



# **How can working environment support employees with chronic diseases to adopt and maintain healthy lifestyles?**

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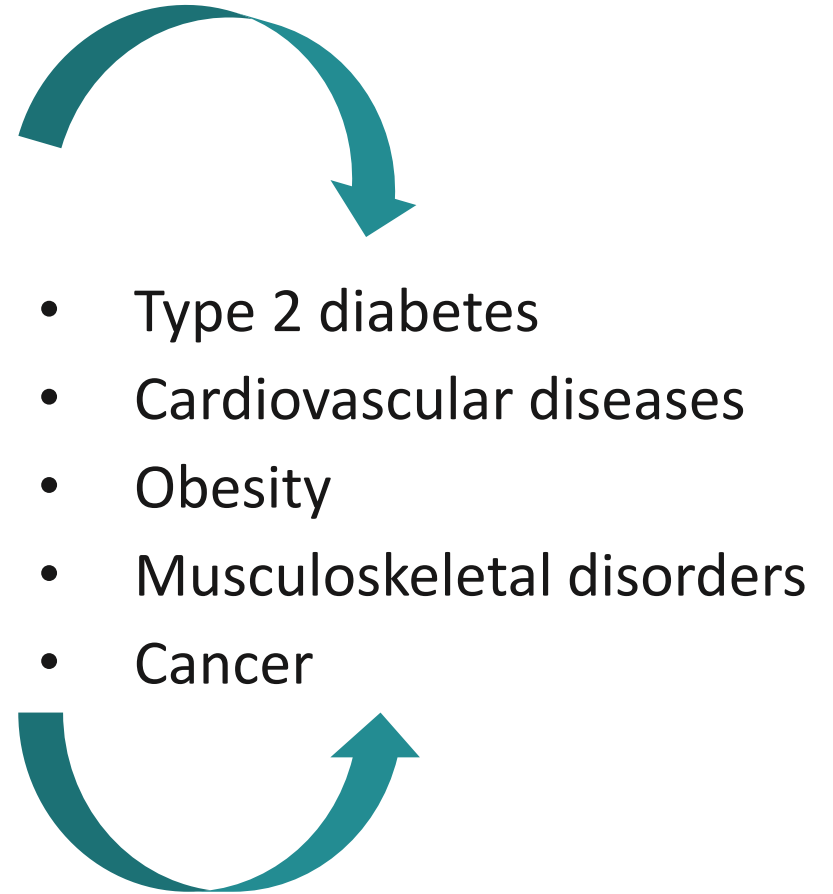


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# Healthy lifestyles – foundation of the prevention and treatment of NCDs

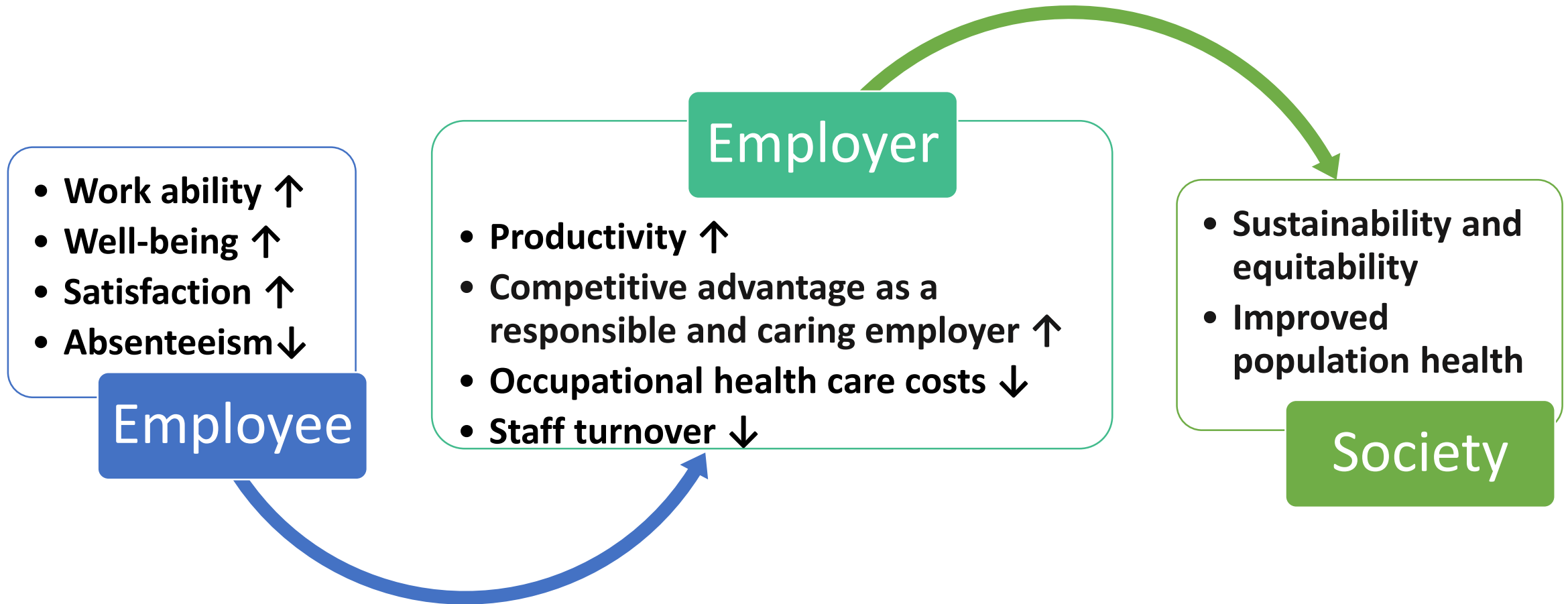
- Nutrition
  - Vegetables, fruit, berries ↑
  - Wholegrains ↑
  - Quality of fat (saturated ↓, unsaturated ↑)
  - Added salt and sugar ↓
- Physical activity
  - Sedentary behaviour ↓
  - Moderate-intensity physical activity 5 x 30 min/week
- Recovery and sleep



# Healthy lifestyles and work

- Most of the world's population spend one third of their adult life at work (*WHO 1995*)
  - Choices made at workplace can form behavioural patterns that have a substantial impact on employees' overall health
- Creating a health-supporting working environment can aid employees to adopt and maintain healthy lifestyle patterns
  - Benefits employees with and without NCDs

# Workplace health promotion benefits the employee, the employer, and the society (WHO 2008)



**Health – one of the most important things in life**

*(Bowling 1995, Puohiniemi 2002, Tarumi et al. 1999).*

**Perceived health – the most important predictor of  
life-satisfaction**

*(Helliwell et al. 2017, EU 2015).*

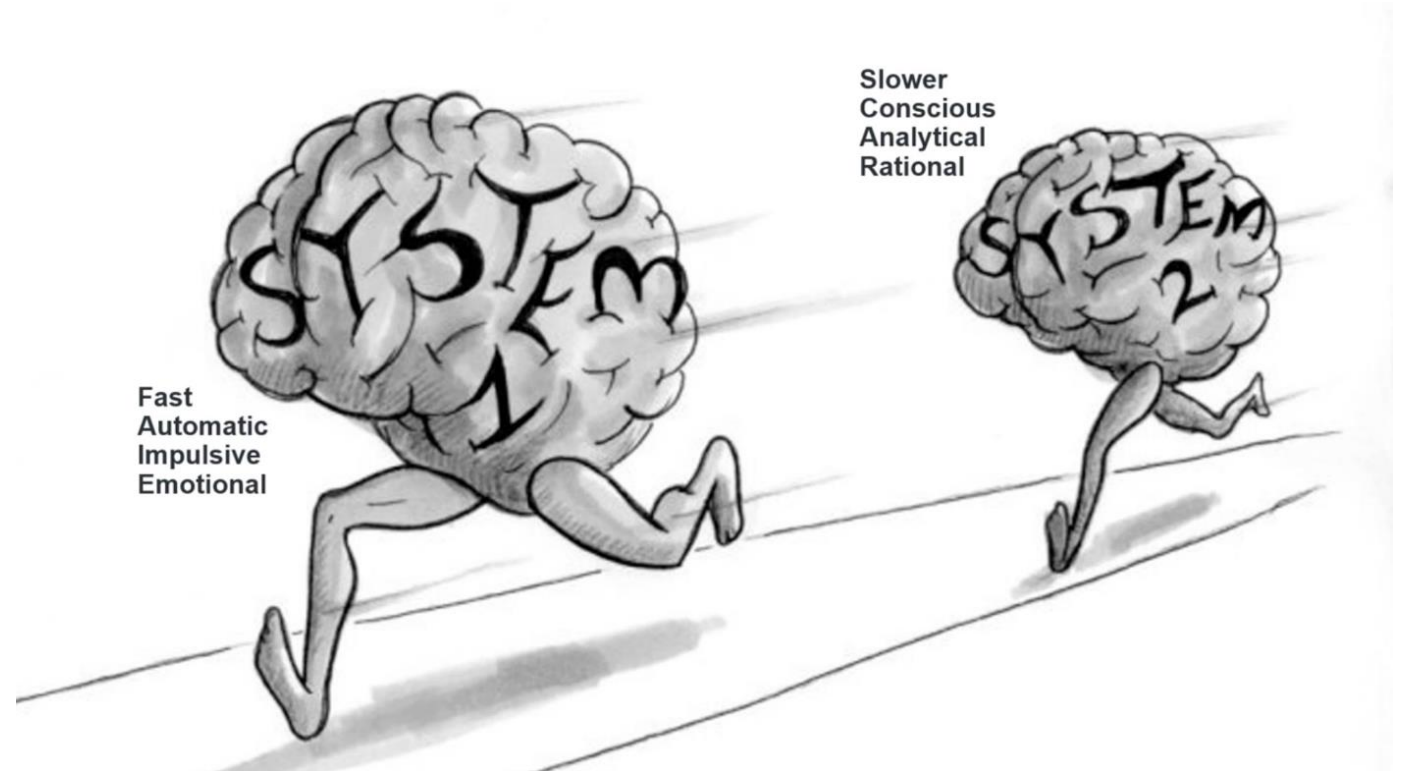
**In many occasions what people do conflicts with  
their values and deliberate goals.**

*(Strack and Deutsch 2004, Marteau et al. 2012)*

# Dual Process Theories of cognition

(Gawronski *ym.* 2014; Strack and Deutsch 2004)

- Behaviour is assumed to result from the interplay of two distinctive cognitive processes:
  - Automatic (system 1)
  - Reflective (system 2)



# Nudge & Choice architecture interventions

A promising and affordable add to the repertoire of means for promoting public health

# *Nudging* as an approach to change behaviour

- **Nudge** = an attempt to influence people's behaviour in a predictable way by
  - taking into account the characteristics of automatic and reflective cognitive processing
  - altering the **choice architecture** of environments or contexts in which decisions are made



# Choice Architecture

The way in which available choice options are offered

- Selection
- Order
- Arrangement
- Visibility
- Salience
- Distance
- Presentation
- Related information







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IMPLEMENTING GOOD PRACTICES FOR CHRONIC DISEASES

# Nudge and choice architecture strategies for creating working environments that support healthy lifestyles



# **Altering the food choice architecture at the workplace**

**Workplace cafeterias**

**Meetings and conferences**

**Vending machines**

**Coffee rooms**



# Selection

- the number of healthy alternatives available
- the proportion of healthy alternatives in the available selection
- perceived variety of healthy alternatives



# Placement

- Order



- **Order**
- **Distance**

- **Order**
- **Distance**





# Placement

- Visibility
- Salience





# Attractiveness of presentation





# Convenience of selection and consumption







## Size

- Portion
- Package
- Unit
- Tableware





# Indicating healthy alternatives with nutritional labels



**Altering the workplace  
choice architecture to  
increase physical activity  
and reduce sedentary  
behaviour**

# Signage, prompts



<https://ucsdcommunityhealth.org/news/early-data-shows-uc-san-diego-stairwell-project-making-positive-impact/>



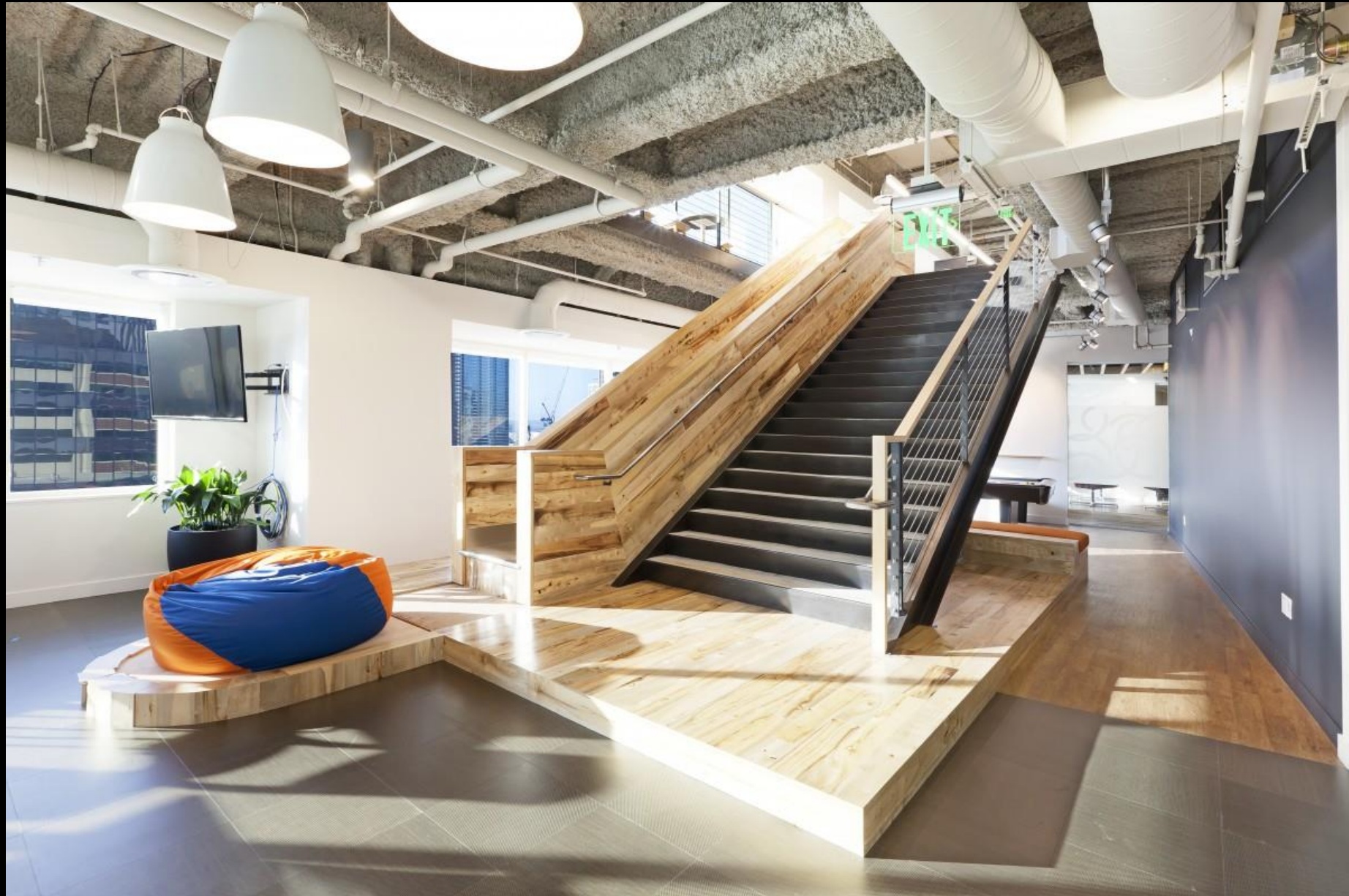
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**Salience  
Visibility  
Attractiveness**



# Height-adjustable desks

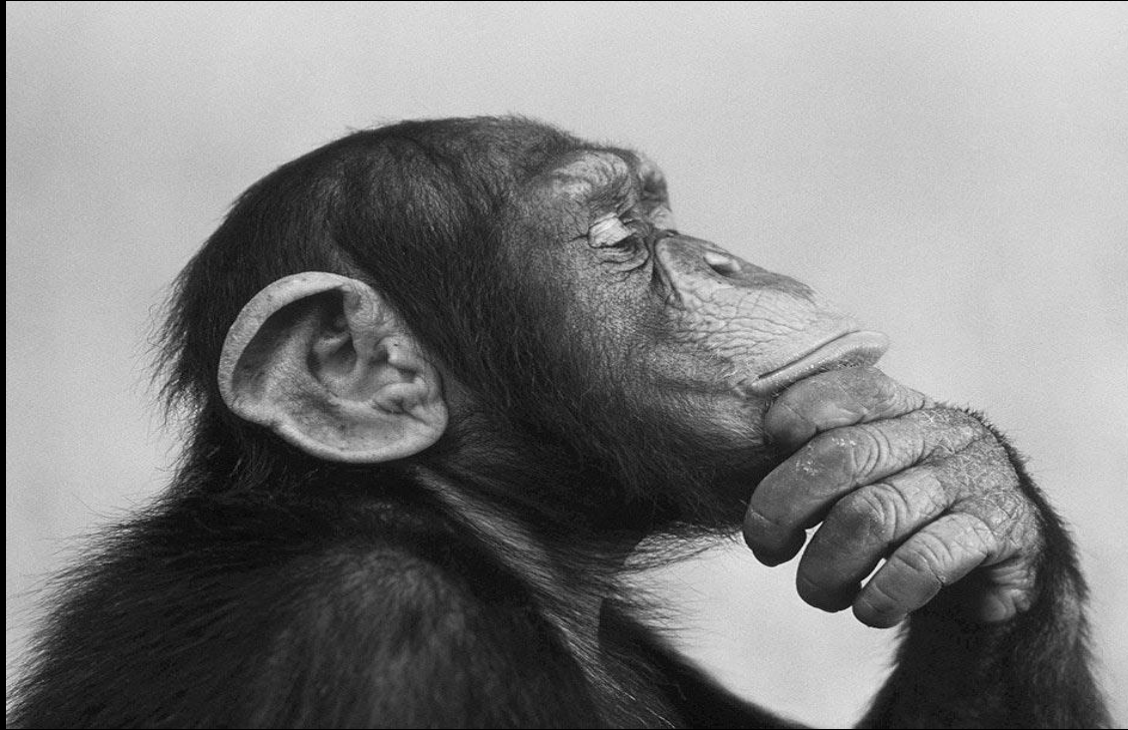


# Reminders





**“Environments exert a stronger impact  
on what people do than what’s in their minds”**



**“...Policy makers and researchers need to move away from the idea  
that changing minds to motivate individuals to resist our unhealthy  
environments changes behaviour — it doesn’t.” *(Marteau 2018)***



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## The Joint Action on Implementing good practices for chronic diseases (CHRODIS PLUS)

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