

Creating Healthy Habits



Habits hold the key to healthy living, especially when it comes to exercise and nutrition. That’s why we’ve developed **The Vitality Habit Index**, to understand how we break and make habits to help people live healthier lives.

30%

of the global population is inactive.

5 million

global deaths associated with physical inactivity annually.

1 in 5

deaths worldwide are now associated with a poor diet.

Busting the myth

The most effective way to build lasting habits is by taking small steps to achieve your goal. Instead of going from 0 to 10,000 (or another number), why not consider these approaches instead:

| | | | | | | |
|------------|-------------|-------------|-------------|---|-------------|--|
| | Mon | Tues | Wed | Thurs | Fri | Outcome |
| START HERE | 2,500 steps | 2,500 steps | | 2,500 steps | 2,500 steps | Mortality risk reduction of up to 15% for those who are inactive. |
| | 5,000 steps | | 5,000 steps | | 5,000 steps | People maintain this habit 1.5x longer than those who start with high-intensity workouts. |
| | 5,000 steps | | 5,000 steps | 1x session moderate-intensity exercise. | | Most effective transition from a strong bad > strong good habit. |



Financial gains

£15 billion

in-hospital cost savings if **half of the UK’s inactive adult population** began consistently walking 5,000 steps once a week, and **all of those who do not exercise regularly**, consistently walk 5,000 steps three times per week.



Health gains

Maintaining a habit of **10,000 steps 3x a week** for 3 years yields:



reduction in risk of **type 2 diabetes**

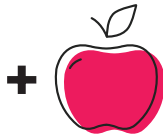


reduction in risk of **stage 3 cancer**

Physical activity is a catalyst for improving wider wellbeing

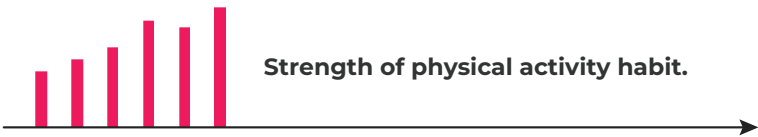


gain 1 month extra of sleep a year relative to individuals with no habit or strong bad habit



have 10% better eating habits

Individuals who **maintain 3+ days** of physical activity a week:



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#HealthyHabits

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40-50%

of our **daily lives** are **controlled** by habits.



Meaning that changing your habits will not only **change your health**, but also **your life!**

Habit Laddering

Habbit laddering is the most effective way of forming and **sustaining a strong good habit** that leads to positive health outcomes.

Repeat then intensify

Keep up your activity for **six to eight weeks**. Then, increase your activity intensity.



3. Raise the bar to **7,500 steps**.

Repeat until reaching the desired level.

Start small

Choose an activity that's easy and practical. Focus on **building frequency** and **consistency**.



2. Increase intensity to **5,000 steps**.

Maintain 3x a week for 6-8 weeks consistently.

Set a target

Define your goal based on where you are in **your health journey**.



1. Start at your identified baseline e.g. **2,500 steps**.

Ensure you can do this 3x a week for 6-8 weeks.



Taking **small, consistent steps towards your goals** is ultimately the most rewarding in the long run.



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