| GUIDELINES ON DIGITALBASED STRATEGIES |
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WP 5- Communication, dissemination and exploitation

5.4. Guidelines on digitalbased strategies for Active and Healthy working from home

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# Guidelines on digital based strategies for Active and Healthy working from home

**Work Package 5**
**Communication, dissemination and exploitation**

**28. February 2025**

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# Content

## Introduction

The population in Europe are becoming increasingly sedentary in their behaviour. Physical inactivity is considered a main risk factor for a number of diseases (NCD)

The five major NCDs are heart disease, stroke, cancer, chronic respiratory diseases and diabetes. There is strong scientific evidence that healthy diet and adequate physical activity (i.e. ≥30 minutes of moderate intensity physical activity, ≥5 days per week) play an important role in the prevention of these diseases. Furthermore, it is estimated that approximately 80% of heart disease, stroke, type 2 diabetes and 40% of cancers c**an be prevented through inexpensive and cost-effective interventions that address the primary risk factors.**[1]

In today's modern work landscape, hybrid jobs that combine in-office and remote work have become increasingly prevalent. However, this work arrangement often leads to higher levels of sedentary behaviour, which can have a significant impact on employees' health and work efficiency. The COVID-19 pandemic replaced the presence at the workplace with a remote mode, and nowadays, many companies are adopting home-office policies, it means an even more drastic reduction in physical activity (PA) and increased sedentary behaviour.



Health promotion at the workplace is not just about education. It's about implementing policies and systems that will create supportive environments, good social conditions, and organisational resilience. Workplace health programs can range from the simple activities with small costs to a comprehensive program for large numbers of employees.[2]According to the priorities of the EU policy on employment and social affairs, workplace health promotion is important, especially computer-based jobs, office employees spent a lot of they working day sitting.

[1]Preventing noncommunicable diseases in the workplace through diet and physical activity : WHO/World Economic Forum report of a joint event. 2008

[2]Brzezinska, M. et all, Recommendations and Practical Guidance for Promotion of Physical Activities and Health in Working Environment, Zavod APGA, 2020

# About the project

The Click2Move (C2M) project is a pioneering pan-European interdisciplinary initiative designed to promote active and healthy work practices, specifically targeting sedentary behaviors in the home-office setting. This initiative seeks to address the urgent public health challenge posed by physical inactivity, which the World Health Organization (WHO) identifies as a leading cause of global mortality. The project is timely and relevant, as the transition to remote working has significantly increased the prevalence of sedentary lifestyles among office workers, one of the most at-risk groups.

**Objectives and Scope**

The Click2Move project focuses on:

- Understanding Needs: Conducting comprehensive analyses to understand the behavioral patterns, challenges, and needs of remote workers concerning physical activity (PA).
- Developing Solutions: Creating tailored, technology-driven interventions, including mobile applications and evidence-based guidelines, to encourage movement and reduce prolonged sitting time.
- Promoting Active Work Cultures: Facilitating healthier work environments by co-creating solutions with stakeholders, such as employers, policymakers, and health professionals.

**Rationale for the Initiative**

The C2M project is built on several critical insights:

- Health Risks of Sedentary Behavior: Prolonged sitting is associated with increased risks of chronic diseases, such as cardiovascular conditions, obesity, diabetes, and even premature death.
- mpact of Remote Work: The rise in home-based work due to the COVID-19 pandemic has led to a surge in sedentary behavior, as employees lack the incidental activity associated with commuting and traditional office settings.
- Urgency for HEPA Strategies: Home-office workers need targeted health-enhancing physical activity (HEPA) strategies, as generic workplace programs may not address their unique challenges.

**The Role of Digital Innovations**

Digital technology plays a central role in the C2M initiative by:

- Leveraging Mobile Technology: Developing mobile apps that offer personalized activity reminders, progress tracking, and exercise recommendations to promote daily movement.
- Integrating Practical Guidelines: Providing easy-to-follow recommendations for remote workers and promoters (e.g., employers and health professionals) to foster sustainable behavior change.
- Enhancing Accessibility: Ensuring that digital solutions are user-friendly and inclusive, enabling wide adoption across diverse populations in Europe.

**Expected Outcomes and Benefits**

The C2M program aims to:

- Reduce Sedentary Behavior: Encourage regular breaks and integrate movement into daily routines, helping remote workers achieve a more active lifestyle.
- Improve Health and Productivity: Enhance physical and mental well-being, thereby boosting workplace productivity and job satisfaction.

- Deliver Long-term Impact: Establish scalable and adaptable solutions that can be implemented across different countries and industries.

By addressing the global issue of physical inactivity in a targeted and innovative way, the Click2Move project seeks to foster healthier habits and improve quality of life for remote workers, contributing to a more active and healthier Europe.

## About this guide

This guide is the culmination of the collaborative efforts and activities carried out under the Click2Move (C2M) project. It is specifically designed **for managers, human resource professionals, health promoters, and other stakeholders** who play a role in fostering healthier and more productive work environments.

At its core, the guide aims to **support and empower organizations** in addressing the health challenges associated with remote working. By offering actionable strategies and insights, it helps reduce the negative impacts of sedentary lifestyles on both the health and efficiency of employees.

**Purpose of the Guide**

The manual has two primary goals:

1. **Support and Guidance**: To serve as a practical resource for management seeking to promote physical activity and reduce sedentary behavior among remote workers.
2. **Skills development**: To provide a comprehensive understanding of health promotion principles and strategies tailored for remote work environments to health promoters.

**Complementary Resource**

While the guide itself is a rich source of information, it is not intended to be used in isolation. It provides an overarching framework that introduces the key elements and methodologies developed during the Click2Move project. These elements form the foundation for effective health promotion in any organization.

For those seeking a deeper dive, the guide directs users to **online C2M training course materials**, which offer detailed insights into specific topics and practical tools for implementation. This complementary approach ensures flexibility and accessibility for users with varying needs and levels of expertise.

**What the Guide Offers**

- Holistic Health Promotion: An overview of strategies that focus on reducing sedentary behavior and promoting regular movement during work hours, particularly in home-office settings.
- Framework for Implementation: Guidelines and best practices for integrating health-enhancing physical activity (HEPA) measures into organizational workflows.
- Tailored Solutions: Strategies adapted to the unique challenges of remote working, acknowledging diverse work habits, organizational structures, and cultural contexts.
- Training Integration: Access to supplementary materials and online training courses developed under the C2M project, offering in-depth learning opportunities.

By leveraging this guide, organizations can take proactive steps toward creating healthier and more sustainable work environments. It is a resource designed to inspire positive change and support stakeholders in every stage of implementing health promotion measures in a remote working context.

# 1    Present perspectives on health and physical activity

## 1.1    Key EU Regulations and Legislation on Worksite Health Promotion

The EU's legislative and policy framework for worksite health promotion is comprehensive and supported by various regulations and policies, addressing both mandatory health and safety requirements and encouraging voluntary initiatives. It emphasizes preventive measures, risk management, and fostering a workplace culture that prioritizes physical and mental well-being. Employers are encouraged to integrate these principles into their operations to benefit employees and enhance organizational productivity.

Just to name few:

1. Framework Directive on Safety and Health at Work (Directive 89/391/EEC)[3]

   - Establishes the foundation for occupational health and safety (OHS) across the EU.
   - Requires employers to assess risks, implement preventive measures, and promote health and safety at work.
   - Encourages the integration of WHP into organizational practices.

2. Directive on Display Screen Equipment (Directive 90/270/EEC)[4]

   - Focuses on the health and safety of workers using computers and other screen-based equipment.
   - Recommends measures to prevent eye strain, musculoskeletal issues, and stress.

3. European Pillar of Social Rights (Principle 10: Healthy, Safe, and Well-Adapted Work Environment)[5]

   - Emphasizes health and safety at work as a fundamental right.
   - Encourages proactive measures to support worker well-being and adaptability.

4. Digital Transformation and Remote Work (Framework agreement on telework[6] (2002) and digitalization[7] (2020), Council conclusions on telework[8] (15/06/2021)

   - Policies supporting teleworking and digital tools to enhance employee well-being and maintain WHP during remote work scenarios.

5. Work-Life Balance Directive (Directive 2019/1158)[9]

   - Promotes workplace flexibility and family-friendly policies.

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[3]Council Directive of 12 June 1989 on the introduction of measures to encourage improvements in the safety and health of workers at work (89/391/EEC), http://data.europa.eu/eli/dir/1989/391/2008-12-11

[4]Council Directive 90/270/EEC of 29 May 1990 on the minimum safety and health requirements for work with display screen equipment (fifth individual Directive within the meaning of Article 16 (1) of Directive 89/391/EEC), http://data.europa.eu/eli/dir/1990/270/oj

[5]European Pillar of Social Rights, https://employment-social-affairs.ec.europa.eu/policies-and-activities/european-pillar-social-rights-building-fairer-and-more-inclusive-european-union/european-pillar-social-rights-action-plan_en

[6]Framework agreement on telework, EU cross-sectoral social partners: ETUC, UNICE, UEAPME and CEEP, 2002, https://osha.europa.eu/en/legislation/guidelines/framework-agreement-telework

[7]Framework agreement on digitalisation, Business Europe, ETUC, CEEP and SMEunited, 2020, https://www.etuc.org/system/files/document/file2020-06/Final%2022%2006%2020_Agreement%20on%20Digitalisation%202020.pdf

[8]Council conclusions on telework, Council of the EU, 2021, https://data.consilium.europa.eu/doc/document/ST-9747-2021-INIT/en/pdf

[9]Directive (EU) 2019/1152 of the European Parliament and of the Council of 20 June 2019 on transparent and predictable working conditions in the European Union, 2019, https://eur-lex.europa.eu/legal-content/EN/TXT/PDF/?uri=CELEX:32019L1152

While the European Union provides overarching directives and policies on worksite health promotion (WHP), the implementation of specific legislation is primarily the responsibility of individual member states. Each EU country develops its own national laws, strategies, and programs for WHP, often based on the framework provided by EU directives.

## 1.2 Lifestyle Related Health Risks

According to the WHO, 74% of all deaths globally are caused by noncommunicable diseases (WHO-NCD), such as cardiovascular diseases (for example, heart attacks and stroke), cancers, and diabetes.

### 1.2.1 Key Risk Factors for NCDs in the EU:

**Physical Inactivity:** Sedentary lifestyles increase the risk of diseases such as cardiovascular conditions and type 2 diabetes. According to the European Commission, about 60% of adults in the EU do not meet the recommended level of physical activity (150 minutes of moderate activity per week).

**Unhealthy Diet:** A high intake of processed foods, sugar, salt, and unhealthy fats increases the risk of obesity, hypertension, and heart disease. Obesity is present in about 23% of adults in the EU, which significantly raises the risk of NCDs.

**Smoking:** Smoking remains one of the biggest risk factors for diseases like lung cancer, heart disease, and stroke. In the EU, 20% of adults still smoke, although this number has decreased in recent decades.

**Excessive Alcohol Consumption:** Excessive alcohol use is linked to a higher likelihood of developing liver disease, cancer, and cardiovascular problems. According to WHO, 13% of adults in the EU are at risk due to harmful alcohol consumption.



### 1.2.2 Burden of NCDs in the EU:

**Healthcare Costs:** NCDs account for 80% of all healthcare costs in the EU, representing a significant financial burden on healthcare systems. These diseases often require long-term care and high medication costs.

**Mortality and Premature Deaths:** NCDs are responsible for 72% of all deaths in the EU, amounting to over 4 million deaths annually. These diseases are the leading cause of premature death in the EU, impacting life expectancy and quality of life.

**Productivity and Absenteeism**: NCDs also affect workforce productivity. Employees suffering from these diseases tend to experience higher absenteeism, reducing overall productivity. The increasing number of sick days due to NCDs represents a significant cost to the EU economy.
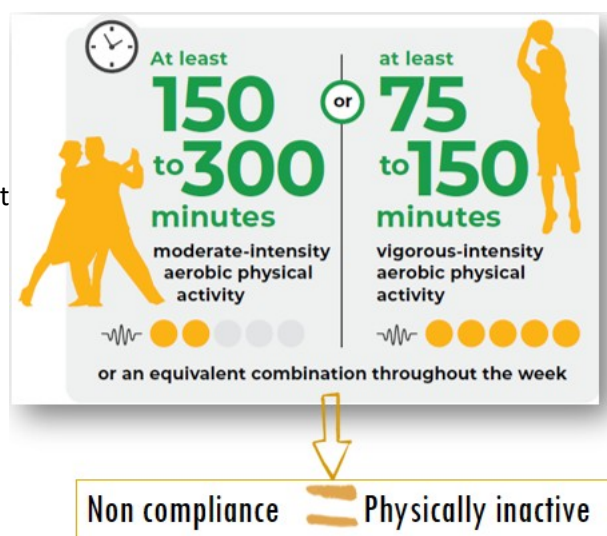
**Demographic Changes:** The aging population in the EU increases the number of people at risk for NCDs, meaning the burden on healthcare systems will continue to grow in the future.

## 1.3    WHO recommendations on Physical Activity

The [WHO Guidelines on physical activity and sedentary behaviour](#) provide evidence-based public health recommendations for children, adolescents, adults and older adults on the amount of physical activity (frequency, intensity and duration) required to offer significant health benefits and mitigate health risks. For the first time, recommendations are provided on the associations between sedentary behaviour and health outcomes, as well as for subpopulations, such as pregnant and postpartum women, and people living with chronic conditions or disability.

The World Health Organisation (WHO) recommends that adults should undertake at least 150–300 minutes of moderate-intensity aerobic physical activity; or at least 75–150 minutes of vigorous intensity aerobic physical activity; or an equivalent combination of moderate- and vigorous-intensity activity throughout the week, for substantial health benefits.





*WHO guidelines on physical activity and sedentary behaviour* (2020).
For more information, visit: **www.who.int/health-topics/physical-activity**

# 2 Promoters' training program

The online self-guided training course is aimed at the 'Promoters' of the Click2Move Project, a cohort largely drawn from Occupational Health and Human Resource professionals, though in smaller organisations which largely lack such professions it is anticipated that line managers will take on the role.

Course content includes material designed to supporting Promoters to gain a detailed understanding of the Click2Move programme together with wider context, including Workplace Health Promotion, Project Planning, Leadership Skills, Risk Assessment and Evaluation all of which are required to enable Promoters to implement the programme.

The course is designed to meet the needs of all staff cohorts from which Promotors will be drawn, the training is designed to be flexible enough to meet the needs of staff who bring differing sets of skills and experience. The core content is designed to bring all Promoters to a sufficient level of competence, with additional material available to enable a deeper dive into content areas for those requiring it.

The course is also modular in nature, with each module being comprised of between four and six content areas, enabling learners to undertake the training in practical, bite-sized chunks that will fit into their already busy working lives. This is particularly important for those working in SMEs – a key target audience for Click2Move.

## Gain more knowledge

Take an online self-guided training course aimed at the 'Promoters' of the Click2Move Project and worksite health promoters/ion (WHP) in general. The course content material is designed to equip promoters with understanding the C2M program and wider context of WHP, Project Planning, Leadership skills, Risk Assessment and Evaluation all of which are required to successfully implement any worksite health promotion intervention or initiative.

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## 2.1 Course Design

The training has been designed under a Massive Open Online Course (MOOC) structure, allowing participants to self-manage their learning while establishing a limited period to complete the training.

It is being hosted on Moodle Cloud, Moodle is used for training and educational purposes by schools, universities, charities, public services and private businesses, its customers including some of the largest organisations in the world such as Microsoft, Vodafone, the NHS in the UK, Royal Dutch Shell, the World Bank, and the United Nations.  Moodle Cloud is fully GDPR compliant.

The course uses a variety of pedagogic approaches to offer something for all learning preferences. This includes text, video, exercises, demonstrations, questionnaires, self- reflective and group work. Within large employers it may also be possible to bring remote working Promoters together, which would have the advantage of promoting the sense of team and tackling worker isolation.

**Objectives**

The course has two objectives in mind:

- To provide Promoters with the knowledge and skills to be able to successfully plan, implement and evaluate the delivery of the Click2Move project within their workplace.

- To provide Promoters with a wider context and understanding of workplace health promotion to be able to build upon Click2Move and deliver a comprehensive workplace health promotion programme in the workplace.

**Sections**

The course is comprised of four modules:

**Module 1:  Workplace Health Promotion**, aims to provide Promotors with the foundation knowledge and skills to promote health and wellbeing in a workplace setting.

**Module 2: Understanding Click2Move** aims to provide Promotors with a detailed understanding of the Click2Move project to enable them to implement and promote it within their workplace.

**Module 3: Delivering WHP and Click2Move in your Workplace**, aims to provide Promotors with the organisational and behavioural skills and understanding necessary for them to be able to advocate for and implement a WHP intervention such as Click2Move in their workplace.

**Module 4: Embedding Click2Move within a Healthy Workplace**, aims to provide Promoters with the wider knowledge and understanding to be able to embed Click2Move within their workplace in the longer term and to develop a more integrated and sustainable approach to WHP.  Module four is therefore not essential to the Click2Move Project, but will be useful for Promoters planning to implement wider WHP programmes.

## 2.2    The competences of the Promoters' course

> **Health promoter leads the process to enable people to increase control over, and to improve, their health by strengthening the skills and capabilities of people.**
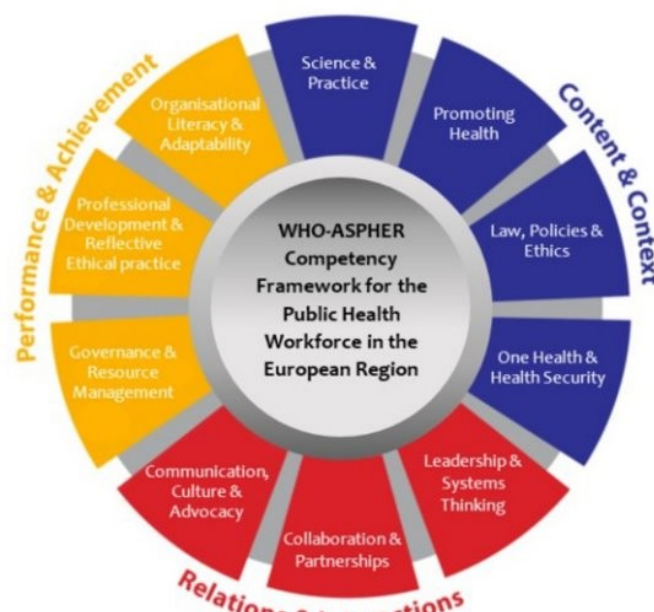>
> **To carry out this task, health promoters need several COMPETENCIES to make them capable of working effectively, efficiently, and appropriately in the field of health promotion to improve health, health equity, and the determinants of health.**

The Competency Framework represents an alternative approach that goes beyond traditional methods of professional development centered around the interest-driven strategies of specific professional groups. Instead, it adopts a broader perspective on how to meet population needs and create people-centered services.

This framework outlines the comprehensive competencies that a health promoter should acquire across different categories that shape each main area: content and context, performance and achievement, and relations and interactions.

In the attached document (pages 14 to 24), all comprehensive competencies are clearly defined, with specific skills and capacities indicated for acquisition to achieve them.

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### 2.2.1 Core Competencies for Health Promoters in Europe

1. Enable Change: Enable individuals, groups, communities, and organisations to build capacity for health promotion action to improve health and reduce health inequities.

2. Advocate Health: Advocate with, and on behalf of individuals, communities, and organisations to improve health and well-being and build capacity for health promotion action.

3. Mediate Through Partnership: Work collaboratively across disciplines, ectors, and partners to enhance the impact and sustainability of health promotion action.

4. Leadership: Contribute to the development of a shared vision and strategic direction for health promotion action.

5. Communication: Communicate health promotion action effectively, using appropriate techniques and technologies for diverse audiences.
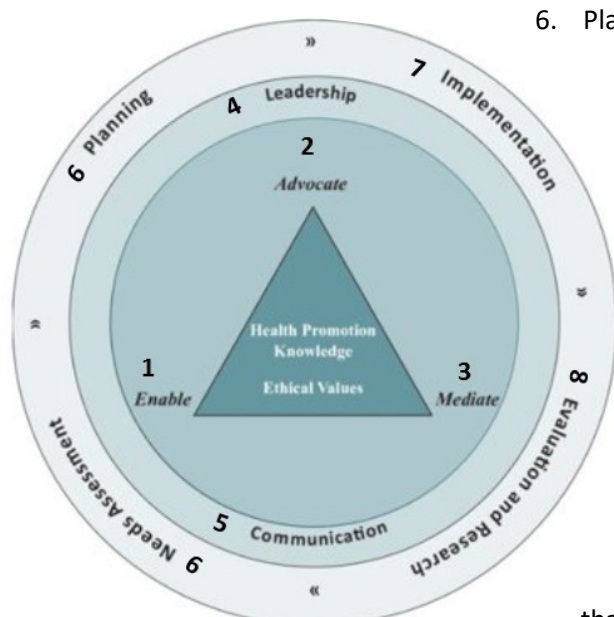


6. Planning: Develop measurable health promotion goals and objectives based on an assessment of needs and assets in partnership with stakeholders.

7. Implementation: Implement effective and efficient, culturally sensitive, and ethical health promotion action in partnership with stakeholders.

8. Evaluation and research: Use appropriate evaluation and research methods, in partnership with stakeholders, to determine the reach, impact, and effectiveness of health promotion action.

9. Needs assessment: Conduct assessment of needs and assets in partnership with stakeholders, in the context of the political, economic, social, cultural, environmental, behavioural, and biological determinants that promote or compromise health.

## 2.3    Promoters' levels and skills

There is no fixed definition of who a promoter should be. A good worksite health promoter possesses a combination of education, skills, personal attributes, and a commitment to promoting health and well-being in the workplace.

In the acquisition of core competencies, a health promoter develops various skills that make them more efficient, effective, and capable of making appropriate decisions.

According to the health promoter skills, th can be categorized into one of the three identified levels: competent, proficient, and expert. In Figure 1, the description of the skills and competencies defining each le provided.

**Currently, at which level do you think you are?**

**Highest level**

**Lowest level**

**Level 1 (expert)**
- Focuses on the central aspects of a problem
- Performs intuitively and only occasionally needs deliberation
- Reflects on how the system works
- Assesses the quality of the work done in their organization
- Assumes leadership roles
- Develops strategies and assigns leadership responsibilities to others
- Has substantial authority and responsibility
- Supervises multiple tiers of staff

**Level 2 (Proficient)**
- Makes decisions via intuition and analytical thinking
- Sees the situation and the interconnectedness of the decisions they make
- Assumes leadership roles
- Has supervisory responsibility

**Level 3 (Competent)**
- Foundational training in a health discipline
- Relies heavily on their core public health competencies
- Recognizes that complex work requires non-routine decision-making, to which hard and fast rules do not clearly apply
- May supervise smaller groups of staff

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## 2.4    Detailed course contents

| Module 1 | Workplace Health Promotion (WHP) | | |
|---|---|---|---|
| Aim | To provide Promoters with the foundation knowledge and skills to promote health and wellbeing in a workplace setti ng. | | |
| **Topic** | **Aim** | **Content Areas** | **Treatment** |
| Module Introduction | To provide an overview of Module content | • Content Areas and duration<br>• Learning Outcomes<br>• Ground-rules | • Presentation |
| What is WHP | To familiarise Promoters with the principles and practice of WHP | • Health Promotion/WHP<br>• Ottawa Charter<br>• Luxembourg Declaration | • Presentation |
| Occupation al Risks | To help Promoters understand occupational risks | • Health and Safety (inc. ergonomics)<br>• Mental and Physical Wellbeing<br>• Prolonged sedentary behaviours | • Presentation<br>• Personal Reflection |
| Lifestyle Related Risks | To introduce Promoters to lifestyle rated health and wellbeing risks. | • Physical Activity/Sedentarism<br>• Obesity<br>• Mental Health<br>• Substance Use | • Presentation<br>• Animation on healthy weight (string test)<br>• Personal Reflection |
| Activity Break (Modelling C2M) | To promote good practice, familiarise with C2M content and enable modelling. | • Click2Move App Content<br>• Reflection guidance/questions | • Activity from Click2Move App<br>• Personal reflection |
| Psychology and Motivation | To familiarise Promoters with the process of change | • Behaviour change/barriers to change<br>• Transtheoretical Change Cycle<br>• Behaviour change techniques | • Presentation |
| Training Skills | To introduce Promoters with basic training skills. | • Pedagogic Skills<br>• Communication Skills | • Presentation |
| Module Quiz | To test Promoters' learning from Module 1 | • Selection from Module 1 content. | • Quiz – 8 Questions<br>• Self-check and part of course evaluation. |
| Further Reading | To enable Promoters to explore module content areas in greater depth. | • Guidance for self-directed study<br>• All above content areas | • Articles, books, training, online resources etc,<br>• Guided self-directed study of approx. 6-8 hours of content |

| Module 2 | Understanding Click2Move | | |
|---|---|---|---|
| Module Aim | To provide Promoters with a detailed understanding of the Click2Move project to enable them to implement and promote it within their workplace. | | |
| Topic | Aim | Content Areas | Treatment |
| Module Introduction | To provide an overview of Module content | • Content Areas and duration<br>• Learning Outcomes<br>• Ground-rules | • Presentation |
| Homeworking | To give Promoters an overview of home and remote working | • Definitions<br>• Benefits and risks<br>• Trends | • Presentation |
| Legislative background for homeworking | To familiarise Promoters with legal responsibilities in the area of homeworking | • EU guidance/National legislation<br>• Specific national provisions for homeworking<br>• Right to switch off | • Summary of relevant legislation<br>• Reference to examples in specific countries |
| Occupational Risks of Homeworking | To help Promoters understand the occupational risks of home working | • Health and Safety<br>• Work Organisation<br>• Mental and Physical Wellbeing<br>• Ergonomics | • Presentation<br>• Case Study<br>• Animation of workstation ergonomics |
| Activity Break (Modelling C2M) | To promote good practice, familiarise with C2M content and enable modelling. | • Click2Move App Content<br>• Reflection guidance/questions | • Activity from Click2Move App<br>• Personal reflection |
| C2M | To familiarise Promoters with the C2M project and its tools and resources. | • The C2M Project<br>• C2M Tools and Resources | • Presentation |
| Module Quiz | To test learning from Module 2 | • Selection from Module 2 content. | • Quiz – 8 Questions<br>• Self-check and part of course evaluation. |
| Further Reading | To enable Promoters to explore module content areas in greater depth | • Guidance for self-directed study<br>• All above content areas | • Articles, books, training, online resources etc,<br>• Guided self-directed study of approx. 6-8 hours of content |

| Module 3 | Delivering WHP and Click2Move in your Workplace | | |
|---|---|---|---|
| Module Aim | To provide Promoters with the organisational skills and understanding necessary for them to be able to advocate for and implement a WHP intervention such as Click2Move in their workplace. | | |
| **Topic** | **Aim** | **Content Areas** | **Treatment** |
| Module Introduction | To provide an overview of Module content | • Content Areas and duration<br>• Learning Outcomes<br>• Ground-rules | • Presentation |
| Getti ng a Mandate for C2M | To explore the process of getti ng a mandate to implement C2M/WHP in an organisation. | • Understanding your organisation<br>• Organisational Culture<br>• Understanding decision making<br>• Making the Case for C2M | • Presentation<br>• Action planning |
| Organisational Skills | To familiarise Promoters with the skills needed to lead WHP in their organisation | • Advocacy Skills<br>• Leadership Skills<br>• Partnership Skills<br>• Stakeholder Management Skills | • Presentation<br>• Animation on listening skills<br>• Personal reflection |
| Activity Break (Modelling C2M) | To promote good practice, familiarise with C2M content and enable modelling. | • Click2Move App Content<br>• Reflection guidance/questions | • Activity from Click2Move App<br>• Personal reflection |
| Programme Implementation | To provide Promoters with a framework for implementing C2M or WHP generally | • Setti ng up a WHP Programme<br>• Resource identification<br>• Marketing the programme | • Presentation<br>• Action planning (Group or Individual |
| Module Quiz | To test learning from Module 3 | • Selection from Module 3 content. | • Quiz – 8 Questions<br>• Self-check and part of course evaluation. |
| Further Reading | To enable Promoters to explore module content areas in greater depth. | • Guidance for self-directed study<br>• All above content areas | • Articles, books, training, online resources etc,<br>• Guided self-directed study of approx. 6-8 hours of content |

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| Module 4 | Embedding Click2Move within a Healthy Workplace | | |
|---|---|---|---|
| Module Aim | To provide Promoters with the wider knowledge and understanding to be able to embed Click2Move within their workplace in the longer term and to develop a more integrated and sustainable approach to WHP. | | |
| Topic | Aim | Content Areas | Treatment |
| Module Introduction | To provide an overview of Module content | • Content Areas and duration<br>• Learning Outcomes<br>• Ground-rules | • Presentation |
| Monitoring and evaluation | To enable Promoters to evaluate C2M impact in their workplace | • What is monitoring and evaluation<br>• Measuring and reporting impact | • Presentation<br>• Action planning |
| Risk Assessment for Remote/Home Workers | To introduce Promoters to a remote worker Risk Assessment. | • Risk Assessment<br>• Model Risk Assessment | • Presentation<br>• Possible animation<br>• Risk Assessment design |
| Continuous improvement for Promoters | To encourage promoters to think out their ongoing development | • Promoter personal development planning | • Presentation<br>• Action planning |
| Activity Break (Modelling C2M) | To promote good practice, familiarise with C2M content and enable modelling. | • Click2Move App Content<br>• Reflection guidance/questions | • Activity from Click2Move App<br>• Personal reflection |
| Recruiting Promoters | To help Promoters consider succession and recruitment | • Who makes a 'good' Promoter | • Presentation<br>• Action planning |
| Building on C2M | To encourage Promoters to think about wider WHP in their organisation | • Follow-up support for workers<br>• WHP Needs Assessment<br>• Workplace WHP Accreditation | • Presentation<br>• Action Planning (Group or Individual). |
| Module Quiz | To test learning from Module 4 | • Selection from Module 4 content. | • Quiz – 8 Questions<br>• Self-check and part of course evaluation. |
| Further Reading | To enable Promoters to explore module content areas in greater depth. | • Guidance for self-directed study<br>• All above content areas | • Articles, books, training, online resources etc,<br>• Guided self-directed study of approx. 6-8 hours of content |

**Do you have interest in the course programme and are you motivated to support the health and wellbeing of your colleagues?**

### 2.5    How to gain access to the Promoters' course

The Promoters' Course can be completed by choosing two different ways:

- Self-Learning: Designed for occupational health professionals who want to independently learn about promoting physical activity and reducing sedentary behavior in a home-office setting. This option provides access to the Moodle platform.

- Learning Materials Section: Intended for institutions or companies that want to incorporate these materials into their training programs. This option provides all course content in a compressed folder.

For gaining access to both types of course, you must complete a form from the C2M website (www.click2moveproject.com).

## Where can you find Promoters' Course?

In the Promoters' Course section, you can choose one of both types of courses: Self-learning and Learning materials.

In Any of both courses, it is mandatory to fill in a form to have access to all materials.

All the information gathered through the forms is for statistical purposes. To guarantee confidentiality, your name and personal information will not be shared with anyone outside the Click2Move project, nor will they appear in any reports. The data will be managed by the University of Vic - Central University of Catalonia.

Contact to click2move@uvic.cat at any time to exercise personal rights under Spanish Organic Law 3/2018, of December 5, on Personal Data Protection and the Guarantee of Digital Rights, as well as the General Data Protection Regulation (EU) 2016/679, of April 27, and its supplementary regulations.

click2move

What is C2M? ⌄     Project Phases ⌄     Promoters' Course     C2M Programme     News

## Request Self-Learning course

Name (Required)

First                                        Last

Email (Required)

Institution/Company: (Required)

Position in your institution/company. (Required)
◯ Employer
◯ Self-employer
◯ Human Resources Manager
◯ Occupational Health Professionals

Once the form has been filled in, an email will be sent with the link of Moodle platform (Self-learning) or with a compressed folder (Learning materials).

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# 3    Click2Move program

C2M is a comprehensive program of measures intended for employees who work remotely - **homeworking** and is **based on changing lifestyle habits and  BEHAVIOUR.**

Click2Move provides a digital tool aimed at:

- Breaking sitting time
- Reducing total sitting time in homeworking.

C2M intervention is based on using **modern informational technology**

- C2M mobile application
- Activity tracker
- ActivePal movement sensor device

This digital solution enables employees to incorporate more movement into their workday, leading to improved health, higher productivity, and overall well-being.

## 3.1    C2M Application

Practical application developed specially for remote workers offers comprehensive support in implementing health-friendly activities while working from home. With the help of the application and the activity monitor, we continuously monitor our physical activity habits and, above all, excessive sedentary behavior.
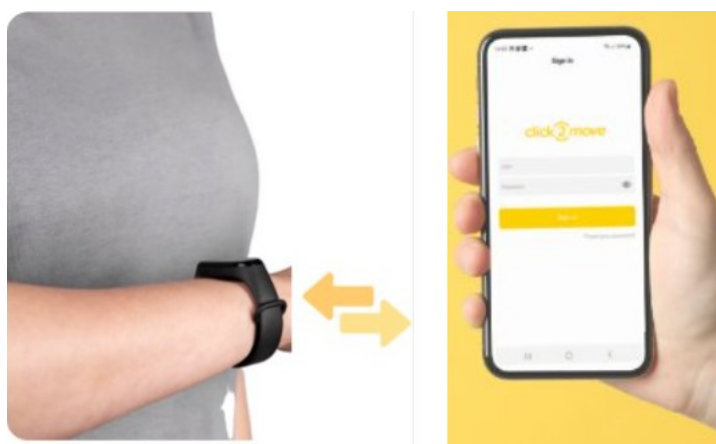


*Figure 1: Activity tracker and App provision: Click2Move App connected with an activity tracker via Bluetooth.*

**Application functionalities:**

- Self-monitoring and feedback provision: monitor our physical activity habits and sedentary behaviour over a longer period of time
- Sedentary reminders: receive warnings about lack of exercise or sitting too long at work
- Strategies: the application offers us activities and challenges with which we reduce the negative impact of lack of exercise and sitting too long at work
- Cooperative challenges: communication with colleagues and overcoming challenges together, thus increasing motivation
- Receive/send motivational messages from management

**Self-monitoring and feedback provision:** Activity and sedentary behaviour data (i.e., number of steps, inactivity reminders, the number of strategies joined and skipped, and number of additional strategies selected as completed) will be integrated in real-time, as well as daily and monthly.
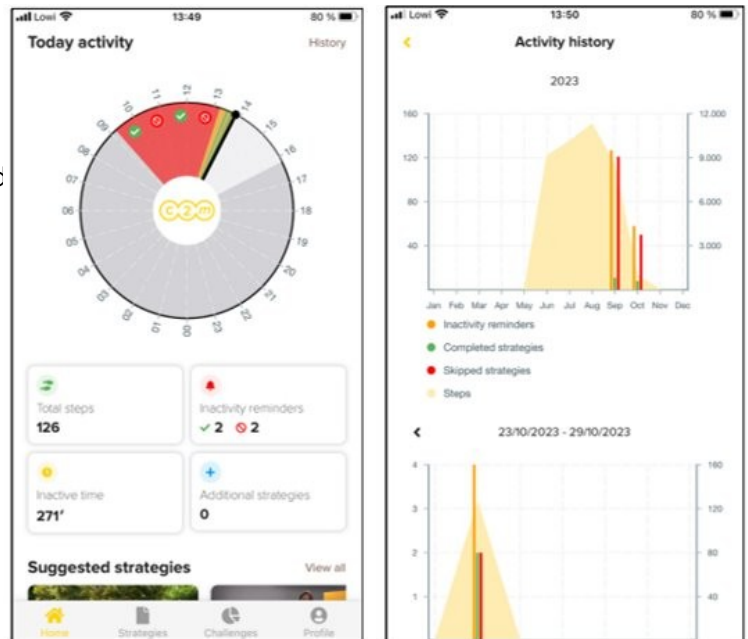


**Sedentary reminders:** For every hour of inactivity participants will receive a reminder. Then, participants will have to open the app and join or skip the specific strategy that will appear.

**Strategies:** List of specific (divided into walk, stretch, strength, mobility, stability and combination) and general strategies containing
**Demonstration videos** with demonstration of how to do each specific strategy is offered upon sedentary reminder.
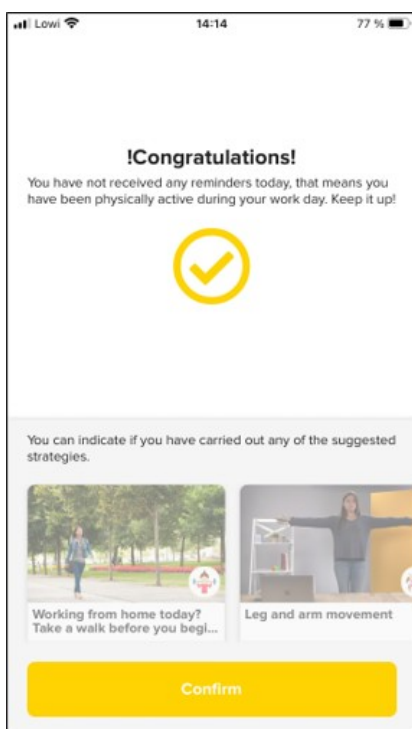


**Cooperative challenges:** The challenges will be done among all company workers who participate in the program involving also department/company representative to boost motivation.

**Motivational messages:** Once the challenge is completed, participants will receive a motivational message signed by the managers of the company.
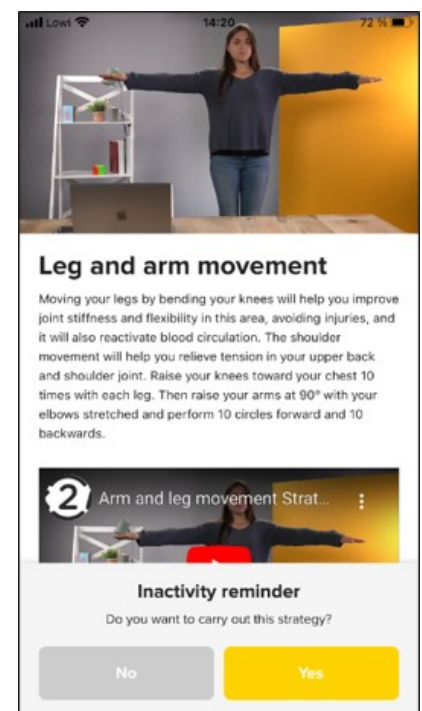
**Educational material:** Periodic emails by the C2M team with videos and infographics showing the benefits of reducing sedentary behaviour will be communicated. Each strategy will also explain its benefits.

# 4 Why your company needs C2M program

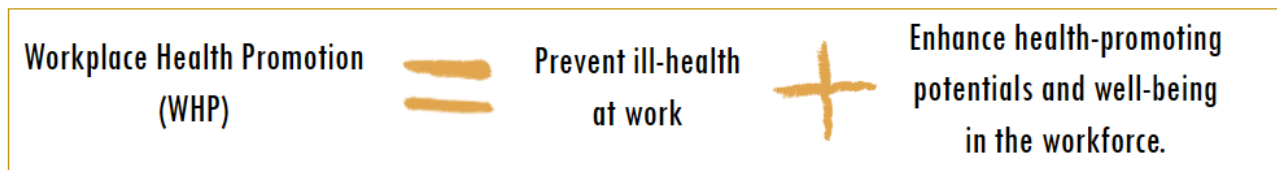Workplace Health Promotion (WHP) is a modern corporate strategy that aims to prevent ill-health at work (including work-related diseases, accidents, injuries, occupational diseases and stress) and enhance health-promoting potentials and well-being in the workforce.

Incorporating WHPP into company policy and implementation of appropriate measures will result in:

- Less sick leave
- Higher productivity
- Improved employee satisfaction, motivation
- Positive image of the organisation

Workplace Health Promotion (WHP) = Prevent ill-health at work + Enhance health-promoting potentials and well-being in the workforce.

**Elements of C2M program**

☐ Environmental

🟨 Organisational

🟧 Individual

Cooperative challenges

Company email

Contact the company

Educational material

Feedback provision

Activity tracker

Active strategies

Social chat

Demonstration videos

Self-monitoring

Motivational messages

Lead with the example

App provision

Sedentary reminders
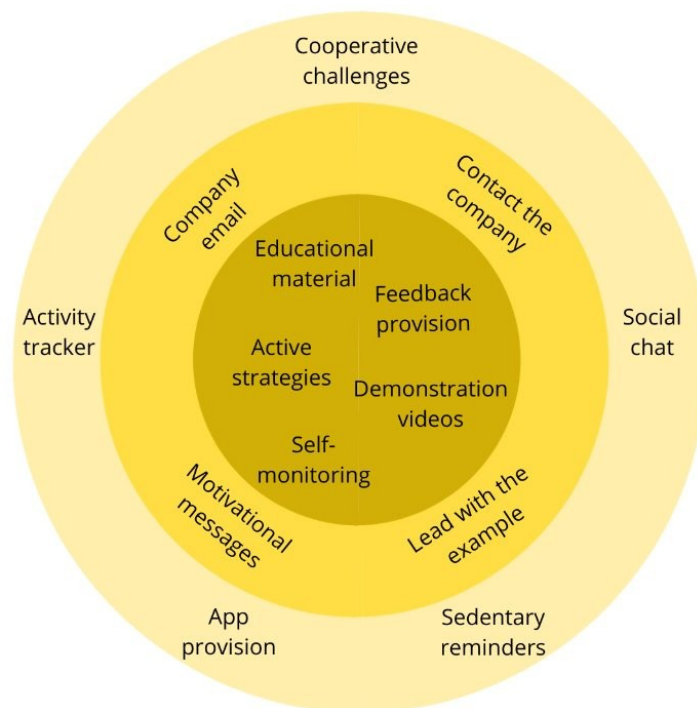
## 4.1 Why C2M program is so good

The C2M intervention gives the user an abundance of ability to adapt to their own wishes and abilities, while being simple, understandable and fun.

Using the Click2Move program is highly beneficial as it helps counteract the negative effects of a sedentary work lifestyle and promotes a healthier routine.

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**Benefits of Using Click2Move for remote workers:**

1. **Reduced Sedentary Behavior** – The app encourages regular movement, lowering the risk of cardiovascular diseases, diabetes, and back pain.

2. **Improved Physical and Mental Health** – Regular physical activity reduces stress, enhances concentration, and contributes to overall well-being.

3. **Increased Productivity and Focus** – Short movement breaks prevent fatigue and improve concentration, leading to better work performance.

4. **Personalized Exercises and Recommendations** – The app provides tailored exercises and activity reminders that fit into employees' daily routines.

5. **Progress Tracking and Motivation** – Users can monitor their physical activity and improvements, boosting motivation to stay active. The app includes **gamification elements**, such as challenges and rewards, making movement more engaging and enjoyable.

6. **User-Friendly and Fun to Use** – Click2Move is easy to use, accessible on multiple devices, and offers **interactive features** that make movement more engaging. Employees can participate in fun challenges and compete with colleagues, making the experience both social and entertaining.

7. **Healthier and More Engaging Workplace Culture** – Employers can use the program to promote a healthier, more dynamic work environment that encourages movement, team bonding, and well-being among employees.

Click2Move is an **innovative, fun, and motivating** solution that helps remote workers improve their health while also enhancing work efficiency and job satisfaction. By turning movement into an enjoyable and rewarding experience, it ensures that staying active becomes an easy and engaging part of the workday.

*Begin to map out your organisation's journey
to build upon the success of the Click2Move programme
to develop a comprehensive approach to
Workplace Health Promotion.*

## 4.2    Analyses & Needs

> **Use the methodology of the Click2MoveHealth program to implement evidence-based and effective WHP programs for your remote employees.**

Essential parts of planning:

- Conduct a needs assessment
- Obtain management commitment
- Assess activities to best fit the given workplace environment
- Define best methods to implement the intervention
- Consider cost and time
- Think about how to involve employees
- Implement effective communication
- Define project goals and objectives

Needs assessment is the first step of any health promotion planning activity and includes the consideration of the physical, mental and social health of workers as well as the risks created by the work environment.

Getting a Mandate for WHP

Implementing a Workplace Health Promotion (WHP) program in an organisation involves a systematic and strategic approach.

Getting a mandate is about winning support to implement the programme in your organisation. There are four aspects to consider:

1. Understanding your Organisation
2. Organisational Culture
3. Understanding Decision Making
4. Making the Case for WHP

## REMEMBER

**Building a compelling case for WHP involves combining a deep understanding of the organisation with a well-researched and data-driven proposal.**

**The goal is to demonstrate how investing in the health and well-being of employees aligns with the organisation's overall mission and values while providing tangible benefits in terms of employee satisfaction and business outcomes.**

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### 4.2.1 Identifying the situation

A situation analysis helps to understand the starting point for creating effective programs. It begins with assessing the overall health of employees, identifying common challenges like stress, lack of physical activity, or unhealthy habits such as smoking.

The work environment is also reviewed to see if it supports healthy choices—this includes looking at workspace ergonomics, food options, and opportunities for movement. Additionally, the available resources, such as funding, staff, or facilities, are evaluated to determine what's feasible.

Any existing health initiatives are reviewed to understand what's already working and where improvements are needed. This process provides a clear picture of the current situation and helps design health promotion programs that are practical, effective, and aligned with both employee needs and organizational capabilities.

### 4.2.2 Identifying possibilities

It is important to understand what employees need and expect, to ensure programs address their priorities. This includes recognizing opportunities to introduce physical activity, healthier food options, or stress management programs. At the same time, it evaluates financial, spatial, and human resources, as well as the willingness of management and employees to participate. The goal is to find practical solutions that align with employee needs and the organization's capabilities. Often it can be done through surveys or interviews.

### 4.2.3 Risk Assessment

Though regulations differ from country to country, by industry and by the size of an employer, the minimum you must do is:

- Identify the hazards that may cause ill health or injury.
- Determine the likelihood and potential severity of the risk.
- Take action to eliminate, or if this is not possible, to control the risk.

ENWHP has developed a model Digital/Homeworking Risk Assessment designed around its Digital Wellbeing Model. It provides a good starting point for most SMEs, though it is recommended that it is adapted to your own particular workplace and sector.

## 4.3 Behaviour change interventions

**Behavior change is at the heart of effective workplace health promotion**, turning knowledge into action and creating environments that support healthier choices and habits.

In order to achieve any effect of measures to improve the health of employees and reduce a sedentary lifestyle, it is necessary to radically change our life habits.

### 4.3.1 The Behaviour Change Wheel



The Behaviour Change Wheel (BCW) provides structured approach to designing behaviour change interventions.

The Behaviour Change Wheel (BCW) consists of three layers:

**Sources of the behaviour** that could prove fruitful targets for intervention. It uses the COM-B ('capability', 'opportunity', 'motivation' and 'behaviour') model. Interventions need to change one or more of them in such a way as to put the system into a new configuration and minimise the risk of it reverting.

**9 Intervention functions** to choose from based on the particular COM-B analysis one has undertaken.

**7 Policy categories** that can support the delivery of these intervention functions.

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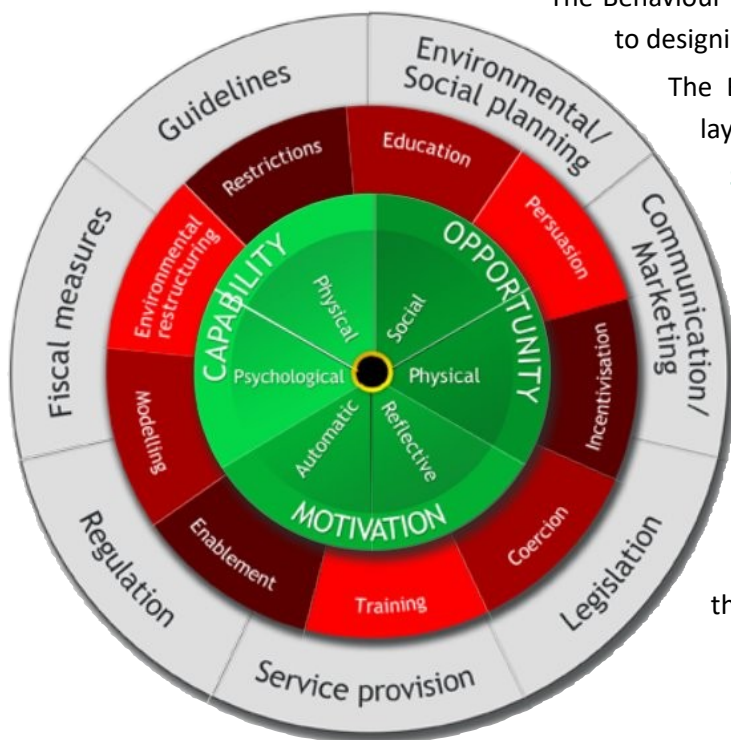
## FACT

**30% of employees spend more than 6 hours in a sedentary position doing sedentary tasks and don't take breaks.**

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# click2move

## What is the problem?

**Desk-based work** is among the type of jobs with the highest most **sedentary time**, spending up to 77% of their working day sitting.

Due to the COVID pandemic, **hybrid work**, alternating between working in the office and working from home, has become the "new normal" for desk-based jobs.

Hybrid work results in even **higher levels** of **sedentary behaviour**.

## BUT.... What is **sedentary behaviour**?

**Sedentary behaviour** is defined as: "any waking behaviour characterized by an energy expenditure of 1.5METs or lower while sitting, reclining or lying".

Sedentary behaviour is not the same as **physical inactivity** (i.e., your physical activity level does not meet the recommendation).

The definition of **physical activity (PA)** is "any bodily movement that requires energy expenditure (METs)"

### Physical Activity Intensity Levels

| Sedentary | Light | Moderate | Vigorous |
|---|---|---|---|
| Sitting or lying | You are able to sing performing the PA | You can only talk but not sing performing the PA | Hard breathing, you can't follow a conversation performing the PA |

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### 4.4    Getting started

There are a set of principles of approach that are key to the success of a WHP programme such as Click2Move.

Implementing workplace health programmes should be based on these well-tried principles They guarantee an ethical approach and increase the chances of a successful programme. They apply to organisations of all types and sizes, though will need to be adapted to your context.

- **Support from all levels of the organisation** – programmes need to be supported by staff from all levels of the organisation.  Where support from management or employees is lacking, it becomes difficult to implement a programme.  Effort spent gathering support before the programme commences is essential.

- **Voluntary participation** – Staff must be able to participate on a voluntary basis.  They must be able to opt in or opt out of the programme at any stage.  No sanctions should apply to any worker who does not participate or who opts out.

- **Anonymity and confidentiality** – Any data that is collected as part of the programme must be treated anonymously.

- **Needs based programming** – The type of exercise intervention that is implemented should be based on the needs of individuals or groups.  Tailoring interventions in this way improves their chances of successful take-up.

- **Continuous improvement** – Gathering information about the performance of the intervention provides a sound basis for improving its performance the next time.  The intervention should take place within a continuous improvement cycle.

- **Communications and feedback** – communications and feedback are required at all stages with the participants, the wider workforce and management.  This enables expectations to be managed and provides feedback to all who have provided information to the project. Reporting on a formal basis to management allows for the programme to be embedded within the normal functioning of the organisation.

**Setting up a WHP Program involves 4 main interlinked activities:**

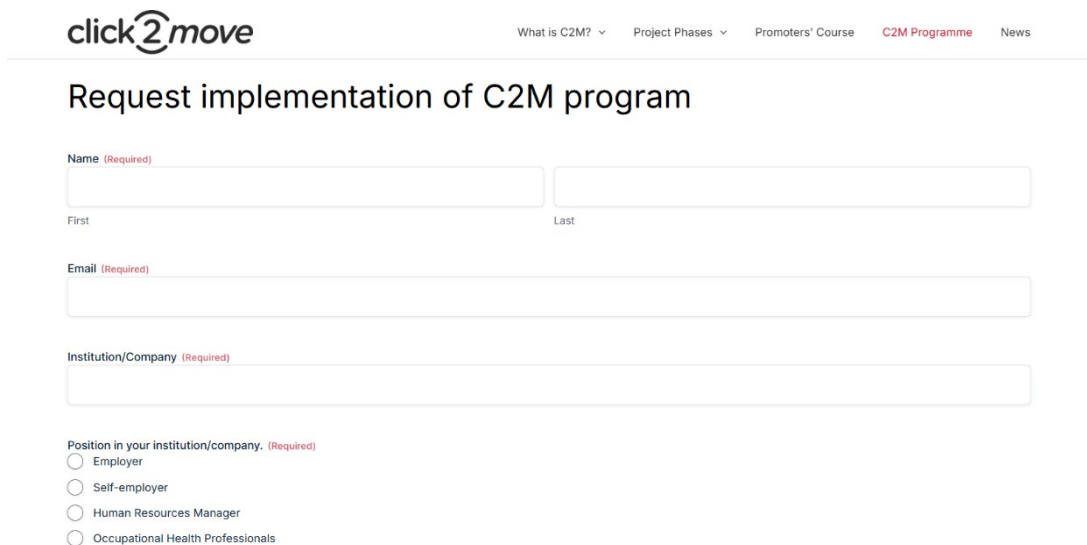### 4.5    How to implement C2M program in your organisation

Throughout the C2M website, any company can request the implementation of C2M program.
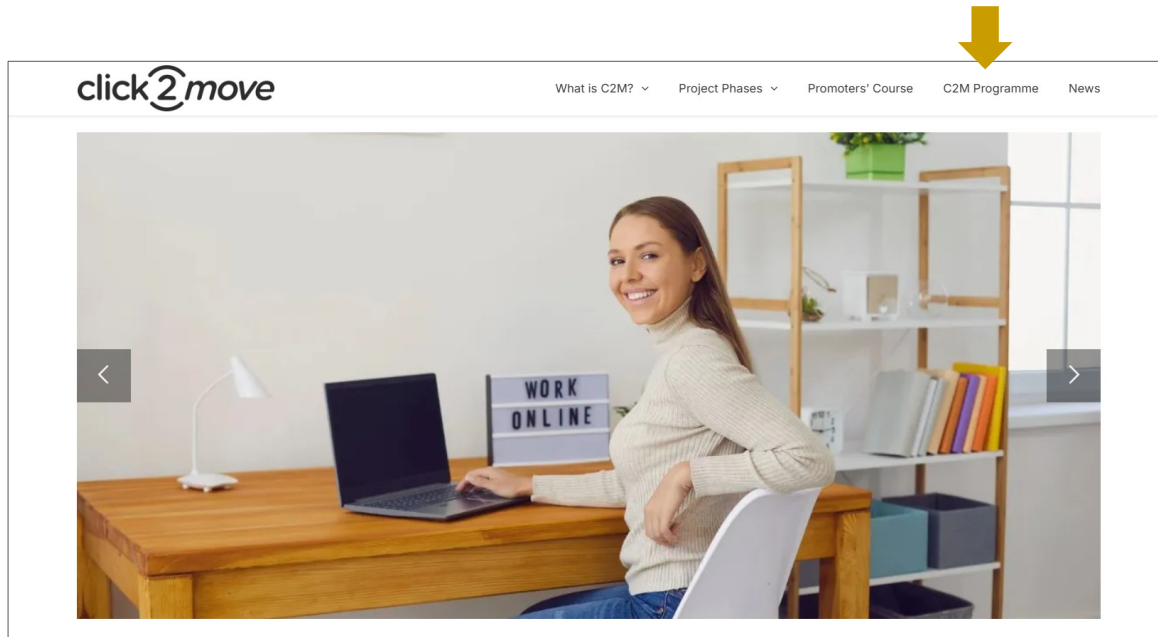


In the C2M program section, there is a form to be filled in to request the implementation.

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Once the form has been filled in, an email will be sent to confirmed. The **C2M** program is free to access; however, companies will need to invest in and purchase bracelets for each employee. These devices are essential for implementing the program and integrating with the **C2M** app. Therefore, a budget proposal will be sent based on the information provided in the form.

# 5 Conclusion

The **Click2Move (C2M) project** provides a well-structured and research-driven approach to reducing sedentary behaviour among remote workers across Europe. In today's evolving work environment, where home-office arrangements are becoming the norm, prolonged sitting poses significant health risks. C2M directly addresses this issue by integrating **digital tools, behavioural change strategies, and evidence-based recommendations** to encourage more active work routines.

At the heart of the program is the **C2M mobile application**, which serves as a **personalised activity tracker**, providing real-time feedback, sedentary reminders, and guided exercises to promote movement throughout the workday. The app encourages users to break prolonged sitting, take regular active breaks, and participate in structured challenges, making workplace physical activity both engaging and sustainable.

Beyond individual benefits, C2M is also designed for **organisational implementation**, offering businesses a structured framework for promoting employee well-being. With **training programs for workplace health promoters**, companies can integrate C2M into their corporate wellness strategies, leading to **improved productivity, reduced absenteeism, and higher job satisfaction**. The program aligns with EU worksite health promotion policies, making it an **effective and scalable solution** for organisations aiming to create healthier work environments.

By adopting Click2Move, **both employees and employers** take a proactive step toward a healthier and more dynamic remote work culture. The initiative not only enhances **physical and mental well-being** but also fosters a positive and engaged workforce, ultimately contributing to a **healthier, more productive, and more resilient European workforce**.