

# Upstarts Brief 1

## The Attention Exchange Brief

### — Irish Heart

**Activity** Irish Heart

**Platform** September Health Campaign

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#### **What is the Problem or Opportunity?**

The Irish Heart Foundation is on a mission to prevent the number of lives currently affected by heart disease and stroke. The dangers of a sedentary lifestyle is a relatively new health concern - studies show it increases your risk of cardiovascular disease by 147%. Prolonged sitting is ingrained into our routines and it's killing us - increased risk of developing diabetes(112%) and CV disease(147%), increased risk of CV mortality(90%) and all cause mortality(49%).

Thanks to Covid-19 more people are working from home from unsuitable desks and chairs. People need to be shown ways to not only to sit less, but to move more. To help people escape their chairs, there's an opportunity for IHF to encourage people to move more often, and in doing so help people decrease their sedentary time and their risk of cardiovascular diseases.

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#### **How Will We Know if the Work Works?**

1. Higher public awareness of the health risks of sedentary behaviour.
2. Work from home (WFH) employees will choose to move more throughout their day.

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**Get** office workers who feel trapped at home doing their day job through Zoom due to Covid-19

**To** think of their cardiovascular health and spend less time sitting down.

**By** providing inspiration and simple reminders to move more often during the day.

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#### **The Interesting Insight**

Back when we could work in offices we sat at our desks and worked for 6 and a half hours - now 44% of those who WFH say they're working even longer hours. On top of that, in the evening we veg out watching an average 2.9 hours of TV/Netflix. Exercise alone doesn't combat this - an active couch potato was coined for people who make time for exercise while leading otherwise sedentary lifestyles. Our bodies are naturally designed to keep moving.

Opportunities to move are everywhere - a phone call instead of an email, walking to the further cafe for a morning coffee, Zoom workouts - but people need to be reminded to take them.

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#### **The Attention Idea**

Provide people working from home with inspiration to move more.

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#### **What Gives the Brand the Right to Do This?**

The Irish Heart Foundation are committed to fighting heart disease - one of Ireland's biggest killers. They work in many ways to encourage people to move more and look after their heart health.

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#### **Outputs Thought-Starters**

- Social Media
- Digital Activation
- Online Video

Brief set by:

