**Email blurbs for Sitting Disease**

**Intro Email**

Welcome to the *Sitting Disease* email campaign! For the next four weeks, a whole new perspective on active living will begin to develop. Getting enough exercise has been hammered into our brain, but now, research has been looking at a slightly different angle – it’s *not* enough to regularly exercise, we need to *also* sit less!

**Week 1 Introduction to Sitting Disease**

*Sitting is a disease?!* “Sitting disease” is the term we will be learning about over the next few weeks referring to the association between metabolic syndrome and an overall sedentary lifestyle. Here, we will clarify a key misconception – sedentary behaviour is *not* the same as being inactive! Read more to understand those differences. This will provide the foundation you need to rethink “active living.”

**Week 2 How Much do I Actually Sit?**

Are you aware of how much you sit? From the list below, how many checkmarks do you make for the kinds of activities you sit down for?

* eating breakfast
* getting to work
* at work
* eating lunch
* getting from work to home
* eating dinner
* watching TV
* using the computer
* reading

You may be in denial, or even shocked that you live a pretty sedentary lifestyle! If that did not shock you, perhaps this will: “Every two hours spent sitting [increases] the risk of obesity, diabetes and heart disease” (www.mayoclinic.com). Read this week’s email to hear about the latest research on how sitting less can increase your lifespan, and five things you can do to sit less this week.

**Week 3 Make and Break Time**

As mentioned earlier, it’s not enough exercise 30 minutes a day. New research is telling us to *make* time for physical activity but also to *break* time every hour of sitting with 1-2 minutes of activity. Read more on how to do this and why this is important.

**Week 4 Factors Associated with Sedentary Behaviour**

Have you been incorporating the “Five Things” to fight sitting disease into your schedule? Do you find yourself more aware of how much you’re sitting? If so, that’s great! If not, this is the week to do it! This week, you will be learning if you fall under one of the risk factors, such as age, gender, education, social economic status, related to sedentary behaviour.