



Taking health & wellbeing offshore



Introduction

Working offshore has earned a reputation of fuelling an unhealthy lifestyle. According to industry data, offshore workers are 19% heavier than they were in the mid-1980s and their weight has increased by three stones over a 10-year period. Nearly a third smoke and recent research has shown that alcohol consumption is more than 30% higher than the UK government recommended limit.

The challenge

To help our client reach remote and offshore workers with information and education about making intelligent choices to live a healthier and more active life. To provide information for their fitness facilities to make them a safe environment for workers to use.

Our solution

Combining feedback from offshore workers with our research, strategic thinking and expertise we created a simple and effective wellness programme that includes:

- a monthly virtual gym subscription designed for each remote site/platform/vessel's fitness facility equipment
- monthly communications providing themed workouts, training ideas, articles on nutrition and staying active
- an 'in-cabin' workout Z card and DVD for workers who lacked the confidence to workout in the gym

- a dedicated email advisory service with a Personal Trainer and a Dietitian
- a series of short DVDs that show your workers what they need to know to: create their own fitness programme; deal with lower back pain and protect themselves from further injury; make healthy eating choices; manage pressure in 5 easy steps; prevent lifestyle diseases that particularly effect men, such as diabetes, heart attack, stroke and some male cancers

The result

We've delivered a solution to drive health and wellbeing into an offshore environment. It reaches the full spectrum - from novice to experienced iron pumper.

"Great initiative that really gave me something to work towards, thanks!"

"This was a very positive and motivational experience with a friendly and progressive approach."

"It was great, I realised that by changing some of my habits I can change my appearance."

"I enjoyed the experience and believe it will keep me motivated to get fitter. I'd recommend it to anyone who wishes to do something about their level of fitness and general lifestyle. Thanks!"

Find out more

For more information please call 01975 641 312 or email info@fitnut.co.uk