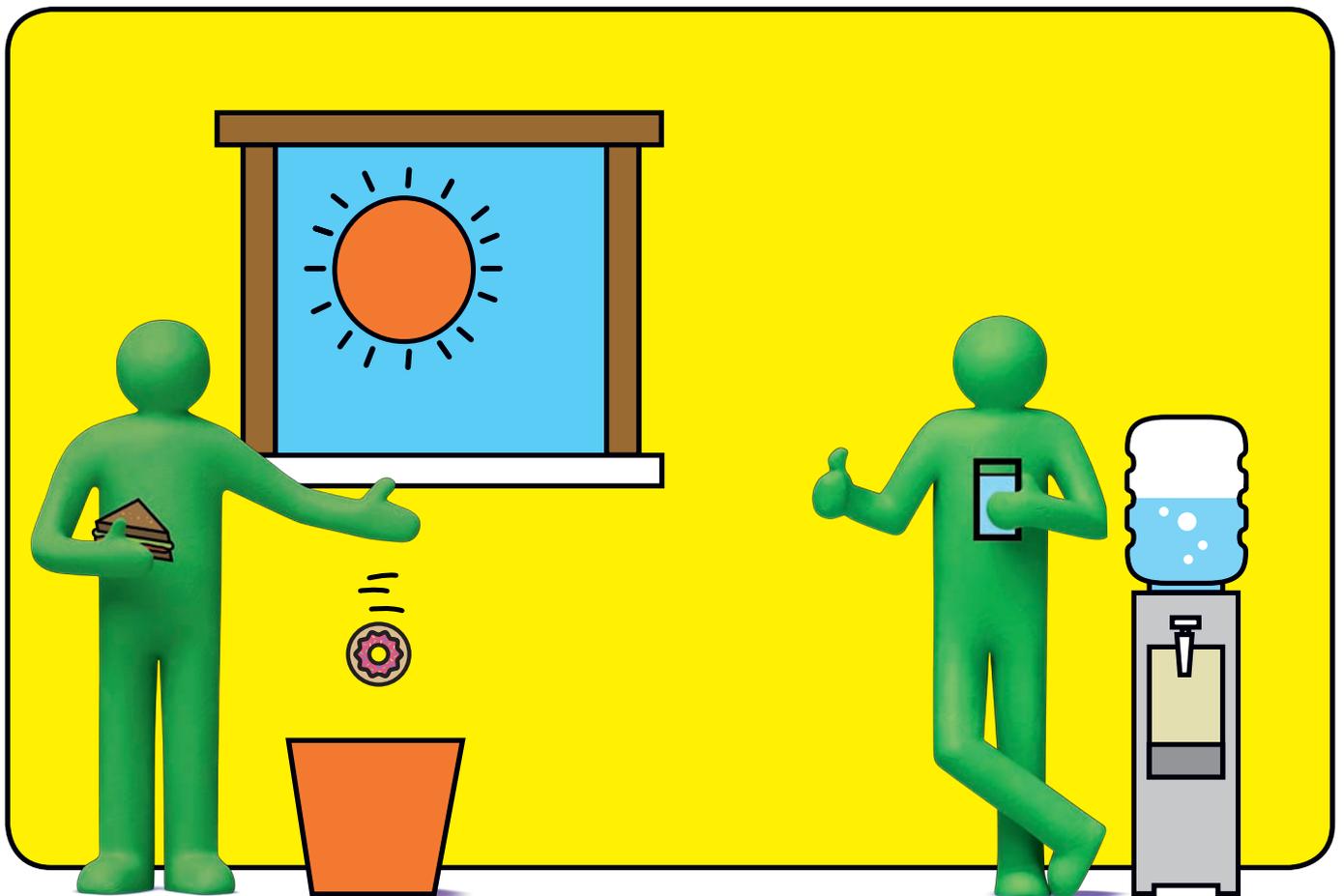


# Change4Life employer's guide

How to use Change4Life to  
create a healthier workforce



change  
4 life

Eat well Move more Live longer

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# Hands up who'd like a healthier, more productive workforce?

Welcome to **Change4Life**, the wellbeing campaign from the Department of Health. It's a well recognised campaign that's already become part of everyday life for thousands of families.

Now you can put **Change4Life** to use within your organisation, to help your staff become **healthier, happier and more productive**.

The Change4Life recommendations on nutrition and physical activity for adults come straight from Government health experts including the Chief Medical Officer. We've also carried out extensive research to understand the barriers to healthy living amongst UK adults.

Change4Life has new messages for your staff, to inspire them to take action. What's more, we can provide the tools you'll need to start communicating these messages to your staff today, free of charge.



# Why businesses need Change4Life

**The ultimate aim of Change4Life is to reduce the prevalence of obesity. And put starkly, obesity is a growing problem for businesses.**

The links between being overweight and an increased risk of developing serious illnesses including heart disease, type 2 diabetes and stroke has been well documented. A recent study estimated that these illnesses are set to cost the UK economy around £20 billion over the next 10 years\*.

More immediately, a whole range of health problems are linked to poor diet and insufficient physical activity. Healthcare issues such as problems sleeping, depression and back, neck and joint pain may not be as life-threatening, but they can significantly impact productivity.

## Top 10 health problems impacting productivity\*

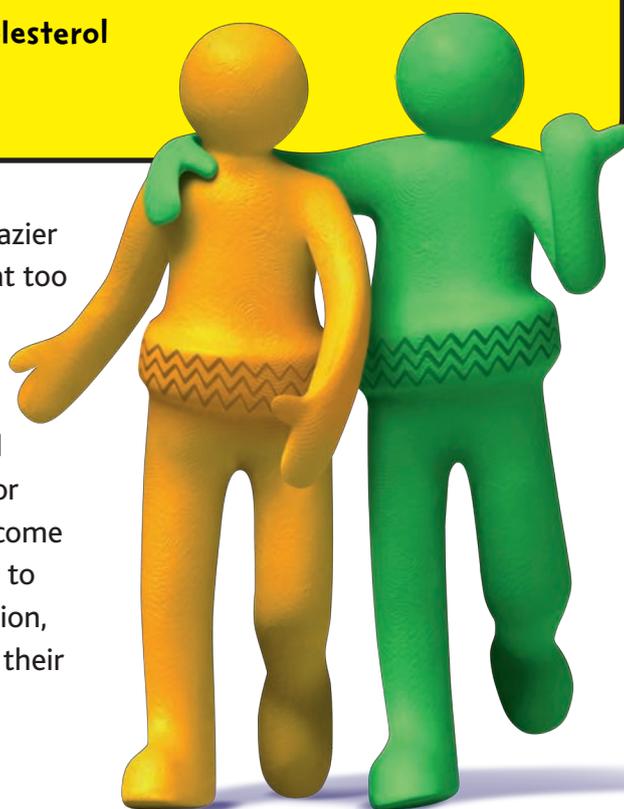
Which of these obesity-related conditions are reducing your organisation's productivity?

1. Fatigue
2. Depression
3. Back/neck pain
4. Sleeping problem
5. Other chronic pain
6. Arthritis
7. Hypertension
8. Obesity
9. High cholesterol
10. Anxiety

Obesity levels are rising – not because we're all becoming lazier or more gluttonous, but because it has become easier to eat too much energy-laden food and harder to burn it off.

In fact, according to the National Institute for Health and Clinical Excellence, 61.4% of adults aged over 16 in England are now either overweight or obese. It's a particular issue for adults aged 45-65, because it's at this age many people become less active but fail to eat less to compensate – contributing to the dreaded 'middle age spread'. And with an aging population, many UK businesses are seeing an increasing proportion of their workforce reach that age group.

Maintaining a healthy weight is an issue for all adults, so Change4Life is based on behaviours that are healthy for adults of all ages to adopt – whether they're currently overweight or not.



\*Source: World Economic Forum: Working Towards Wellness in cooperation with PriceWaterhouseCoopers

# Good news for your organisation...

Research shows that employers can help their employees improve their health – and doing so can pay significant dividends.

The PriceWaterhouseCoopers report, 'Building the case for wellness'\*, analysed the results of UK workplace initiatives aimed at improving the wellbeing of staff and identified substantial benefits. It also found that the cost of running wellbeing programmes was quickly translated into financial benefits for the organisations involved.

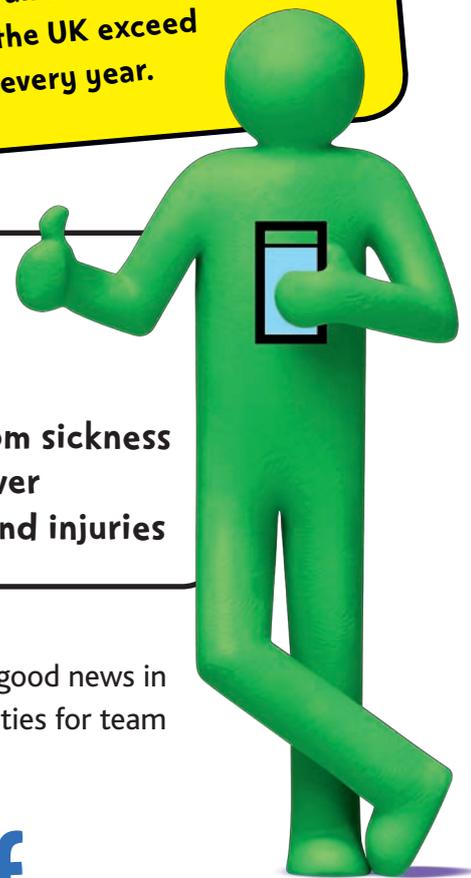
Dame Carol Black's review estimates that the overall costs of working-age ill-health in the UK exceed **£100billion** every year.

## Wellbeing initiatives improved:

- productivity
- employee morale and motivation
- company profile
- competitiveness and profitability

## And reduced:

- absence from sickness
- staff turnover
- accidents and injuries



The report concluded that workplace wellness makes commercial sense – good news in today's economic climate. Change4Life also offers organisations opportunities for team building challenges that can help encourage collaboration.

## ...and for your staff

By making small improvements to their diet and physical activity levels, many people report that they soon have fewer aches and pains, sleep better, have more energy and enjoy a better quality of life. If they keep up these new habits, they also start to lose weight, which does their self image good.

In the long term, maintaining a healthy weight can reduce the risk of developing certain serious illnesses.

Find out how much ill health is costing your organisation – as well as tips and ideas on how you can encourage a healthy and productive workforce – by using the Workplace Wellbeing tool:  
[www.businesslink.gov.uk/wwt](http://www.businesslink.gov.uk/wwt)

\*Source: World Economic Forum: Working Towards Wellness in cooperation with PriceWaterhouseCoopers

# Change4Life – a fresh approach

Change4Life has invested approximately £150K in understanding the triggers and barriers that adults, especially those aged 45-65, have around diet and exercise. Our research showed that most middle aged people are well aware that they have gradually gained weight with age. But although they recognise that feeling healthy and trim would bring many benefits, it just feels too difficult to achieve.

The adults we interviewed told us that they'd tried diet and exercise plans in the past, but had not been able to stick to them long term and had failed to lose weight. As a result, they now tend to believe there are only two options open to them:

1. punitive, unrealistic and unsustainable 'fad' diets and exercise regimes
2. giving up and accepting middle age spread and the health problems associated with it

**To motivate your staff to adopt a healthier lifestyle, you need to offer them something completely different.**

## You don't have to stop it – just swap it

**That's why Change4Life is a totally new approach. The Change4Life message to your staff is that they don't have to completely stop all the things they love eating, drinking and doing – they can swap some things instead.**

Change4Life recommends healthy behaviours around diet and physical activity, grouped into six areas and positioned as 'swaps'. The swaps are simple to make but are reported to produce benefits – such as feeling better, sleeping better, having more energy and fewer aches and pains – surprisingly quickly.

Change4Life encourages people to try one or two swaps to begin with, and then add more once they start seeing the benefits. And because the swaps are easy to make, they're easier to stick to for the long term – especially when the people around you are making swaps too.

To find out more about the six behaviours and the swaps recommended for each, please search **Change4Life** online.



# How to use Change4Life

By using the Change4Life campaign within your organisation, you'll be 'tapping into' an extremely well-recognised and credible brand. As a society-wide movement, Change4Life is already synonymous with healthy living.

## Three ways to use Change4Life:

1.

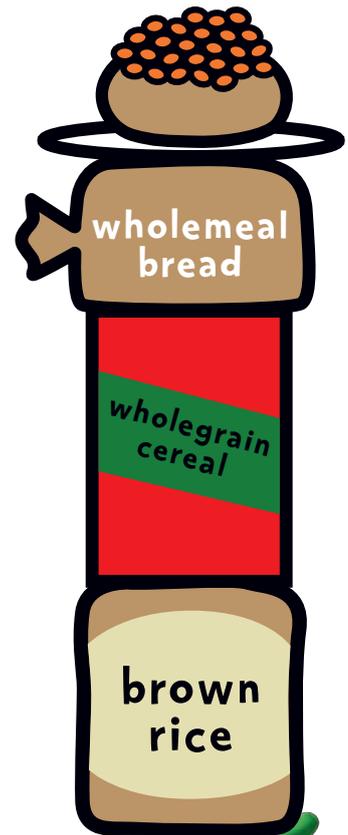
If you don't already promote healthy living behaviours to your workforce, the ready-to-use **Change4Life materials** are a simple and cost effective way to start.

2.

If you already run activities or events promoting wellbeing, you can use the **Change4Life branding and information** in your own materials to refresh and reinforce your message.

3.

If you want to create a new wellbeing programme tailored to the needs of your staff, the **Change4Life behaviours, tips and ideas** can provide an ideal basis.



# How to use Change4Life

## Using the 'ready to use' materials

The quickest and simplest way to get involved with Change4Life is to use the free, ready to use employer's materials. They're designed to be used in different settings, to prompt your staff at key moments through their day. If you have received a printed pack, you already have pre-printed copies of some of them, ready to use.

All the materials listed below are available for you to download from the Change4Life website:

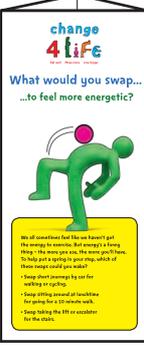


### Posters to put up

9 different swap posters, to display in areas where staff are making food, drink and activity choices. (A3 copies of 6 of the designs are included in the printed packs).

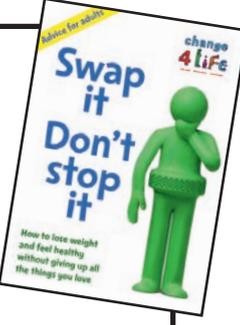
### 'Table talkers' for your staff canteen

Challenge your staff to think about the food, drink and activity choices they're making. Print them out, then fold and secure them to make a triangular standing card.



### Leaflets

12-page A5 colour leaflet, containing information on the six behaviours, plus some swaps to get started. Available as artwork for professional printing (contact [c4lpartnerships@dh.gsi.gov.uk](mailto:c4lpartnerships@dh.gsi.gov.uk)) or print off the single-sided version.



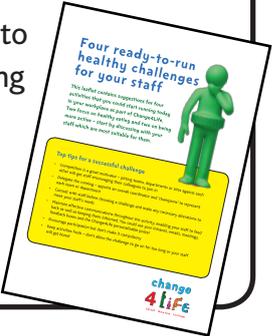
### Tray liners for your staff meal trays

A4 sheets designed to be placed on each tray, ready for staff to pick up.



### Workplace challenges leaflet

4 ready-to-run activities to help your staff start eating better and moving more.



# How to use Change4Life

## Using Change4Life in your own materials

Your own staff communications could be used to promote the Change4Life messaging. Here are a number of ways we can make it easy for you.

### Co-branding Change4Life materials

If you wish, you can co-brand any of the ready to use materials listed on page 8 with your organisation's logo to show your support for the campaign. You'll need to be able to organise the printing of these materials. To obtain the artwork files, please email [c4lpartnerships@dh.gsi.gov.uk](mailto:c4lpartnerships@dh.gsi.gov.uk)

### Using the Change4Life sub-brands

A number of these exist, focussing on specific behaviours or activities and providing guidance and tips. You might find them useful in supporting your organisation's activities, e.g. you might use Walk4Life to support your lunchtime walking group, or Bike4Life to support cycling to work.

### Including Change4Life content in your communications

On the Change4Life website you'll find several pieces of pre-written editorial, to help you tell your staff about the benefits of Change4Life and introduce some of the swaps. You're welcome to use these in your staff magazines and newsletters or on your intranet.

### Promoting your own activities

If your organisation has events or activities around healthy eating or physical activity that could be aligned with Change4Life, you can use our personalisable poster to help promote them. It has an empty panel for you to write in details of any activities you have planned.



# How to use Change4Life

## Using Change4Life to create a bespoke wellbeing programme

The tips and suggestions for a healthier lifestyle recommended by Change4Life cover a wide range of areas and lifestyles. They're all rooted in the advice of experts and extensively researched but naturally, some are likely to be more relevant to your staff than others. You and your team are best placed to decide which.

Some organisations find that the best way to motivate their staff to make changes is to work with them to create a bespoke wellbeing programme, using the Change4Life branding and behaviours as a framework.

**Below are some of the ideas which have worked for other organisations – they may provide you with a starting point for your own ideas.**

### Finding out what your staff want

The best place to start is usually by finding out what your employees are interested in and how they would like to be supported in making healthier lifestyle choices.

### Getting more active at work

From subsidised after-work exercise classes on site, to discounted corporate rate gym memberships, or lunchtime walking groups.

### Staff team challenges

Competition is a great motivator! Many organisations find that challenging teams to make healthy swaps can be a good way to cement existing team relationships or forge new intra-department links.

### Swapping together

Our research showed that people find it easier to stick to good habits when the people around them were doing the same. Ways to achieve this could include instigating a 'buddy' system or simply encouraging staff to support their colleagues.

### Personalised assessments and health checks

Some organisations find this a good way to kickstart their programme, focussing employees' attention on their own personal challenges.

### Charting progress

Looking back and seeing how far they've come can inspire people to make further changes. To enable staff to plot their progress, some organisations have created wall charts (again channelling the element of competition) or employee diaries.

### Healthy eating initiatives

Activities such as 'healthy eating days' supported by staff restaurant providers to focus on nutrition.

### Cycle to Work Guarantee

Employers are signing the Guarantee and pledging to implement a series of simple, low cost measures to make cycling to work easier for those who wish to do so, thereby encouraging as many people as possible to cycle to work. Find out more at [www.cycletoworkguarantee.org.uk](http://www.cycletoworkguarantee.org.uk)

# Finding more information

However you choose to use the Change4Life campaign, don't forget to check out the official website to access the following:

- ready to use Change4Life materials – the simplest and most cost effective way to get started
- Change4Life assets to help you make your own materials, including written content for your staff magazines or intranet and personalisable posters to publicise your own wellbeing initiatives
- more information on the behaviours behind Change4Life, to help you understand the areas where your staff may need to make changes and why
- hundreds of swap suggestions – ideal for including in your own bespoke wellbeing programme

## The research behind the campaign

If you would like to read more about the extensive research that Change4Life is built on, you can access the following reports through the Department of Health website: [www.dh.gov.uk](http://www.dh.gov.uk)

**Healthy Weight, Healthy Lives:**  
A Cross Government Strategy for England  
(Jan 2008, Department of Health)

**Healthy Weight, Healthy Lives: One Year On**  
(Apr 2009, Department of Health)

**Working for a Healthier Tomorrow**  
(March 2008, Department of Work and Pensions,  
Health Work and Well-being Programme)

**NHS Health & Well-being Review**  
(Nov 2009, Department of Health)

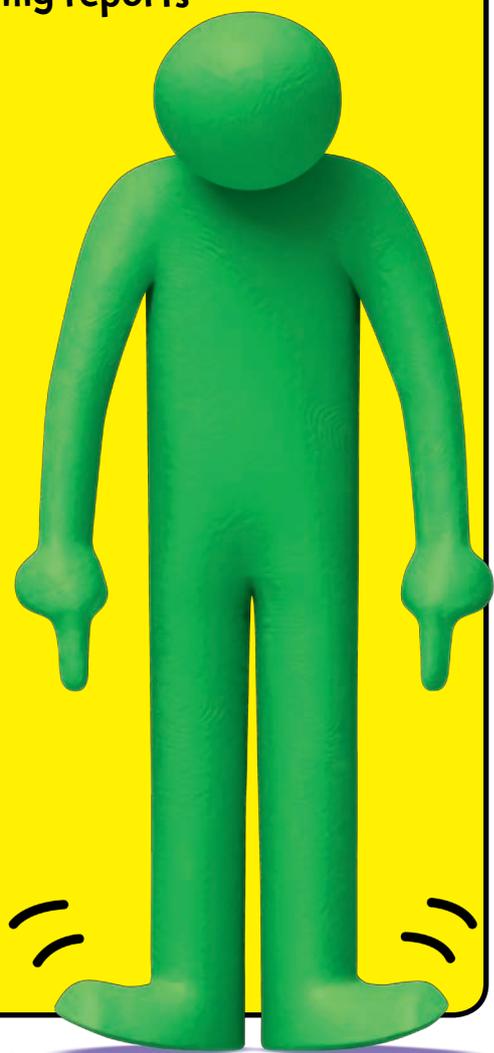
**Active Travel Strategy**  
(Feb 2010, Department of Health)

**Be Active, Be Healthy: a plan for getting the nation moving**  
(Feb 2009, Department of Health)

**These two reports are available on the Working for health website: [www.workingforhealth.gov.uk](http://www.workingforhealth.gov.uk)**

**Working for a healthier tomorrow**  
(March 2008, Health Work and Wellbeing Executive)

**Building the case for wellness**  
(Feb 2009, Health Work and Wellbeing Executive with PriceWaterhouseCoopers)



## Fit note

Despite your best efforts, sometimes your employees will fall ill or be injured. However, there are still lots of ways you can continue to help them during their sickness absence.

To support you to better manage sickness absence, on 6 April 2010 the sick note will change and become the fit note. Now when your employee is off sick, their doctor will be able to advise what simple steps you could take to help them return to work.

For more information about how the new fit note will benefit you and your workplace visit [www.dwp.gov.uk/fitnote](http://www.dwp.gov.uk/fitnote)

# Contact us

Register as a local supporter to receive regular updates about the campaign and new resources that become available. Registering also gives you access to Change4Life logos and images for use in your own materials.



**Search Change4Life online or  
call 0300 123 1502\***

\*Calls to 03 numbers should cost no more than geographic 01 or 02 UK-wide calls, and may be part of inclusive minutes subject to your provider and your call package.

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