

SITTING IS THE NEW SMOKING™

#1 According to the CDC, chronic diseases are now the number one threat to public health, far surpassing infectious diseases in the U.S.

75% of our healthcare costs go toward treating chronic diseases¹

Prolonged sitting is the #1 contributor to chronic diseases²

85% of America's workforce is paid to sit at a desk all day.²

1 hour of sitting is as unhealthy as smoking 2 cigarettes³

WHAT HAPPENS WHEN YOU GET UP AND MOVE EVERY HOUR...

21% Reduction in the threat for **Breast Cancer**, the most common cancer in women no matter race or ethnicity

25% Reduction in the threat for **Colon Cancer**, the 3rd most commonly diagnosed cancer, and 2nd leading cancer killer in both men & women

27% Reduction in the threat for **Stroke**, the leading cause of death in the U.S., killing nearly 130,000 Americans each year

30% Reduction in the threat for **Type 2 Diabetes**, which affects nearly 26 million Americans, 7 million of whom may be undiagnosed

50% Reduction in the threat for **Hypertension**, which costs the U.S. over \$47 billion annually in direct medical expenses and over \$3 billion in lost productivity

ACTIVE VS. SEDENTARY
average annual cost to employers per 1000 employees for the same 5 diseases

\$311,806.17

to treat stroke, colon cancer, breast cancer diabetes and hypertension for a sedentary employee base

\$201,988.99

to treat stroke, colon cancer, breast cancer diabetes and hypertension for an active employee base

690 are overweight

360 are obese

120 have diabetes, **30** don't know it

330 have high blood pressure

170 have high cholesterol

330 have high triglycerides

190 smoke

950 fail to get adequate exercise

620 have sleep issues

90 suffer from depressive issues

STATISTICALLY

THE SAME 1000 PEOPLE

BUT WE WORK AT DESKS, SO WHAT CAN WE DO ABOUT IT?

1 **CORPORATE WELLNESS SOLUTIONS**
UtiliFIT is a Corporate Wellness solution that gets users up and active throughout the day with at-your-desk micro fitness challenges. It uses the behavioral engagement tools from video games to make activity fun and addictive.
www.sittingissmoking.com

2 **WEARABLE DEVICES THAT TRACK INACTIVITY**
Lots of devices track your activity, but only a few track *inactivity*.
Jawbone Up www.jawbone.com
Garmin Vivofit www.garmin.com

3 **STANDING DESKS**
Standing desks are available both as standing only and adjustable height models, which allow standing and sitting.
Top 5 Standing Desks (\$159 - \$1497)
www.wisebread.com/the-5-best-standing-desks

www.sittingissmoking.com

1. CDC 2. US News, Gallup 3. NY Times Well Blog

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