conscious about integrating physical activity into their lifestyles and start to experience the positive results, they typically also start to become more conscious of other lifestyle factors that impact their health and wellbeing. One prominent lifestyle factor is diet.

The following chart demonstrates the changes pre- and post-GCC in your employees' reported awareness levels about what they eat:



**40%** of employees are more aware about what they eat.

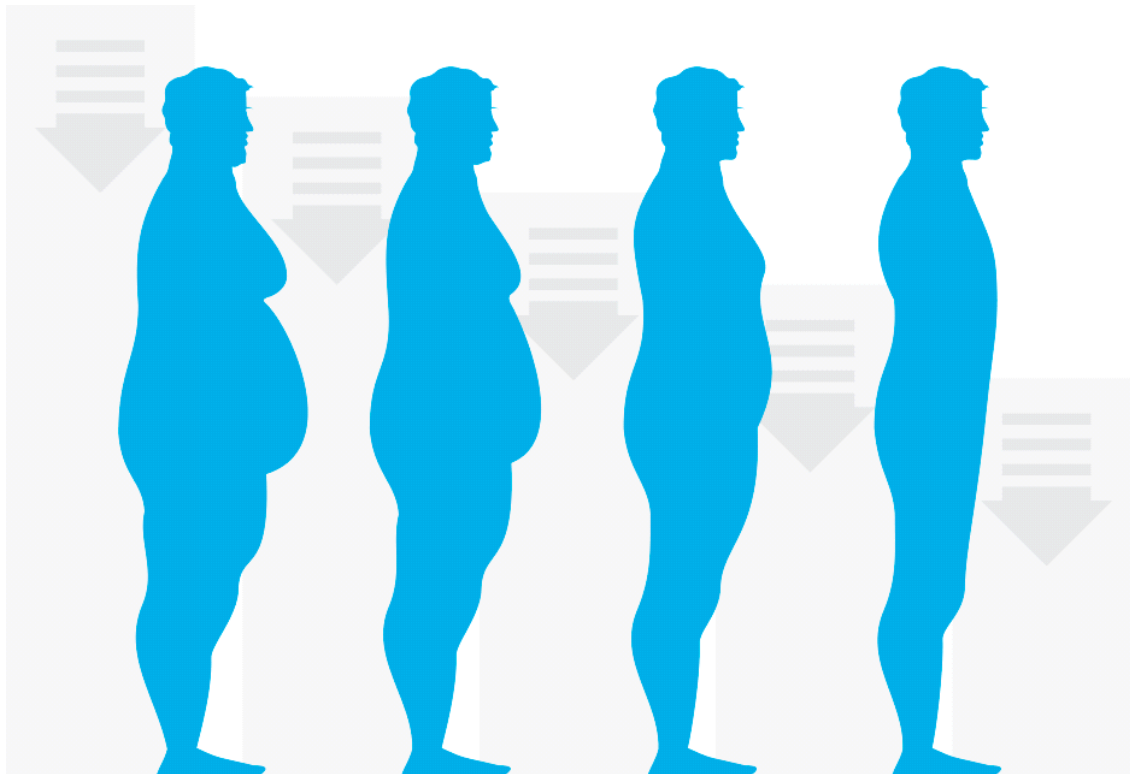
## Nutritional Assessment Outcomes\*

### Results from your employees' nutrition survey:

- 69%** of employees eat a healthy breakfast daily.
- 78%** of employees think their portions are too big.
- 72%** of employees say that they often eat while working, watching TV, checking emails, surfing the Internet or reading.
- 33%** of employees feel confused about the different diet and nutrition advice that is available to them.
- 56%** of employees often experience an energy slump at some point in the day.



Increasing physical activity levels directly increases energy burn, leading to weight loss. Over days, weeks and months, sustained increases in physical activity deliver sustained weight loss. It is also well recognised that weight loss directly reduces risk of type II diabetes, hypertension and heart disease.





**43%** of employees reported losing weight during the Challenge.

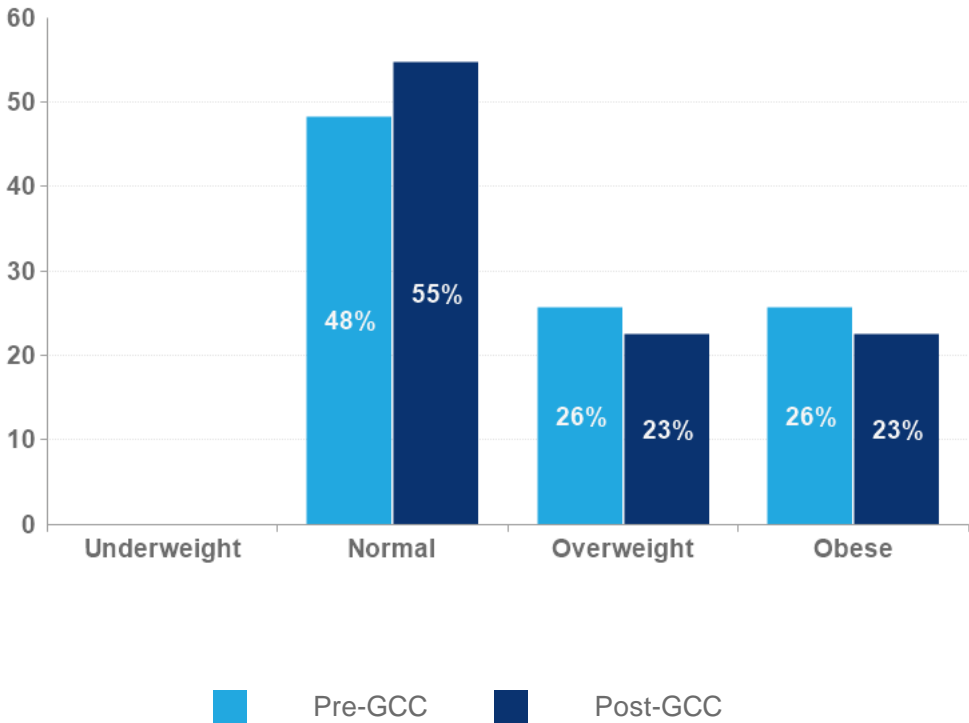
Those who lost weight reported an average weight loss of **8.1 lb**.



Evidence has shown beyond doubt that obesity negatively impacts individuals, healthcare systems, employers, and the economy as a whole<sup>5</sup>. An increase in physical activity specifically benefits GCC participants with a high BMI the most.

Your Employees	Global Benchmark
Pre-GCC BMI 27.18	Pre-GCC BMI 26.91
	
Post-GCC BMI 26.45	Post-GCC BMI 26.13
Difference 0.73	Difference 0.78

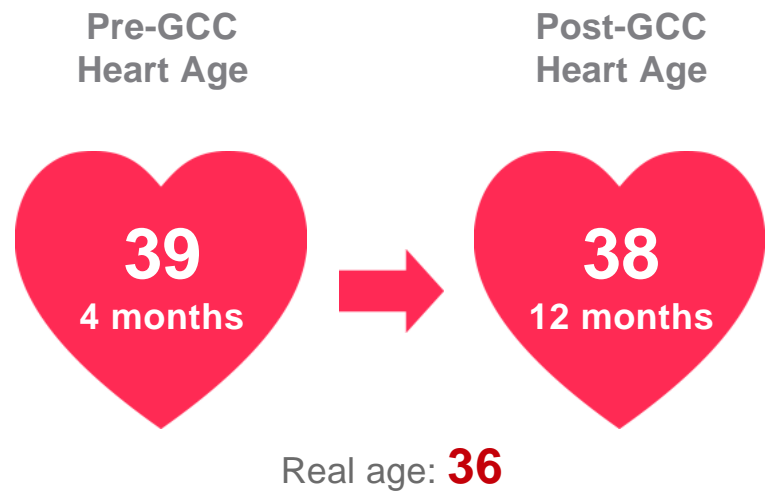
This chart demonstrates the changes in employees' BMI since starting the GCC\*.



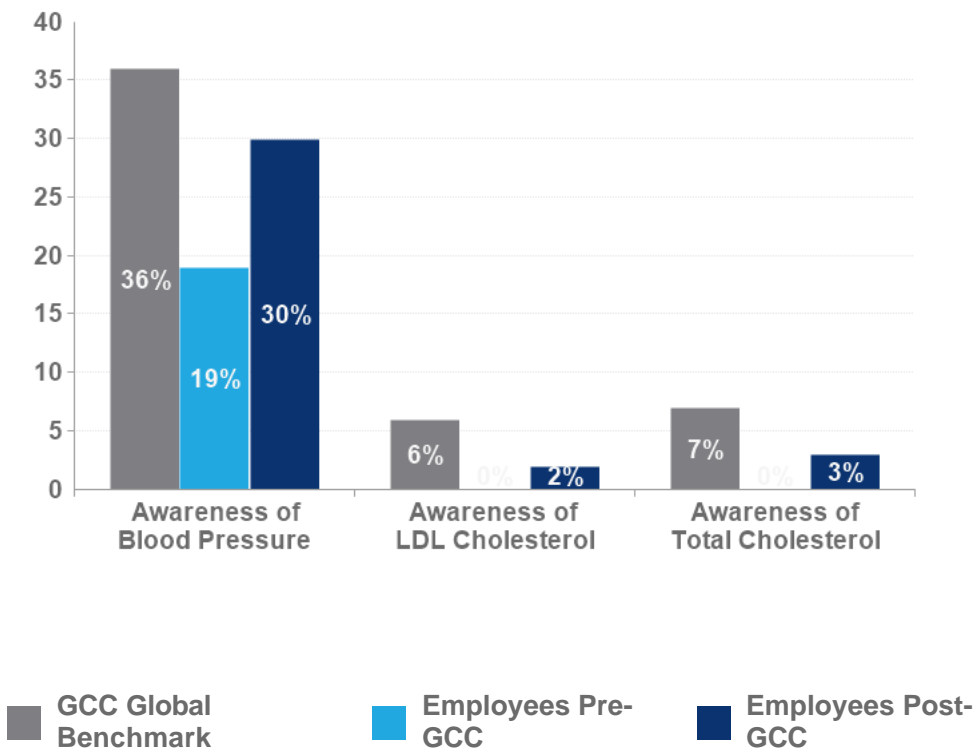
\*The data is derived from 31 employees who recorded their weight with GCC Weight Tracker.

GCC’s Heart Age has been developed to give your employees a scientific picture of their heart health relative to their real age. It highlights their cardiovascular risks and provides guidance and support on what they can do to reduce them. Empowering employees with this awareness and knowledge about their current health status will help to lay the foundations for greater improvements to their heart health in the long-term.

**56%** of employees calculated their GCC Heart Age.



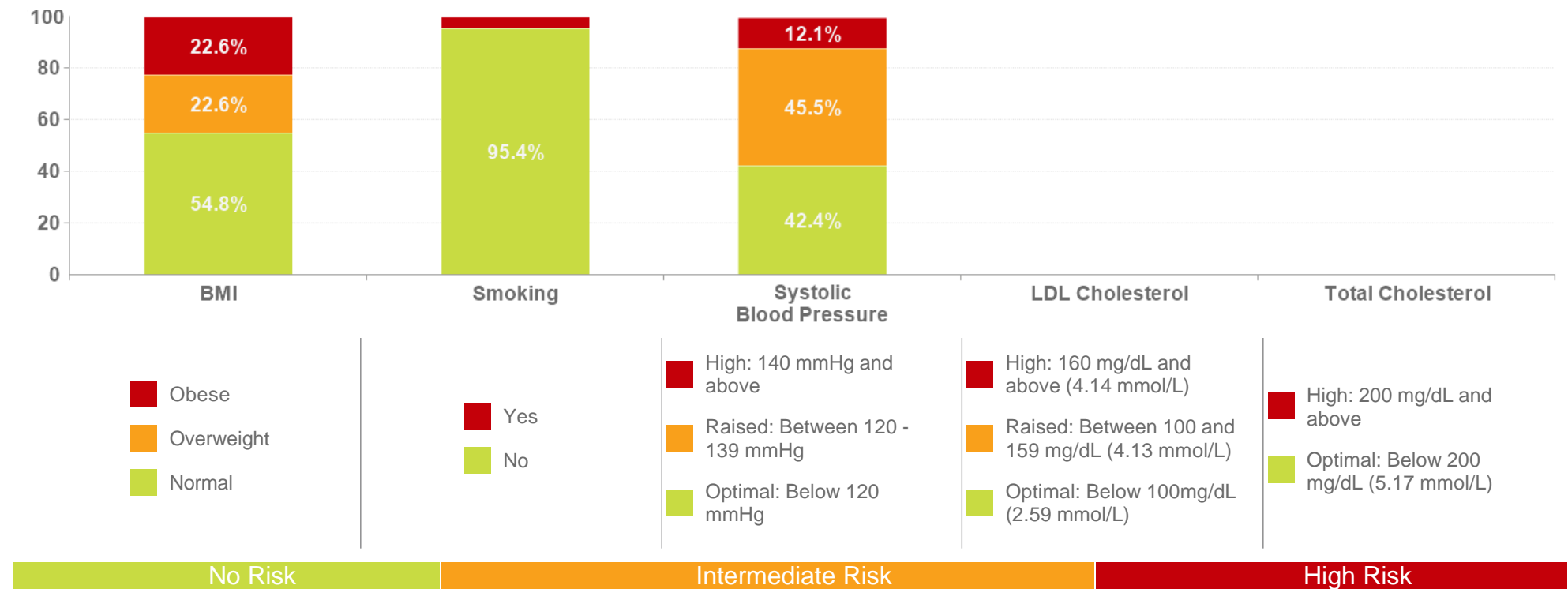
Percentage of employees who know their biometric information\*:



\*The data is derived from employees who calculated their GCC heart age.

Scientific evidence shows a clear link between a person's lifestyle risk factors and their subsequent development of ill health later in life. The resulting health problems can impact your employees' individual performance at work as well as overall business performance. Early action to address such risk factors is therefore key in order to reduce the likelihood of your employees experiencing ill health in the future. It should be recognised that risk factors other than those which have been measured and highlighted can influence a person's health.

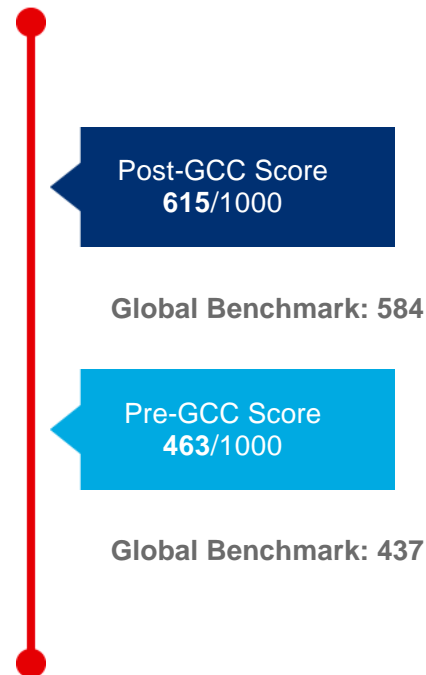
This chart shows the distribution of employees into risk categories Post-GCC\*:



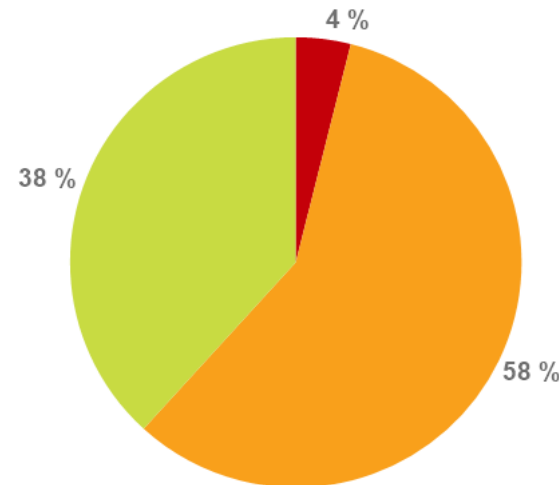
The day-to-day choices your employees make around physical activity, nutrition and sleep can impact their overall health and performance. By using the GCC Lifestyle Score, employees can assess how their lifestyle choices rate against proven scientific medical recommendations and are given an indication of the small changes they can make to take better care of their health.

**48%** of employees found out their GCC lifestyle score.

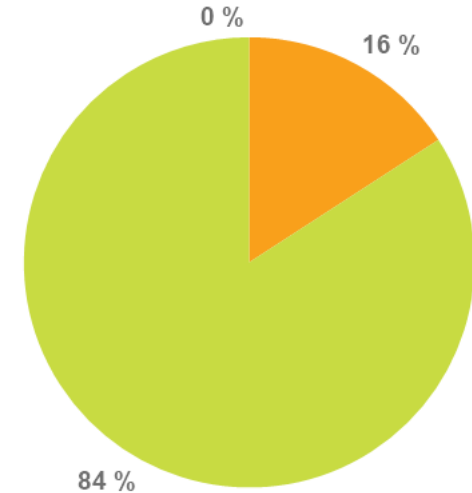
## LIFESTYLE SCORE



## PRE-GCC SCORE\*



## POST-GCC SCORE\*



# POSITIVE IMPACT ON BUSINESS HEALTH

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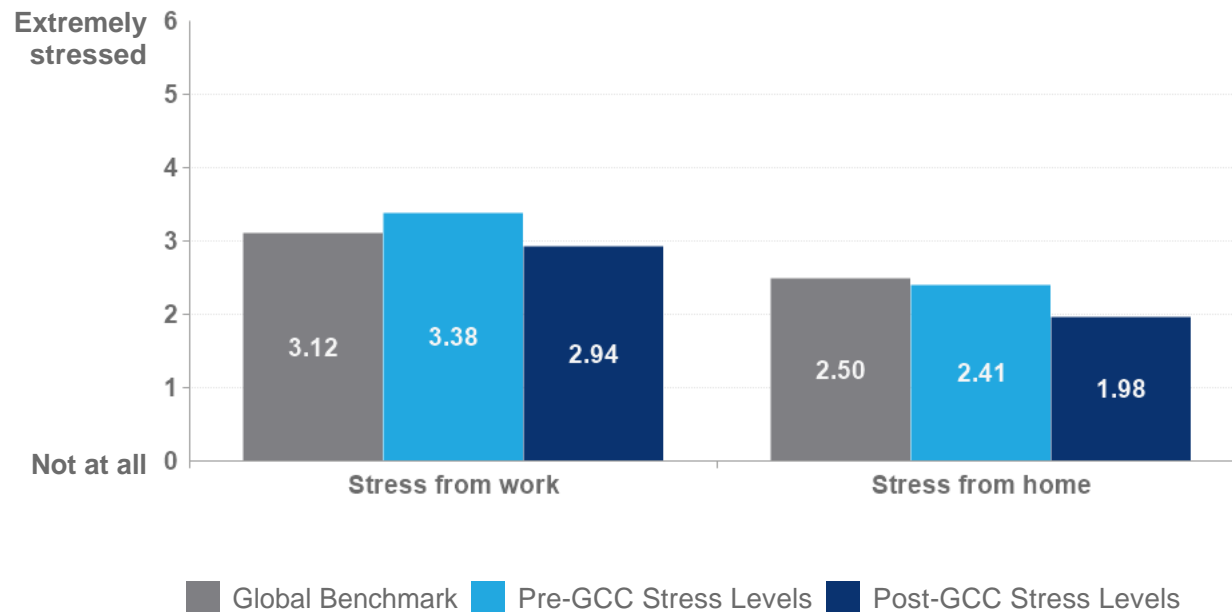
Survey	Responses	% Participating Employees
Pre-event Survey	153	81%
Mid-event Survey	75	40%
Pre- and Post-event Combined Surveys	51	27%

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By way of comparison, we have also provided a "Global Benchmark" which is taken from the 59,927 global GCC participants who completed both the pre- and post-event surveys. This global benchmark denotes the "pre-GCC" event score only and works as a comparison to other companies in GCC.

In the workplace, employees taking daily exercise have been shown to experience improved overall mental health<sup>6 7</sup>. Physical activity elevates the heart rate, increases blood flow to the brain and releases endorphins through the body which increase feelings of overall wellbeing and effectively reduce stress levels.

The following chart demonstrates the changes in reported stress levels pre- and post-GCC\*:

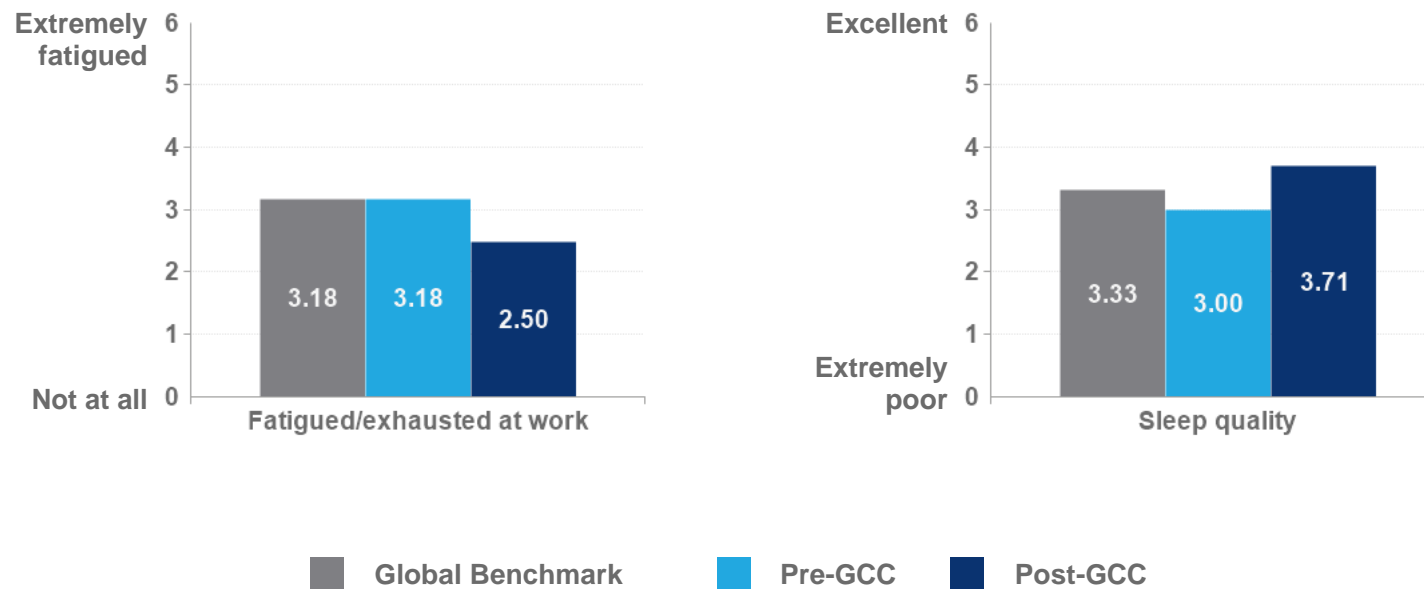


**58%** of employees reported a decrease in their stress levels at either home or work.

*\*It should be recognised that factors other than participation in the GCC may affect these results.*

Employee energy levels and their workplace performance are tightly intertwined. Healthy employees typically have the energy and resilience to engage in their work with vigour and confidence. On the other hand, their sedentary counterparts suffer more sluggish progress. Regular physical activity has been proven to improve sleep levels, combat fatigue and effectively sustain high energy levels<sup>8</sup>, supporting peak performance ability and positive engagement capacity.

The following chart demonstrates the changes in reported energy and sleep levels pre- and post-GCC\*:



**50%** of employees feel that taking part in GCC has improved their energy levels\*\*.

*\*It should be recognised that factors other than participation in the GCC may affect these results.*

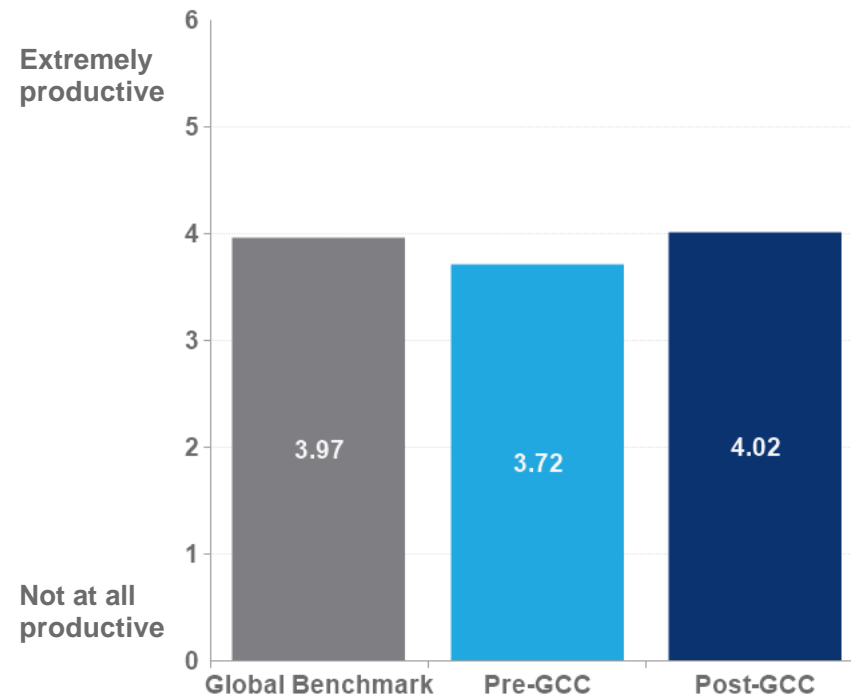
Daily physical activity directly – and positively – impacts employee and workplace productivity, both from employees drawing on improved sleep, concentration levels and stamina to get more work done during working hours (i.e. decreased presenteeism) and also from a reduction in absenteeism owing to physical or emotional illness<sup>9</sup>.

# 38%

of employees reported an increase in their productivity score having participated in the GCC.



The chart below shows the changes in reported productivity levels before and after GCC:





Employees respond positively to organisations that are prepared to invest in their health and wellbeing. A positive work environment and a culture genuinely directed towards employee health have been shown to improve not only employee wellbeing but also – critically – their job satisfaction, commitment, engagement and loyalty to their employer.

# 47%

of your employees are now  
more aware of your  
organisation's commitment to  
health and wellbeing.\*



Providing employees with a positive experience when they are investing time and effort in their own health is essential. It encourages them to remain motivated and, in turn, continue with a commitment to their health for the long-term.

# 80%

of employees rate their overall GCC experience as either **good** or **excellent**.\*



# 85%

of your employees would participate in the GCC again.



I have no doubt that successful businesses of the future will require an even more healthy and resilient workforce than ever before. It is therefore vital that employees have the awareness, motivation and education they need to develop sustainable healthy behaviours. I hope that your report has given useful insight into how the GCC can successfully provide this support.

By investing in the health of employees, your organisation can continue to reap the rewards of a more productive and resilient workforce. Importantly, the improvements you've witnessed will subsequently contribute to improved overall business performance.

Until 31 March 2015 your employees can continue to access the physical activity and nutritional support that has helped them on their journey so far. With GCC Sprint and GCC Sleep also still to come, there is the opportunity for your employees to further build on the exciting developments they have already made.

Congratulations again on being one of the increasingly enlightened organisations which are supporting the health of their employees in an innovative and engaging way.



**Dr. David Batman**

Director of Research, Foundation For Chronic Disease Prevention In The Workplace™

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