

## The leading method to motivate a healthy lifestyle

The lifestyle is essential to human health. A healthy lifestyle also contributes to a more meaningful life and a healthier work life. The Health Profile (HP) is an encounter between a trained Health Profile coach and a participant to motivate and create an awareness for lifestyle changes. The Health Profile is also the employer's basis for its strategic health work.



### Questions about lifestyle and health

Before the Health Profile, the participant answers some questions on the website Todaytoo or on paper. The questionnaire includes spare time habits, physical activity, diet, tobacco, alcohol, medications and symptoms, stress, recovery and perceived health. A Health Profile is conducted with confidentiality.



### A motivational talk focusing on both the present situation and change

The conversation gives the participant an opportunity to understand the importance of a healthy lifestyle. The participant will reflect on what results she is most satisfied with and how an upcoming health vision might look like.



### Measurements

Height, weight and blood pressure are measured.



### Fitness test on a cycle ergometer based on the participant's own abilities

The participant bikes for 6-10 min at a level that only allows the participant to be slightly out of breath. This means that anyone can perform the test, whether they are physically active or not.



### The participant logs in to a health account to see the result

On Todaytoo, the participant can see what the results mean from a health perspective and read more about different recommendations. The participant sees his development from previous profiles and can compare their lifestyle and results with the Swedish working population.



### Reporting at group level

The individual results are compiled into a group report with the possibility of deep reporting on, for example, department, profession, gender and age. The report is a basis for the employer's strategic health work.

# A strategic health work with the present situation, activities and follow-up.

For the employer, the Health Profile provides a foundation for health promotion and evaluates health activities. Each year, over a thousand workplaces work with Health Profile and this is an example how a company improved their employees' health.

After a Health Profile, the employees are divided into one of four groups with different needs for lifestyle change. The groups show the need for health promotion at organizational and departmental level. The greater the number of the healthy group, the better the organization's lifestyle and health. Participants in the risk group have a great need for lifestyle change.

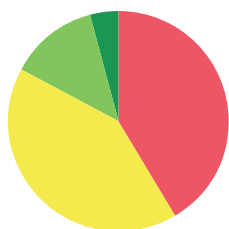
## HPI RISK GROUP

- = great need for lifestyle change
- = need for lifestyle change

## HPI HEALTH GROUP

- = good lifestyle
- = very good lifestyle

HEALTH PROFILE 1



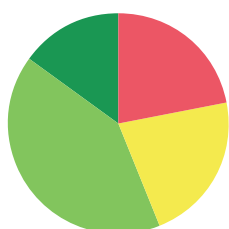
## Health Profile 1 provides a starting point

The Health Profile project was started to motivate employees on the individual level to a healthy lifestyle and for the group to have a starting point. The result showed that only 17% had a healthy lifestyle. There was a great need for improvements in diet, perceived health, symptoms and fitness.

## Action plan with activities

With the present situation as a starting point the employer organized activities for both individuals and groups with the goal to improve health and community in the workplace. That meant, for example, physical activity both in and outside of work as well as education about healthy diet, physical activity and stress reduction.

HEALTH PROFILE 2

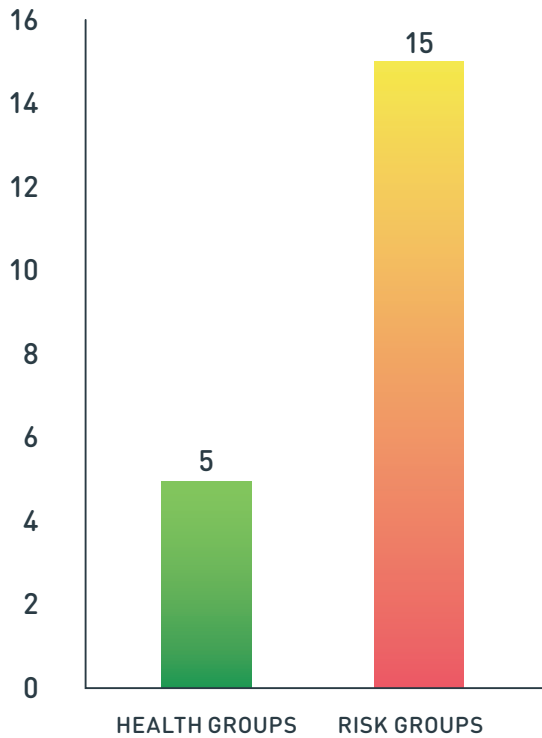


## Health Profile 2, to follow up and evaluation

The health project was followed up with a new Health Profile to evaluate both the individual and group level. The results showed that the group with healthy lifestyle had increased from 17% to 55%. The Health Profile is an excellent tool for the continuous development of employee health with the simple strategy of current state, activities and follow-up.

# HPI Health- and Risk groups have a clear connection with sick leave

AVERAGE NUMBER OF SICK DAYS PER YEAR AND EMPLOYEE



Employees in the HPI Risk group have need of lifestyle improvements. Those in HPI Health Group have a healthy lifestyle.

A scientific study of 320 civil servants showed that employees in the Risk group had an average of 10 sick days more per year compared to those in the Health group. A staff economic calculation shows that each sick day costs the employer approximately 10% of the monthly salary.

**1 Sick day = 10% of 1 monthly salary**

**10 sick days = 100% of 1 monthly salary**

Therefore, employees in the Risk group cost the employer on average one extra month's salary per year compared to those in the Health group.

Health- and risk groups are developed based on the latest research and the experience of several million Health Profiles performed since 1976.

## Physical fitness gives strength and productivity

Reducing sick days is valuable but an even bigger profit for the employer is usually in increasing employee attendance. An important part of high attendance is the employee's fitness level.

For example, a sedentary worker, the recommendation is maximal oxygen uptake of about 35 ml/min/kg. Today every other employee lacks a value of 35 or more and thus have difficulty coping at work with reduced efficiency and productivity.

Through the fitness test in the Health Profile, the participant is aware of what is needed to increase their physical fitness and thereby gain more strength, both in everyday life and at the workplace.

## Discussions with focus on motivation and change

Health Profile is carried out in a climate of motivational communication with focus on creating awareness of the connections between lifestyle and health experiences and health data. The conversation focuses on the positive parts and helps the participant to see opportunities for improving the lifestyle or continuing with a good lifestyle. The participants own responsibility and own decisions are important for a change.

The conversation also focuses on how urgent it feels and how strong the motivation is to improve or continue with a good lifestyle. The tool "My Health Vision" helps the participant to develop a vision for his lifestyle and health.

# Todaytoo.se - to promote lifestyle and health

The name Todaytoo has a visionary dimension - "today too". Lifestyle and health develop with small steps, one step at a time, preferably every day.

## On Todaytoo, the participant can:

- View and save their results from different health services or health tests, such as Health Profile, Health Screening, Fitness Test.
- See what the different results mean from a health perspective and read more about different recommendations and limits.
- See their development.
- Compare their lifestyle and results with Swedish working population.



---

## HPI Health Data Increases Knowledge about lifestyle, health and work environment

HPI has, together with Health Profile coaches, been building HPI Health Data for 30 years now, which now includes hundreds of thousands of Health Profile, Health Screenings, Workplace Profiles and Fitness Tests. HPI Health Data is unique to its extent, its time span and its content.

### HPI Health Data is used, for example:

- to develop HPI's methods and services,
- in major research projects that HPI is involved in,
- as reference data in working population, both at individual and group level.

---

## Health Profile Assessment is interdisciplinary rooted in medicine, physiology and behavioural science

Health Profile originates from the mid-1970s and the authors Gunnar Andersson and Sture Malmgren's development at Saab in Linköping. The concept was first published in 1976 in the scientific study "Hunting for the Health Profile". On October 22, 1979 began the first training of Health Profile coaches at the course centre Stråkenshus outside Motala. A few years later training also began at universities, colleges, high schools and at private educational institutions. 1987 anchored the interdisciplinary approach through two doctoral dissertations in medicine at Linköping University. Since 1979, there have been thousands of courses and tens of thousands of Health Profile coaches have been trained. In total, millions of Health Profiles has been carried out in health projects across the Nordic region.

## The Health Profile is developed by HPI Health Profile Institute

HPI develops methods, services and software for health development of the individual, group and organization and also educates and conducts research in health and wellness. HPI is working with health companies, fitness companies, fitness centres, insurance companies, community health and county councils' health. The company also trains students at universities, colleges, high schools and at private educational institutions. Through a combination of development, pioneering and continuity, HPI has been one of the market's leading actors for more than four decades.

