



GLOBAL  
CHALLENGE

# 100 DAY JOURNEY BASELINE REPORT

**START DATE: 24 MAY 2017**  
**UNIVERSITY OF NEW SOUTH WALES**



**UNSW**  
SYDNEY

# WELCOME

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The primary objective of this report is to provide you with a detailed overview of your employees' physical and psychological wellbeing prior to taking part in the Global Challenge.

The results contained within this report are based on responses your employees gave to questions within our health and lifestyle survey when they first logged on to the Global Challenge platform. Each question has been carefully selected to give you the best snapshot of your employees' health and performance and is scientifically benchmarked against leading medical instruments such as the World Health Organization WHO-5, the flagship PROCAM study of cardiovascular health and the Medical Outcome Study (MOS) of sleep.

This report provides a baseline from which, over the course of the program, we expect your employees to record significant improvement. Through increased awareness, education and motivation, they will become conscious of their lifestyle habits and more importantly will learn how to make the right choices around physical activity, nutrition, psychological wellbeing and sleep so that they arrive at work ready to perform at their best.

Virgin Pulse's 13 years of research show that healthy employees and successful businesses cannot be separated; motivated staff who perform at their best are more engaged and productive, leading to better individual and organisational outcomes.

This report is the beginning of that process. From here, Global Challenge's comprehensive program, comprising exercise, nutrition, psychological wellbeing and sleep will unfold over the course of the 100 Day Journey. After that, you will be able to compare your employees' improvement and see how far they've come in developing sustainable, healthy behaviours that benefit their wellbeing and your bottom line.

We hope you enjoy the rest of the journey,

A handwritten signature in black ink, appearing to read 'David Batman'.

**Dr. David Batman**

International Occupational Health Adviser  
david.batman@virginpulse.com

# REPORT OVERVIEW

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## Information Sources

## Demographics & Motivations

## Lifestyle Habits

- | Overview
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- | Sleep & Fatigue
- | Stress and Happiness
- | Psychological Wellbeing

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- | Weight Management
- | Heart Health
- | Risk Factors

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# INFORMATION SOURCES

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## WHERE DOES THE DATA FOR THIS REPORT COME FROM?

The results in this report are based on information from a number of sources. The following outlines both the source of the data as well as the sample sizes involved:

Demographic data:	1,023 members from your company who completed their Global Challenge Profile (96% of your total members)
Body Mass Index (BMI):	694 members from your company who are using Weight Tracker (65% of your total members)
Biometrics & Heart Health:	647 members from your company who calculated their Heart Age (60% of your total members)
Lifestyle Information:	966 members from your company who answered Health and Lifestyle survey (90% of your total members)
Global Challenge Benchmark:	312,662 global members taking part in the program during 2017

## DATA PRIVACY & SECURITY

Virgin Pulse is committed to protecting your information and your employees' data. Our strict privacy policy protects the anonymity of your employees and outlines our strict data security controls

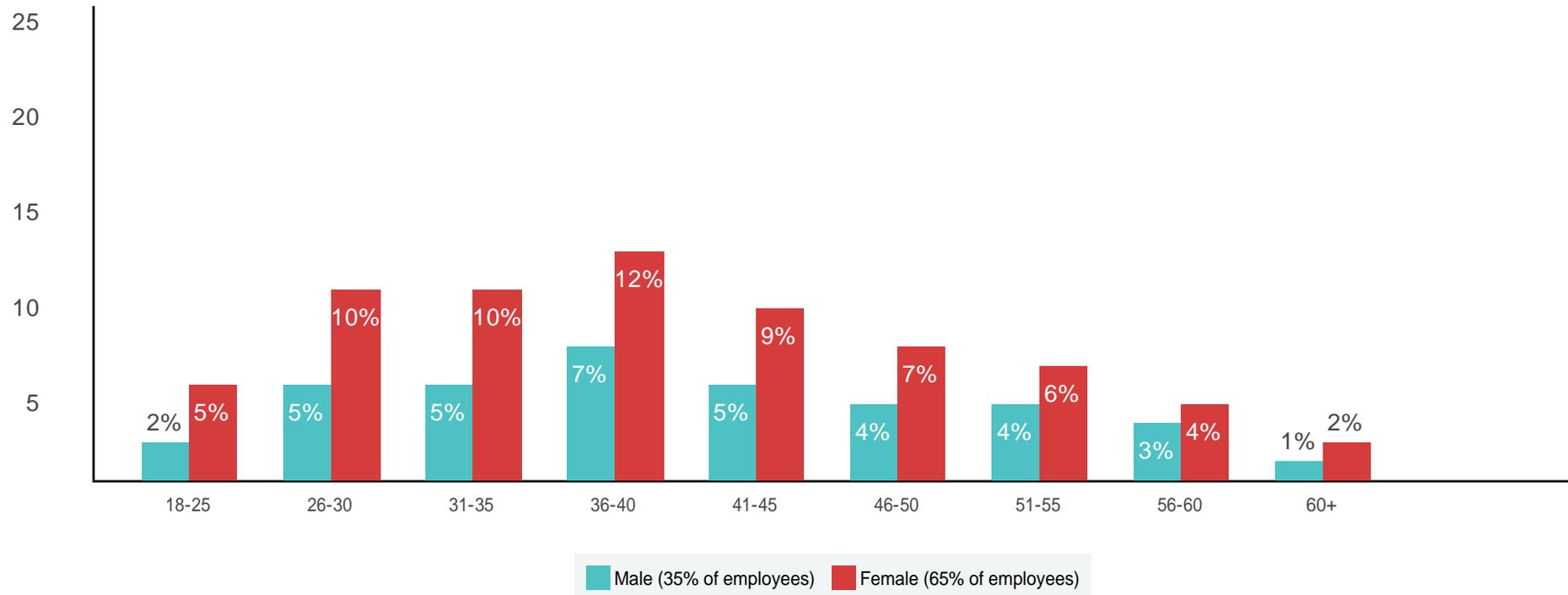
Virgin Pulse is certified against ISO/IEC 27001:2013, a robust and comprehensive global information security standard which validates that Global Challenge has implemented best practice information security controls

If you have any questions or concerns relating to your privacy, please contact us at [privacy@virginpulse.com](mailto:privacy@virginpulse.com)

# DEMOGRAPHICS

The Global Challenge engages every kind of employee, regardless of their age, gender, profession, geographic location or state of health. The results below give a snapshot of both the age and gender of your employees who joined the Global Challenge.

## Distribution of your employees by age and gender:



**4%** of your employees work shifts (i.e. they don't work 9 to 5 office hours) (Global Challenge Benchmark: 14%)

**25%** of your employees travel across time zones for work (Global Challenge Benchmark: 30%)

**93%** of your employees sit down most of the day (as opposed to being on their feet) (Global Challenge Benchmark: 85%)

# REASONS FOR JOINING THE GLOBAL CHALLENGE

Every employee has different reasons for wanting to take part in the Global Challenge. These range from personal health goals, to increased engagement, or a desire to collaborate with colleagues.

## Distribution of your employees by motivations to join the Global Challenge:

## Global Challenge Benchmark

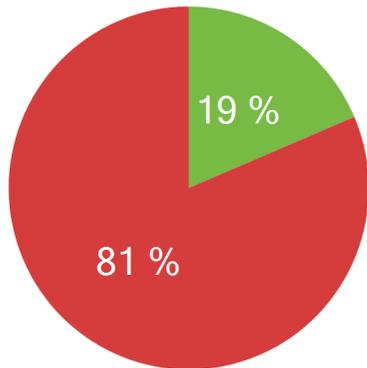


# LIFESTYLE HABITS

The day-to-day choices your employees make around physical activity, nutrition, psychological wellbeing and sleep can impact their performance. The charts below provide an overview of the proportion of your employees who are successfully meeting the recommended scientific and medical guidelines across four key health indicators. During the program, they will learn how to make the right lifestyle choices and take better care of their health. This process starts with exercise. Then, when confidence and habits have begun to improve and employees discover how easy change can be, they start eating more healthily, develop a more resilient mindset and finally sleep better. The result is that they come to work physically and mentally ready to take on the world.

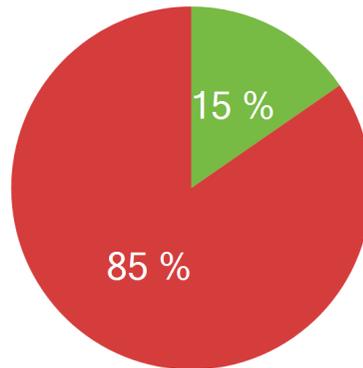
■ Above recommendations ■ Below recommendations

### Physical Activity



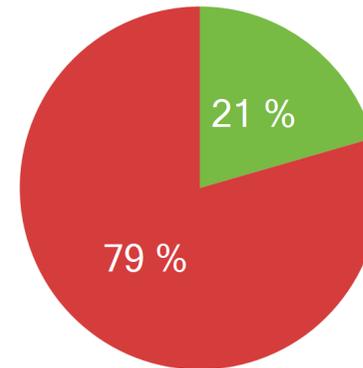
**GLOBAL CHALLENGE BENCHMARK**  
**19%**  
above recommendations

### Nutrition



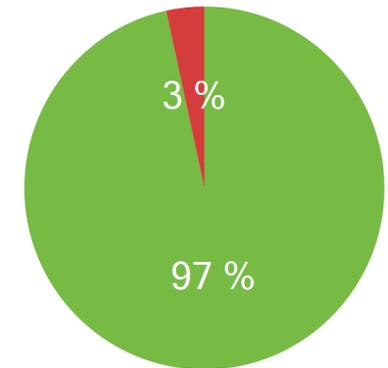
**GLOBAL CHALLENGE BENCHMARK**  
**13%**  
above recommendations

### Mind (Sleep and Stress)\*



**GLOBAL CHALLENGE BENCHMARK**  
**21%**  
above recommendations

### Smoking



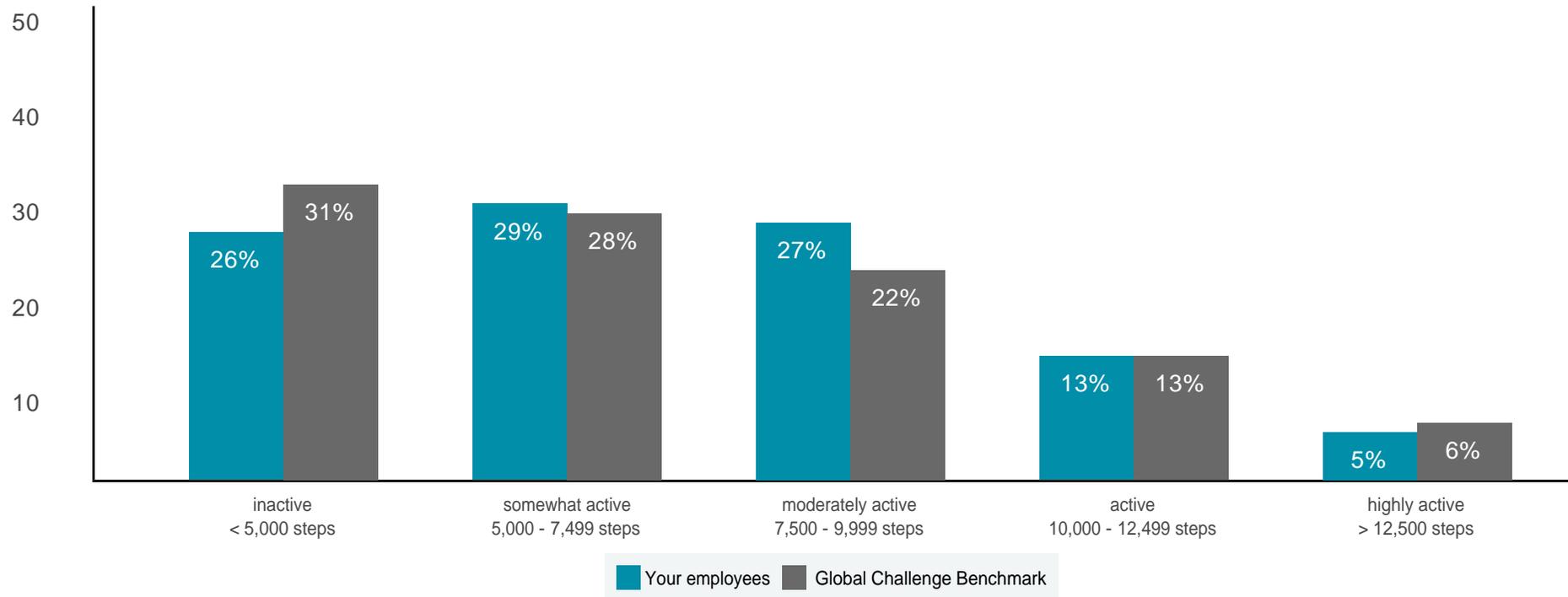
**GLOBAL CHALLENGE BENCHMARK**  
**89%**  
above recommendations

\* the 'Mind' category is a combination of the answers to the Sleep and Stress questions in the health and lifestyle survey

# PHYSICAL ACTIVITY

The results below summarise the level of physical activity undertaken by your employees pre-Global Challenge. By recording their steps during the 100 Day Journey, your employees become more aware of their physical activity levels as they aim to reach the recommended daily target of 10,000<sup>(1)</sup> steps (or a cycling/swimming equivalent). On average, over 70% of last year's Global Challenge members met or exceeded this daily target of 10,000 steps by the end of the journey (vs. 19% pre-Global Challenge).

## Distribution of your employees' physical activity levels pre-Global Challenge:



**18%** of your employees, prior to Global Challenge, were meeting the recommendation of 10,000 steps per day (Global Challenge Benchmark: 19%)

**52%** of your employees were aware, very aware or highly aware of their physical activity levels (Global Challenge Benchmark: 51%)

**17%** of your employees were undertaking 30 mins of planned physical activity 5 or more times per week (Global Challenge Benchmark: 16%)

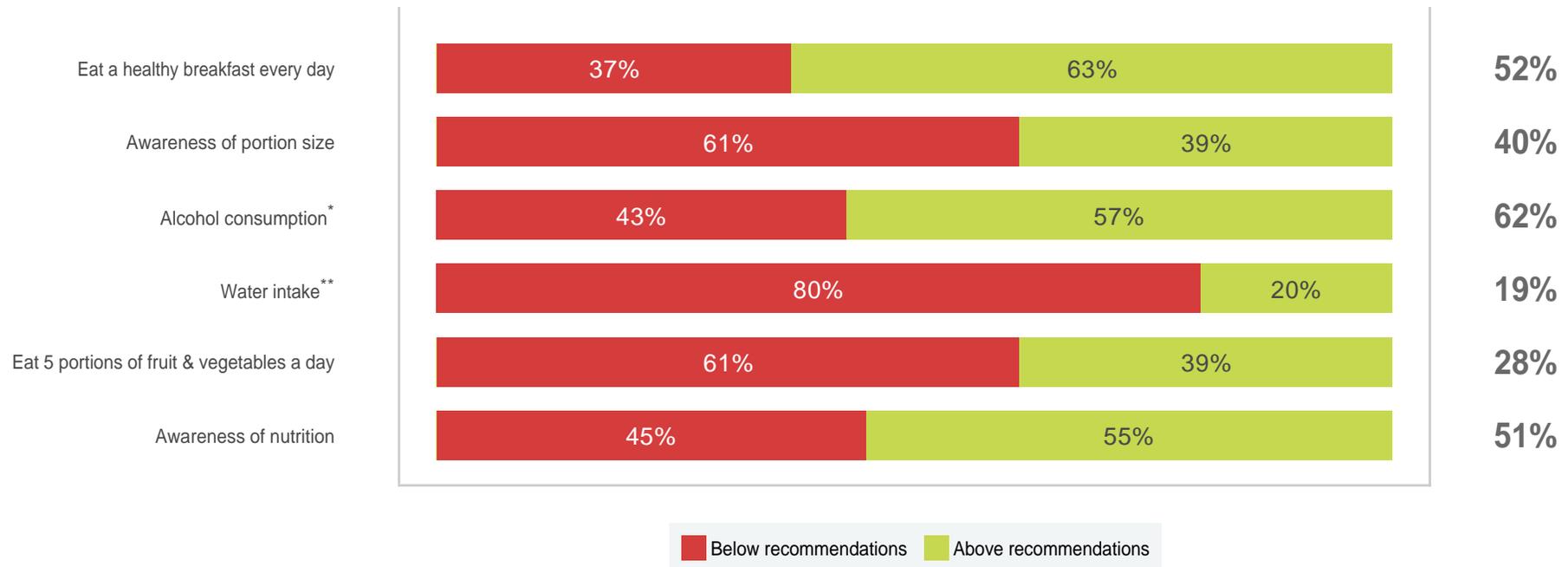
# NUTRITION

Good nutrition is an essential part of a healthy lifestyle. No matter how active you are, you can't out-run a bad diet; that's why Nutrition becomes available on day 22 of your employees' journey. They learn how to make small food swaps that help improve their relationship with food and allow them to achieve and maintain healthy weight goals. The chart below represents the proportion of your employees meeting the recommended guidelines for nutritional choices prior to Global Challenge.

## Distribution of your employees' choices around nutrition pre-Global Challenge:

### Global Challenge Benchmark

% above recommendations



\* Alcohol recommendations are a maximum of 1 standard drink per day for women and 2 standard drinks per day for men

\*\* Water recommendations are 8 glasses of water per day

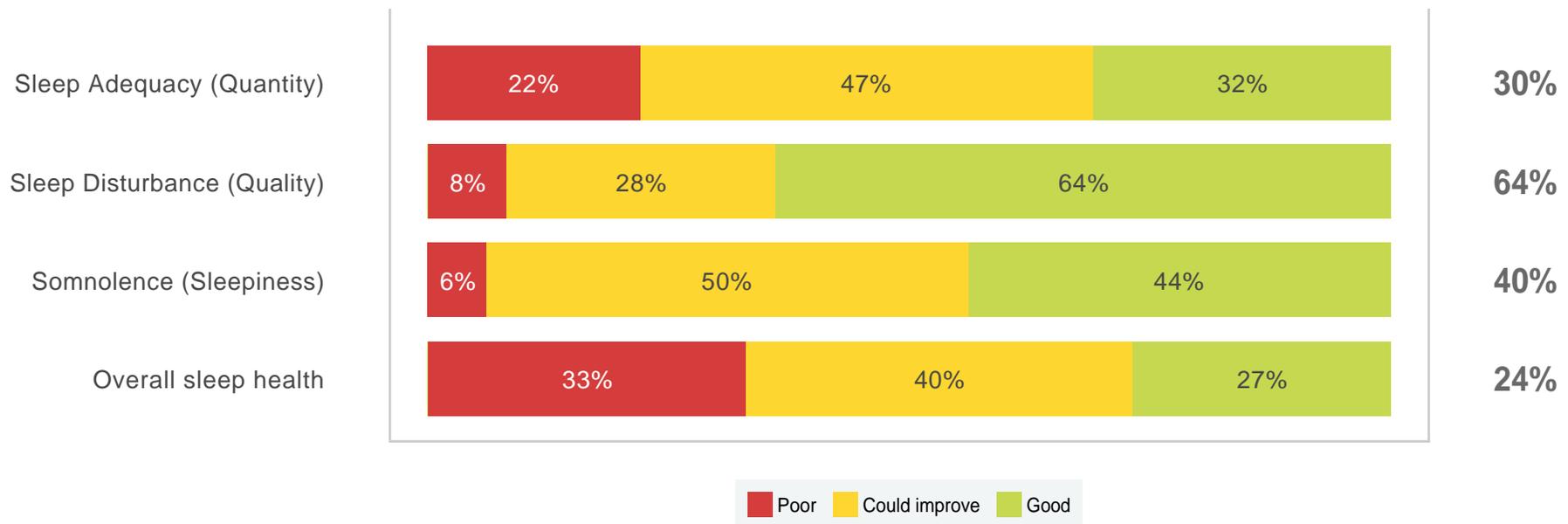
# SLEEP

We know that sleep is important but so often take it for granted. The need for sleep is no different from the need to eat, drink, and take regular exercise. It is critical for maintaining our physical and mental health, for working productively and for workplace safety. Launching on Day 57, Sleep empowers your employees to identify their 'sleep stealers' and to change their behaviours in order to feel refreshed and ready to start the working day. Below is an outline of your employees' sleep status prior to Global Challenge based on ranges adapted from the Medical Outcome Study Sleep (MOS) scale<sup>(2)</sup>.

## Distribution of your employees' sleep health pre-Global Challenge:

### Global Challenge Benchmark

% with good sleep health:



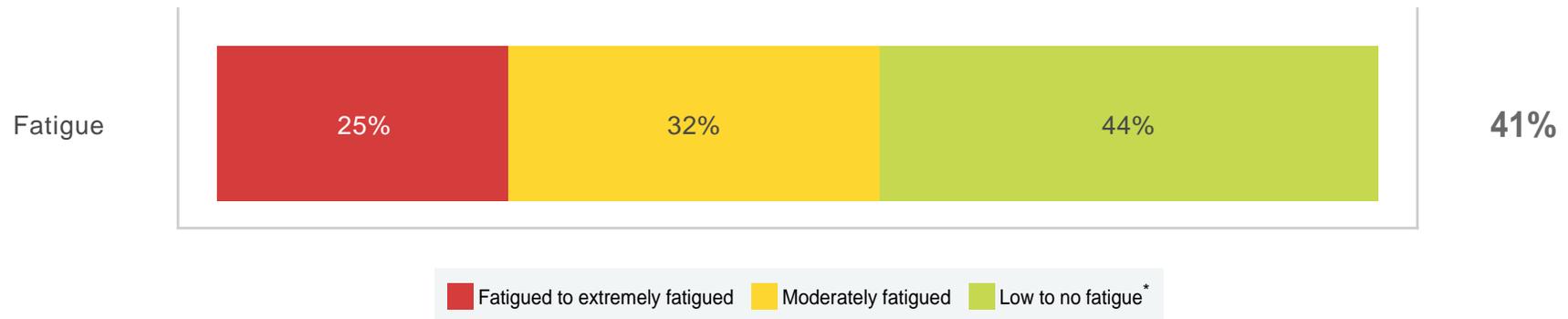
# FATIGUE

Employees' sleep quality is directly linked to their levels of fatigue, which in the workplace can have a significantly detrimental impact on their performance and safety. Overwhelmingly, our research shows that the majority of members describe their fatigue levels as 'moderately fatigued' or 'fatigued' or 'extremely fatigued' at the outset of Global Challenge, only for this to improve the more physically active they become.

## Distribution of your employees' fatigue levels pre-Global Challenge:

### Global Challenge Benchmark

% who rated their fatigue as low, very low or not at all fatigued



\* Ranges based on 7 point Likert items ('low to no fatigue' represents the percentage of employees who have answered low, very low and not at all fatigued, 'moderately fatigued' shows the percentage who have answered moderately fatigued and 'fatigued to extremely fatigued' is the percentage who have answered fatigued, highly and extremely fatigued)

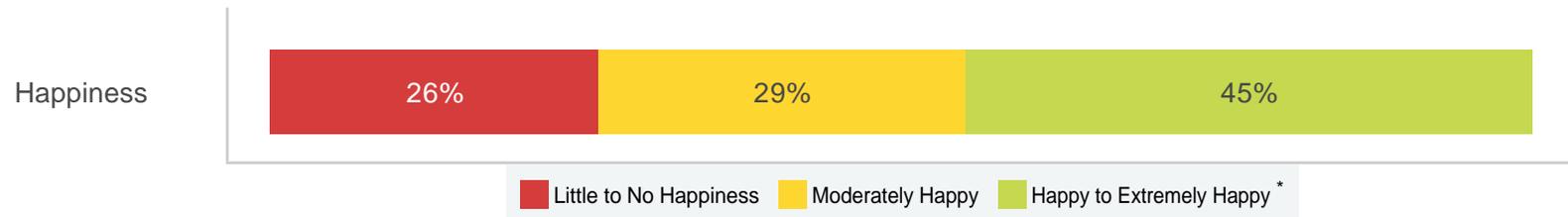
# STRESS AND HAPPINESS

Global Challenge provides an indication of employee psychological wellbeing with three metrics: happiness, stress at home and stress at work. Our research<sup>(3)</sup> reveals that workers reporting high to extreme levels of stress rated their productivity worse than their less-stressed colleagues. By increasing physical activity levels and improving sleep, Global Challenge has a beneficial impact on mental health, developing higher individual resilience within the collective working environment.

## Distribution of your employees' happiness pre-Global Challenge:

### Global Challenge Benchmark

% happy to extremely happy

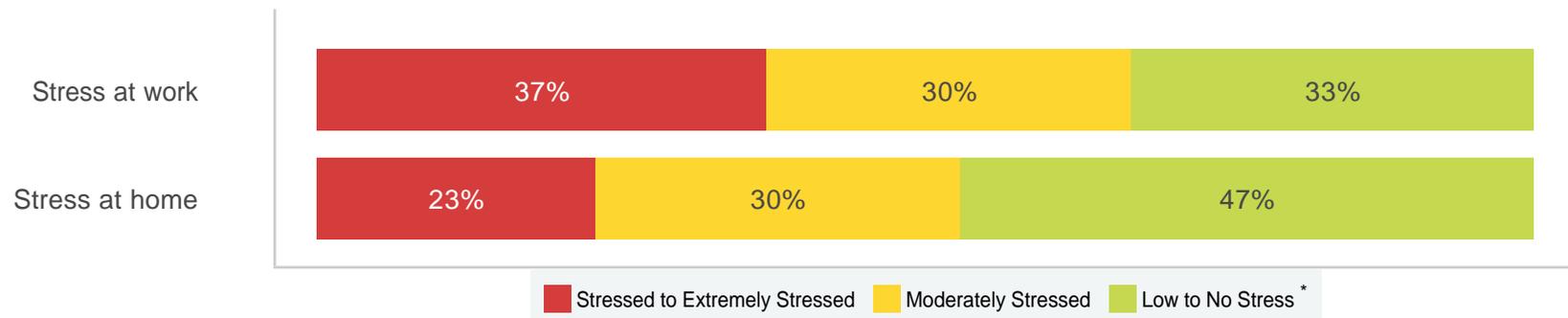


49%

## Distribution of your employees' stress levels pre-Global Challenge:

### Global Challenge Benchmark

% with no to low stress



31%

48%

\* Ranges based on 7 point Likert items.

For stress, 'low to no stress' represents the percentage of employees who have answered low stress, very low stress and not at all stressed, 'moderately stress' shows the percentage who have answered moderately stressed and 'stressed to extremely stressed' is the percentage who have answered stressed, highly stressed and extremely stressed

For happiness, 'happy to extremely happy' represents the percentage of employees who have answered being happy, very happy and extremely happy, 'moderately happy' shows the percentage who have answered moderately happy and 'little to no happiness' is for the percentage who have answered somewhat, a little bit and not at all happy

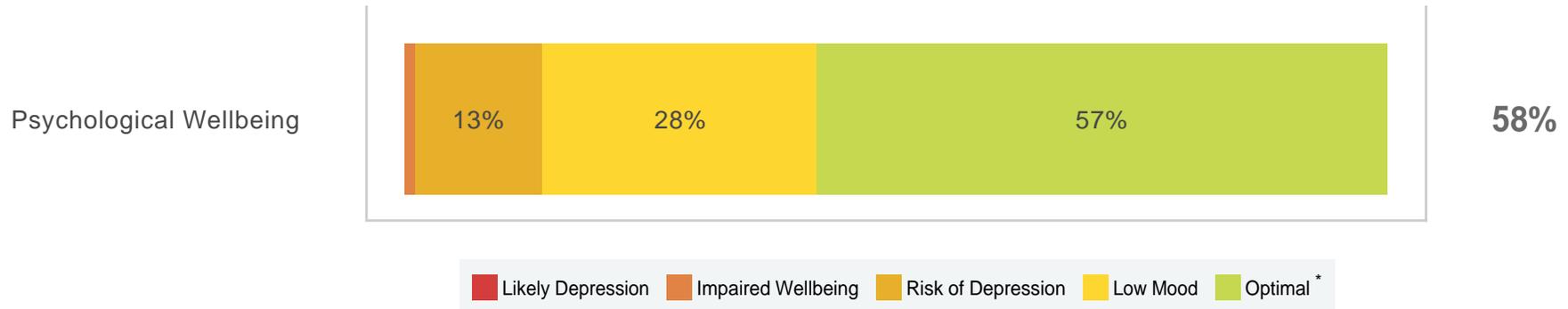
# PSYCHOLOGICAL WELLBEING

The success of an organisation relies heavily on the sound physical and psychological health of its workforce. Promoting healthy levels of psychological wellbeing helps prevent the potential risk of developing mental health problems such as anxiety or depression. To further understand the positive impact the Global Challenge has on employees, five questions from the scientifically validated and internationally recognised World Health Organization's (WHO) 5-item Wellbeing Index<sup>(4)</sup> (called the WHO-5) have been added into our own health and lifestyle questionnaire. Below is an outline of your employees' psychological wellbeing based on the WHO-5 scale. Over the course of their 100 Day Journey, your employees will discover how they can develop a stronger and more positive mindset with Balance which launches on day 43 - improving their resilience to stress and psychological wellbeing.

## Distribution of your employees' WHO-5 scores pre-Global Challenge:

### Global Challenge Benchmark

% of participants who scored optimal on the WHO-5 scale.

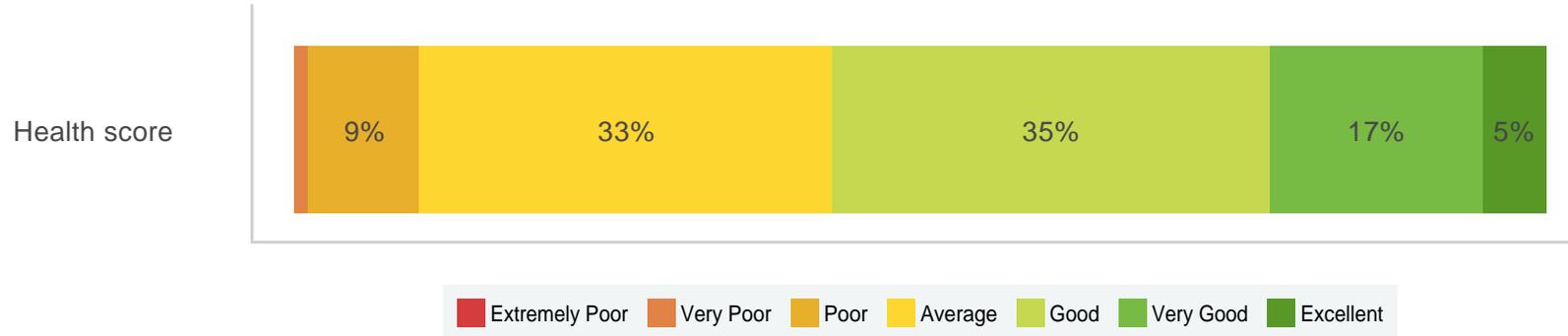


\* Classifications are based on the WHO-5 scale for psychological wellbeing. 'Optimal' corresponds to a score greater than or equal to 51 on the 100 point WHO-5 scale.

# OVERALL HEALTH SCORES

Research<sup>(5)</sup> shows that self-reported health is a good indication of actual health. By exercising, eating better and resting properly, employees positively impact their health and well-being through improved fitness and cardiovascular health.

## Distribution of your employees' overall health pre-Global Challenge:

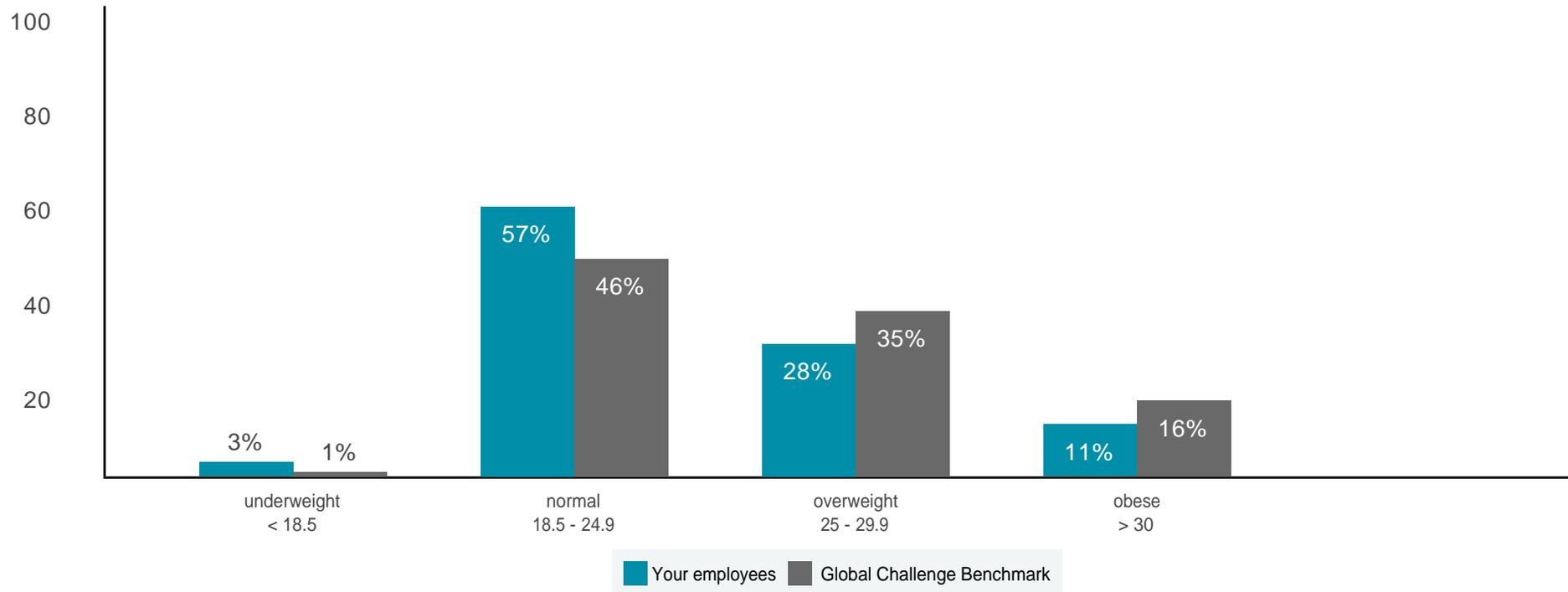


**57%** of your employees have rated their overall health as either good, very good or excellent pre-Global Challenge (Global Challenge Benchmark: 57%)

# WEIGHT MANAGEMENT

Through the cycle of increasing awareness, education and motivation, Global Challenge engages not only your fit and active employees, but also those who feel overwhelmed by the prospect of exercise and undoing the habits of a lifetime. However, these employees have the most to gain; Our data shows that an increase in physical activity most benefits those Global Challenge participants with a high BMI.

## Distribution of your employees' BMI pre-Global Challenge:

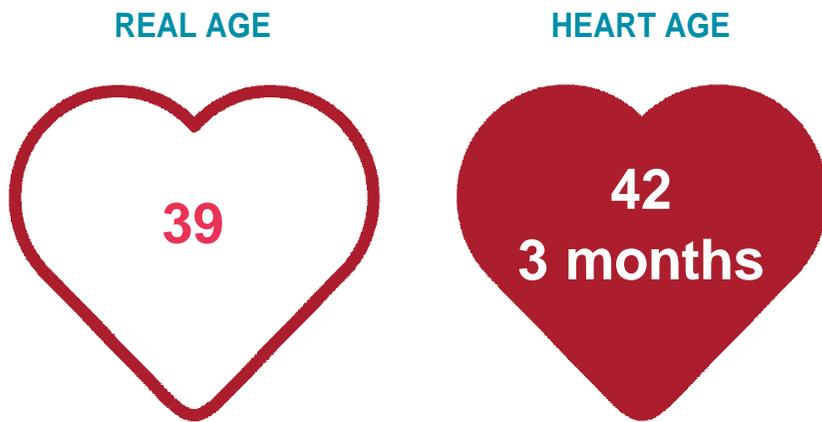


Average BMI of your employees pre-Global Challenge: **24.86** (Global Challenge Benchmark: 25.92)  
**34%** of your employees have set a weight goal (Global Challenge Benchmark: 35%)

# HEART HEALTH

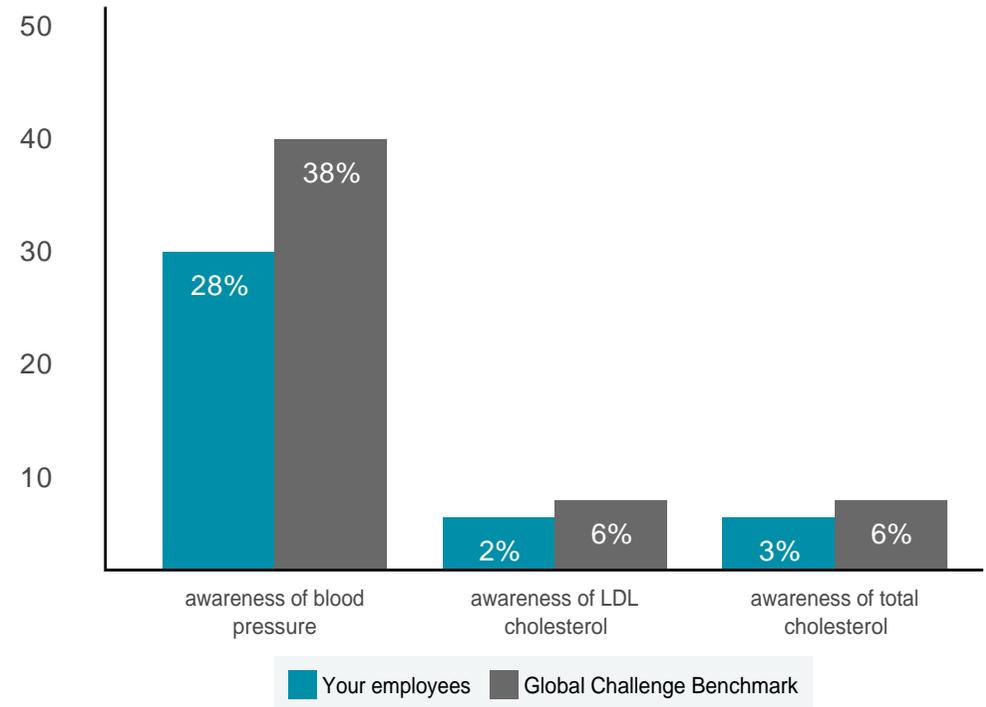
The Heart Age has been developed to give employees a scientific picture of their heart health relative to their real age. It highlights their cardiovascular risks and provides guidance and support on what they can do to reduce them. Empowering employees with this awareness and knowledge about their current health status will help to lay the foundations for greater improvements to their heart health in the long term.

**63%** of your employees have calculated their Heart Age  
(Global Challenge Benchmark: 60% benchmark)



### Global Challenge Benchmark

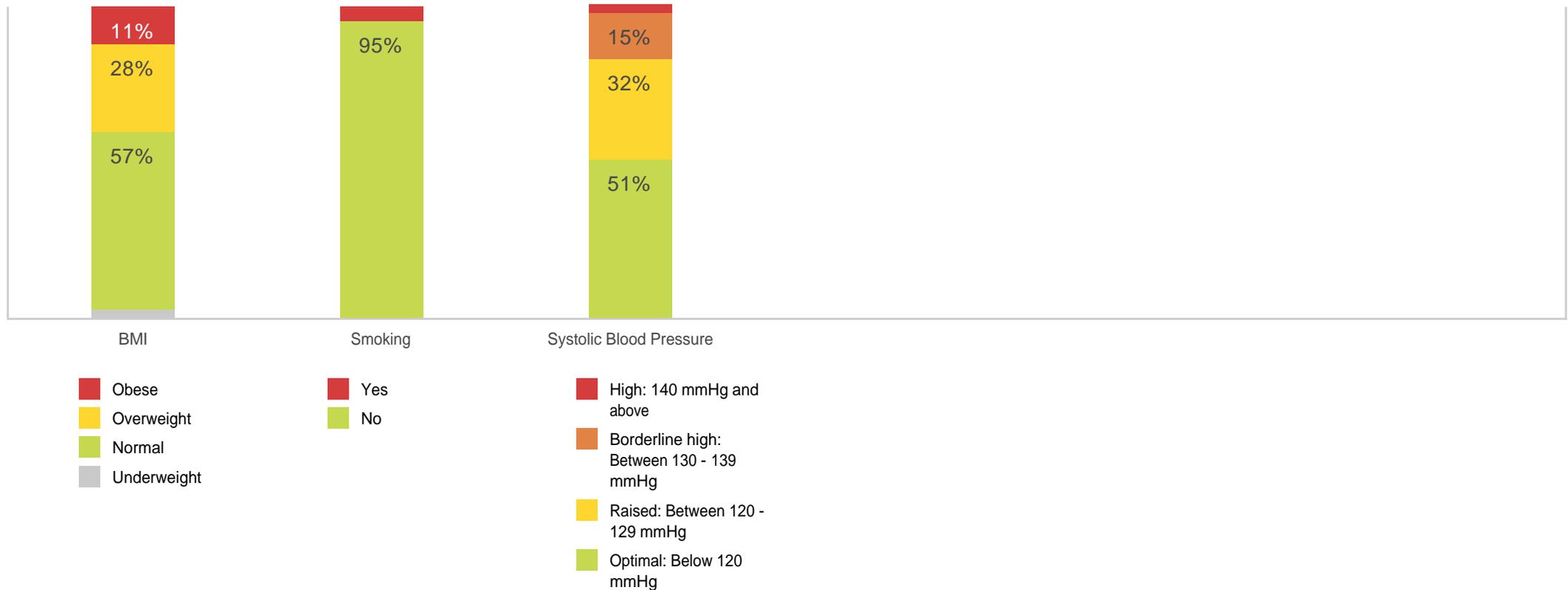
Average real age: 39  
Average Heart Age: 43 years



# BIOMETRIC RISK FACTORS

There is a clear link between a person's lifestyle risk factors and the development of ill health later in life. The resulting health problems impact employees' individual performance as well as overall business performance. Early action to address these risk factors reduces the likelihood of employees experiencing ill health in the future and allows an organisation to plan around a resilient workforce. It should be recognised that risk factors other than those which have been measured and highlighted can influence a person's health.

## Distribution of your employees across risk categories pre-Global Challenge:



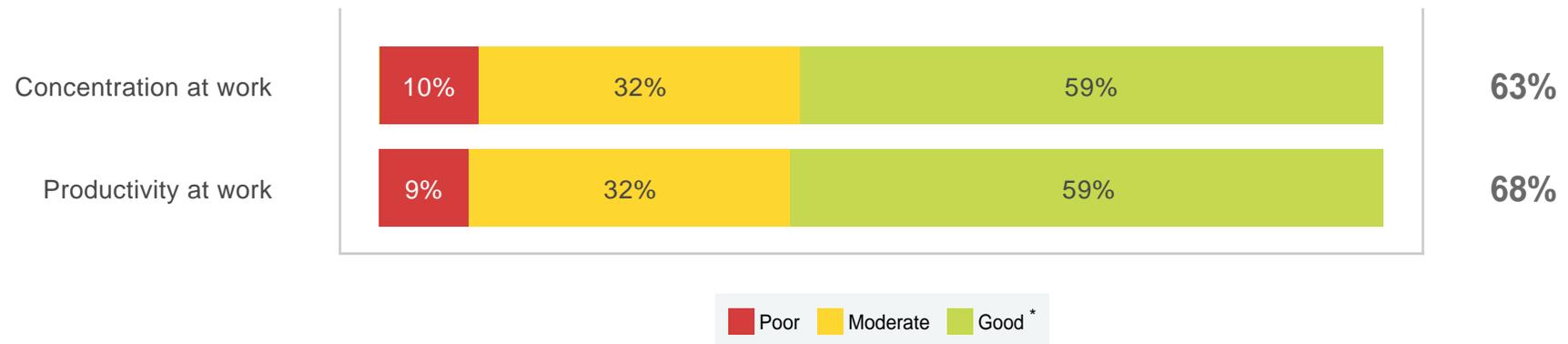
# EMPLOYEE PERFORMANCE

The more stressed and unhealthy employees are, the less productive, alert and mentally resilient they are. Our data confirms this, showing the correlation between your employees' concentration and their productivity levels.

## Distribution of your employees' productivity and concentration levels pre-Global Challenge:

### Global Challenge Benchmark

% who rated their concentration and productivity as good



\* Ranges based on 7 point Likert items

For concentration, 'good' represents the percentage of employees who have answered good, very good or excellent concentration, 'moderate' shows the percentage who have answered average concentration and 'poor' is for the percentage who have answered poor, very poor or extremely poor concentration.

For productivity, 'good' represents the percentage of employees who have answered being productive, highly productive and extremely productive, 'moderate' shows the percentage who have answered being moderately productive and 'poor' is for the percentage who have answered low productivity, very low productivity or not at all productive.

# BASELINE CORRELATIONS

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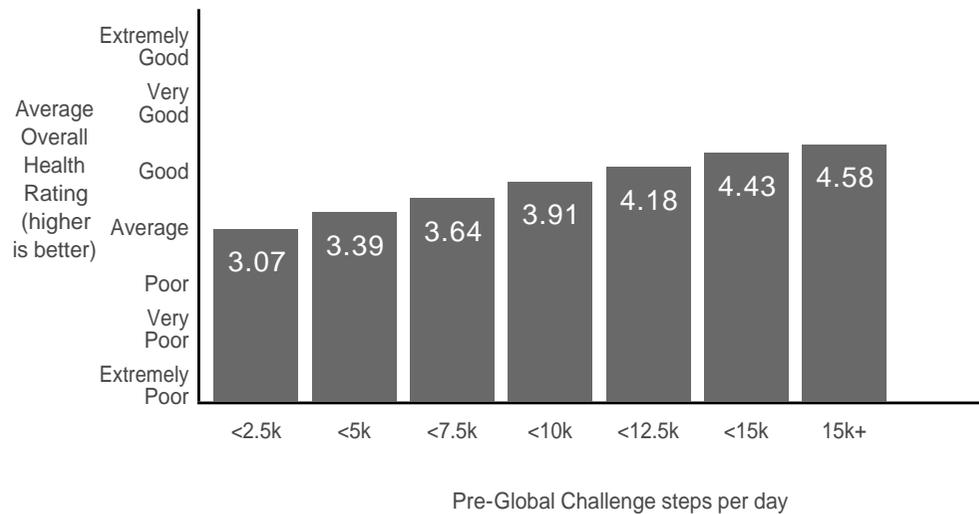
- I With this Baseline Report, we would also like to highlight a small selection of important correlations that exist between results which reinforce the fundamental connection between an employee's physical and psychological wellbeing and their ability to perform at their best
- I The correlations we're presenting in this report are for Global Challenge Global data (i.e. all Global Challenge members who have answered the relevant questions from the health and lifestyle survey, not just your employees). If you're interested in looking at correlations specific to your employees (subject to sufficient sample size) please get in touch with your Account Manager

# BASELINE CORRELATIONS

## PHYSICAL ACTIVITY VS. OVERALL HEALTH

One of the strongest correlations relates to how an employee's physical activity level prior to Global Challenge impacts on their overall health. Those who report undertaking the lowest amount of daily physical activity prior to Global Challenge (<2.5k steps per day) record an overall health score 25% lower than those meeting the recommended 10,000 steps per day.

Physical Activity (steps) vs. Overall Health Pre-Global Challenge

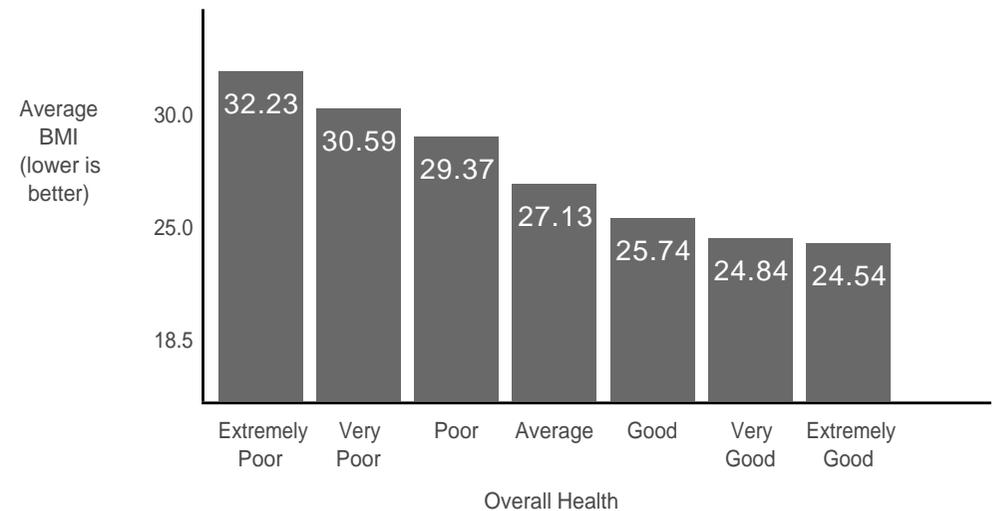


Sample size: 267,208 Global Challenge members

## OVERALL HEALTH VS. BMI

An employee's self-reported overall health is an important measure of their own self-awareness. The correlation below compares an individual's self-reported health status with a more objective measure of health – Body Mass Index (BMI). The results are compelling and demonstrate that an employee has a very good handle on their overall health. For example, those reporting being in very good or excellent health have an average BMI below 25, which is classified as ideal. Those reporting themselves in very poor or extremely poor health have, on average, a BMI above 30, which is considered obese.

Overall Health vs. BMI Pre-Global Challenge



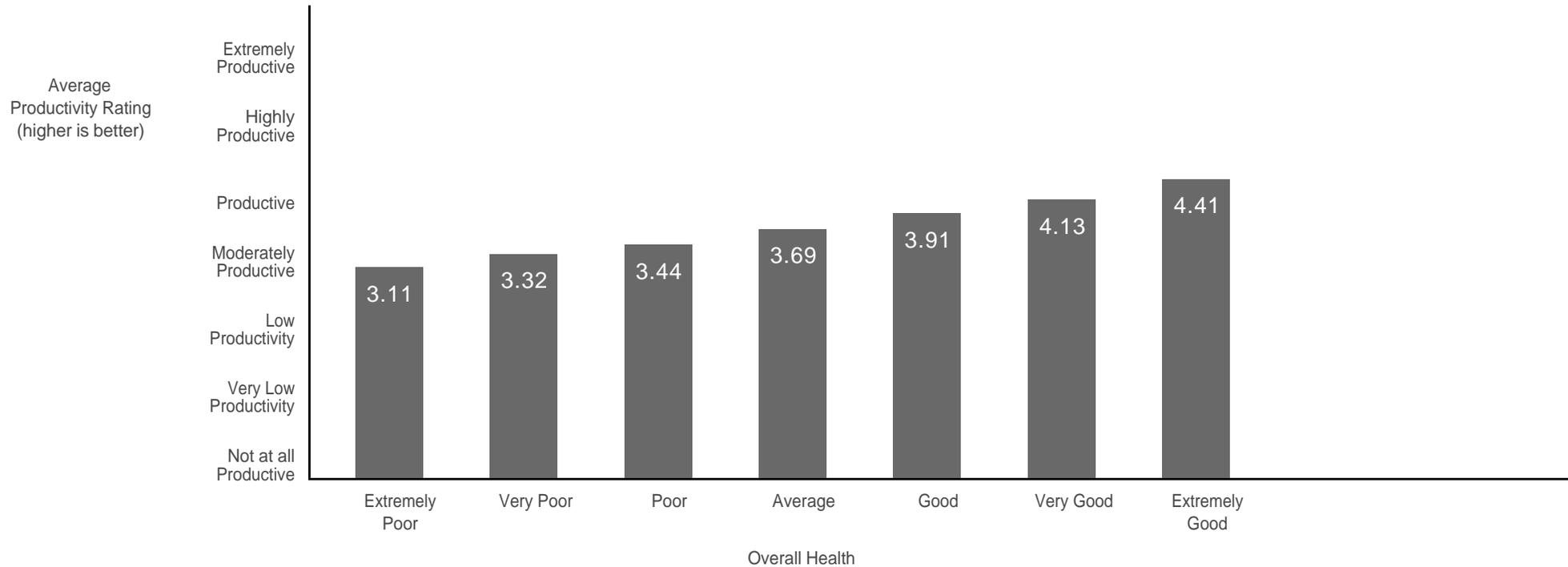
Sample size: 185,707 Global Challenge members

# BASELINE CORRELATIONS

## OVERALL HEALTH VS. PRODUCTIVITY

There is a clear link between an individual's overall health and their self-reported productivity rating. Intuition tells us that healthier employees perform better; however, the results below provide the scientific basis to this integral link. From a business perspective, the correlation makes stark reading, with those rating themselves in extremely poor health recording a productivity score 25% lower than those in excellent health.

Overall Health vs. Productivity at work (pre-Global Challenge)



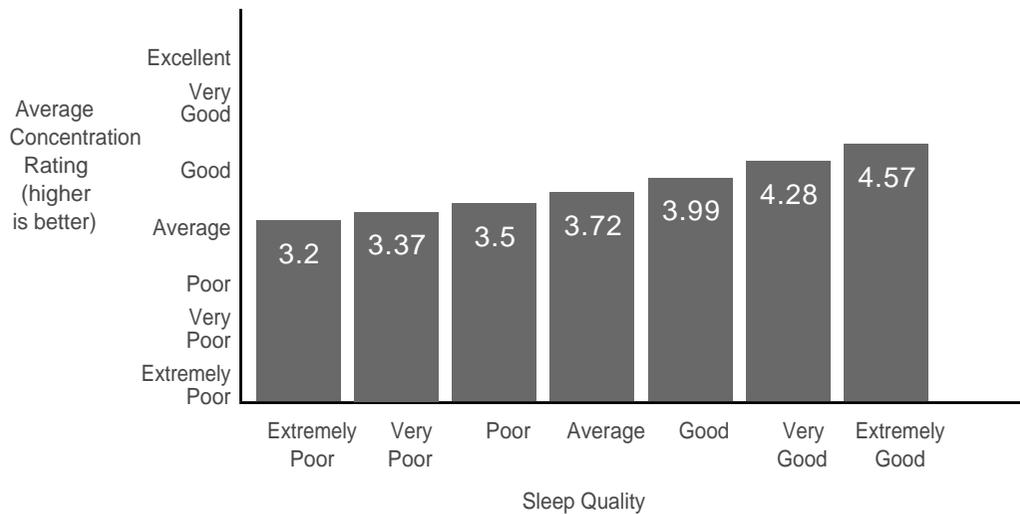
Sample size: 238,498 Global Challenge members

# BASELINE CORRELATIONS

## SLEEP QUALITY VS. CONCENTRATION LEVEL

Another key correlation which has a dramatic impact in the workplace is how an individual's concentration at work is affected by the quality of their sleep. Again, a strong correlation is seen with those rating their sleep as extremely poor recording a 25% lower concentration score than those reporting an excellent sleep.

**Sleep Quality vs. Concentration**

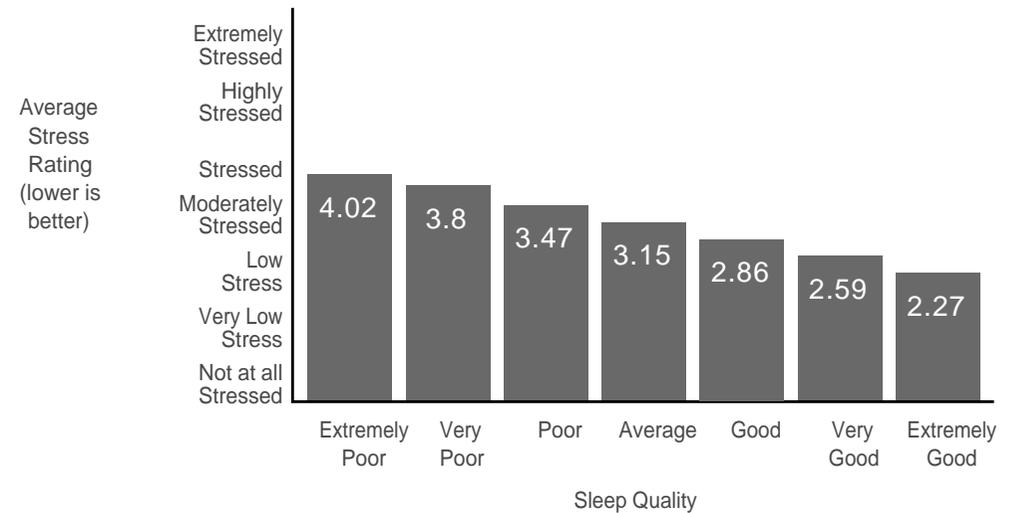


Sample size: 249,666 Global Challenge members

## SLEEP QUALITY VS. STRESS

The final correlation demonstrates the clear link between sleep and psychological wellbeing, with those sleeping the best reporting the lowest level of stress from both work and home. It shows that sleep is an indicator of stress. Those with reduced stress levels sleep better and hence will display improved concentration.

**Sleep Quality vs. Stress**



Sample size: 236,111 Global Challenge members

# DEEP DIVE REPORTS

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Virgin Pulse Deep Dive Reports empower you to make better business decisions. They use data supplied by your own employees to provide valuable insights into your organisation's most valuable resource – your people. They also provide evidence of the health and performance challenges that matter in your organisation then benchmark you at industry and global level for a wider perspective and competitive advantage.



## DEEP DIVE REPORT TOPICS

Deep Dive Reports focus on health and wellbeing topics of critical relevance to your organisation. By examining points of potential weakness within your organisation, Deep Dive Reports empower you to take informed action. Below is a list of report topics:

- | EDUCATION AND AWARENESS
- | PSYCHOLOGICAL WELLBEING
- | MOTIVATIONS AND OUTCOMES
- | SLEEP
- | EMPLOYEE HAPPINESS
- | REPEAT PARTICIPATION
- | STRESS
- | AGES IN THE WORKPLACE

Make better decisions today with Deep Dive Reports.

For more information about Deep Dive Reports, please contact your account manager.

# APPENDIX

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1. Tudor-Locke C, Bassett DR Jr (2004). How many steps/day are enough? Preliminary pedometer indices for public health. *Sports Med*, 34: 1-8
2. The Sleep Scale was developed for the Medical Outcomes Study (MOS), a two-year study of patients with chronic conditions. [http://www.rand.org/health/surveys\\_tools/mos/mos\\_sleep.html](http://www.rand.org/health/surveys_tools/mos/mos_sleep.html)
3. Virgin Pulse Whitepaper 'Stressing the issue' <https://gccmarketing.blob.core.windows.net/marketing-site/resources/stress/stress-whitepaper.pdf>
4. The WHO-5 Well-Being Index: a systematic review of the literature. <http://www.ncbi.nlm.nih.gov/pubmed/25831962>
5. Health Risk or Resource? Gradual and Independent. Association between Self-Rated Health and Mortality Persists Over 30 Years. Matthias Bopp\*, Julia Braun, Felix Gutzwiller, David Faeh, for the Swiss National Cohort Study Group. Institute of Social and Preventive Medicine (ISPM), University of Zurich, Zurich, Switzerland