Summary of evidence to support Little Nudge

LITTLE NUDGE BIG CHANGES

The following is a brief summary which includes results from pilots of Little Nudge and clinical research evidence for use of exercise / break reminders

RESULTS OF LITTLE NUDGE PILOT

DATA FROM 131 LITTLE NUDGE USERS before and after using Little Nudge for 3 months

Physical Activity Increased

- More than doubled the number of people standing up and moving at least hourly
- 43% reduction in people doing less than 50 minutes of exercise per week

Pain reduced

- 27% reduction in people reporting back pain
- 33% reduction in people reporting headaches

Eye resting improved

- Almost doubled the number of people resting their eyes at least hourly

Mind resting improved

- 32% reduction in never resting the mind

Case Study

Solicitor, Fibromyalgia
Used LN for 1 yr
- Reduced time off work
- Did not need to see physio
- Improved productivity

User interviews (x 30)

Themes:
- Reduced pain
- Not distracting
- Felt 'cared for'
- Importance of individualisation and variety of nudges
- Importance of holistic nudges
- Positive impact on other healthy behaviors

IMPACT OF BREAK OR EXERCISE REMINDERS

Musculoskeletal Pain

Good evidence for use of exercise / break reminders for reductions in MSK pain (Barredo and Mahon, 2007 (Lit review), Irmak et al., 2012, del Pozo- Vruz et al., 2013)

Visual Discomfort

Evidence for reductions in visual discomfort (NIOSH, 2000)

Productvity

Evidence for positive impact on productivity – best if breaks are short and frequent (Galinsky et al., 2007; van den Heuvel et al., 2003, Balci & Aghazadeh, 2003)

Risk of Cardiovascular Disease / Diabetes / Obesity

Evidence that frequent breaks from sedentary time impact on plasma glucose/ triglycerides / BMI (Healy et al., 2008)

Exercise Compliance

Evidence for improvements in compliance with exercise programmes *(Chen et al. 2017)*

Little Nudge Cost Effectiveness

LITTLE NUDGE BIG CHANGES

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COST-EFFECTIVENESS OF LITLE NUDGE

Presenteeism

Illustrative Cost Benefit Example from Little Nudge Pilot

This calculation demonstrates the cost effectiveness of Little Nudge in one area: the impact of reductions in pain on presenteeism:

Presentessim Impact productivity: 20%* → **Financial Impact per Employee: £17,000**** → **Average Pain Reduced: 30%***** → **Average Pilot Benefit per Employee: £5,000** → **Benefit of Pilot £650,000******

Assumptions

**Presenteesim impact on user's productivity assessed through 15 years of experience by ALO clinic's work with corporate clients*

***Average salary of desk based employee is £40,000, with fully loaded large corporate daily cost of £400 per day*

****Average pain reduced over back (27%) and head (33%) aches is ~30%*

***** Benefit of pilot over 130 employees is (£400*210*0.2*0.3*130)=~£650,000*

Presenteeism causes the overwhelming majority of healthcare costs to employers

('Promoting Employee Wellbeing, SHRM 2011')

Other areas for Return on Investment

Likely impact on reduced sickness absence, healthcare costs, staff turnover, employee satisfaction, productivity, company profile *(Health at Work, Economic Evidence Report, 2016)*

RESEARCH: COST-EFFECTIVENESS

Brief interventions to improve physical activity are:

Inexpensive, effective at increasing physical activity, cost-effective

BMJ review of 13 studies (Vijay. et al., 2015)

Job satisfaction and productivity

Strong evidence base for job satisfaction being linked to productivity,

(Bryson et al. 2015)

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LITTLE NUDGE BIG CHANGES

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