

# National Run@Work Day

## Presented by the RRCA

### Friday September 17, 2010



#### History:

In 2006 the Road Runners Club of America (RRCA) founded the grassroots movement to promote National Run@Work Day to encourage companies to build time into work schedules for physical activity for their employees.

#### What?

**National Run@Work Day** ([www.RRCA.org/programs/run-at-work-day/](http://www.RRCA.org/programs/run-at-work-day/))

#### When & Where?

On **September 17, 2010**, the Road Runners Club of America will promote the 5th Annual National Run@Work Day. Company-based wellness programs, human resources departments, running clubs, running events, running shoe stores, and individuals nationwide are encouraged to plan fun runs and walks around the country with their employers.

#### Why?

The goal of **Run@Work Day** is to raise awareness about the importance of daily physical activity for adults. National Run@Work Day events are community based events that promote and provide the opportunity for individuals to incorporate at least 30-minutes of exercise, in accordance with the National Physical Activity Guidelines, into their daily routine either before work, during lunch, or immediately following work. Incorporating exercise into one's daily routine can markedly improve one's overall physical health.

The US Centers for Disease Control and Prevention (CDC) National Health and Nutrition Examination Survey (NHANES) estimates that 64% of US adults are either overweight (33%) or obese (31%), meaning they have an excess weight of 30 lbs or more. For over 20 years, the CDC has been tracking obesity trends, and they have reported that the rate of overweight adults in the US has increase by 18% in those 20 years. The causes of overweight and obesity can be complex. However simply put, overweight and obesity results from an energy imbalance. Eating more calories and not getting enough exercise or physical activity results in the engery imbalance that causes obesity. The rise of overweight and obesity and the resulting health conditions has a dramatic effect on health insurance costs around the US. It is estimated that overweight and obesity health related medical costs have reached an all time high of \$75.8 billion per year ([www.cdc.gov](http://www.cdc.gov)).

Run@Work Day supports several of the strategies outlined in the National Physical Activity Plan, launched on May 3, 2010. More specifically, Run@Work Day events highlight how nonprofit and for-profit sports organizations can work directly with business and industry to help promote physical fitness in the work environment. Additional information about the plan can be found at [www.physicalactivityplan.org/](http://www.physicalactivityplan.org/).

Participation in the 5<sup>th</sup> Annual Run@Work Day is an important step in raising awareness about the importance of daily physical activity. If adults can lead by example, if companies can encourage healthy living, then together we can combat the national inactivity crisis gripping our nation and our children

#### How?

- A Run@Work Day event can be hosted by company-based wellness programs, human resources departments, running clubs, running events, running shoe stores, and individuals interested in promoting physical activity
- The event should be a fun run and/or walking event with the duration of at least thirty minutes held before work, during lunch, or immediately after work or all of the above in order to accommodate varying schedules
- Event hosts should work with a company's human resources department or staff to organize and promote the event within the company
- Get FREE Run@Work Day posters to promote your event, order online at <http://www.rrca.org/publications/>
- Provide participants with general nutrition, fitness and healthy living information
- Work with local sponsors to provide participant incentives, event support, and promotion
- Use our sample press release to send to your local media.
- Contact the RRCA at [office@rrca.org](mailto:office@rrca.org) or call 703-525-3890 for more information.