

# Employees significantly increase physical activity in corporate wellness challenge

**CASE SUBJECT** – BC Hydro, British Columbia, Canada

**BACKGROUND** – The BC Hydro workplace stretches across three mountain ranges, goes from desert in the south to ice fields in the North and runs along the West Coast of the Pacific Ocean. Within this geography, a diverse workforce of old and young, multiple cultures, multiple languages and multiple ethnicities delivers electricity to a population of more than 4 million.

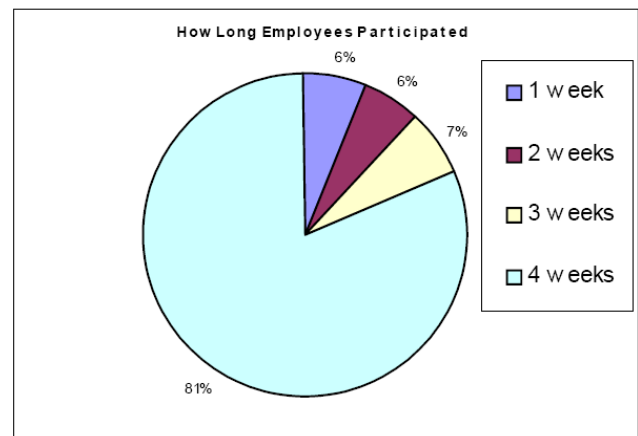
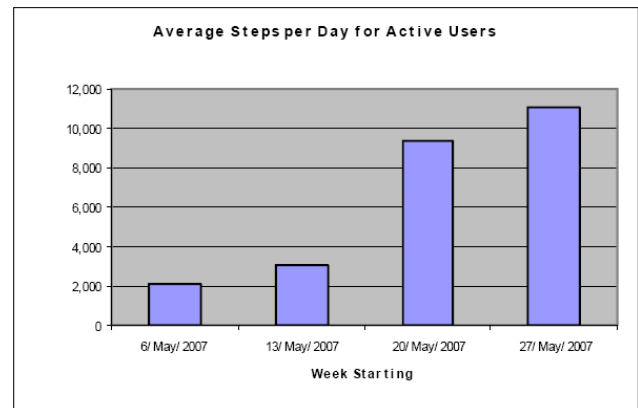
Human Resource administrators at BC Hydro regularly seek new ways to help their diverse workforce operate as a cohesive team. When the need to address proactively manage health costs became apparent, a decision was made to unite employees through a wellness initiative, improving health and inspiring teamwork in all offices.

**OBJECTIVES** – A typical sedentary North American walks between 2000 and 3500 steps per day. BC Hydro wanted to get its employees to the commonly recommended 10,000 steps a day or more. Motivational content needed to build the team strengths and generate clear evidence of community within the selected intervention.

**STRATEGY** – BC Hydro determined that an online pedometer program could provide a consistent experience to all employees. A custom challenge was created on the CoreHealth platform, complete with motivational milestone recognition and team competition. Any moderate or higher level of activity would count in the challenge, which had employees racing the path of the power grid, learning about each location during the journey. Participants were able to join and compete as individuals or as members of a team.

**OUTCOME** – Average daily steps of actively reporting participants increased from 2,105 to 11,217 over the course of the challenge, an increase of 432%. This increase brought the average participant to the level of fitness recommended for heart health and the

prevention of lifestyle related disease. More than 75% of engaged participants reported a notable increase in their fitness levels at the end of the challenge and 81% reported for the full duration of the health challenge.



Given the profound improvement in fitness, the survey response following the challenge provided a surprise. Participants were asked what they felt was the most significant benefit of the challenge. The consistent response was team spirit, camaraderie, and the friendly competition aspects of the event.