

# 2016 WAHOO FITNESS CHALLENGE FEEDBACK SUMMARY

## OVERVIEW

Hoo's Well is the employee wellness program at the University of Virginia. The program offers opportunities for employees and their spouses covered by UVA's self-funded health plan to optimize their health and wellbeing. The program offers comprehensive resources and programs to engage, educate, and empower individuals throughout their wellness journey. Hoo's Well programming has allowed the University of Virginia to be recognized as an American Heart Association Platinum Fit-Friendly Worksite.

UVA's 2015 Health Risk Assessment data revealed that 98.7% of the University's employee population indicated a readiness to change in at least one of five areas:

1. Diet: 95.6% (11,089)
2. Stress: 66.6% (7,720)
3. Cardio Exercise: 54.3% (6,303)
4. Weight Loss: 52% (6,035)
5. Strength Exercise: 45.4% (5,261)

To facilitate change in these areas, (particularly weight loss and exercise) Hoo's Well distributed 9,336 free Fitbits to employees and their spouses in January, 2016. The Fitbits serve as a stimulating way to promote self-awareness of activity level, a reminder to stay active throughout the day, and a tangible tool to monitor progress. By accepting a Fitbit, employees committed to participate in the 2016 annual Wahoo Fitness Challenge, an opportunity for employees to take control of their health by targeting exercise, the top third (cardio) and fifth (strength) areas indicated as ready to change.

This year, participants of the Wahoo Fitness Challenge completed 52 workouts in 13 weeks and were rewarded \$100 for completion. Fitbits were used to promote ease of tracking, and participants were encouraged to sync their Fitbit or another wearable device to the ActiveHealth portal to record their activity over the span of the challenge. Alternatively, they could manually log their workouts (5,000 steps or 30 minutes of exercise).

## HISTORY

New for 2016 was the inclusion of spouses in the Wahoo Challenge. The chart below shows a year over year trend of participation for the fitness challenge portion of the Hoo's Well annual spring ("wahoo") and fall campaigns.

	2015 Wahoo Challenge \$100	2015 Fall Challenge \$240	2016 Wahoo Challenge \$100
Total Eligible	14,542 (Employees Only)	14,961 (Employees Only)	20,281 (Employees AND Spouses)
Total Rewarded	2,763	8,661	8,808
Total Participation	19%	58%	43%

Increasing participation in wellness programs that promote healthy lifestyle change is important for reducing the prevalence of chronic disease conditions in our employees. By offering programs that encourage, promote, and reward an active lifestyle, the Hoo's Well program helps improve employee health and potentially reduce employee healthcare costs. Results from the 2016 Wahoo Fitness Challenge are provided below:

## HIGHLIGHTS

**TOTAL STEPS TRACKED:** 4,689,192,647 – collectively, participants tracked enough steps to walk around the globe 7 times!

**TOTAL MINUTES REPORTED:** 8,640,844

Participants were invited to complete a post-challenge survey. 1,703 people completed the survey; a 21% response rate.

For the survey respondents, during the challenge...

- 87.2% (1,480) tracked workouts every day;
- 25.9% (439) reported less stress;
- 22.4% (378) reported better sleep.

Of those who tracked other measurements...

- 41.4% (655) lost between 1 and 15 lbs.;
- 9.4% (159) reported a decrease in blood pressure;
- 2.4% (38) lost more than 15 lbs.

**FUN FACT:** 73.4% (1,241) of participants have continued to track their workouts!

## A WORD FROM OUR PARTICIPANTS

### PARTICIPANTS DESCRIBED THEIR FAVORITE PARTS OF THE FITNESS CHALLENGE.

1. Financial reward - 18.32% (266)
2. Receiving and using the free Fitbit - 15.84% (230)
3. Increased motivation/accountability - 13.49% (196)
4. Achieving/exceeding a goal – 10.33% (150)
5. Awareness of activity – 9.44% (137)

*"Challenging yourself and reaching your goal is always rewarding and it feels good."*

*"I liked having the \$100 reward. While I was working toward earning the incentive, I was improving my health!"*

### PARTICIPANTS PROVIDED FEEDBACK FOR FUTURE FITNESS CHALLENGES.

1. Increase reward or tier rewards for completing more activity – 10.5% (122)
2. Increase the steps/minutes required per workout – 10.21% (119)
3. Improve usability, i.e. syncing/tracking in the Portal – 7.21% (84)
4. Include more motivational resources, reminders, and progress updates – 4.46% (52)
5. Introduce additional or longer fitness challenges – 4.03% (47)



*"The encouragement to try a fitness tracker - I hadn't considered it before, but found it had a positive impact by reminding me to move throughout the day."*



Employees eagerly queued up during their break to get a free Fitbit Zip or discounted model from the UVA Bookstore team