



Problem

Nurses are the largest health care occupation group, and the prevalence of overweight/obesity among U.S. nurses ranges from 30% to 55% depending on geographical area, race and ethnicity, and work settings.¹ Nurses rarely put their own health first. As a workforce they have an increased risk of NCDs and a higher prevalence of obesity.² And that puts them at a disadvantage when it comes to helping the rest of us tackle our poor health behaviours. But stressful work, shift patterns, poor access to healthy foods and exercise opportunities makes behaviour change for nurses challenging.

Solution

Studio Health worked with the International Council of Nurses and sponsor Pfizer, on a campaign to promote wellness. We started a conversation about wellness and action planning for behaviour change through blogs and a high impact conference presence with the wellness tree which captured over 1,000 wellness pledges at the annual meeting.



Benefit

Deliverables included targeted, evidence-based strategies to help nurses implement healthy actions to reduce NCD risk. Over 4000 nurses across nine countries took part.

Working with the International Council of Nurses

Promoting Health

Digital Innovation

Behaviour Change

Enhancing Services

Professionals Training

Patient Led Design

References:

1. Chin, Dal Lae et al. "Occupational factors associated with obesity and leisure-time physical activity among nurses: A cross sectional study." *International journal of nursing studies* vol. 57 (2016): 60-9. doi:10.1016/j.ijnurstu.2016.01.009
2. Phiri, L.P., Draper, C.E., Lambert, E.V., Kolbe-Alexander, T.L. (2014). Nurses' lifestyle behaviours, health priorities and barriers to living a healthy lifestyle: a qualitative descriptive study. *BMC Nurs.* 2014; 13: 38. doi: 10.1186/s12912-014-0038-6