

## #62 BHF - WORKPLACE CHALLENGE, BRITISH HEART FOUNDATION

### BRITISH HEART FOUNDATION

Programme / Website, 2016

**Topic for advocacy** HEPA - Physical Activity and Health

<https://www.bhf.org.uk/health-at-work/inspire-workplace-health/physical-activity/workplace-challenge>

#### Description of the good example

There is currently a limited amount of evidence on how to engage inactive people to increase the levels of participation in physical activity. The BHFNC was commissioned to evaluate the County Sport Partnership Network Workplace Challenge which targeted workplaces of various types and sizes. The programme is based around a website [www.workplacechallenge.org.uk](http://www.workplacechallenge.org.uk) which allows users to take part in a national activity log as well as offline activities. These include business games, competition programme events and the Workplace Challenge Champion Training.

#### Target - Who can best use this example or document?

Local authorities, NGOs and sports clubs, community at large, local and national government.

#### Learning points - What can we learn from it?

How to activate colleagues and make work place more active through campaigns and challenges.

*\*All information in this entry is sourced from the link above and contact mentioned in the document.*

#### Highlights and outcomes

##### Why could it be useful for your organisation and advocacy?

The outcomes of the Challenge were very interesting. The inactive group prefers social and fun aspects with rewards for their participation in sport a, rather than a competition with winners and losers. Walking has proved to be more popular with inactive people, reflecting their preference for a low-intensity, non-competitive activities. Walking therefore might be a 'first step' of their transition into other activities. For a successful workplace interventions, there is a need for recruiting workplaces at the organisational level and buy-in from senior management. Methods such as a clear marketing strategy targeting its audience and relevant messages linked to topical reports and events were found to be effective in engaging employees.

#### Further information

British Heart Foundation

[newsdesk@bhf.org.uk](mailto:newsdesk@bhf.org.uk)

<https://www.bhf.org.uk/>