Workplace Health Week
23 – 27 May, 2016

Background
Workplace Challenge is a national programme inspiring businesses across the country to add activity into and around the working day. Managed by the CSP Network and delivered locally by County Sports Partnerships, there are over 48,000 challengers from more than 8,000 businesses signed up to the programme.

The programme uniquely combines an innovative online platform (website, tracking tools, activity finder & more) with an offline offer (experienced & tailored sport & physical activity knowledge and opportunities).

Find out more via www.workplacechallenge.org.uk

The campaign ‘Make a deal…’
Workplace Health Week returns for it’s second year aiming to engage businesses from across England to get involved in Workplace Challenge by educating, inspiring, and activating them.

Research shows that we spend more than 60% of our waking hours at work, and following an independent evaluation by our partners the British Heart Foundation National Centre for Physical Activity and Health (BHFNC) we know that time is cited as the biggest barrier to sport and physical activity. The biggest driver to encourage sport and physical activity adoption in the workplace is ‘flexible-working practices’. As a result of these findings, earlier this year Workplace Challenge launched the Flexible Lunch Break Manifesto, inviting employers to revolutionise the lunch break and support a positive culture change to encourage their employees to participate in sport and physical activity.

Workplace Health Week is a campaign dedicated to raising awareness of the benefits of adding exercise into and around the working day. Each day will have a different focus with the main emphasis encouraging individuals to reach the Government recommended 150 minutes of exercise a week (and track their progress through the online element of Workplace Challenge).

In 2016, we are planning to leverage the concept of ‘Meal Deal’, which has become the backbone of workplaces across Britain to encourage employees to include 150 minutes of physical activity alongside the food they eat. With Boots offering Meal Deals for £1 on a Monday, people have been enticed to try a snack alongside their sandwich and drink and the goal is to extend this to physical activity.
We will therefore be encouraging people to ‘Make a deal’ with themselves, with their colleagues and their employees during Workplace Health Week.

Make a deal with yourself… to do 150 minutes of physical activity this week

Make a deal with your colleagues… to do 150 minutes of activity together this week…

Make a deal… with your employees and help them to do 150 minutes of activity this week

What’s going on during the week?
Throughout the week we will be encouraging businesses/employees to sign up to Workplace Challenge and track their progress with reaching the Government recommended 150 minutes of exercise throughout the week.

Each day of the week will have a different focus to inspire and encourage people to get active and showcase the wide variety of ways people can get moving and raise their heart beat.

Monday Moves – Encouraging employees to share with us via social media their ‘moves’ whether it’s a morning run, lunch time yoga class or a post-work game of netball, we want to see their moves.

Teamwork Tuesday – Raising awareness of the benefits of getting the whole business active (increased communication, team morale, and meeting new people). Businesses will be encouraged to take part in team activities and share ‘Oscar-style’ selfies (ref. Ellen DeGeneres 2014 Oscar selfie).

Workout Wednesdays – Linking in with the Exercise, Movement & Dance Partnership. Aerobics and dance style activities will be promoted via social media.

#MiddayMile Thursday – Following on from success of the 2015 Midday Mile we are inviting County Sports Partnerships and businesses to host a Midday Mile event on the same day at the same time (Thursday 26 May at 12 noon). Businesses will be invited to walk, jog, run or cycle or move in anyway one mile and share their journey with us via @WorkplaceChall using #MiddayMile.

Feel Good Friday – Focusing on the importance of peer support in maintaining a healthy habit, Friday will focus on encouraging challengers to invite a friend to sign up to Workplace Challenge not only making it a Feel Good Friday for the individual but also the altruistic element of helping others.
How can you get involved?
There are plenty of ways you can get involved to help support the campaign and also raise awareness of your workplace-focused offers.

1. **Liaise with your local County Sports Partnership** to coordinate your workplace-focused offer and promote your activities that week.

2. **Use campaign resources** to utilise and share across your own communications channels.
   - Workplace Health Week poster
   - Workplace Health Week editable poster – promote your events as part of the week, sharing via social media, in local businesses, across your network of colleagues.
   - Midday Mile poster – promote your Midday Mile event
   - Social media graphics – Share with your fans and followers

3. **Host a Midday Mile event** on Thursday 26th May at 12-noon or take part in the local CSP led Midday Mile event. Share your successes and stories using #MiddayMile

4. **Engage with us on social media.** The campaign will be promoted through the national Workplace Challenge accounts @WorkplaceChall www.facebook.com/WorkplaceChallenge. Join in the conversation by using the main campaign hashtag #MakeADeal2016. Encourage your employees to share their stories using #My150deal. Below are some scripted posts to share through social media:

   **Twitter**
   - Proud to be supporting @WorkplaceChall Workplace Health Week #MakeADeal2016 www.workplacechallenge.org.uk/WPHW2016
   - Make a deal to reach 150 mins of exercise this week with @WorkplaceChall #MakeADeal2016 www.workplacechallenge.org.uk/WPHW2016
   - Reach your 150 mins exercise this week with our <insert activity here> #MakeADeal2016 <insert URL to event on workplacechallenge.org.uk>

   **Facebook**
   - We are proud to be supporting Workplace Health Week, a campaign dedicated to raising awareness of the importance of adding activity into and around the working day. Make a deal with yourself and your colleagues this week to reach 150 minutes of exercise this week #MakeADeal2016. Find out how you can get involved www.workplacechallenge.org.uk/WPHW2016
Further information/Questions

If you would like further information or have any questions related to Workplace Health Week, please don’t hesitate to get in touch. Thank you in advance for your support and cooperation, we look forward to making the campaign a success!

Andrew Watson (Project Manager) awatson@cspnetwork.org
Kate Allum (Marketing) media@workplacechallenge.org.uk