

JULY 2015

CHESTERFIELD ROYAL HOSPITAL NHS FOUNDATION TRUST

GLOBAL CORPORATE CHALLENGE – A HEALTH AND WELLBEING INITIATIVE WITH A DIFFERENCE

The organisation

Chesterfield Royal Hospital NHS Foundation Trust (CRH) is an acute trust, based at one main site, supported by a small number of community based sites. It provides services to more than 375,000 patients across North Derbyshire, employs 3,600 staff and has an annual budget of £180 million.

In 2014 CRH signed up to the Global Corporate Challenge (GCC), a movement that aims to improve the health and wellbeing of teams in the workplace. The challenge is to take 10,000 steps a day over a 100 day period, encouraging people to make positive lifestyle changes that become long-term healthy habits.

First steps

The aim of the project was to encourage CRH staff to take part in an initiative that would be fun, challenging and, most importantly, raise awareness of staff health and wellbeing.

The challenge runs over a fixed time frame, the key steps to delivering it were:

- getting senior team support
- securing funding
- developing communication and engagement around the challenge
- encouraging people, through a tailored communications toolkit, to set themselves up in teams and register to participate
- equipping teams with accelerometers (pedometers)
- ensuring participants completed the pre-challenge questionnaire and logging current activity levels including weight and height. This data was used as a baseline for comparison at the end of the challenge.

KEY FACT:
With an average step rate of over 14,500, CRH were the fourth highest performing health organisation worldwide!

How it works

The initiative challenged employees to work in teams of seven and take 10,000 steps a day over 100 days from May to September. All types of activity counted towards the overall step total such as swimming and cycling, the [GCC website](#) provides a conversion tool so activity can be converted into steps.

Each participant is equipped with two accelerometers to be able to track their daily steps and log them on the GCC website. Each participant received two accelerometers, as many were lost.

The GCC website includes individual and team details so that progress could be tracked and stories shared about progress.

Resources

The director of workforce and organisational development and the head of communications delivered the initiative jointly with support from the GCC.

Communication and marketing was key to the delivery of the project, participants and team captains were emailed regularly with motivation, support and congratulatory messages.

A number of events were also arranged to support the challenge and keep momentum high. For example an exercise bike contest was held at the same time as the Tour de France, all of which provided additional opportunities for staff to get extra steps.

Key challenge

The main challenge was securing funding. The senior team drafted a proposal to get charitable funds of £45 per participant. Initially CRH requested funding for 50 teams and were overwhelmed by the response and engagement from the trust. The funding was agreed and 72 teams completed the challenge.

Next steps

Based on the success of the initiative a report was submitted to charitable funds at the end of the project to request funding for 2015.

CRH will also be looking at doing more to celebrate the achievements of individuals and teams as well as organising more events during the challenge to support it.

KEY FACT:
The initiative led to collective weight loss of 1,000kg.

KEY FACT:
72 teams took part and over 50 teams increased their daily step average over the duration of the challenge.

Top tips

- ✓ Just go for it – it doesn't need a large amount of resource as GCC do a huge amount to support you, they provide all the marketing materials and help you plan the set up.
- ✓ Identify different ways to engage and motivate teams. Find out what is happening locally and nationally and incorporate it into your challenge.
- ✓ Although it originally started as a health and wellbeing project, the challenge became one of the trusts most successful employee engagement initiatives. It created a real buzz throughout the trust and many staff have asked if it will be happening again – particularly those who missed out last time.

Further information

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