

Physical Inactivity can be Costly to Business *

"It's a fact - people who stay active do better on the job. They're more alert. They get more done."
The President's Challenge

May is an ideal time to celebrate active living and the President's Council on Physical Fitness and Sports has many resources to help your workplace promote health, physical activity, and fitness. Consider an active lifestyle as the best free medication available to help ensure continued health. Getting 30 minutes of some form of physical activity (i.e. walking, biking, or raking leaves) on most days can improve health and can reduce the risk of developing or dying from many chronic diseases.

Moderate physical activity helps [lower cholesterol](#), [blood sugar levels](#), and [blood pressure](#). It improves bone health and relieves the pain of musculoskeletal conditions such as [arthritis](#) and [osteoporosis](#) by strengthening muscles and joints. Physical activity reduces the symptoms of anxiety and depression and is a great stress reducer, too.

Employers want to protect their most valued asset, their employees, and a healthy and fit workforce contributes to a strong bottom line. So why should the employer promote physical activity in the workplace?²

Benefits for Employers:

- Enhanced employee productivity
- Improved health care costs management
- Decreased rates of illness and injuries
- Reduced employee absenteeism
- Develops employee leadership skills

Benefits for Employees:

- Lower levels of stress
- Increased well-being, self-image and self-esteem
- Improved physical fitness
- Increased stamina
- Potential weight reduction

Do you know [how much physical inactivity is costing your company](#)? See for yourself, using this calculator from East Carolina University.¹ Estimate the cost of medical care, workers' compensation, and lost productivity associated with inactivity for your workplace. Then link to the [President's Challenge](#) pages and learn how you can successfully start your workplace program.³

References:

*The Council for Disability Awareness (CDA) would like to thank The Hartford's Center for Ability for providing the content.

1. East Carolina University College of Health and Human Performance Department of Health Education and Promotion. Quantifying the Cost of Physical Inactivity <http://www.ecu.edu/picostcalc/> Accessed April 22, 2008.
2. National Association for Health and Fitness. <http://www.physicalfitness.org/nehf.html> Accessed April 23, 2008.
3. The President's Challenge. Corporate. Get Motivated. <http://www.presidentschallenge.org/corporate/index.aspx>. Accessed April 22, 2008.