

Little Nudge

INSPIRING HEALTHIER HABITS





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WHY LITTLE NUDGE? THE ISSUE

CHALLENGE

Prolonged sitting is killing us

SOLUTION

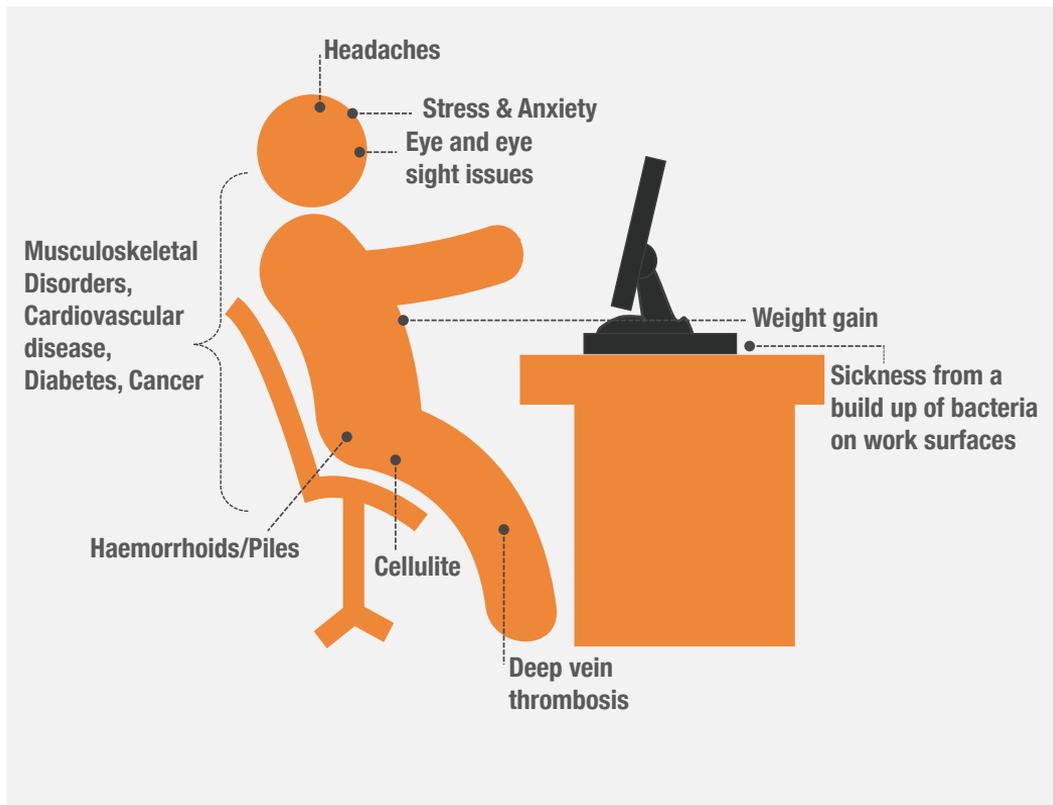
Corporates need to engage their employees more intelligently and empower them with more tools to take care of their health and wellbeing.

IMPACT

Those who sit most have a **40%** higher risk of early death.
(van der Ploeg 2012)

On any one day **1%** of the working population are on sick leave due to a back problem
(HSE, 2005)

Presenteeism can cut individual productivity by **1/3**.
Far more than absenteeism
(SHRM 2011)



THE SOFTWARE

Evidence-based reminders on the PC to do healthy activities (“nudges”)

FEATURES

- Musculoskeletal and mind nudges with links to videos and explanations
- Little Nudge Champions can add organisational specific nudges
- Software collects data, measuring health outcomes and health behaviours
- Little Nudge Champion Resource and Engagement Materials (including draft emails, newsletters and posters)

CUSTOMISABLE FEATURES

- Nudges aligned to user goals
- Personalised nudges
- How often and how long the nudges appear for
- Where the nudges appear
- An optional sound
- Removal of less relevant nudges
- **Organisational specific nudges**

PILOT RESULTS

131 Office Workers over 3 months:

- 27% reduced back pain
- 33% reduced headaches
- 142% increase in hours movement

“Not very intrusive and can be treated as a friendly, helpful whisper you can choose to use or ignore as needed.”

“I also use it to prompt me to go and speak to people (as opposed to just using e-mail as a form of communication) - which is great for team building and networking.”



Roll your shoulders



Stand up and move

CLINICALLY LED SOLUTION

”NUDGES” EVERY 30-60MINS

Engaging evidence based reminders on employees’ computers and laptops, designed by highly experienced physiotherapists.

MSK & MENTAL HEALTH

- Powerful yet unobtrusive method to inspire healthier habits in the workplace
- Encouraging physical & mental health
- Preventing injuries & aiding recovery process.

OPTIMAL ENGAGEMENT

Workshops, physiotherapy floor walks, posters, newsletters, emails to educate and drive high levels of employee engagement.

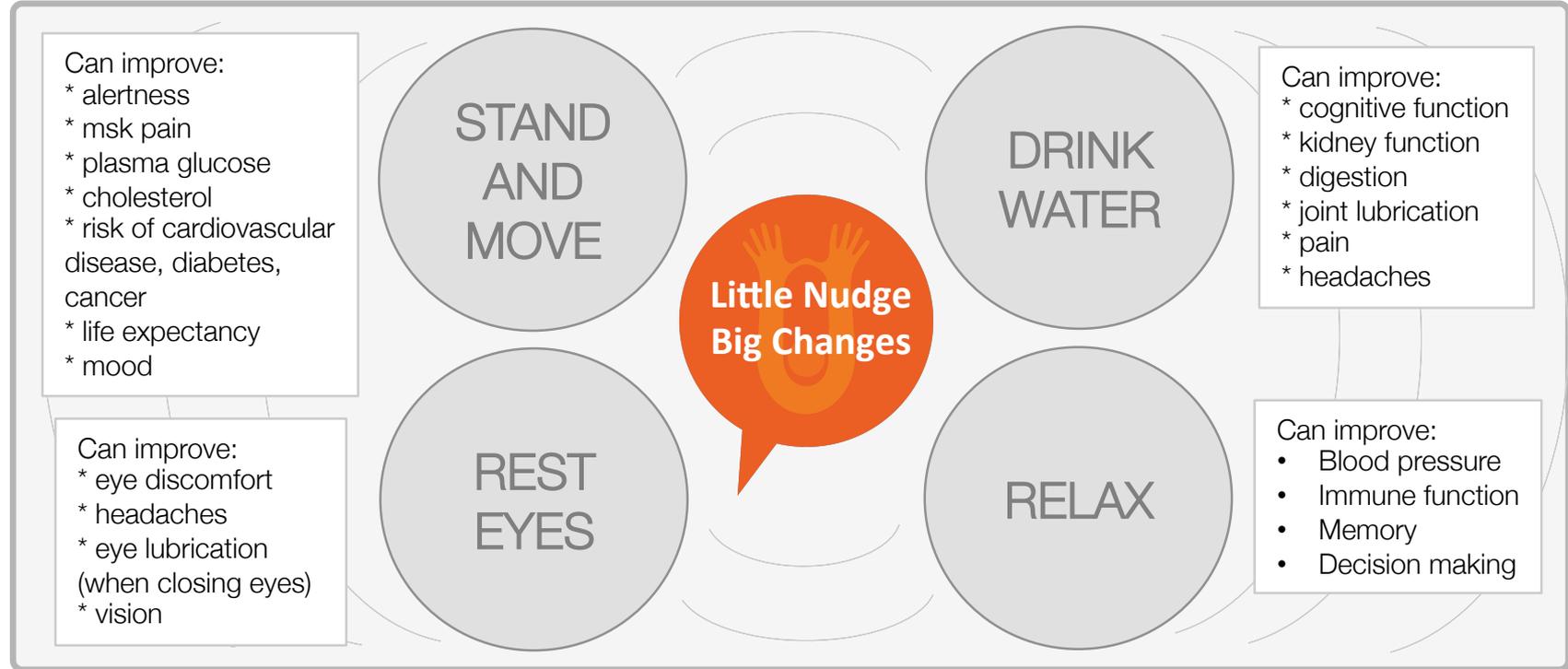
PILOT

Little Nudge pilot showed significant increase in employees’ movement at work and even encouraging greater team work. There was a material improvement in pain free backs, and in those who report no headaches.

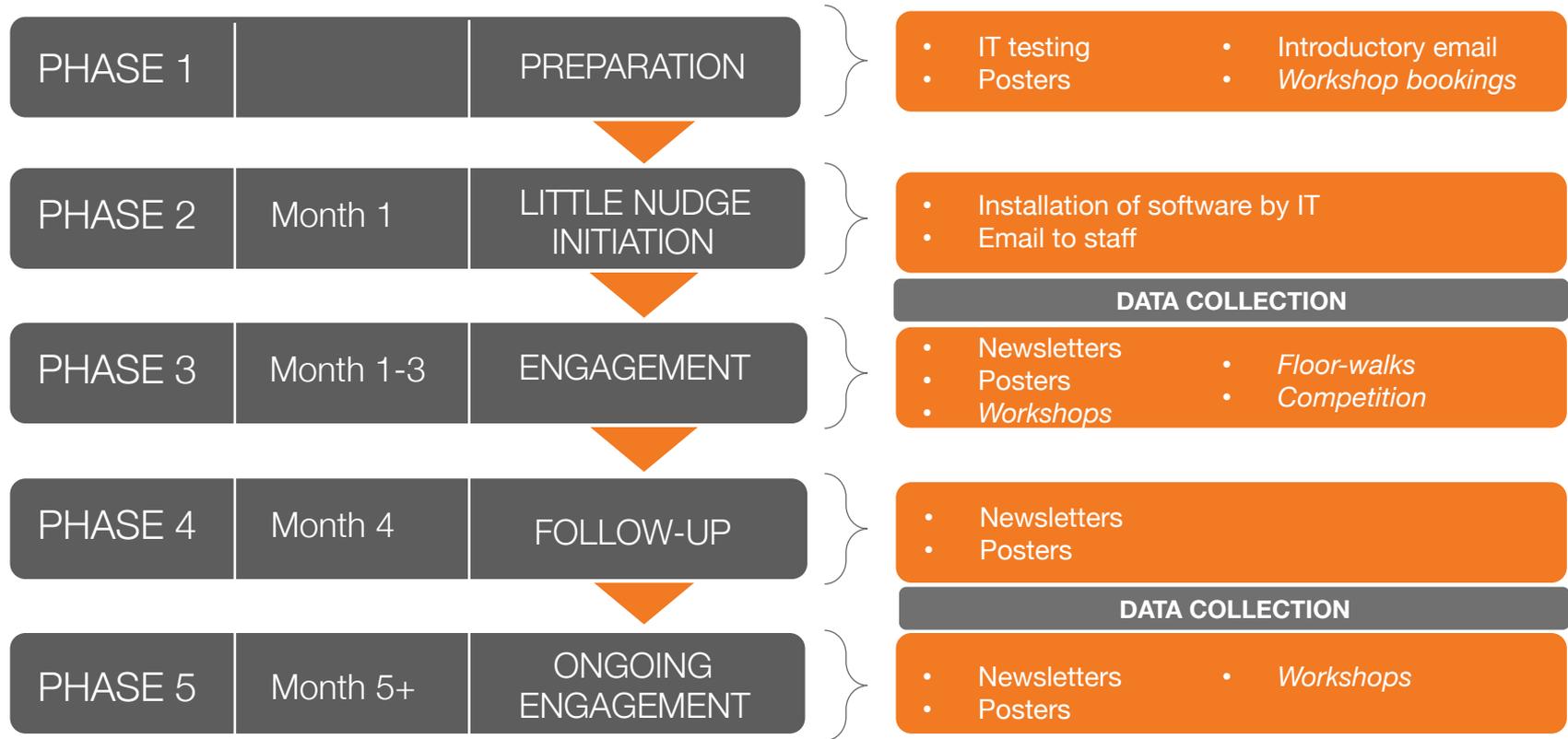
An unobtrusive yet powerful intervention with broad Health and Wellbeing benefits.



EVIDENCE- BASED NUDGES



IMPLEMENTATION



Engagement Pack provided to Wellbeing Champions to support the following activities:

Items in italics are optional extras. All the rest are part of the standard Little Nudge package.



INSPIRING HEALTHIER HABITS



Little Nudge
Big Changes