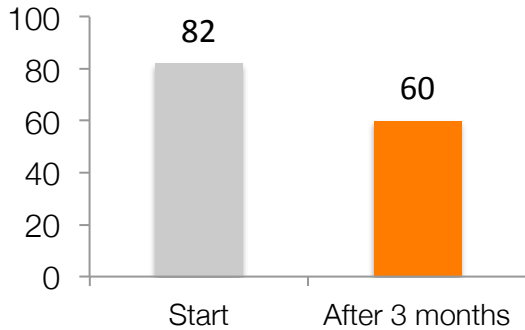


# Little Nudge Pilot at Bupa UK

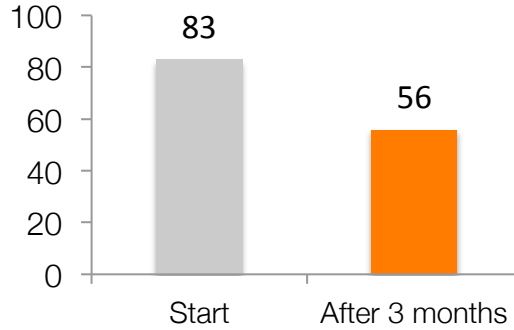
**Background:** Little Nudge is computer software with engaging evidence based reminders on computers and laptops, designed by physiotherapists. Reminders encourage people to do healthy activities whilst working; including movement, hydration and relaxation.

**Design:** 3 month observational pilot of 131 Bupa UK employees using Little Nudge.

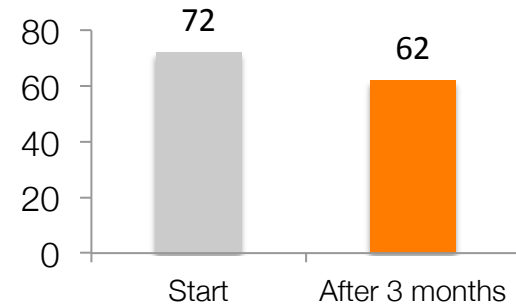
**Total back pain reduced by 27%**



**Total headaches reduced by 33%**

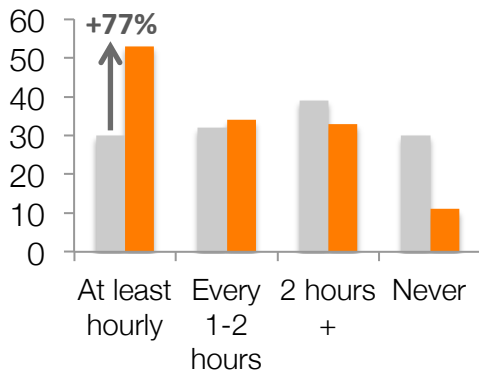


**Total neck pain reduced by 14%**



**Results:** After using Little Nudge for 3 months, the total number of people who said that they are bothered by back pain, neck pain and headaches reduced by 27%, 14% and 33% respectively. The number of people who said that they were 'bothered a lot' by headaches reduced by 61%. Little Nudge users rated their performance as 7% higher after 3 months. People saying that they stand up and move at least hourly more than doubled. People resting their eyes at least hourly increased by 77%. People never resting their mind reduced by 32%.

**Eye resting improved**



**Standing up and moving improved**



**Mind resting improved**

