ALL YOU NEED TO
UPNCO
with ParticipACTION
UPnGO with ParticipACTION is a workplace wellness program to get Canadians moving, one step at a time. Through customized programming, this turnkey initiative will get employees to sit less and move more at work. It is designed to help participants understand and overcome common barriers to physical activity and reward them for being more active.

This initiative takes a holistic approach to increasing a participant’s physical activity, specifically through walking. It starts with an introductory kick-starter challenge to get people engaged, which provides a combination of personal goal setting, team challenges and rewards, all with the support of workplace management. Delivered through a mobile and web platform it helps participants schedule movement into their day, improving both their quality of health and their quality of work.

UPnGO with ParticipACTION is being piloted in British Columbia at TELUS, University of British Columbia, Providence Healthcare, the City of Richmond and autoTRADER. The BC Ministry of Health and the Public Health Agency of Canada support the program and understand that a new approach to employee health and physical activity is required – and that ParticipACTION is the organization to make this happen.

Contact UPnGO with ParticipACTION today and let us help get your company moving. Active workplaces are productive workplaces. Give us a call at 1-888-881-2810, email info@upngo.ca, or visit us online at upngo.ca.

It’s easy, it’s rewarding and it’s fun.
Steve Podborski, Director & Wellness Champion, TELUS

“TELUS has innovation as a core value. With UPnGO we are using the power of the Internet and innovative technology to help our team members to be active, healthy and well.”

Lynn Frazer, Vice-President, Human Resources at TRADER Corporation/autoTRADER.ca

“UPnGO has helped us encourage our employees to be more active during the day. Employees tell us they have more energy and feel more productive. Our work is typically deskbound and mentally complex, the achievable changes encouraged each week through the UPnGO challenges are changing habits, and encouraging more social time between co-workers.”
Why should you get your workplace involved?

The question really is, why shouldn’t you? Only 20% of Canadian adults are getting the recommended amount of physical activity – and our modern workplace culture is feeding into this problem. More time is spent sitting at work than ever before, leading to a less active, less healthy and less productive workforce.

**UPnGO with ParticipACTION is a fun and easy way to create an active workplace culture.**

Here is how it can turn your workplace around:

---

**It is evidence-based.**

Some of the best and brightest Canadians in physical activity activation, behavioural economics and workplace engagement have helped create the program. Members of the interdisciplinary team include Dr. Mike Evans (Evans Health Lab), Dr. Guy Faulkner (University of British Columbia), Nora Johnston (Alberta Centre for Active Living), Mary-Lou MacDonald (Conference Board of Canada), Dr. Dilip Soman (University of Toronto) and Dr. John Spence (University of Alberta).

**It will energize corporate culture.**

By cultivating physical activity champions among staff, and shifting workplace social norms, **UPnGO with ParticipACTION** makes physical activity accepted, and expected, at work.

**It will drive engagement.**

This program aims at getting people to sit less, move more and be actively engaged in changing their own workplace culture.

**It will improve your company’s reputation as an employer.**

**UPnGO with ParticipACTION** is a program implemented by Canada’s trusted physical activity brand. Offering an effective program to help employees sit less and move more will help with recruiting and employee retention.
Our goal is to create a work culture where physical activity is accepted and expected. Here are some of the ways UPnGO with ParticipACTION will energize your workplace:

MORE ENGAGED EMPLOYEES

Employees are 8 times more likely to be engaged in their work when their employers make wellness a priority.

Employers report that wellness programs can lead to 30% increased productivity.

A STRONGER WORKFORCE

Companies are 4 times more likely to lose talent if employees have an unfavourable view of corporate wellness efforts.

Of companies that have engaging workplace wellness efforts, 51% have experienced improved employee morale.

REDUCED ABSENTEEISM AND DISABILITY

Engaging wellness programs save 1.5 - 1.7 days absenteeism per employee per year.

Physically active employees take 27% fewer sick days and report 14 - 25% fewer disability days.

Contact UPnGO with ParticipACTION today and let us help get your company moving. Active workplaces are productive workplaces.

It’s easy, it’s rewarding and it’s fun.

Give us a call at 1-888-881-2810, email info@upngo.ca, or visit us online at upngo.ca.
What do you get?

**TECHNOLOGY PLATFORM**

Participants will have access to the UPnGO with ParticipACTION web platform and mobile application where they can track their progress, sign up for challenges and check out scheduled UPnGO events. The platform pushes customized notifications to users based on individual step goals and progress throughout the program.

<table>
<thead>
<tr>
<th>CHALLENGES</th>
<th>ENVIRONMENTAL CUES</th>
</tr>
</thead>
<tbody>
<tr>
<td>Participants will be encouraged to take part in challenges in and around the workplace, to increase physical activity and encourage positive behaviour changes.</td>
<td>Various materials will be set up throughout the workspace as a way to remind participants about the program and to increase physical activity within the workplace.</td>
</tr>
</tbody>
</table>

**REWARDS**

Actual behaviour changes and achievements will be rewarded on an individual and team basis. This will be achieved through tracking activities and earning points and badges.
Here are a few examples of the different types of UPnGO materials:

1. Teaser Posters
2. Launch Posters
3. Clock Decal
4. Welcome Mat
5. Floor Decals
“Canadians know that being active is crucial to maintaining a healthy lifestyle – yet so many of us struggle to find time to exercise. This is why I am excited about the creative and sustainable strategies UPnGO with ParticipACTION offers Canadians to incorporate physical activity into their everyday work lives. Through innovative partnerships like this one, we’re delivering projects across the country that create environments where the healthier choice is the easier choice.”

The Honourable Jane Philpott, P.C., M.P.  
Minister of Health

“B.C. has always enjoyed the benefits of a very active population, but we know that by encouraging workplace wellness, there is even more opportunity to reduce the risk of chronic disease. Through our partnerships with ParticipACTION and the Public Health Agency of Canada, we’re introducing strong programs like UPnGO that support British Columbians in getting up from their desks and moving.”

The Honourable Terry Lake  
Health Minister, British Columbia

“Many of us spend most of our day at work and get caught up in the day to day activities forgetting to look after ourselves. UPnGO can change that by incorporating physical activity into the workplace. Staff can be more active and lead a healthy lifestyle resulting in a positive work environment. This program is the first of its kind in Canada and the Ontario Trillium Foundation is proud to collaborate on this forward-thinking initiative.”

Andrea Cohen Barrack  
CEO, Ontario Trillium Foundation

“We’re excited to support and partner to help bring this unique and important program to life in Canadian workplaces - it’s aligned with our commitment to leadership in helping to improve the health and quality of life for Canadians with chronic disease.”

Lisa Marsden  
Vice President, Patient Access & Established Brands  
Astra Zeneca Canada
ParticipACTION is a national non-profit organization whose mission is to help Canadians sit less and move more. Originally established in 1971, ParticipACTION works with its partners, which include sport, physical activity, recreation organizations, government and corporate sponsors, to make physical activity a vital part of everyday life.

ParticipACTION is a strong, well-known and well-trusted Canadian brand.

87%
Aided awareness (general population)

89%
Aided awareness (moms)

ParticipACTION is a leading Canadian brand that promotes physical activity

9 in 10 Canadians view ParticipACTION as a trustworthy, credible source of information, that is uniquely Canadian

To learn more visit participACTION.com.