

PREVENTION

INSPIRATION FOR A HEALTHIER LIFE

Purpose:

- The project supports individuals with a BMI >25 in adopting healthier habits through personalized coaching, activity tracking, and nutrition advice via the Liva application.
- The participants were recruited through workplaces, social media, and HR departments. Focus on creating support from the workplace, and health-promoting activities were integrated into the participants' working environment.

Intervention:

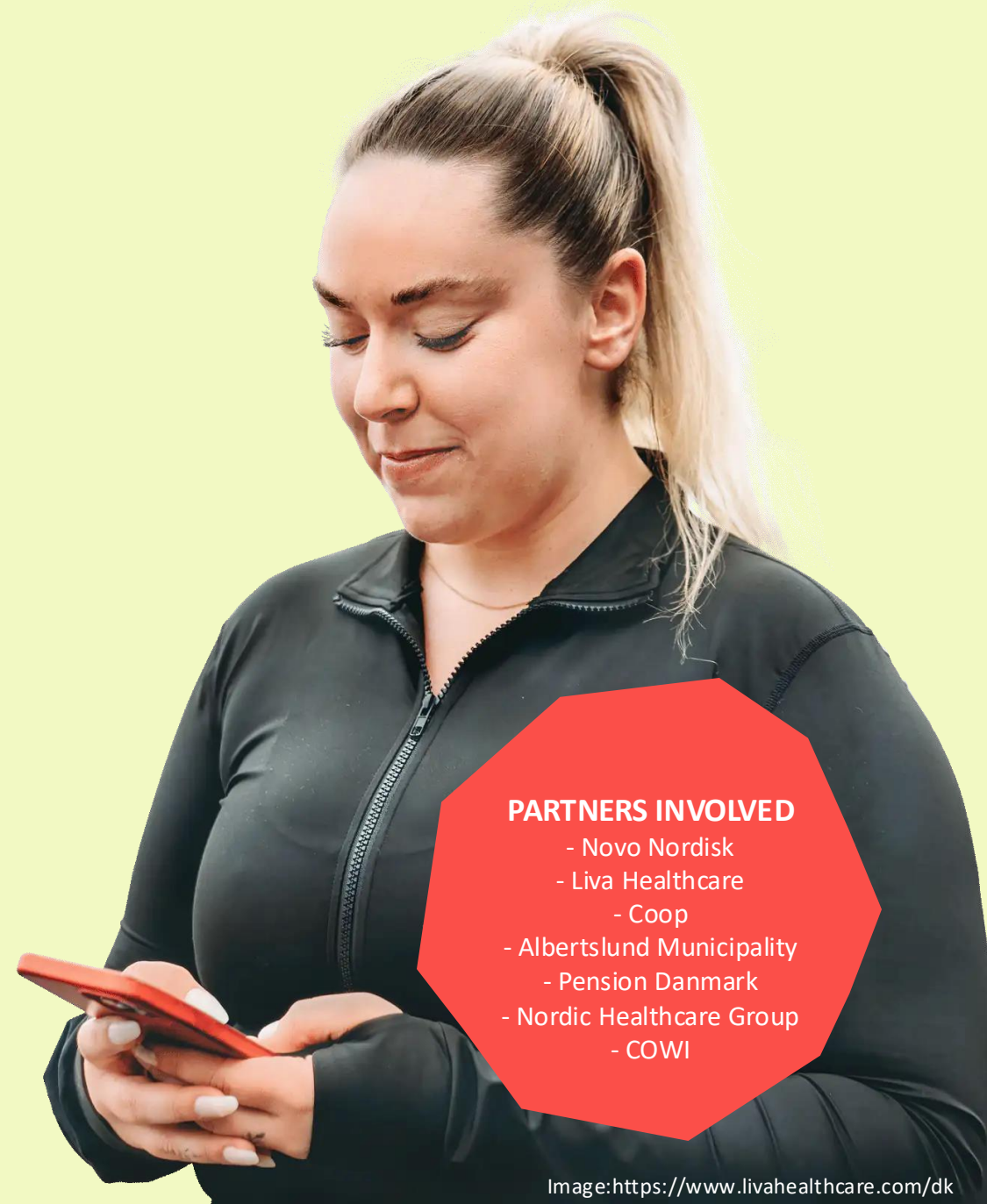
- The project was divided into three different groups with a total of 879 participants (mainly adults over 35 years of age with a BMI over 25):
 - Group 1 - Liva app: Personal guidance through a health app (295 participants).
 - Group 2 - Liva app + Coop: Same guide, but with extra help with healthy food choices via Coop's online food universe (292 participants).
 - Group 3 - Liva app + Coop + Activity tracker: Same as Group 2, but with an activity tracker that helps increase physical activity (292 participants).

Outcomes:

- Weight loss: Participants lost an average of 3.4 kg (mostly in Group 2).
- Increased activity: 16% more daily steps (mostly in Group 3).
- Improved mental health: More people felt calmer, more energetic and had better well-being.

Next steps:

- Plans for scaling the intervention and further integrating it into healthcare systems are under consideration.
- The company, Liva Healthcare, is successful in UK.



PARTNERS INVOLVED

- Novo Nordisk
- Liva Healthcare
- Coop
- Albertslund Municipality
- Pension Danmark
- Nordic Healthcare Group
- COWI