

AIA Vitality

HOW AIA VITALITY CAN HELP YOU LIVE A HEALTHIER, LONGER, BETTER LIFE

A look at the statistics for New Zealand reveals that NCDs (non-communicable diseases) are estimated to account for 90% of all deaths, led by cardiovascular diseases 31% and followed by cancers 30%.

By 2025, the health burden of NCDs in New Zealand is expected to increase by 17%. In New Zealand less than half of adults meet physical activity guidelines of 2.5 hours of activity, spread out over the week.

At the heart of AIA Vitality, members are empowered and incentivised to make small lifestyle changes with the aim of decreasing their risk of NCDs.

AIA Vitality addresses and integrates the key modifiable behaviours that are part of 5590.

By changing lifestyle behaviours, people can make a meaningful impact on their health and wellbeing.

AIA Vitality members have been focused on being more active and they're being rewarded for it.

5 MODIFIABLE BEHAVIOURAL FACTORS



LEAD TO

5 NON-COMMUNICABLE DISEASES



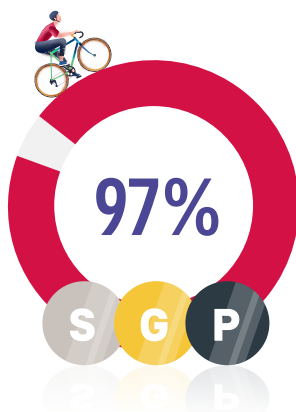
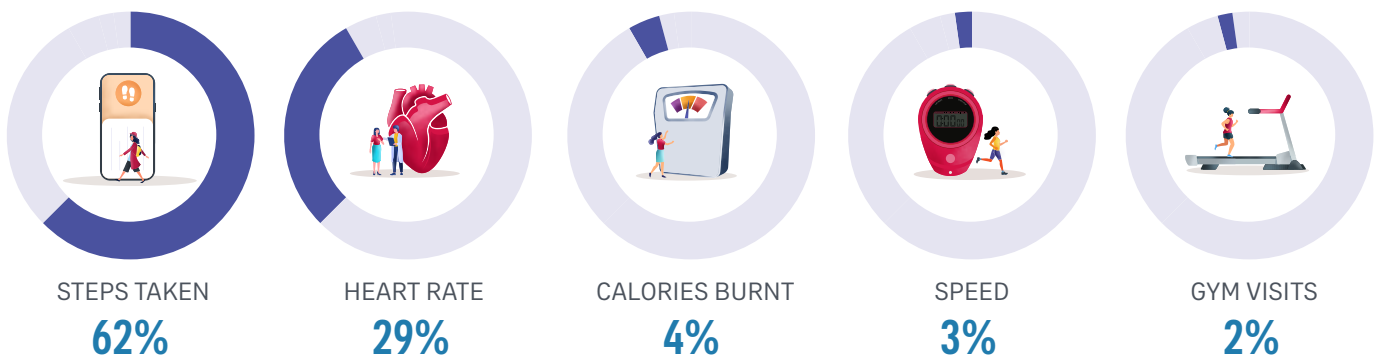
THAT CAUSE

OVER 90% OF DEATHS IN NEW ZEALAND



Getting engaged is as easy as taking a walk

How our members earn points



Getting active is for everyone!

Members that regularly engage in physical activity have a higher status. With up to 15,000 points on offer for physical activity, it is an achievable way to boost your status level.

More than 97% of our Silver and above members engage in physical activity regularly.

AIA Vitality is making people healthier and rewarding them for it.
Since launch members have:



Members have achieved over **86,000** Status reward vouchers worth over **\$4.3 MILLION**



Members have earned over **976,500** Active Rewards vouchers worth over **\$4.8 MILLION**



On average an AIA Vitality member completes a Health and Wellbeing assessment **EVERY 15 MINUTES**



With over **193,000** Health assessments completed

Making healthy choices has lead AIA Vitality members to have improved health results

20%



Improved from an unhealthy **BMI** range to a healthy range

49%



Improved from an unhealthy **blood pressure** range to a healthy range

64%



Moved from an unhealthy **cholesterol** range to a healthy range

79%



Moved from an unhealthy **glucose** range to a healthy range

AIA Vitality MEMBERS HAVE WALKED 51 BILLION STEPS

which is the equivalent of walking the length of New Zealand **1,295 times**

