



Improving your WELLNESS by Reducing Prolonged / Excessive Sedentary Behaviour

Gavin Bradley
Active Working CIC



#SitLess
#MoveMore
@ActiveWorking



**ACTIVE
WORKING™**



Who am I?



Educating companies on the multiple productivity, engagement and reduced absenteeism benefits of Active Working.



A campaign to grow awareness and education of the dangers of sedentary working and sitting more than 4 hours a day.



An annual event run in conjunction with the British Heart Foundation, to draw awareness to the sitting problem and promote change.

Get Standing Campaigns – Mass Media





What is the Sitting Disease?

The Sitting Problem . Let's get Started

 **Sitting Calculator** TM

Powered by  Get Britain Standing .org

Estimate the time you spend sitting daily

Eating (combination of breakfast, lunch and dinner time)



Commuting



Working (both at the office or home)



Relaxing (including watching TV, online, gaming etc.)



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The Average UK Office Worker Sits for 10 hours each Day

“I sit for 10 hours a day”

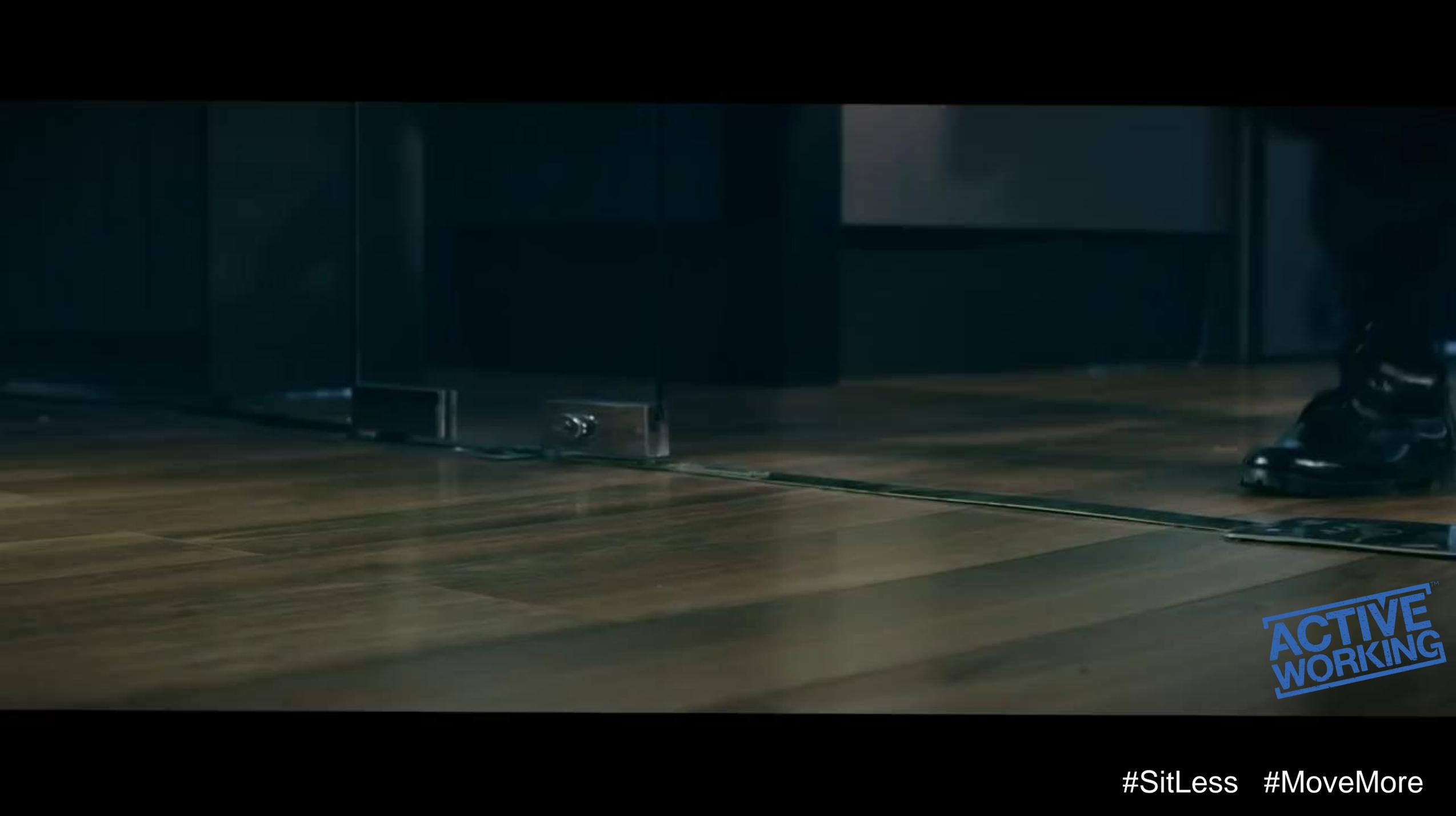
(according to my Sitting Calculator)



Typical Office Worker



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A low-angle, close-up shot of a wooden floor. A metal track is visible, likely for a desk or chair. A person's foot in a black shoe is partially visible on the right side. The lighting is dim and blue-toned.

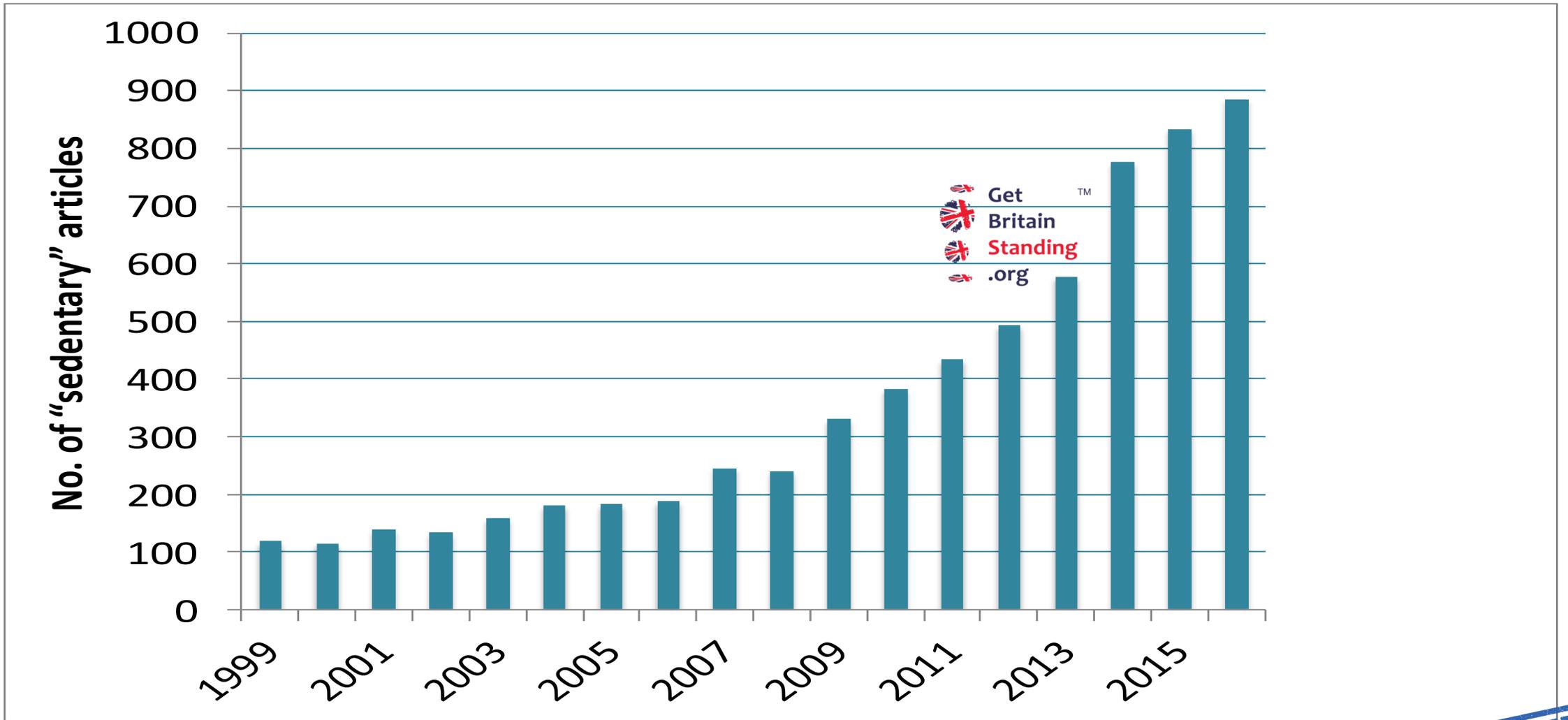
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#SitLess #MoveMore



What is the Evidence?

Scientific Evidence on Sedentary Behavior

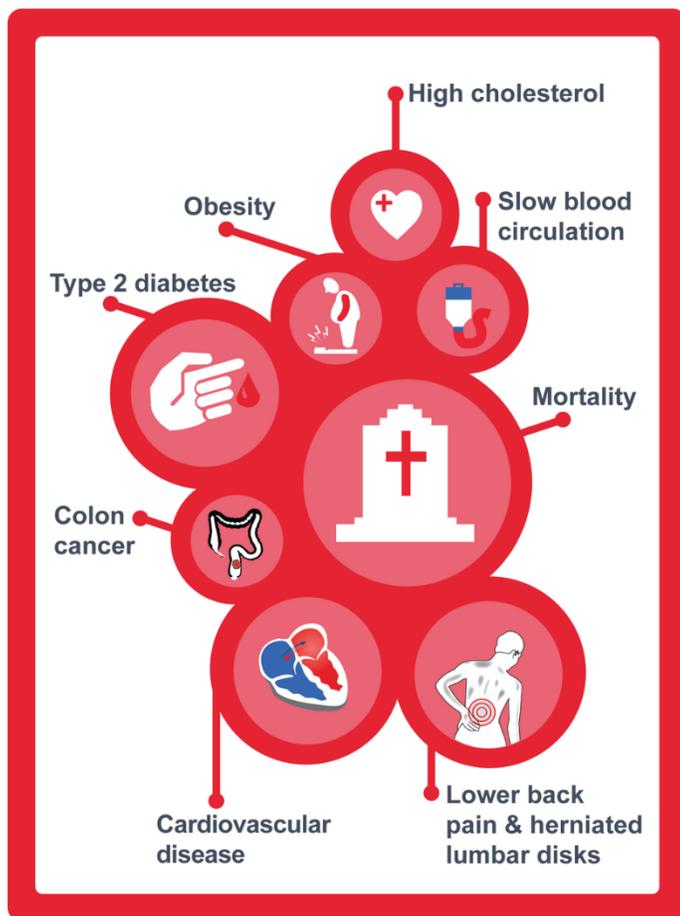


Source: Scopus Database Mar 2017

Note: earlier times will include "old" definition of sedentary (referring to those not doing any MVPA during leisure time).



Prolonged Sitting Increases Certain Health Risks:

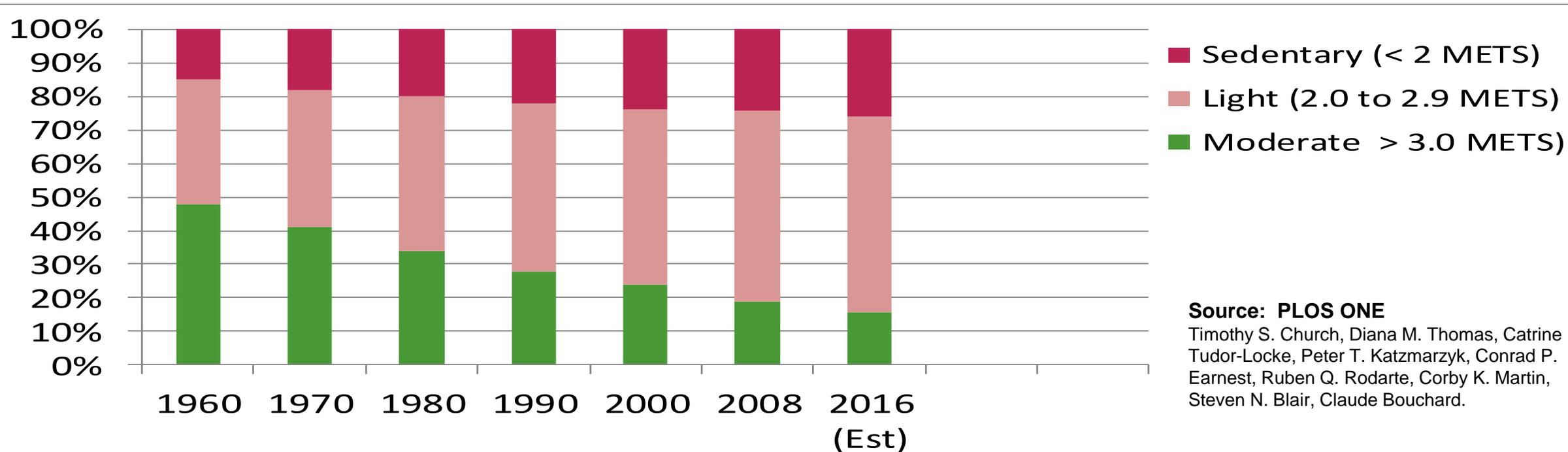


The Sitting Disease: Why Traditional Office Behaviour is Killing us

Office workers sit for **10 hours each day** on average. Growing international scientific evidence indicates excessive & prolonged sitting can lead to increased risks of:

- Heart disease
- Mental health
- Backache
- Obesity
- Type 2 diabetes
- Certain cancers
- Thrombosis
- Muscle degeneration

Sedentary, Light & Moderate Intensity Occupations: 1960-2016 (USA)



“Whilst we do not yet have comparative data for the UK it is safe to assume that a similar trend has taken place in Britain”

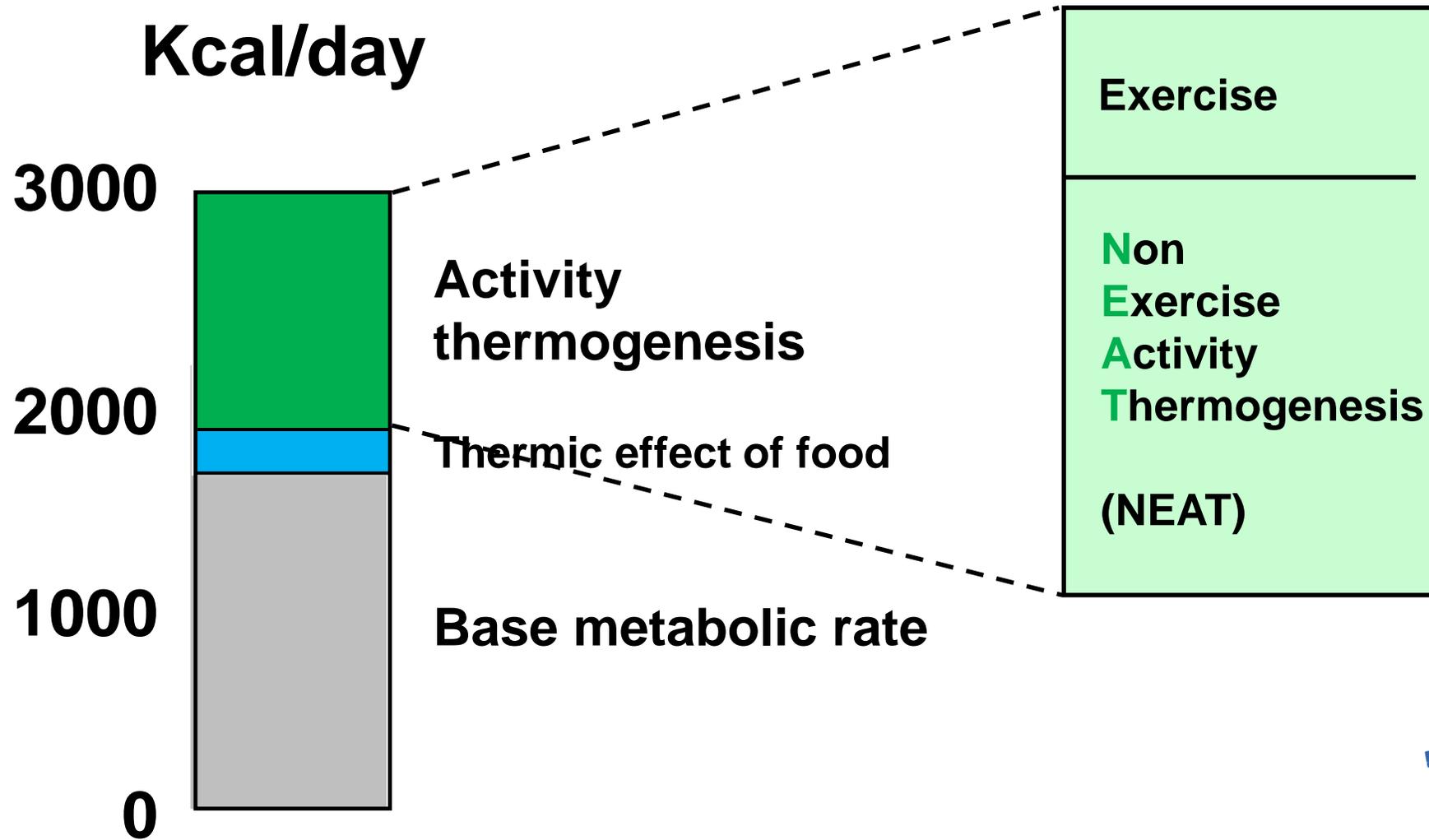
Dr. Stuart Biddle, PhD
 Professor of Physical Activity & Health, Loughborough University, UK

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What is NEAT?

Non-Exercise Activity Thermogenesis (NEAT)



Defining the problem: Physical Activity GEAR STICK

Source: Professor JP Buckley , 2011



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Physical Activity: Intensity & Caloric Expenditure (est. Median range)

Physical Activity Levels	MET
Light intensity activities	< 3
Sleeping / Lying still	0.9
Sitting lying still (e.g Watching TV)	1.0
Writing, desk work, typing (SITTING)	1.02 (+/- 0.2)
Writing, desk work, typing (STANDING)	1.36 (+/- 0.2)
Standing and fidgeting	2.00 - 2.50 (92% Increase over sitting still)
walking, 1.7 mph (2.7 km/h), level ground, strolling, very slow	2.3
walking, 2.5 mph (4 km/h)	2.9
Moderate intensity activities	3 to 6
walking 3.0 mph (4.8 km/h)	3.3
calisthenics, home exercise, light or moderate effort, general	3.5
walking 3.4 mph (5.5 km/h)	3.6
bicycling, <10 mph (16 km/h), leisure, to work or for pleasure	4.0
bicycling, stationary, 100 watts, light effort	5.5
Vigorous intensity activities	> 6
jogging, general	7.0
calisthenics (e.g. pushups, situps, pullups, jumping jacks), heavy, vigorous effort	8.0



Non-Exercise Activity Thermogenesis (NEAT)

Occupation-type	NEAT (kcal/day)
Chair-bound	300
Seated work: no option of moving	700
Seated work: discretion & requirement to move	1000
Standing work; e.g. homemaker, shop assistant	1400
Strenuous work; e.g. agriculture	2300

Data assuming BMR = 1600 kcal/day

Defining the problem: Physical Activity GEAR STICK

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What is the Media saying?

EVIDENCE

First global expert guidance for office workers

Expert recommendations for employers to reduce prolonged periods of sedentary working:

Commissioned by:



With support from:



Public Health
England

Published by:



1. Accumulate **two hours** of standing or light activity daily during working hours. Eventually progressing to **four**.
2. **Break up seated work** with standing work. Regularly.
3. **Avoid prolonged static sitting** (and static standing).
4. Employers should **promote reduction of prolonged sitting** alongside other health promotion goals.

We have Lift Off





Spending half the day on your feet reduces risk of heart attacks and cancer



Experts Recommend Standing For Two To Four Hours During Workday



The Price We Pay for Sitting Too Much



Get Australia Standing - Launch day interview with Gavin Bradley



The perils of sitting down - Standing orders

Newsweek

POLITICS OPINION CULTURE SPORTS TECHNOLOGY SCIENCE HEALTH THE MAGAZIN

TECH & SCIENCE

HOW MUCH STANDING IS REQUIRED TO STAY HEALTHY?

BY JESSICA FIRGER ON 6/2/15 AT 4:44 PM



How much do you really need to stand each day to benefit your health?
MINT IMAGES LIMITED/ALAMY

Each day, the average person with an office job spends seven to 10 hours (and sometimes even more) in a chair. The problem is that an increasing number of studies indicate sitting is just as bad as habits already shown through evidence-based science to shorten life span, such as eating a diet high in trans fats and



#SitLess #MoveMore

HOW TO STAY YOUNG

Featuring the Benefits
of Yo-Yo Desk®

BBC
one

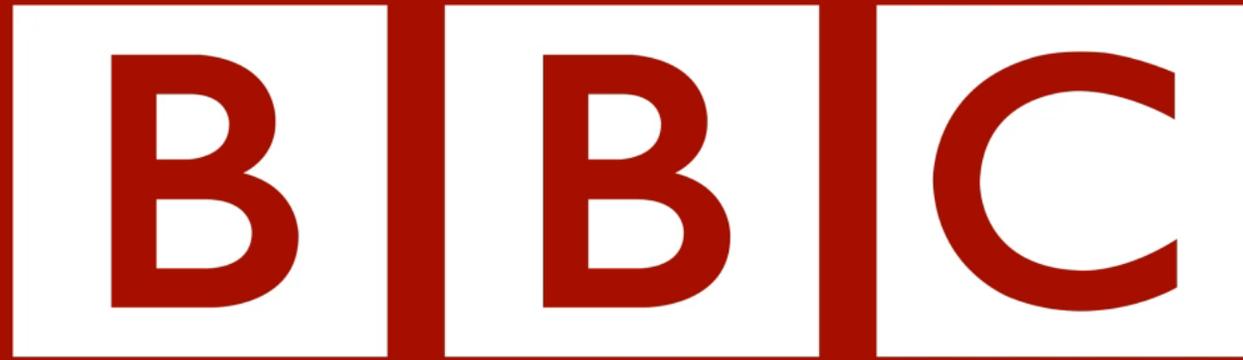
Episode 3:
27th September

BBC

Studios

The Science Unit





Health Benefits of Standing @ Work

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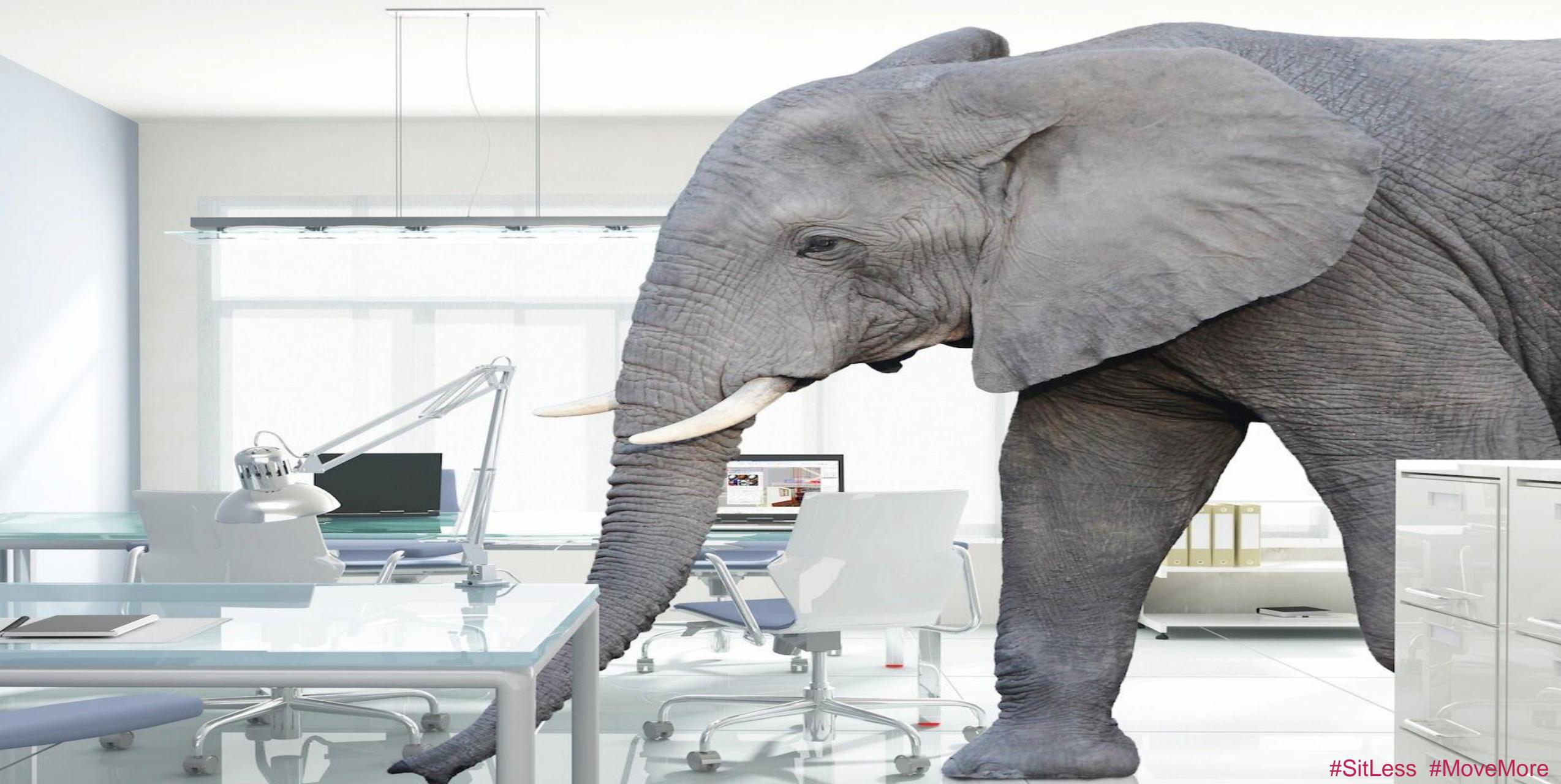
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We now need to revisit guidelines on workplace sitting as evidence accumulates

The Elephant is in the room.



#SitLess #MoveMore



What can i do? #SitLess #MoveMore

Active Working Guidelines

Active Working Guidelines



How Much Do You Sit Each Day?

CALCULATE NOW

Eating (combination of breakfast, lunch and dinner time)
 02:30 hour

Commuting
 03:30 hour

Working
 05:30 hour

Relaxing (including watching TV, online, gaming etc.)
 02:45 hour

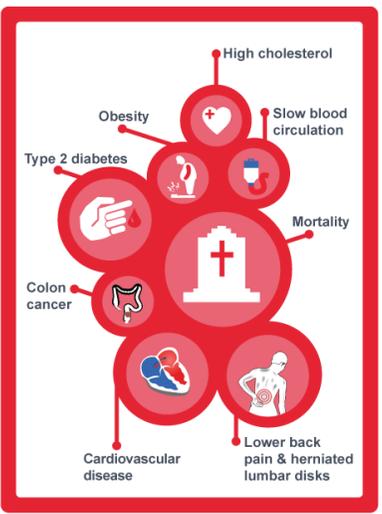
High Risk: 10+ Hours

Medium Risk: 8 - 10 Hours

Low Risk: 4 - 8 Hours

Prolonged Sitting Increases Certain Health Risks:

Benefits of #SitLess #MoveMore



Your Health
 Regular movement improves the body's blood circulation, oxygen flow, posture and metabolic rate (you burn 50 more calories an hour standing). By breaking up and reducing "sitting" with "standing" you may LOWER YOUR RISK of contracting diabetes, heart disease, back pain & certain cancers

Your Wellbeing
 Whilst standing-up in correct alignment your posture and energy flow through the body are much improved. You will FEEL MORE POSITIVE, more focused, more collaborative and relieve stress

Your Productivity
 Certain routine work is done more EFFICIENTLY whilst standing. Especially BASIC TASKS such as: going through your Inbox, discussions with co-workers and key phone calls

These guidelines have been produced by Active Working CIC, and funded by Sit-Stand.Com an Official Supplier to Active Working CIC who lead the global insight and evidence based research on sedentary behaviour. Sit-Stand.Com is also an Official Supporter of Get Britain Standing, a campaign to grow awareness and education of the dangers of sedentary working and in particular prolonged sitting time.

PRODUCT SUPPLIER OFFICIAL SUPPORTER

Active Working Top Tips

Why is it important to: #SitLess #MoveMore?

Frequent Movement
 Frequent MINI ACTIVITIES will help:

- Activate your body
- Increase your metabolic rate
- Break down fats & reduce blood sugar levels
- Boost oxygen flow to your brain

Regular movement also helps you to MAINTAIN GOOD POSTURES and also REDUCE MUSCLE FATIGUE.

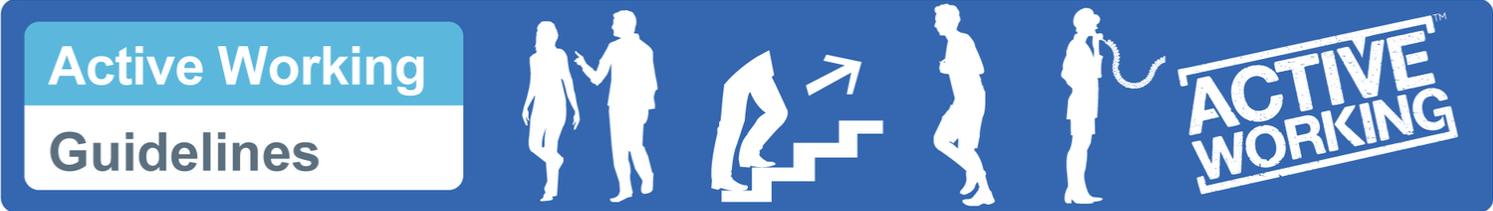
Recommended New Habits

- Set a regular reminder to move**
 - 1. Keep your metabolism activated
 - 2. Avoids risk of pain & stiffness
 - 3. Smile to lift your mood
- Stand during phone calls**
 - 1. Helps you to be more confident
 - 2. Sound more positive & clearer
 - 3. Shorter calls
- Standing meetings**
 - 1. Stay awake & more alert
 - 2. Better interaction with colleagues
 - 3. Get to the point
- Take the stairs not the lift**
 - 1. Feel energised
 - 2. Get fitter
 - 3. Burn calories
- Walking meetings**
 - 1. Fun & fresh
 - 2. Productive & creative
 - 3. Get a different perspective
- Walk to colleagues**
 - 1. Get to know people better
 - 2. Get a different perspective
 - 3. Be more collaborative
- Hydrate**
 - 1. Drink plenty of WATER & take regular comfort breaks
 - 2. Feel refreshed
- Walk on the mobile**
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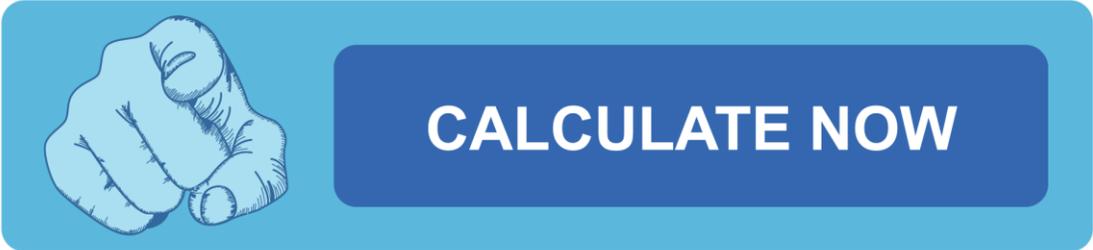
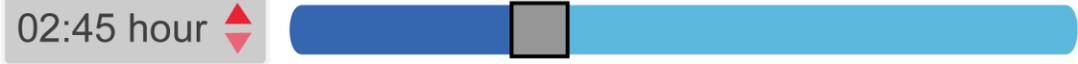
Commuting



Working



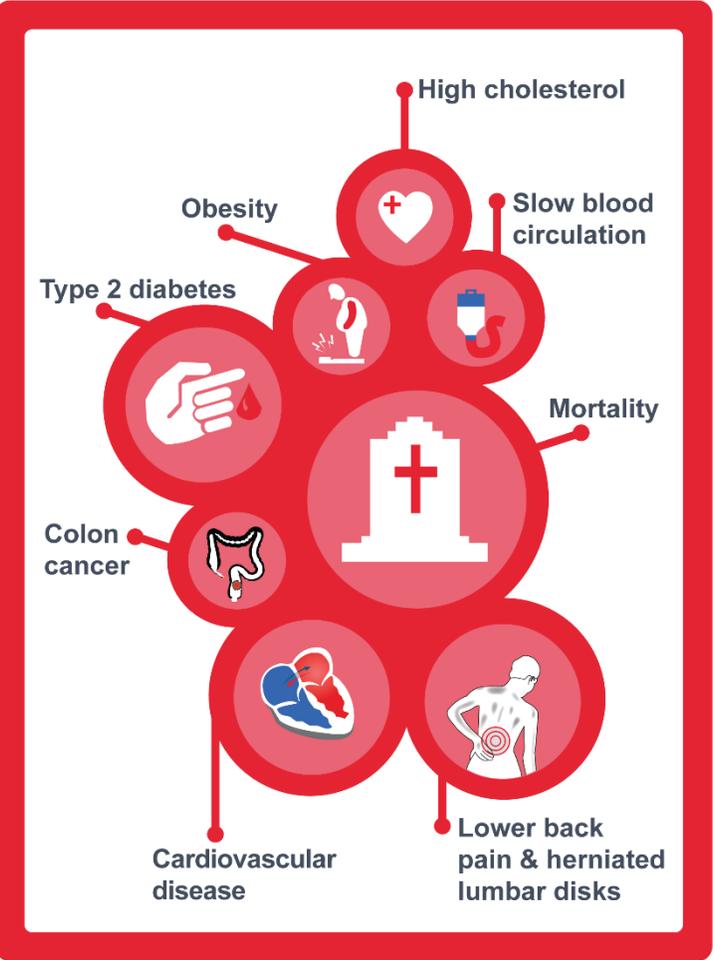
Relaxing (including watching TV, online, gaming etc.)



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The Sitting Disease – Health Risk of Prolonged / Excessive Sitting

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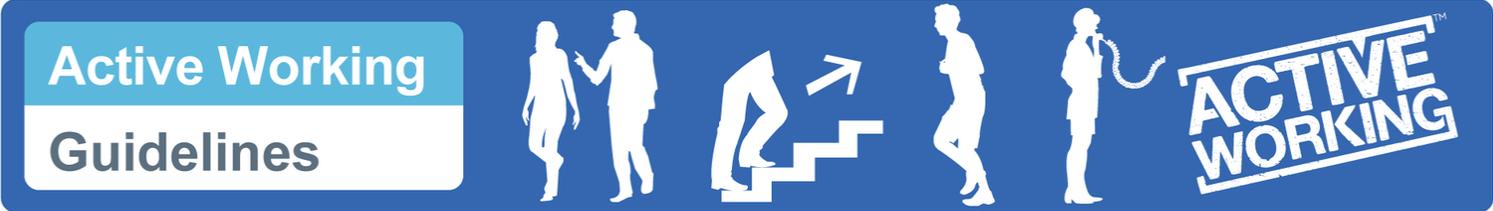


Active Working Guidelines



Active Working Guidelines – The BENEFITS of Sitting List

Benefits of
#SitLess #MoveMore



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Recommended New Habits



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Stand during phone calls

- 1. Helps you to be more confident
- 2. Sound more positive & clearer
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Standing meetings

- 1. Stay awake & more alert
- 2. Better interaction with colleagues
- 3. Get to the point



Take the stairs not the lift

- 1. Feel energised
- 2. Get fitter
- 3. Burn calories



Walking meetings

- 1. Fun & fresh
- 2. Productive & creative
- 3. Get a different perspective



Walk to colleagues

- 1. Get to know people better
- 2. Get a different perspective
- 3. Be more collaborative



Hydrate

- 1. Drink plenty of **WATER** & take regular comfort breaks
- 2. Feel refreshed



Walk on the mobile

- 1. Feel energised
- 2. Fun & fresh
- 3. Productive & creative



Common sense is not common



Computer says "NO"

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#SitLess #MoveMore

Don't Rely on your Computers



Time to Upgrade

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#SitLess #MoveMore



Active Working™ increases **employee wellness and performance** through break-up and reduction of workplace sedentary behaviour.

Our fully integrated expert approach means our clients source the **optimal mix of solutions** with the necessary training and support to **maximise the benefits and return on investment**.



#SitLess #MoveMore

**ACTIVE
WORKING™**



On Your Feet Britain

#SitLess #MoveMore



on your
feetTM
Britain

**WIGGLE IT, WAGGLE IT
JUST DON'T SIT ON IT**

Sign up & join **1 million** office workers

#SITLESS #MOVEMORE



on your
feetTM
Britain
28th April 2017

SIGN UP TODAY ▶

Thank you to 1.5m office workers

YOU WIGGLED YOU WAGGLED AND JUST DID NOT SIT ON IT

Get ready for On Your Feet® 2018

#SITLESS #MOVEMORE



on your feet™ Britain

27th April 2018

SIGN UP HERE ►

**on your feet™
Britain** Stand up & move more to improve your health
Fri 28th April 2017

Standing up every 30 minutes, for short periods, activates our body's systems



Reduce your risk of a heart attack, stroke and diabetes

@getGBstanding
onyourfeet-Britain
www.onyourfeet.org.uk

**on your feet™
Britain** What will you do?
Fri 28th April 2017

Brad here to get you Going	John here to get you Grooving
Amy here to get you Wiggling	Troy here to get you Moving
Alice here to get you Shuffling	Jim here to get you Wagging
Kim here to get you Energized	Rosie here to get you Twisting

**on your feet™
Britain** 10 ways to sit less at work
Fri 28th April 2017

1. Take Regular breaks from sitting by standing up every 30 minutes
2. Take the Stairs instead of the lift
3. Stand-up or pace while on the phone
4. Walk Over to speak to coworkers instead of emailing them
5. Hold a Standing meeting
6. Limit Screen Time to stay active
7. Drink lots of water for frequent toilet trips
8. Take a Walking meeting
9. Move your rubbish Bin Away from your desk
10. Try a Sit-stand desk

@getGBstanding
onyourfeet-Britain
www.onyourfeet.org.uk

What will you do?

on your feet Britain

What will you do?



on your
feet
Britain
28th April 2017

#CHIEFWIGGLEOFFICER
Hi I'm Marco, here
to get you moving.
What will you do?

SIGN UP TODAY ▶

#SITLESS #MOVEMORE



on your
feet
Britain
28th April 2017

#THEWIGGLER
Amy from PR will
be wiggling it.
What will you do?

SIGN UP TODAY ▶

#SITLESS #MOVEMORE



on your
feet
Britain
28th April 2017

#THEMOVER
Troy from Sales
will be moving it.
What will you do?

SIGN UP TODAY ▶

#SITLESS #MOVEMORE



on your
feet
Britain
28th April 2017

#THETWISTER
Rosie from Facilities
will be twisting it.
What will you do?

SIGN UP TODAY ▶

#SITLESS #MOVEMORE

"Get up offa that thing"

- Stand during phone calls
- Stand every 30 mins
- Use stairs instead of lifts
- Standing / walking meetings
- Lunch away from your desk
- Walk to colleague's desk
- Stand at back of the room during presentations

IMPLEMENT

- International workplace awareness day
- Focus on the grass roots
- Free, Fun and Simple
- 3rd year, rapidly growing

on yourTM
feet
Britain

on yourTM
feet
Europe

on yourTM
feet
America

on yourTM
feet
Australia

on yourTM
feet
Canada

on yourTM
feet
Ireland

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2,500 companies



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2,500 companies

1.5 million employees



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Change is Coming

Passive Smoking was acceptable in offices until the early 90's.



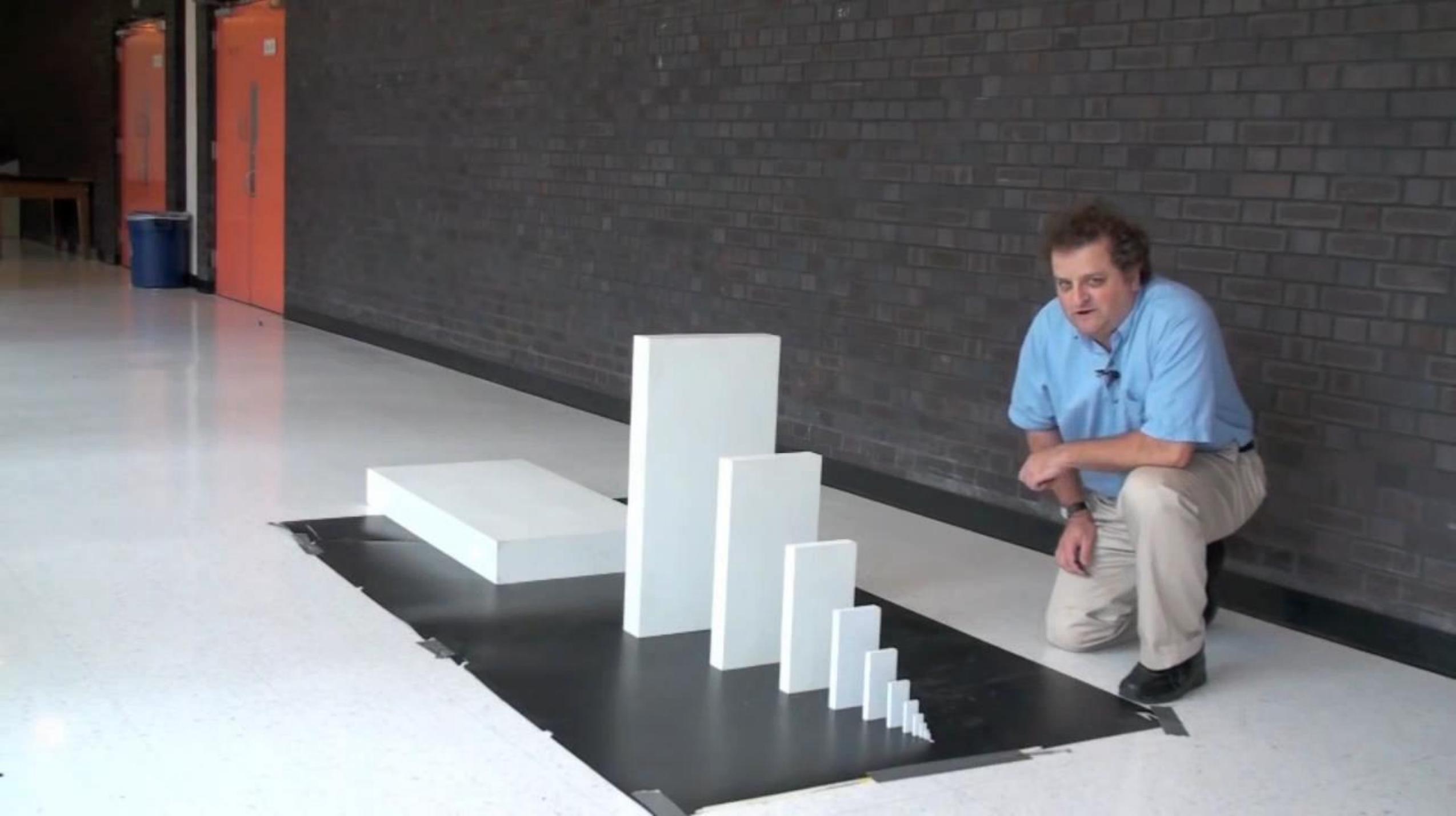
#SitLess #MoveMore

**ACTIVE
WORKING™**



Become a force for change

#SitLess #MoveMore



**ACTIVE
WORKING™**



Takeaways

Embrace the Elephant



#SitLess #MoveMore

Don't Fly in the Mist



#SitLess #MoveMore

Get clear sight of the destination ahead. Sit Less and Move More



#SitLess #MoveMore

Active Working Guidelines

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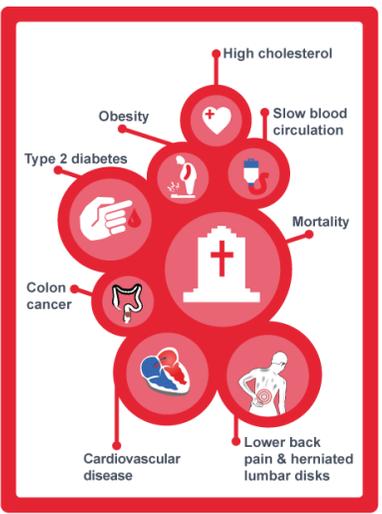
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**YOU WIGGLED YOU WAGGLED
AND JUST DID NOT SIT ON IT**

Get ready for On Your Feet® 2018

#SITLESS #MOVEMORE



on your
feet
Britain
27th April 2018

SIGN UP HERE ▶

Thank you.

Contact:

Gavin Bradley
Founding Director
Active Working C.I.C / Get Standing campaigns

Email:

gavin@activeworking.com



#SitLess #MoveMore