

Health of the Nation



20
22

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Introduction

Irish Life undertakes periodically a robust national survey to collect information on the ‘State of the Nation’ with regard to health and wellbeing in Ireland. The 2022 research shows new insights into the impact COVID-19 has had on the health and wellbeing of the Irish population.

The ramifications of the extreme lifestyle shift in 2020 through early 2021 resulting from the pandemic are far-reaching and likely to have ripple effects for many years to come.

Mental health has been an undisputed health consequence for many however, the changes in our lives since the arrival of the Covid-19 pandemic, have resulted in physical, emotional and social challenges, the long-term consequences of which we’ve only just begun to understand. What areas should we focus our attention on to drive the biggest impact and effect positive change?

We surveyed over 1000 people, to collect information on the ‘State of the Nation’ about their health and wellbeing.

The Health of the Nation research helps us to identify the changes in health and lifestyle factors and compared those findings collected pre-Covid.

The good news is that the findings of the research are not all negative. Nutritionally, we are healthier, with a steady increase in fruit and vegetable portions eaten daily. Wellbeing is strongly linked to happiness and life satisfaction and as a nation our priorities have shifted to maintaining a WorkLife balance and increasing quality time with family and friends above career development and salary in all categories. On the other hand, we must address those areas that we have not scored so well in, for example the indicators of social health. Even with the ‘opening up’ of our country, our scores are going in the wrong direction, with those scoring best being over the age of 60.

Throughout this survey we look at the connection between these topics and their relationship with lifestyle factors to truly identify the impact of scoring favourable or poorly on one’s health. It is our goal to identify and highlight the solutions that will help people to live healthier lives.

Stacey Machesney

Head of Health and Wellbeing
Irish Life

The scope of this research included:

Delivery of the Health Index and DASS Distress score

Understanding national psyche/life priorities

Mental/Social health

Identifying shifts in work life balance

Assessing the impact of social media usage



Methodology

Completion date

The Health of the Nation Research was completed in conjunction with Behaviour & Attitudes Research in May 2022.

Representation

The research sample comprised of 1,011 adults aged 16+. This sample was quota controlled to be representative of the ROI population aged 16+ based on Central Statistics Office (CSO) 2016 figures for gender, age, region, and area, as well as Association of Market Research Organisations (AIMRO) agreed figures for social class.

National population norms are in line with CSO.

Interview panel

Interviewing was completed by members of Behaviour & Attitudes Online Panel. This panel is regularly refreshed, while strict quality controls are in place on all surveys submitted.

Health Score

The Health Score was created by Dacadoo and provided to Behaviour and Attitudes to incorporate into the data set.

Research period

The Health of the Nation research was completed in 2018, 2019, 2020 and 2022. Not all areas of interest were examined in each wave of research, which is why there is a mix of 2018, 2019, 2020 and 2022 statistics in the comparisons.



Key facts

Irish Life Health of the Nation research reveals

The National Health index has fallen from 537 to 528. 19% of the population are in the 'Very Good' category rating scores greater than 600, compared to 22% in 2020.

National Health Index Scores

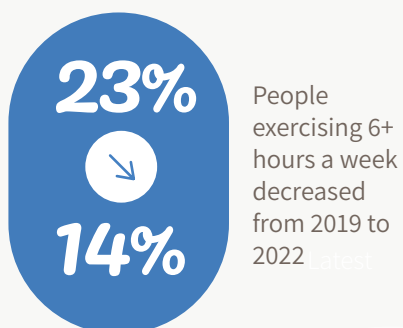
537  528
Previous Latest

Very Good Category (NHI Scores 600+)

22%  19%
Previous Latest

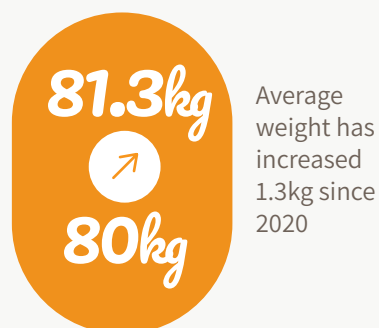
Exercise

Exercise is decreasing while weight is continuing an upward trend. Those exercising 3.5+ times per week has dropped by -7% since 2020. Those respondents who exercise 6+ hours per week have decreased from 23% in 2019 to 14% in 2022.



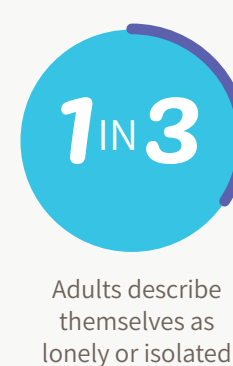
Height & Weight

Height has remained constant however, weight is continuing to increase year by year. Findings show that the average weight has increased 1.3 kilos since 2020 to 81.3 kilos. 26% of those surveyed are 90 kilos. This figure was 22% in 2020.

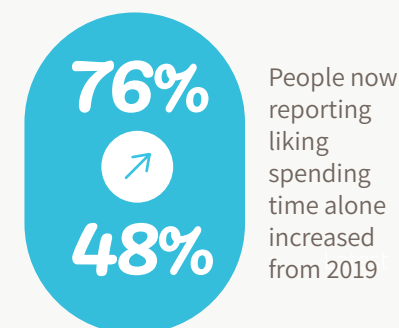


Mental Health

More people in Ireland are socially isolated and distressed in 2022. More than 1 in 4 of under 35s are evidenced as severely distressed, with females more likely to be evidenced as distressed.



1 in 3 adults in Ireland would describe themselves as feeling lonely or isolated, with 76% now reporting liking spending time alone, up from 48% in 2019. Respondents perceiving themselves as highly socially integrated are more likely to be adults aged 55+, ABC1 and working.



Main findings

National Health Score

The National Health index has fallen from 537 to 528. 19% of the population are in the ‘Very Good’ category rating scores greater than 600, compared to 22% in 2020.

-3%

Very Good: 19% of the population are in this category rating scores between 600 to 1,000, compared to 22% in 2020.

-3%

Good: 46% are in this category with scores ranging from 500-600 compared to 49% in 2020.

-4%

Fair: 25% are described as ‘Fair’ with scores ranging from 400 to 500, compared to 21% in 2020.

-1%

Poor: 7% are in this category with a score of less than 400. This compares with a figure of 6% in 2020.

	NHI Score	Poor 0-400	Fair 400-500	Good 500-600	Very Good 600-1000
2022	528	7%	25%	46%	19%
2020	536	6%	21%	49%	22%



Commentary

“The overall health index score (528) has remained relatively stable since 2020 (537) with very small changes in the proportion of respondents who were classified as being in poor, fair, good and very good health. The social domain of wellness has been negatively impacted by the pandemic. The proportion of respondents categorised as good in relation to social health has decreased whereas the proportion classified as poor and very poor has increased. Those perceiving themselves as not well socially integrated are more likely to be adults aged from 35 to 54, blue collar and unemployed. In addition, they are more likely to be heavier, currently smoking and less active than those classified as having medium and high social health. The average number of hours spend sleeping has increased slightly since 2018. Respondents identified physical and mental health and the health of their children as life priorities”.

Professor Niall Moyna
School of Health and Performance, DCU

Physical Health

In general, the research found that exercise is decreasing while weight is continuing an upward trend.



Height and weight

Height has remained constant however, weight is continuing to increase year by year.

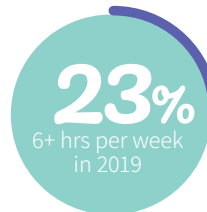
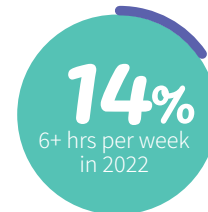
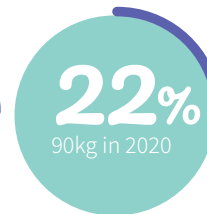
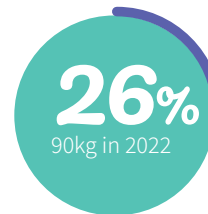
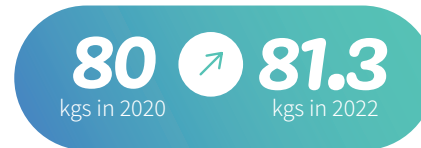
Findings show that the average weight has increased 1.3 kilos since 2020 to 81.3 kilos.

26% of those surveyed are 90 kilos. This figure was 22% in 2020.



Exercise

Those exercising 3.5+ times per week has dropped by -7% since 2020. Those respondents who exercise 6+ hours per week have decreased from 23% in 2019 to 14% in 2022.



Year	Average Weight in kilos	% change on previous year
2018	78	—
2019	80	+2kg
2020	80	0kg
2022	81.3	+1.3kg



Professor Niall Moyna
School of Health and Performance, DCU

Physical Health: Commentary

“There has been a persistent upward trend in body weight during the past four years. A 3.3 kg increase in body weight between 2018 and 2021 has been accompanied by a 4% increase in BMI. The average BMI is 27.8 with the value for women slightly higher (28.1) than for men (27.3). A BMI between 25 and 30 is classified as overweight. It is difficult to discern if body weight was affected by the dramatic change in the working environment due to Covid-19. The largest change in body weight occurred between 2018 and 2019. There was no change in body weight during the first year of lockdown relative to 2019. The 1.3 kg increase in body weight between 2020 and 2022 is smaller than the 2.0 kg increase between 2018 and 2019. It is likely that the increase in body weight and BMI reflects a continuance of the trend that has been observed in most of the developed world over the past 20 years. Alarming, if the current trend continues it is likely that half of the Irish adult population will be classified as obese (BMI > 30) by the end of the current decade. The health implication will be significant considering that obesity is an important risk factor for many chronic diseases such as heart disease, stroke, type 2 diabetes, asthma, kidney disease, Alzheimer’s disease, osteoarthritis, and some forms of cancer”.

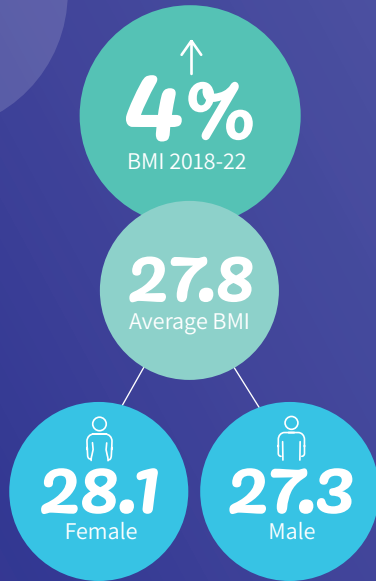
Physical Health: Commentary

There was an 8% drop between 2020 and 2022 in the proportion adults exercising more than 90 min a week. This was offset by a 7% increase in the proportion who exercised up to 1.5 hour per week. Interestingly, 19% of individuals who were classified as being severely distressed indicated that they undertook no exercise compared to 13% and 14% in the mild and moderate group, respectively. The physical activity levels during the working day have decreased compared to 2018. This may be due the removal of both active commuting and work-based physical activity from the daily routine due to Covid-19 restrictions. This worrying trend indicates the need for a national education programme on how to incorporate physical activity into their daily lives while working from home. The decrease in daily physical activity has been replaced by increased levels of sedentary behaviour during the waking day.

Referring to the nation's consumption of fruit and vegetables, Professor Moyna found that there was a very small increase in the daily proportion of fruits and vegetables consumed over the past four years although that alone does not indicate a healthier diet overall: "importantly, vegetable consumption was associated with a better overall health score. Considering the progressive increase in body weight and the rather stable amount of exercise undertaken, it is likely that people have been consuming a greater number of overall calories."

Professor Niall Moyna

School of Health and Performance, DCU

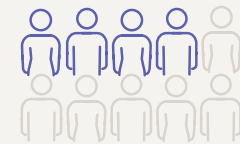


Professor David Collings

Work, Psychology and
Strategy Group,
DCU Business School

Physical activity at work: Commentary

"One noticeable trend is that we see a fall in physical activity during the workday compared to pre-pandemic levels. **Just over four in 10 employees say they walk reasonably frequently during the working day**, and only 31% reporting that they even stand up to walk around the room or stretch to feel active during the day. Interestingly, this does not appear to be strongly correlated with where one works, although those working at home all the time are slightly most sedentary. The value of physical activity during the day is without question and there is real value in employers thinking about how they can help their employees introduce some level of physical activity into their workdays. As we emerge from the pandemic, we need to maintain the focus on our employees' physical and mental wellbeing and ensure we make deliberate choices to improve the health of the workforce."



Just over 4 in 10
employees walk
reasonably frequently
during the working day

Mental Health

In general, the research found that exercise is decreasing while weight is continuing an upward trend.

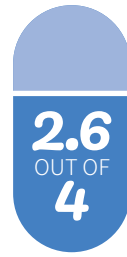
More than **1 in 4 of under 35's** are evidenced by the DASS Index* as **severely distressed**, with females more likely to be evidenced as distressed. The research also found Irish adults to be more stressed, depressed and with less hope for the future in comparison to 2020. This includes hope for the future being at an all-time low with only **2.66 out of 4 people** feeling somewhat hopeful, and **4 out of 10 respondents reporting severe or moderate distress**.



Under 35s severely distressed



Reporting moderate or severe distress



Feeling somewhat hopeful

Higher anxiety scores for younger adults (16-34)

Higher levels of moderate depression in older adults (55+)



The research found Irish adults to be more stressed, depressed and with less hope for the future in comparison to 2020.

*See page 26

Mental Health: Commentaries

“50% or more of adults indicated that they found it difficult to work up the initiative to do things and to relax, felt downhearted and blue, were intolerant of anything that kept them from getting on with what they were doing and tended to overreact to situations. **Four out of 10 respondents were moderately or severely distressed.** Respondents who reported being severely distressed were heavier, currently smoking, undertaking exercise less and spending more time sitting than those who reported being mildly distressed. The stress of parenting was a major determinant of poor emotional wellbeing. **Two in every 10 respondents reported moderate to high levels of anxiety and 25% reported moderate to severe depression.**”



Professor Niall Moyna
School of Health and Performance, DCU

“Unsurprisingly, we’ve seen a deterioration in mental health scores across the board. **Depression and anxiety scores have worsened**, when compared to the 2020 scores. Differences appear amongst age cohorts where stress and anxiety scores are significantly worse for younger adults (16-34) compared to all other age groups. **Older adults 55+ reported significantly higher scores for moderate levels of depression than all other age categories.** What this tells us is that the experience of the pandemic has been quite different depending on your age. When we examine those who report positive mental health scores, the protective behaviours such as work/life balance, balanced diet, regular exercise and not smoking contribute to the better mental health scores across all age groups”.

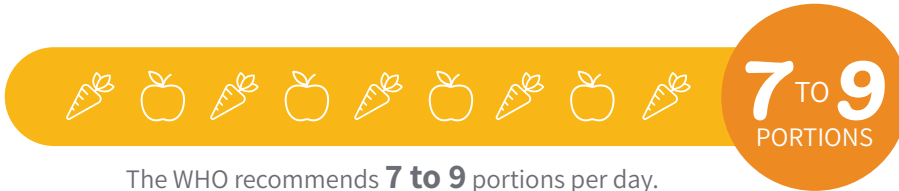


Michelle Dolan
Senior Wellbeing Consultant, Irish Life

Nutrition

Most respondents reported that they understand what contributes to a healthy diet, but only a minority of them reported to eat at least 5 pieces of fruit and vegetables a day.

The research found that nutritionally we are healthier with a steady increase in fruit and vegetable portions eaten daily. 4.9 portions are consumed daily compared to 4.7 in 2020.



Nutrition: Commentary

“There was a very small increase in the daily proportion of fruits and vegetables consumed over the past four years. Importantly, vegetable consumption was associated with a better overall health score. Considering the progressive increase in body weight and the rather stable amount of exercise undertaken, it is likely that people have been consuming a greater number of overall calories.”

Professor Niall Moyna

School of Health and Performance, DCU



Social Connection

The Health of the Nation findings provide many indicators of social health going in wrong direction and some pandemic impacts.

1 in 3 adults in Ireland would describe themselves as feeling lonely or isolated, with 76% now reporting liking spending time alone, up from 48% in 2019. Respondents perceiving themselves as highly socially integrated are more likely to be adults aged 55+, ABC1 and working.

From a social health aspect, those perceiving themselves as not well socially integrated are more likely to be adults aged 35-54, blue collars and unemployed. Whereas those perceiving themselves as highly socially integrated are more likely to be adults aged 55+, ABC1 and working.



Social health is linked to physical health



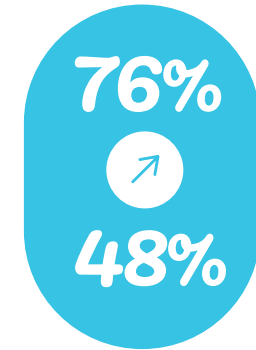
Good social health has a positive impact on emotional wellbeing

The research also found that social health was linked to physical health, with those scoring higher social health partaking in more exercise during the week, less likely to be smokers, and weighing on average 2.87kg fewer than their less socially integrated counterparts.

Social health also has a positive impact on emotional wellbeing, with highly socialise participants feeling less anxious or depressed, more hopeful and feeling as though they are doing a better job at being a parent.



Adults describe themselves as lonely or isolated



People now reporting liking spending time alone increased from 2019

Social Connection: Commentary

“Scores for social health have moved in a negative direction with 41% reporting poor or very poor social scores. The relationship between social health and physical/mental health outcomes are consistent and clear. Those with strong social index scores report significantly higher overall wellbeing demonstrating the need for us to restore our network and seek opportunities to strengthen relationships. This support network can reduce our likelihood of stress, anxiety or depression according to our data.”

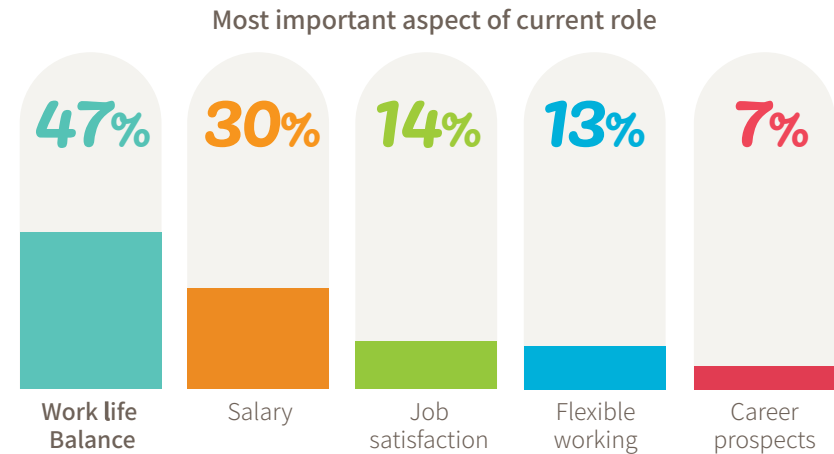
Michelle Dolan
Senior Wellbeing Consultant, Irish Life



Work Life Balance

Irish Life was able to determine the nation's attitude toward workplace wellbeing following two years of remote working.

Work life balance has become more important in the day-to-day life of Irish adults, with 47% of respondents saying it was the most important aspect of their current role or job type followed by salary (30%); job satisfaction (14%); flexible working from home arrangements (13%) and career and development prospects (7%).



Work Life Balance: Commentary

“It is striking that when asked about the most important element of their current jobs, work life balance was to a significant degree the most important factor identified by employees. Work life balance matters and we see that people who report that they manage their work-life balance better report higher levels of personal wellbeing and health and lower levels of distress.

Work life balance is currently the most important aspect of a role, with salary coming in second at 30% and job satisfaction third with 14%. The research also highlighted a range of disparities relating to workplace wellbeing regarding female and male workers. The average number of short breaks taken during the working day was 2.16 for men and 1.67 for women. Men were also more likely to feel expected to check and reply to work emails outside of work hours, with 38% feeling an expectation compared to 27% of women.

Terms such as “zoom-fatigue” emerged during the pandemic to capture the challenge of back-to-back online meetings. Indeed, the challenges of relentless online meetings were quickly identified as a downside of working remotely and it seems there has been progress in ensuring some recovery time for employees. Illustratively, those working from home are more likely to report taking more than two breaks a day. However, what is striking from this report is that almost 20% of people who spend most of their time in the workplace report that they never have time for a break. This could be down to staffing levels in particular sectors but is certainly a challenge. Unsurprisingly, the data point to the clear value of breaks for wellbeing with those who do get two plus breaks a day reporting lower levels of anxiety.

There is little doubt that the increasing prioritisation of work life balance is a partial explanation for the staffing challenges being faced in hospitality and other sectors where employees are looking for alternatives to the long and anti-social hours were the norm. Those lucky enough to work from home during the pandemic, also experienced tension in this regard with some research suggesting that working from home meant that the workday extended for many and increasingly impinged on social and family time. The data in this report provides some support for those trends. This challenges organisations to think about how they design and allocate work to help employees more effectively balance their work and life.”

Professor David Collings Work, Psychology and Strategy Group, DCU Business School



Work Life Balance

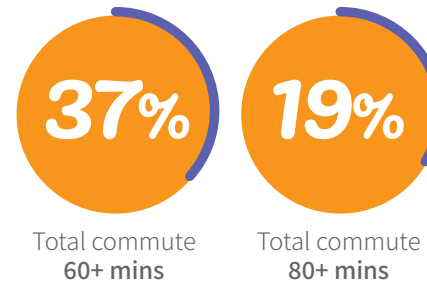
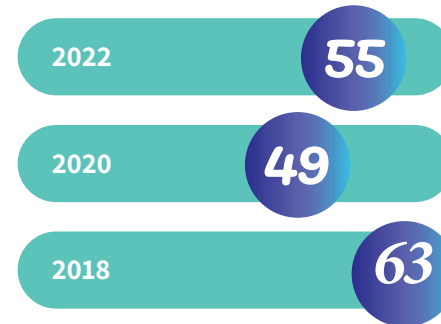
The Daily Commute

The daily commute time is creeping back up but still below 2019 levels.

Respondents reported the average time spent travelling to and from work was 55 minutes in 2022. This compares with 49 minutes in 2020 and 63 minutes in 2018.

37% spend 60 plus minutes on their total commute. This compares with 33% in 2020 and 48% in 2018. At the other end of the scale, 19% spend 80 plus minutes on their total commute, compared to 21% in 2020 and 24% in 2018.

Average commute time in minutes



The Daily Commute: Commentary

“It’s no surprise to see commuting times picking up again, but reassuringly they are still markedly below pre-pandemic levels for most. However, 1 in 5 people reported a commuting time of over 80 minutes daily. Even as they do creep up, there is little doubt that removing a couple of days commute from people’s week makes the commute somewhat more bearable. This matters, as we do see some links between longer commutes and the level of distress that people report. It will be interesting to see how this plays out in the longer term as people who relocated to rural locations during lockdowns for example may have longer commutes when they do need to travel to their workplace.”

Professor David Collings

Work, Psychology and Strategy Group, DCU Business School



Life Priorities

In terms of life priorities, almost all parents consider the health of their children the most important thing in their life, followed by their own physical health and then their mental health. Of less importance was being well paid in your job, being well thought of in your career, looking well and going on holidays.



Older Age Group's Quality of Life

Life expectancy

Life expectancy in Ireland is now above the EU average, demonstrating the success achieved in supporting people to maintain good health as well as providing access to effective healthcare services during illness.

Life expectancy has risen by two years for women and 2.5 years for men since 2008, with women living to 84.1 years and men to 80.5 years in 2018. The most significant increase in life expectancy is driven by reduced mortality rates from major diseases. However, life expectancy is socially patterned and remains lower for unskilled workers compared to professional workers¹.



Life expectancy 2008 to 2018

¹HSE Annual Report 2020

Wellbeing is strongly linked to happiness and life satisfaction

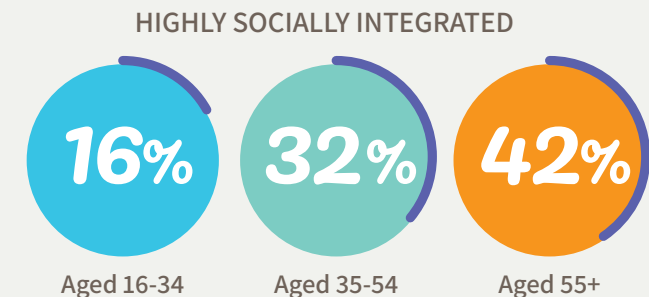
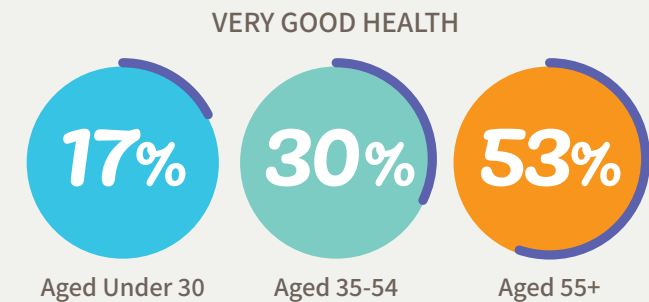
This research found that older respondents aged 50+ experience better mental health, as they are less likely to report mental distress, anxiety, and depression than other sections of the population.

When it came to the overall health index score, **53% of respondents in the 55+ age group reported 'Very Good' health** compared to 30% of those in the 35 to 54 age group and 17% of those aged under 30.

Similarly, those in the **60+ age group had the highest social health score with a score of 457**, compared to 411 for those aged 31 to 59 and 432 for those aged under 30.

42% of the 55+ age group consider themselves 'highly socially integrated' compared to 32% of 35- to 54-year-olds and 26% of 16 to 34-year-olds.

However, as commented elsewhere in this report, many indicators of social health are going in the wrong direction. In this instance, **the score for the 60+ age group, although relatively high, has starkly decreased from 524 in 2020 and 510 in 2019.**



Sleep

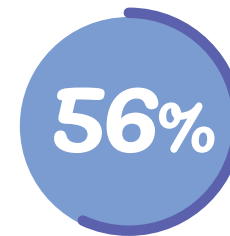
Sleep is a basic human need and is essential for good health, good quality of life and performing well during the day.

The average number of hours spent sleeping has increased slightly since 2018. On average, it is recommended that an adult should sleep between 7 and 9 hours.

This research shows that Irish adults get an average of **6.83 hours sleep each night compared to 6.72 hours in 2018**. This is an increase, however still below the recommended amount.



56% of respondents stated that they were totally satisfied or satisfied with their sleep compared to 34% being dissatisfied or totally dissatisfied.



Satisfied with their sleep



Dissatisfied with their sleep



The importance of sleep in wellbeing: Commentary

“One of the pillars of wellbeing is sleep. The reason is simple. Sleep has a significant effect on the health of your leaders and teams. After a good night’s sleep, you may notice that you have more energy, can think more clearly, concentrate better, recall information faster, and make fewer mistakes. Of course, the opposite is true too, and these effects may be more pronounced for certain subsets of the workforce including shift workers, managers with ‘sleep debt’ and older workers.”

Enda Campbell

Strategic Wellbeing Consultant, Irish Life



Smoking

This year's research shows that the number of **smokers in Ireland has dropped by 3% since 2020**. This is good news, and we would like to see this trajectory continue. Tobacco use is the leading cause of preventable death in Ireland. **Each year at least 5,500 people die from diseases caused by tobacco use².**

²Tobacco Free Ireland www.gov.ie/en/policy-information/5df1e7-tobacco-free-ireland/, Healthy Ireland, Department of Health, Accessed 13 June 2022.



Number of smokers since 2020



Number of deaths each year from tobacco related diseases

Social Media

This research had some interesting findings on the impact of social media on respondents' personal life.

Slightly more people in comparison to 2018 think that social media has a positive impact on their life however, their satisfaction with amount of time spent on various social media platforms is decreasing.



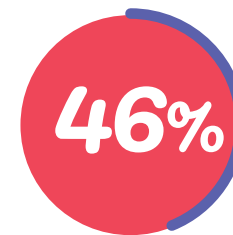
The average time spent on social media platforms daily is 80 minutes, **an increase of 9 minutes since 2018**.



59% of respondents spend 60 minutes or more on social media daily, with 74% of this cohort aged under 30.



18% check social media several times an hour and increase of 7% on 2018.



46% have deleted or seriously considered deleting a social media account due to the negative impact on their mental health.



About 2 out of 10 deleted an account because of the negative impact on their mental health. (Likely to be Male, from Dublin, under 34, white collar.)

Adults are more likely to check social media at least once an hour. This is especially the case for young respondents aged less than 30 years and students.

Conclusion

The World Health Organisation (WHO) defines health as ‘a state of complete physical, mental and social wellbeing and not merely the absence of disease or infirmity, a definition that links health explicitly with wellbeing

We see how wellbeing is strongly linked to happiness and life satisfaction, and how the priority has shifted to focus on maintaining a Work Life balance and increasing quality time with family and friends above career development and salary in all categories.

It is important that companies and teams ensure they are investing in what our employees care about, ensure employees feel valued in the role and that these values are driven through the culture. Covid has positively shifted our awareness of our health and the priorities in our life, it is now up to all of us to implement changes to better ourselves and others.



Wellbeing is strongly linked to happiness and life satisfaction. It is important to invest in what employees care about. It is up to all of us to implement changes to better ourselves and others.

Our contributors

Professor Niall Moyna

Niall is a Full Professor of Clinical Exercise Physiology in the School of Health and Human Performance.

He received his undergraduate degree from the University of Limerick and his masters degree from Purdue University, Indiana, USA. He completed his PhD in exercise physiology and a three-year National Institutes of Health Post-Doctoral Research Fellowship in immunology at the University of Pittsburgh. He was Director of the Clinical Exercise Research Laboratory in the Division of Cardiology at the University of Pittsburgh Medical Centre and later moved to Connecticut to take a position as a Senior Research Scientist in Nuclear and Preventive Cardiology at Hartford Hospital.

Niall's primary research interests are focused on understanding the effects of acute and chronic exercise in the prevention and treatment of chronic disease and in understanding how gene polymorphisms help to explain inter-individual variability in biological responses to exercise.

He is a Fellow of the American College of Sports Medicine and an Honorary Fellow of The Faculty of Public Health Medicine, Ireland.



Professor David Collings

Professor David Collings (PhD, Limerick) is Professor of Human Resource Management and Associate Dean for Research at DCU.

Prior to joining DCU, he held faculty positions at the University of Sheffield and the National University of Ireland, Galway. He was also Visiting Professor at King's College London, Nanyang Business School, Singapore and Cornell University as a Fulbright Scholar.

In 2020 he will be James M Flaherty Visiting Professor at Simon Fraser University in Canada. He is Associate Editor at Academy of Management Perspectives and former editor of the Journal of World Business, Human Resource Management Journal and the Irish Journal of Management and permanent Chair of the EIASM workshop on talent management. He is the Chair for the HR Division of the Academy of Management.

He has been named by HR Magazine as one of the Most Influential International Thinkers in the field of HRM five times. His research and teaching focuses on the future of work, talent management and global staffing. In May 2020 Professor Collings was admitted as a member of the Royal Irish Academy (RIA), deemed to be the highest academic honour in Ireland, in recognition of his academic achievements.



Stacey Machesney

Stacey Machesney is Head of Health & Wellbeing at Irish Life, where she leads the delivery of wellbeing solutions for Irish Life's 1.3 million customers.

Irish Life Wellbeing helps organisations transform their aspirations for employee wellbeing programmes into a sustainable asset that demonstrates the strategic value of employee wellbeing. The practice draws on the experience of Irish Life's network of science, health, financial and sustainability professionals: combining insights, experience, and methodological rigour to help businesses and their employees maximise their health and wellbeing with improved lifestyle choices to effect long term behavioural change.

Prior to her role with Irish Life, Stacey was the Head of Ireland at Spectrum Life, delivering wellness solutions for over 500,000 users across the UK & Ireland. Stacey's extensive experience in public health, HR leadership and health education drive her passion for creating impactful, measurable employee wellbeing solutions that achieve long-term success.

To focus on her own health and wellbeing, Stacey enjoys cooking and competes with her mum, a food scientist, to produce the most nutritious recipes, sometimes sacrificing on taste.



Michelle Dolan

Michelle Dolan is Senior Wellbeing Consultant Manager at Irish Life.

Michelle is a highly experienced Psychologist, Organisational Consultant and Wellbeing Programme Developer.

Michelle has extensive experienced working across global corporations in both Australia and Ireland. She specialises in designing Wellbeing Solutions for Irish Life Customers and manages a team of highly skilled Wellbeing Consultants.



Enda Campbell

Enda Campbell is a Strategic Wellbeing Consultant at Irish Life.

Following an early career working with elite athletes on performance psychology and biomechanics, Enda moved into Workplace Health Promotion and academia. As part of the National Healthy Workplace Framework for Ireland - a Department of Health initiative - he created the first academic course in Workplace Health Promotion in UK&I, run in NUI Galway in 2016.

Enda has worked on multiple research initiatives within workplace health promotion, and he sits on the Association for Health Promotion's CPD and executive committees.

Enda has worked within NGO, public and private sector agencies to bring evidence-based interventions to reality. He currently manages tier one clients in multiple industries including financial services, manufacturing, and technology.



About Irish Life

Irish Life is one of Ireland’s leading financial services groups, now taking care of over 1.4 million customers. We help people to confidently prepare for and embrace life’s changes with our wide range of health, life, pension and investment solutions.

We are part of the Great-West Lifeco group of companies, one of the world’s leading life assurance organisations. Great-West Lifeco and its subsidiaries have over CAD\$2.3 trillion in consolidated assets under administration* and are members of the Power Financial Corporation group of companies.

Irish Life delivers innovative solutions for personal and corporate customers, backed by the highest standards of service. And as part of Great-West Lifeco, we have access to experience and expertise on a global scale, so we can continuously enhance our leading range of services and solutions.

*As at 31 December 2021

TRUSTED FOR OVER
80
YEARS

1.4m
PEOPLE IN IRELAND
CARED FOR



HEALTH



WELLBEING



LIFE



PENSIONS



INVESTMENTS



About Irish Life Wellbeing

Irish Life Wellbeing is a health and wellbeing consultancy from Irish Life, providing a host of scientifically validated wellbeing programmes designed to have a real and meaningful impact on the wellbeing of your people and the health of your organisation.

In addition to its established **MyLife app*** and **Healthy Minds programme**** , Irish Life has recently developed **WorkLife**, a new health and wellbeing consultancy aimed to help organisations transform their aspirations for employee wellbeing programmes into a sustainable asset that demonstrates the strategic value of employee wellbeing.

Link in with your dedicated Irish Life Health Account Manager, Wellbeing Consultant or get in touch at: wellness@irishlife.ie to find out more.

*See page 24. **See page 25



Get in touch at: wellness@irishlife.ie



About MyLife

MyLife, was created for Irish Life in collaboration with Dacadoo, an award winning Swiss based health engagement platform company, and Loylogic, a worldwide rewards aggregator.

MyLife is the first app of its kind in the Irish market. Designed to encourage consumers to embrace healthier lifestyles. The aim of MyLife is to motivate and support people to turn good intentions into actions. With the help of a personalised AI Health Coach to engage and keep users motivated, the MyLife app will give consumers a better understanding about their health, so they can easily identify ways to improve it. These improvements are easy to monitor through the MyLife Health Score which indicates overall health and wellbeing.

In a world where we are overloaded with health data, the MyLife Health Score is a scientific way to measure individual health in one easy to understand single metric taking into account information relating to the body, mind and lifestyle.



- 

Set individual goals
- 

Track Activity
- 

Access AI health coach
- 

Redeem awards
- 

Eat Healthier
- 

Take part in challenges*



About Healthy Minds Programme

Healthy Minds is a benefit programme, available with certain Irish Life Health plans.

The Healthy Minds programme delivers all-around support with professionally trained counsellors on hand 24/7 to listen and give you considered and practical advice. The programme provides face-to-face counselling, phone and live chat, online resources as well as legal and financial advice.



Face to face
counselling



Phone and
live chat



Online
resources



Legal
advice



Financial
advice



Trained
counsellors on
hand 24/7



The DASS Scale

About the DASS Scale

The DASS is a set of three self-report scales designed to measure the negative emotional states of depression, anxiety, and stress.

The DASS was constructed not merely as another set of scales to measure conventionally defined emotional states, but to further the process of defining, understanding, and measuring the ubiquitous and clinically significant emotional states usually described as depression, anxiety, and stress.

The DASS should thus meet the requirements of both researchers and scientist-professional clinicians.



Read more [HERE](#)



If you have any queries about the findings of this report or would like to find out more about Irish Life Wellbeing's services, please contact us at wellness@irishlife.ie

