



Conference in Perugia, 27th – 28th April 2009



Walking to Beijing with step counters
move@admb




Presentation by:
Dr Bie Van Woensel (company doctor provikmo /admb , movement consultant)




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move@admb 2008

Walking to Beijing with step counters




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Content of the presentation

- Introduction
- How did this project come about?
- The philosophy behind this movement project ?
- Why the move@admb website ?
- Why step counters ?
- The project: "To Beijing with move@admb".

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Introduction: ADBM



SOCIAL SERVICES FOR COMPANIES 1020 employees



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Introduction: ADMB



www.admb.be

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Introduction:

ADMB at your service

- ADMB Sociaal Bureau, authorized social service for employers
- ADMB legal services (social law)
- PROVIKMO, external services for prevention and protection at work
- VEKMO, environment, security & nutrition hygiene
- ADMB Family allowances (employees)
- Borgstellingkas Bouwunie (construction industry)
- PV Bouwunie (building industry)
- ADMB Select
- ADMB Interim – Construct Interim (temporary jobs)
- ADMB Afwezigheidscontrole (absence control)
- ADMB School (trainings)
- ADMB International
- KMO Direct, ADMB ondernemingsloket (cross-databank)
- ADMB Information Services

www.admb.be

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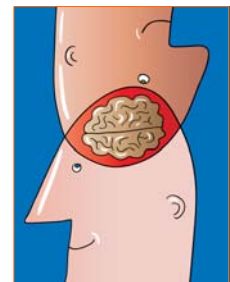
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How did this project come about?

Scientific basis:

- 19 years of occupational medicine
 - thematic approach "health and welfare"
- main elements:
- co-expertise: 1 + 1 = 3
 - solution-oriented
 - participation employees
 - science / real-life

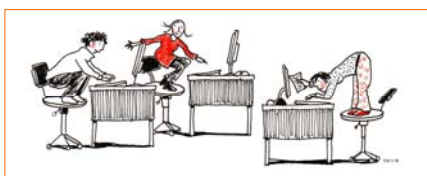


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Precursor in 2007: the movement project "mens sana in corpore sano"

- Developed by **ADMB** and **Hasselt University**
- **Philosophy:**
 1. Co-expertise: company doctor – cardiologist – manager - employees
 2. Convert scientific knowledge into real-life applications
- **Goal :**
 1. Stimulating elderly employees to move more **individual medical supervision** by the company doctor
 2. **Workshops at Hasselt University:** "How to move more at work in a healthy way? "



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- **End of 2007:** as a result of the workshops at UHasselt **request of the ADMB management**

development of an unique movement project
= adapted to **ADMB** (office environment)
employees are **spread over 50 different offices**

a project comparable to the Hasselt University project

- Workshops
- Individual supervision
- Facilities such as showers, ... aren't attainable for admb

- **Beginning of 2008 "brainstorming"**= basis of move@admb

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The philosophy behind this movement project

Starting point after brainstorming

reach **every** employee

+ **approachable**

+ **scientific** basis

+ improve **team** spirit

+ creative / unique / **attractive**

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Why a move@admb website ?

As a means to reach and involve every employee!

- office environment
- offices are spread
- nice means of communication
- interactive
- the connecting thread of the journey to Beijing



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The philosophy behind this movement project

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move@admb site

Step Counter



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Why a step counter?

1. Scientific basis:

solid step counter
+ registration system

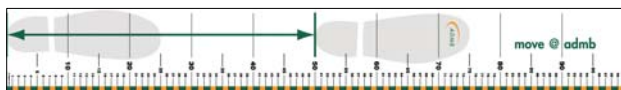
MORE MOVEMENT

2. Approachable
3. Stimulating team spirit: " I can also join !"

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The step counter:



1. Working of this measuring instrument
measuring instrument
quality criteria
2. Counting steps as a measure for energy use
3. Other movements are also converted into a number of steps (approximation)
for example 10 minutes of exertion at a moderate intensity = 1000 steps
4. Conversion of the number of steps into the distance walked (approximation)
5. Importance of registration: stimulates to move more !!!
6. Possibility to start a "playful competition"



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The moveteam



management – HR – IT – company doctor

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Two pillars

- The steps project
- The website



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Steps project - GOAL

- Approachable → Large reach
- Individual level
 - Stimulate to move more
- Group level
 - Team spirit
 - Involve the employees
 - Positive atmosphere, Dynamics
 - Positive effect



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Steps project - DEVELOPMENT

- Step counter for every employee
- Walking to Beijing together



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Poster

Met move@admb naar Peking !



Beste collega,
 "meedoen is belangrijker dan winnen"
 ook voor onze nieuwe Olympische discipline !
 Wil je meedragen voor bronze, zilver, goud ?
 Stap je veel of weinig, snel of traag,
 het maakt niet uit, je bent welkom !
 Kijk op onze site !



www.admb.be/move

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Virtual journey to Beijing



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Second pillar: The Website



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The website - Content

- Contact with employees
- Incentives
- (Medical) information
- Interactive elements
 - Heartbeat zones
 - Step registration
 - Road to Beijing



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Incentive: "Mover" of the month



Thema: Wanderschock
 Het is de eerste werkdag na de vakantieperiodes. Het is de eerste werkdag na de vakantieperiodes. Het is de eerste werkdag na de vakantieperiodes.

Over nieuw@admb

Interactief

Wat is de eerste werkdag na de vakantieperiodes?

Hoe worden deze verdrachten dan georganiseerd in ploeg of individueel?

Aan welke verdrachten heb je al deelgenomen?

Voor welke prestaties moet je dan toch streng trainen?



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Interactive: Heartbeat zones



Thema: Wanderschock
 Het is de eerste werkdag na de vakantieperiodes. Het is de eerste werkdag na de vakantieperiodes. Het is de eerste werkdag na de vakantieperiodes.

Berekening maximaal hartritme

Leefijd in jaar:

Wat is de maximale hartslag?

%	OF	MIJNSEL	EXTENSIEF	NOORMAAL	TEMPO	BAR	INTERVALLEN
100	192						
90	173						
80	154						
70	135						
60	116						
50	97						
40	78						
30	59						
20	40						
10	21						

Waarom per minuut?

Deze waarden zijn richtlijnwaarden!

Indien je lang niet sport hebt, heb je meer moeite met het behalen van deze waarden. Het is belangrijk om te weten dat deze waarden slechts richtlijnwaarden zijn en niet absoluut moeten worden gevolgd.

opgesteld door Dr. Sie Van Wessel
 © Toespraak - april 2008

Voor meer info zie de website

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Interactive: Movement diary



Thema: Wanderschock
 Het is de eerste werkdag na de vakantieperiodes. Het is de eerste werkdag na de vakantieperiodes. Het is de eerste werkdag na de vakantieperiodes.

Mijn persoonlijke stappen

Selachter een profiel (kilometers per dag)

Stappen

Datum kilometer

21/08	6,300 km
22/08	7,215 km
23/08	8,276 km
24/08	9,212 km
25/08	10,206 km
26/08	11,149 km
27/08	12,141 km

Verkeerde

ckgh



Interactive: Road to Beijing

- Bruges to Beijing (12 171 km)
- Feedback with step counter
- 4 groups

Mit MOVE@ADMB naar Peking

12171 km

Bevolkende groepen:

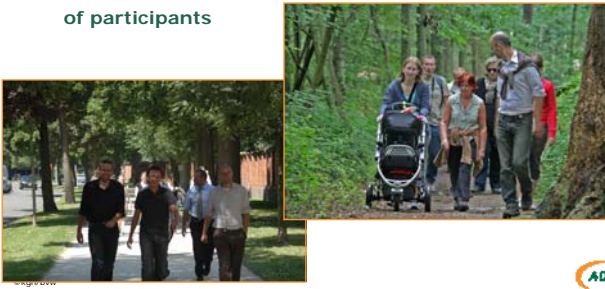
1. Dr. Beena Chatters 120.4 km
2. Dr. Beena Chatters 119.7 km
3. Dr. Beena Chatters 119.4 km
4. Dr. Beena Chatters 118.8 km

ckgh/bwv



Road to Beijing: Additional activities

- Additional activities are organised spontaneously
- Growing number of participants



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Interactive: Road to Beijing

- Arrival in 30 days with nearly 400 employees !

Mit MOVE@ADMB naar Peking

12171 km

Bevolkende groepen:

1. Dr. Beena Chatters 121.2 km
2. Dr. Beena Chatters 120.8 km
3. Dr. Beena Chatters 120.4 km
4. Dr. Beena Chatters 119.8 km

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Road to Beijing: Virtual medals



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Press attention



Arts stuurt zittende werknemers naar Peking

Om de zittende werknemers van de Sina-Admb aan het bewegen te krijgen, kwam artstherapiecoach Eva Van Wassen met het idee op de proppen om degenen die te zwaar waren om te lopen met deze apparatuur te helpen de medewerkers een competitieve werk team bereikt als eerste Peking?



De zittende werknemers van de Sina-Admb aan het bewegen te krijgen, kwam artstherapiecoach Eva Van Wassen met het idee op de proppen om degenen die te zwaar waren om te lopen met deze apparatuur te helpen de medewerkers een competitieve werk team bereikt als eerste Peking?

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Walking for a good cause

ADMB gives 10 eurocents per kilometre to the Red Cross for the benefit of the Sichuan province (China) that has been struck by an earthquake



total = 4.870,50 Euro

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With thanks to

- the moveteam
- all the enthusiastic admb employees



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