



**A global technology company takes
its wellness efforts down under**



Cisco Australia and New Zealand get stepping

HEADQUARTERS: SYDNEY, AUSTRALIA

NUMBER OF EMPLOYEES: ABOUT 1,300

LOCATIONS: 10

How it started

Cisco's Australia and New Zealand offices (Cisco ANZ) knew they needed to improve their sedentary working environment and promote a healthy workplace. In October 2016, they launched CiscoACTIVE, a two-month wellness initiative, to bring a culture of wellness down under. The Human Resources team introduced a series of activities to help employees make healthy lifestyle changes at work and at home, including bringing in an onsite wellness expert to oversee the program. Cisco ANZ also implemented Fitbit Health Solution's corporate wellness program and either offered a fully subsidized Fitbit Charge 2, or other premium Fitbit devices at a reduced rate.

The skinny on CiscoACTIVE

CiscoACTIVE included nutrition webinars, onsite fitness sessions, gym membership discounts, and activity challenges paired with Fitbit devices. Cisco ANZ hosted four step challenges—where employees were challenged to achieve certain goals, such as reaching the greatest number of steps, beating the CEO's and other senior leadership's step counts, hitting the most active minutes, and achieving the most improved step count. Creative mini-challenges were also involved, like who could post the best healthy selfie on social media. Challenge winners were eligible to win health empowerment tools such as Fitbit products, like accessory bands and Fitbit Aria WiFi smart scales.

Brag-worthy results

Cisco ANZ knocked their wellness expectations out of the park, and they had impressive numbers to prove it. At the end of CiscoACTIVE, 50% of participants achieved an average of 10,000+ steps a day—an increase from 43% at the beginning of the program. In addition, the percentage of people who were considered less active (average of <7,500 steps) at the beginning of the program decreased from 25% to 18% at the end of the program.

“ The CiscoACTIVE challenge powered by Fitbit was an amazing program to be part of and I loved hearing all the positive comments from our employees. Seeing **employees who did not traditionally engage in physical activity become involved in team and individual fitness challenges was the ultimate outcome.** Along with that, we created a very strong health and wellness culture across the company, and had a great deal of fun.”

- Adrian West, Cisco Head of HR, Australia and New Zealand

Learning from employees

Human Resources distributed a survey at the end of the program to gauge employee satisfaction and the program's impact on employees' healthy behaviors. Feedback was positive, with 86% of participants reporting being more active since receiving their Fitbit device, 95% intending to continue increasing their physical activity once the CiscoACTIVE program ended, and 74% being likely to recommend a similar wellness program that incorporated the use of Fitbit devices.

Because of their wellness program's success, Cisco ANZ is looking forward to hosting future wellness initiatives that encourage employees to be their healthiest and best selves.

DID YOU KNOW?

Australia is gaining a better understanding of the importance of wellness. In fact, a recent study showed that an increase in steps from 4,500 to 8,800 is associated with one less day in the hospital for every three years for Australians over 55 years old. The study suggests that health interventions that encourage walking could have an effect on a decrease in hospital care.¹ Corporate wellness programs, like CiscoACTIVE, can be an effective way to encourage employees to make healthier lifestyle choices both at work, and at home.

The progress was hard to ignore

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1. Ben D Ewald, Christopher Oldmeadow and John R Attia. (2016, September 7). Daily step count and the need for hospital care in subsequent years in a community-based sample of older Australians. The Medical Journal of Australia.

Key Takeaways

Get ideas to get your company moving.



Make wellness global:

Create a culture of inclusion by adding all office locations—even across countries—to your wellness program.



Switch it up:

Don't just go for highest step count. Focus on other activity goals like most active minutes or most improved step count.



Ask for feedback:

Survey your employees once an activity challenge ends to gain a better understanding of what worked and what could be improved.



Encourage social sharing:

Tap into the power of social media by encouraging people to share their best healthy selfie—like a photo of an employee hiking with friends.

To learn more about how Fitbit Health Solutions can help you build successful programs and improve employee health, contact us at www.healthsolutions.fitbit.com.
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