



#SitLess  
#MoveMore  
**@ActiveWorking**

## Improving your WELLNESS by Reducing Prolonged / Excessive Sedentary Behaviour

**Gavin Bradley**  
Active Working CIC





Who am I?

## How are we? Active Working C.I.C



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**

Powered by 

## 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.)





# The Average UK Office Worker Sits for 10 hours each Day

“I sit for 10 hours a day”

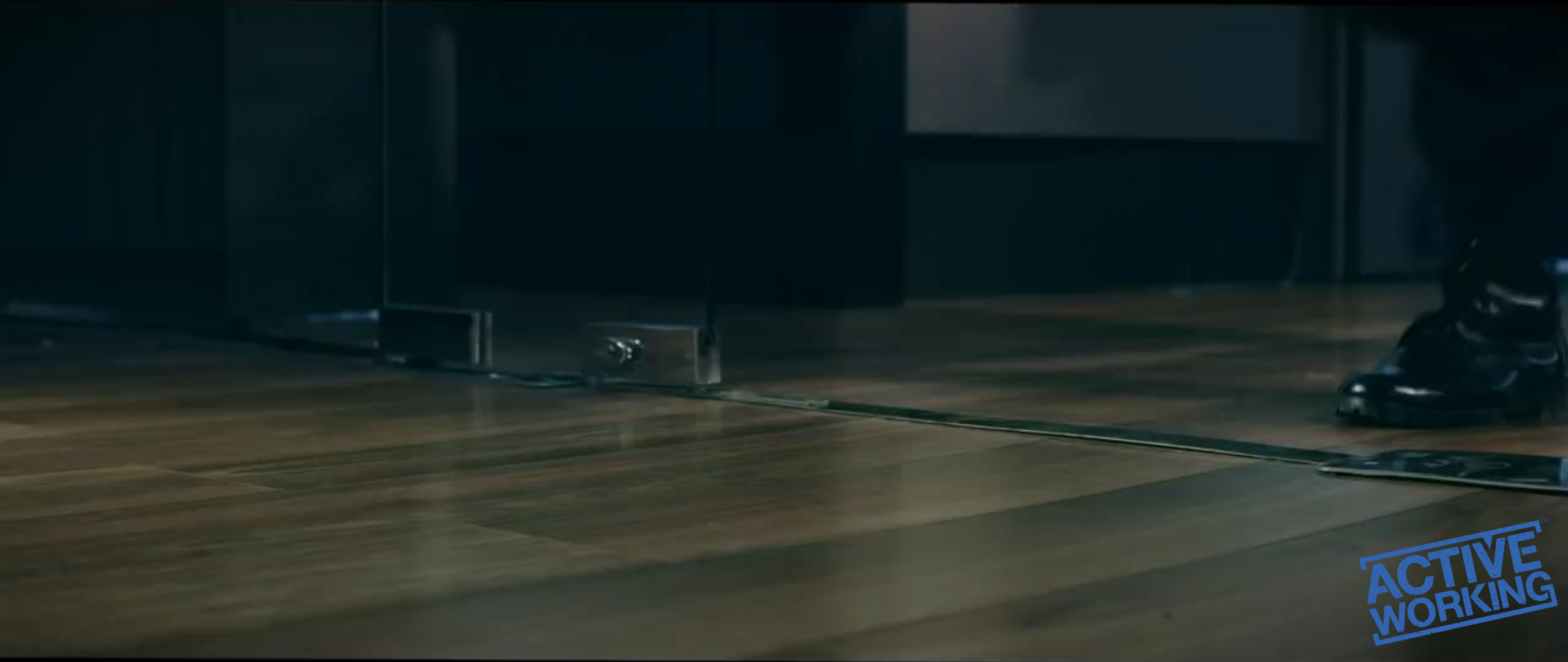
(according to my Sitting Calculator)



## Typical Office Worker







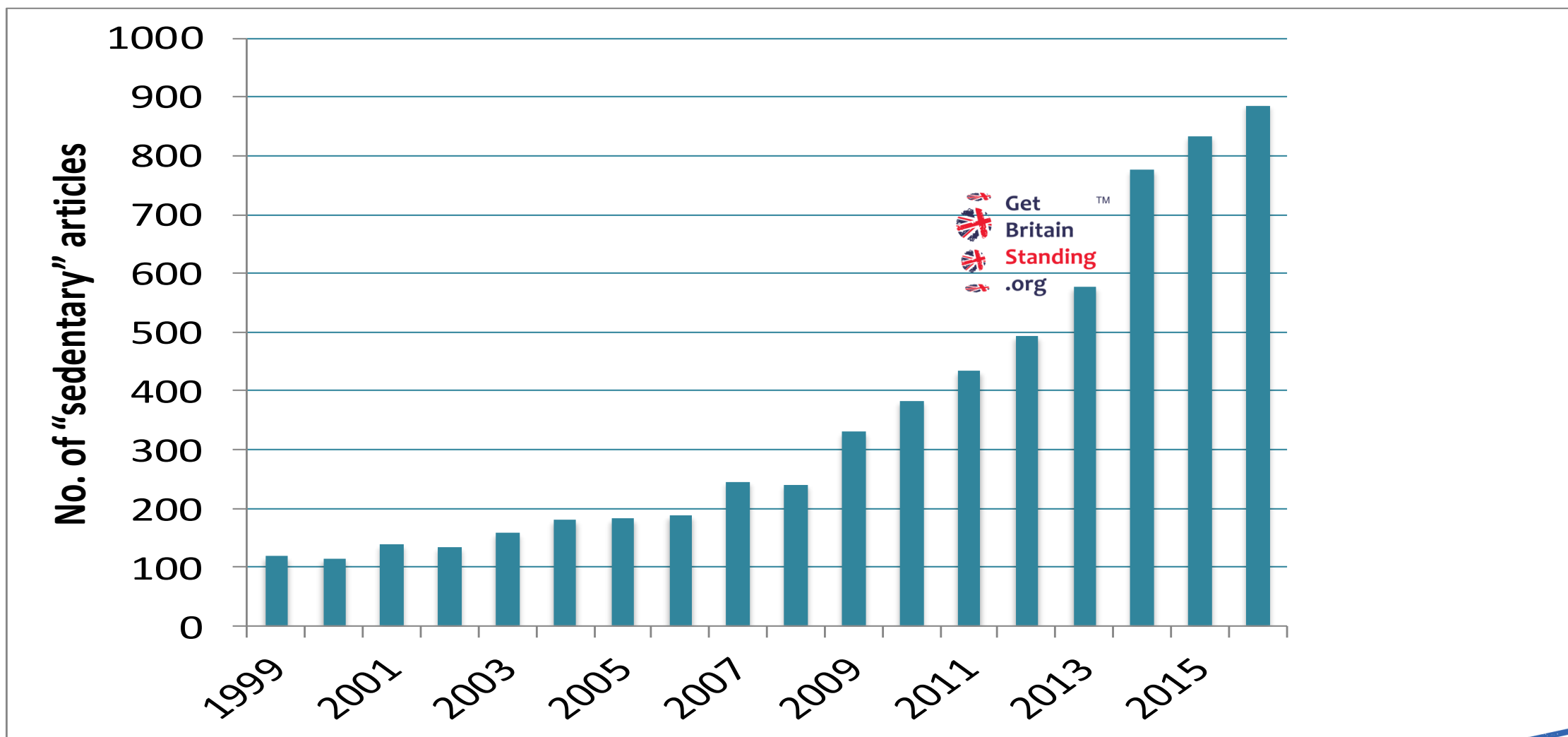
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#SitLess #MoveMore



# What is the Evidence?

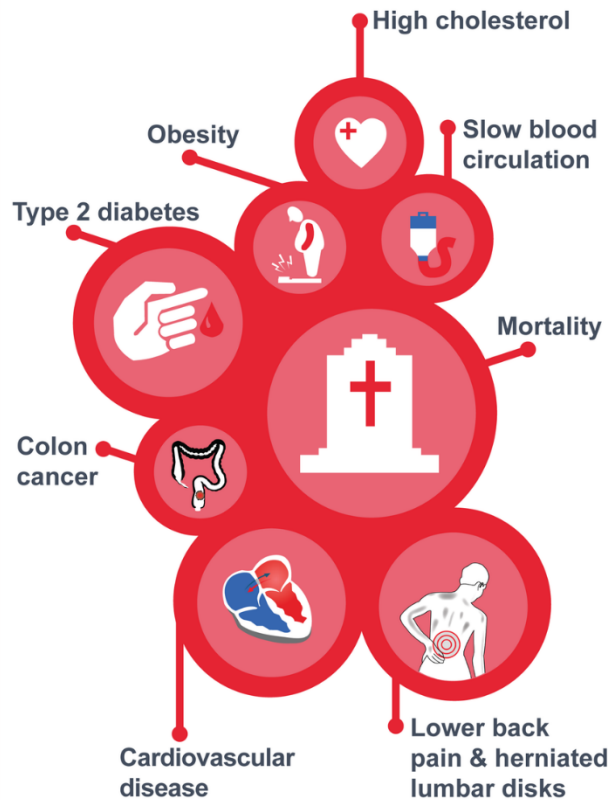
# Scientific Evidence on Sedentary Behavior



**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:

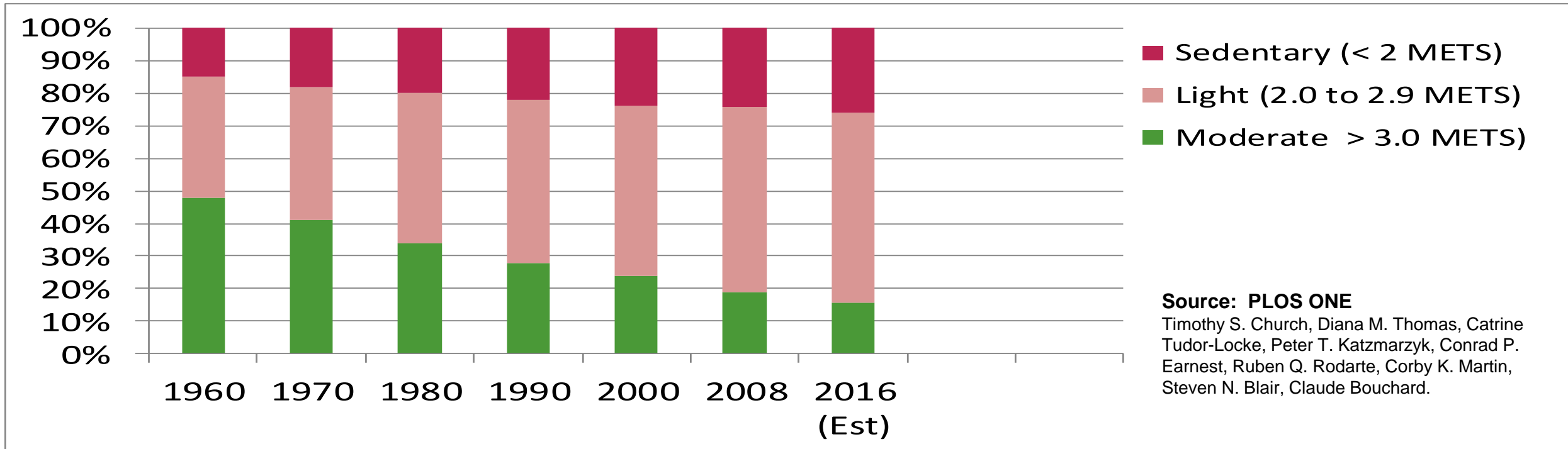


## The Sitting Disease: Why Traditional Office Behaviour is Killing us

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**

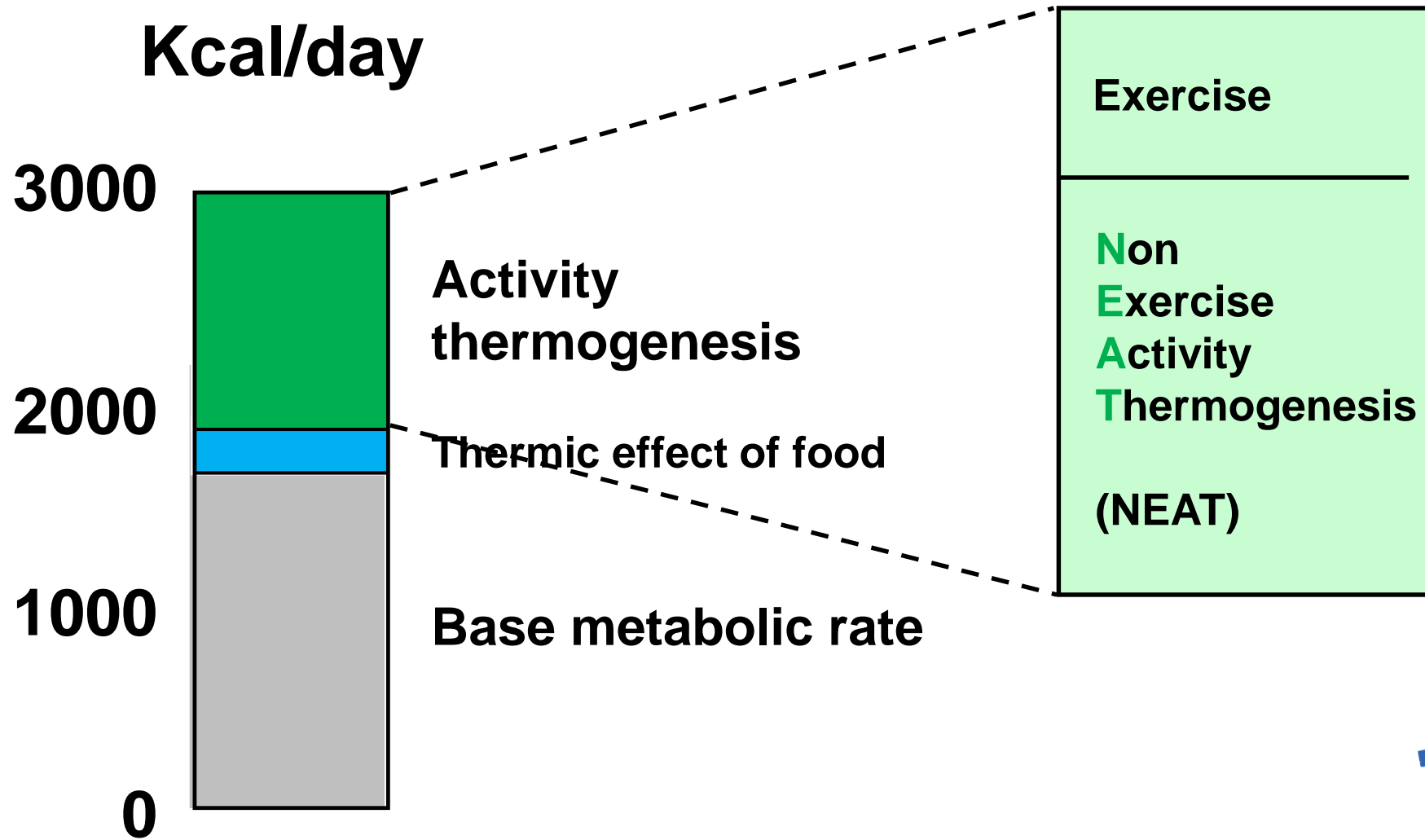
Professor of Physical Activity & Health, Loughborough University, UK





# What is NEAT?

# Non-Exercise Activity Thermogenesis (NEAT)



# Defining the problem: Physical Activity GEAR STICK

Source: Professor JP Buckley , 2011



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WORKING**

# 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 MAGAZINE

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





# HOW TO STAY YOUNG

Featuring the Benefits  
of Yo-Yo Desk®



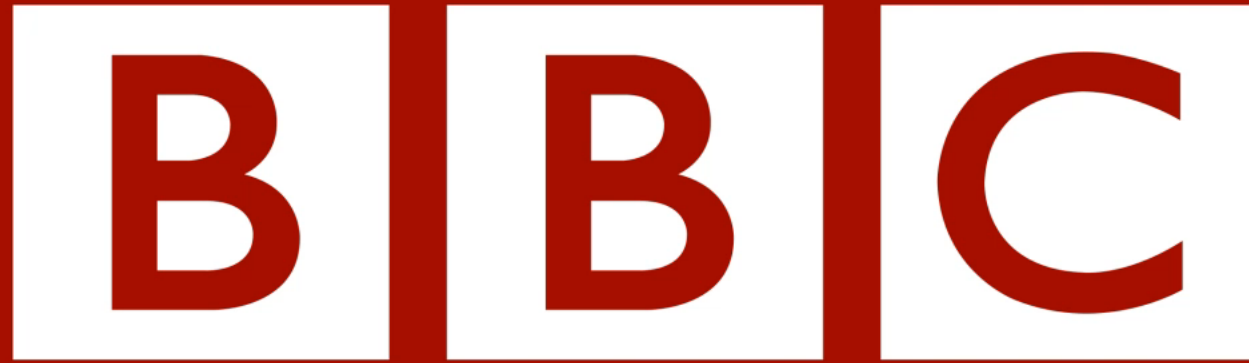
Episode 3:  
27th September



BBC

Studios

The Science Unit



# Health Benefits of Standing @ Work

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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

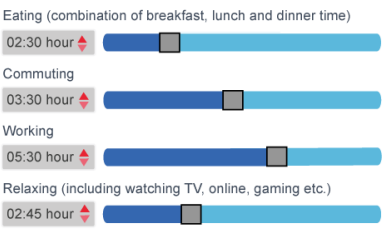


# Active Working Guidelines

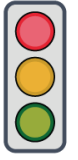
## Active Working Guidelines



How Much Do You Sit Each Day?



CALCULATE NOW

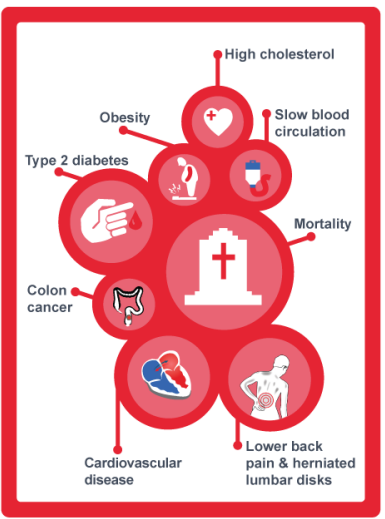


High Risk: 10+ Hours

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 [sit-stand.com](http://sit-stand.com) OFFICIAL SUPPORTER [get-britain-standing.org](http://get-britain-standing.org)

## 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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## Active Working Guidelines

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# How Much Do You Sit Each Day?

### Eating (combination of breakfast, lunch and dinner time)

02:30 hour



## Commuting

03:30 hour



## Working

05:30 hour

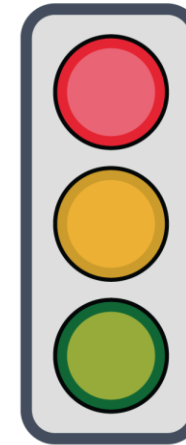


Relaxing (including watching TV, online, gaming etc.)

02:45 hour



## CALCULATE NOW



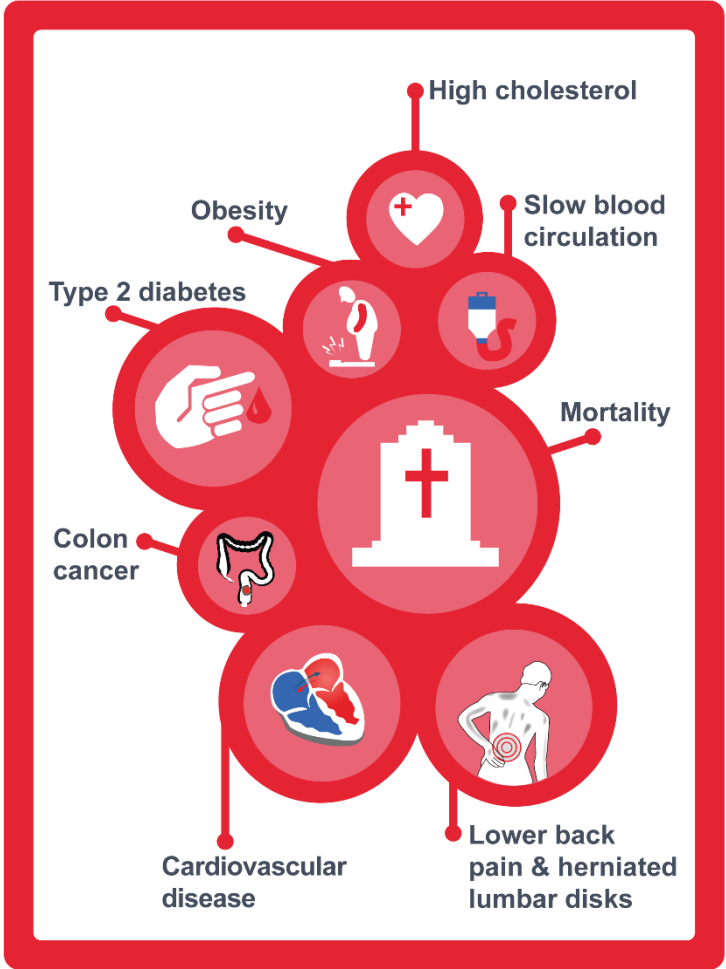
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# The Sitting Disease – Health Risk of Prolonged / Excessive Sitting

Prolonged Sitting Increases  
Certain Health Risks:



Active Working  
Guidelines



# Active Working Guidelines – The BENEFITS of Sitting List

Benefits of  
#SitLess #MoveMore

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Active Working  
Guidelines



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WORKING™





## Active Working Guidelines



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### Hydrate

1. Drink plenty of **WATER** & take regular comfort breaks
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Common sense is not common



Computer says “NO”

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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



On Your Feet Britain

#SitLess #MoveMore





on your  
**feet**  
**Britain**

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

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

#SITLESS #MOVEMORE



on your  
**feet**  
**Britain**  
**28<sup>th</sup> 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<sup>TM</sup>  
**feet**  
Britain  
27<sup>th</sup> April 2018



SIGN UP HERE ►

on your<sup>TM</sup>  
**feet**  
Britain  
Stand up & move more  
to improve your health  
Fri 28<sup>th</sup> 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<sup>TM</sup>  
**feet**  
Britain  
What will you do?  
Fri 28<sup>th</sup> 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<sup>TM</sup>  
**feet**  
Britain  
10 ways to  
sit less at work  
Fri 28<sup>th</sup> April 2017



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

What will you do?

on your  
**feet**  
**Britain**

What will you do?



on your  
**feet**  
**Britain**  
28<sup>th</sup> 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**  
28<sup>th</sup> April 2017  
#THEWIGGLER  
Amy from PR will  
be wiggling it.  
What will you do?  
[SIGN UP TODAY](#) ►  
#SITLESS #MOVEMORE



on your  
**feet**  
**Britain**  
28<sup>th</sup> April 2017  
#THEMOVER  
Troy from Sales  
will be moving it.  
What will you do?  
[SIGN UP TODAY](#) ►  
#SITLESS #MOVEMORE



on your  
**feet**  
**Britain**  
28<sup>th</sup> 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
- 3<sup>rd</sup> year, rapidly growing





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2,500 companies

1.5 million employees





Change is Coming



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



#SitLess #MoveMore



Become a force for change





# 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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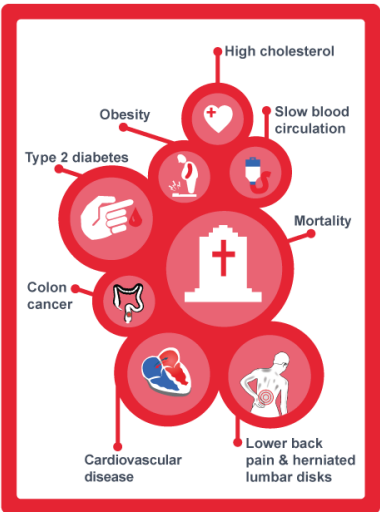


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on your<sup>™</sup>  
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27<sup>th</sup> April 2018

SIGN UP HERE ►

Thank you.

Contact:

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

Email:

[gavin@activeworking.com](mailto:gavin@activeworking.com)



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