

In July 2007 Croydon Council was recruited to Activate Your Workplace. They had recently brought out a sickness policy and Activate fitted in with keeping sickness levels down and demonstrated a commitment to the duty of care to all employees.

There are over 12,000 staff at Croydon Council, who are mainly office based; AYW has had really positive results in motivating the staff to adopt healthier behaviours.

Janet has set up many interventions, which have always been fully subscribed. There have been Weight Loss and Pedometer Challenges, massage, discounts on gym membership and during Breast Cancer Awareness week a nurse came in to the council to discuss issues with staff.

Some of the main successes included raising the profile of health and wellbeing and having 'buy in' from the counsellors, who have been very enthusiastic about the programme. The advice provided in the Weight Loss Challenge has really helped spread the message of the importance of healthy eating at work and at home.

Engaging with all staff has proved to be difficult and gaining enough publicity to promote AYW has also been a challenge; Janet advises that senior management must show their backing to workplace health programmes from the very beginning as this is crucial to the success of the programme.

It is hoped Croydon Council will continue to drive forward the message about the importance of health at work and develop policies, which will help sustain the programme in the future.

Janet has enjoyed being a Workplace Health Champion and found it helped her improve her communication, negotiating, and organisation skills. She also gained experience in project management and leadership.

Janet is grateful that she was given this opportunity, to gain an insight in to health promotion and believes that health and wellbeing is crucial to any Human Resources agenda.

#### Interventions

Weight loss challenge  
Pedometer challenge  
Massages  
Discounts on gym membership  
Breast Cancer Awareness campaign

#### Organisations and individuals Croydon Council have worked with for the Activate programme

Primary Care Trust  
Energy Gym  
Internal communications  
Travel to Work Plan team  
Healthy Croydon