

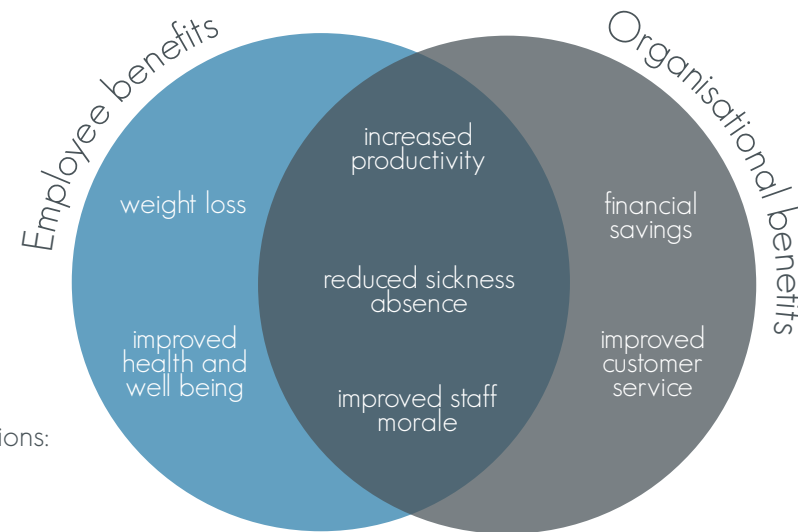
Sedentary behaviour is a modern epidemic with increasing numbers of people employed in sedentary occupations. This is a major public health problem, as prolonged sitting is a known risk factor for a wide range of chronic diseases including obesity, cardiovascular disease, cancer and type 2 diabetes.

Professor Cheryl Haslam and her team at Loughborough University have developed an innovative intervention to increase physical activity and reduce sedentary behaviour at work. The intervention was targeted at workers of all ages and encouraged employees to: move around more, go and see a colleague rather than email them, take the stairs rather than use the lift and go for a walk at lunchtime instead of eating lunch at their desks.

Walking Works Wonders involves tailoring health information to employees' attitudes. The approach recognises that when attempting to change behaviour, one size does not fit all and success is greater when interventions align with peoples' beliefs.

An online film 'Walking Works Wonders' was produced containing very positive testimonials from employee participants and strong endorsements from Chief Medical Officers and Occupational Health Advisors of participating organisations:

[www.youtube.com/watch?v=9ZKm9OscNI](http://www.youtube.com/watch?v=9ZKm9OscNI)



**+**

**10**  
**Worksites**  
In 10 worksites across the UK.

**+**

**£1**  
**Investment**  
The research demonstrated impressive return on investment.

The service is being offered to businesses of all sizes in the public and private sector, and a franchisee network is being created to deliver the service nationally.

[www.walkingworkswonders.com](http://www.walkingworkswonders.com)

**2**  
**Years**  
Walking Works Wonders was evaluated over a 2 year period.

**+**

**1,120**  
**Participants**  
With over 1000 participants and was shown to be effective in reducing BMI, reducing sickness absence, increasing productivity and improving health.

**=**

**£26-32**  
**Savings**  
For every £1 spent organisational savings of £26-32 were made.

