

清华大学
国际传播研究中心



BLACKMORES
INSTITUTE

2018 中国城市职场女性 健康绿皮书

Green Paper on the Health
of Chinese Career Women



关于清华大学国际传播研究中心

清华大学国际传播研究中心是清华大学校级重点研究机构,是在汪道涵先生和王大中校长的共同倡议下,由清华大学校务委员会于1999年7月15日决定成立。

19年来,中心在全球媒介素养研究、国家软实力建设、公共品牌塑造、危机传播管理、新闻发布制度建设与人才培养、新闻改革和新闻教育等领域积累了深厚的科研实力和大量的实践经验。中心已形成政策、学术、媒体、产业多边互动的构架和机制,被政界、学界、传媒界和产业界视为中国在全球传播领域的顶级智库,在国家一些重要决策上参与咨询。

清华大学国际传播研究中心也是健康传播和健康教育理论和实践的领军者。中心成立以来参与了多项重大公共卫生政策咨询,在媒体培训和社会倡导上做出突出贡献。中心与国务院防治艾滋病工作委员会、国家卫生计生委、国家食品药品监督管理总局、中国疾病预防控制中心等机构联合举办了几百场健康报道研讨班,为中国培训了5万多名媒体总编辑、制片人和卫生行业记者。

关于澳佳宝研究院 (BLACKMORES Institute)

澳佳宝研究院是澳大利亚领先的自然营养品公司BLACKMORES 澳佳宝旗下的非盈利性专业研究中心,通过与世界各地知名科研机构、医疗机构及大学合作,长期支持澳大利亚的天然药物和补充药物研究,向消费者提供优质免费的天然健康生活方式指导意见,并由自然疗法师和执业医师团队提供专业的资讯服务。

2018年, BLACKMORES 澳佳宝宣布将在中国上海设立首个澳大利亚以外的澳佳宝研究院分支机构,在支持本地创新和研发的同时,进一步了解中国消费者的需求, 提供更适合中国消费者的服务。

专家委员会

特别感谢以下专家委员会成员为绿皮书的撰写提供学术指导(专家排名不分先后,按姓氏拼音排序):

范志红	中国农业大学食品学院营养与食品安全系副教授
何 丽	中国疾病预防控制中心营养与健康所研究员
蒋 炜	中国疾病预防控制中心慢性非传染性疾病预防控制中心(慢病中心) 主任助理、综合办公室主任
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王向群	北京大学精神卫生研究所暨北京大学第六医院党委书记、主任医师
杨月欣	中国疾病预防控制中心营养与健康所研究员、博士生导师

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项目简介

为响应《“健康中国2030”规划纲要》，清华大学国际传播研究中心与澳佳宝研究院于2017年以来，携手开展了一系列健康传播项目，并于2018年深化在该领域的研究和合作。

妇女儿童的健康向来被认为是全民健康的重要基石，健康的女性对于健康下一代的孕育、健康家庭的关爱以及健康中国的建设至关重要。为了进一步关注女性健康问题，清华大学国际传播研究中心和澳佳宝研究院聚焦城市职场女性这一群体，针对其健康状况和健康管理方式开展联合调研，并起草此《中国城市职场女性健康绿皮书》。清华大学国际传播研究中心与澳佳宝研究院以期提升中国广大职场女性的整体健康活力，呼吁各界对女性尤其是职场女性健康的关注，也为相关领域专家学者进行研究提供参考。

项目委托国际监测和数据分析公司尼尔森完成前期定性和定量调研，来自政府、学界和行业的专家就调研中发现的问题提供了专业、科学的健康指导意见。

调研方法

调研人群：22-55岁中国城市职场女性

研究方法：

- 定性研究：2组小组座谈会，每组8名受访者
- 定量研究：1016名职场女性的在线问卷调查

城市分布：北京、上海、广州、成都、西安

年收入范围：

- 一线城市：个人月收入8000元以上，家庭月收入15000元以上
- 二线城市：个人月收入5000元以上，家庭月收入10000元以上

调研日期：2018年9月至2018年10月





前言

妇女儿童的健康向来被认为是全民健康的重要基石。为了进一步关注女性健康问题，清华大学国际传播研究中心和澳佳宝研究院聚焦城市职场女性这一群体，针对其健康状况和健康管理方式开展联合调研，起草成《中国城市职场女性健康绿皮书》。

作为中国健康传播领域研究和实践工作的权威机构，清华大学国际传播研究中心长期致力于以前沿深刻的行业研究助推中国健康传播的发展。澳佳宝研究院作为澳大利亚领先的自然营养学术机构，在为中国消费者提供优质产品的同时，一直致力于通过健康教育提升中国人民的整体健康水平。本着相同的愿景，我们携手展开了一系列健康教育。今年，我们对中国城市职场女性的健康进行了调研，从健康现状、健康认知和管理模式三个维度进行全方位探索。

调研显示，激烈的职场竞争与工作压力给职场女性带来诸多身心健康隐患，亚健康状态十分普遍。睡眠问题更成为职场女性首要健康问题。多数职场女性反映有易疲劳的状态；焦虑、抑郁、孤僻也日渐成为职场女性的健康困扰。在影响健康的众多因素中，“办公室生活”对职场女性的健康影响尤为突出。与此同时，我们发现，职场女性有较强的健康管理意识，她们对于专业、权威的健康知识有着迫切的需求。

对此，我们邀请了健康权威专家组成专家委员会，为职场女性健康误区进行解答，并为城市职场女性提供专业建议。

绿皮书的发布只是一个开始。我们希望通过绿皮书这一载体，呼吁各界关注职场女性的健康，以此来提升中国广大职场女性的整体健康活力，并且为相关领域专家学者进行研究提供参考。

在此，我们谨向所有参与此次调研的合作伙伴和专家委员会成员们表示感谢！

李希光

清华大学国际传播研究中心主任

Lesley Braun

澳佳宝研究院院长

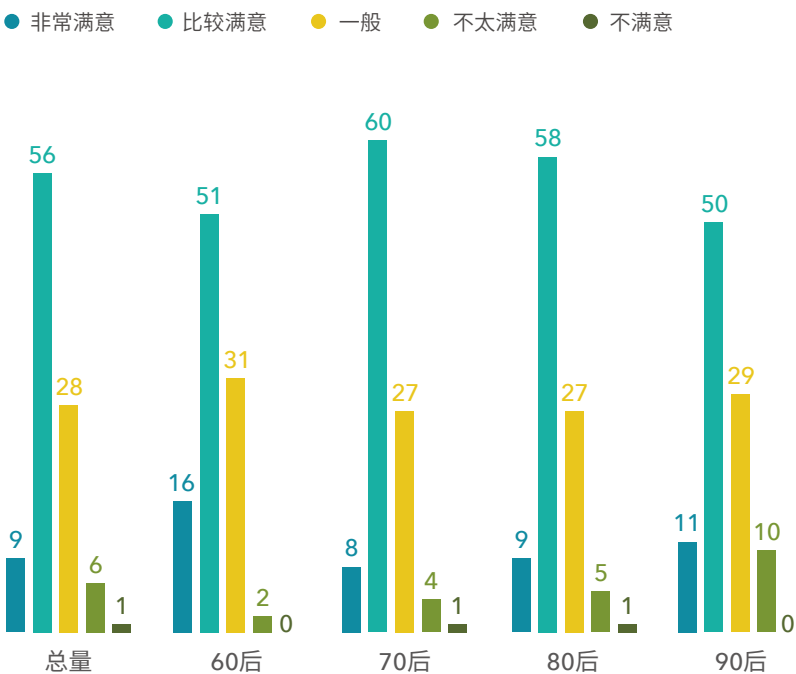
当代中国城市职场女性 追求自我成就

根据世界银行2017年的劳动力市场数据，中国女性劳动力参与率达61.5%，这意味着近三分之二的适龄中国女性人口参与劳动和工作，这一比例高于美国（55.74%）、日本（50.5%）和法国（50.56%）等高收入国家。此外，随着中国人口老龄化的加剧，社会劳动力资源面临着不小的压力。在此双重背景下，中国女性劳动力的健康和活力对于我国社会经济发展显得尤为重要。

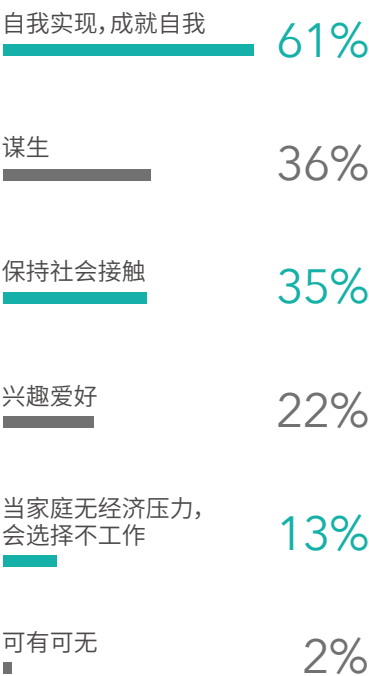
本次调研对职场女性的工作和健康状况进行了全面研究。调研发现，尽管背负着职场和家庭双重压力，城市职场女性仍呈现出积极进取的工作态度，有超过六成的城市职场女性表示对目前的工作“比较满意”和“非常满意”，约一半职场女性做到了工作与家庭的平衡。而工作时间久、经验丰富的60后和70后女性相较于正处于职场上升期的80后和初入职场的90后女性来说，工作满意程度更高。此外，16%的60后表示对工作“非常满意”，明显高于其他年龄段职场女性。

值得注意的是，超过半数的职场女性认为“自我实现、成就自我”是其工作的主要动力之一，也有超过三成女性将工作视为保持社会接触的方式。

职场女性工作满意程度 (%)



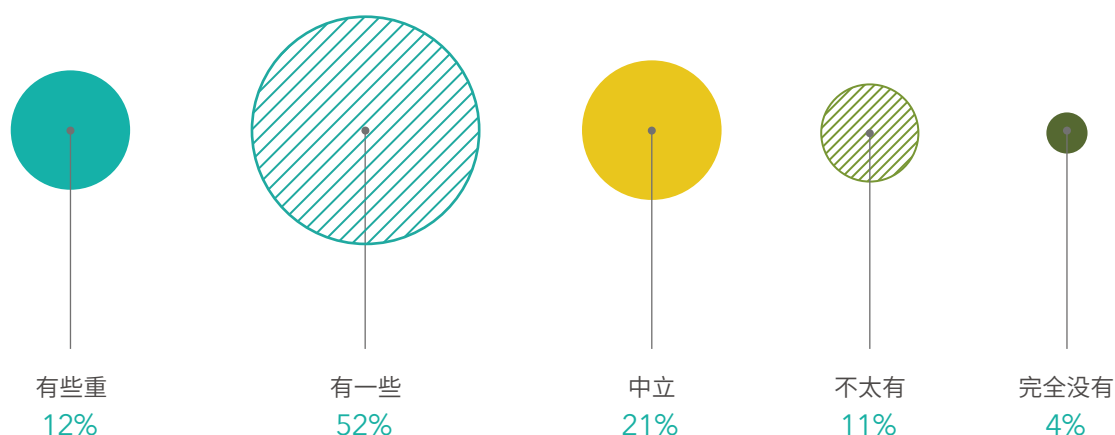
职场女性认为工作的意义所在



当然，身体是革命的本钱，健康的体魄是高效工作的前提条件。研究表明，员工的身心健康与工作效率直接相关，有健康问题、自我感觉健康较差的人更易处于工作效率低下的状态。^①

与此同时，调研发现，有超过六成的城市职场女性表示他们容易感到疲劳。

职场女性易疲劳程度



为此，关注职场女性健康显得尤为重要。通过本次针对城市职场女性的整体健康状况和健康管理行为的调研，我们主要得出以下五大发现：

- **发现1：**
中国城市职场女性亚健康状态普遍化^②，尤以睡眠问题为甚
- **发现2：**
“办公室生活”成为影响中国城市职场女性健康的重要因素
- **发现3：**
中国城市职场女性健康管理意识较强，但缺乏科学系统的指导
- **发现4：**
焦虑、抑郁和孤僻等心理问题日渐成为中国城市职场女性的健康隐忧
- **发现5：**
年龄不是问题，身心健康才是影响生育计划的重要因素

^① 钱运梁等，两家企业员工健康危险因素对健康相关工作效率低下的影响. 中华健康管理学杂志，2012，06(2):104-107.

张晓房、黄建始，健康风险因素和工作效率低下关系的探讨. 中华健康管理学杂志，2008，2(4):233-235.

^② 亚健康是指处于健康和疾病之间的一种状态，处于亚健康状态的人通常没有器官、组织、功能上的病症和缺陷，但主观上却有许多不适的症状表现和心理体验，例如疲劳无力。

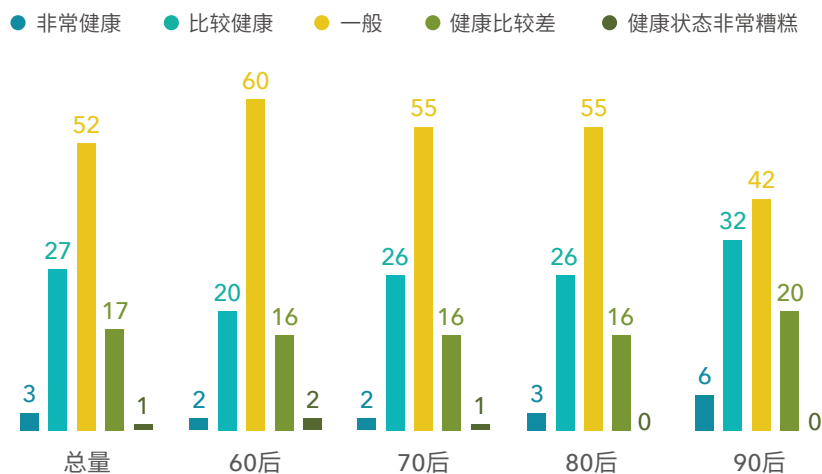
01

中国城市职场女性亚健康状态普遍化， 尤以睡眠问题为甚

多数职场女性自评健康状况一般或较差

尽管中国城市职场女性对工作普遍保持积极态度，然而调研显示，她们对自身健康状况的评估并不乐观。五成以上职场女性觉得健康状况一般，约有20%的职场女性认为自己健康状态比较差或者非常差，对自己健康状况满意的女性仅占三成。

职场女性自身健康状况满意度评估(%)



亚健康状态存在于所有年龄段的职场女性中









































调研发现，无论是当今职场的中流砥柱80后还是初入职场的90后，都呈现出明显亚健康状态，她们平均每人面临着四个以上的健康问题。睡眠/失眠、肠胃不适、皮肤问题、颈椎/腰椎酸痛和月经不调是80后、90后职场女性提及次数最多的健康问题。显然，年轻已经不再是健康的同义词，亚健康状态已普遍存在于所有年龄段的职场女性中。

需要特别提出的是，睡眠是各个年龄段职场女性最主要的健康问题。有近50%的受访者表示其经常受到失眠或睡眠问题的困扰，更有近三成(27%)的女性表示她们“经常失眠”。

王小姐, 24岁
私企IT主管, 已婚无孩

“因为我做的是IT，工作压力很大，经常加班到很晚，躺在床上时大脑还很兴奋，一直在想事情，根本睡不着。想到第二天还要上班，越睡不着就越着急，结果就是恶性循环。”

各年龄段职场女性面临的健康问题Top 10 (%)

	60后	70后	80后	90后
				
NO.1	失眠/睡眠问题 55	失眠/睡眠问题 44	失眠/睡眠问题 47	失眠/睡眠问题 45
				
NO.2	免疫力下降 45	记忆力下降 32	肠胃不适 32	肠胃不适 37
				
NO.3	记忆力下降 41	颈椎/腰椎酸痛 29	皮肤问题 31	皮肤问题 36
				
NO.4	脱发 39	肠胃不适 27	颈椎/腰椎酸痛 29	月经不调 31
				
NO.5	颈椎/腰椎酸痛 39	免疫力下降 26	月经不调 28	便秘 29
				
NO.6	肠胃不适 37	脱发 25	便秘 28	痛经 28
				
NO.7	便秘 33	皮肤问题 23	免疫力下降 27	记忆力下降 27
				
NO.8	皮肤问题 27	便秘 22	记忆力下降 26	颈椎/腰椎酸痛 27
				
NO.9	骨骼和关节问题 25	月经不调 21	脱发 25	脱发 26
				
NO.10	视力衰退/眼疾 25	肩周炎 18	痛经 24	免疫力下降 24

02

“办公室生活”成为影响中国城市职场女性健康的重要因素

影响健康的因素多种多样。环境恶化、不良的生活习惯、抽烟喝酒和负面的心理情绪等都会损害健康。不少女性还面临着照顾家庭、生育、生理期等妇科问题造成的额外健康压力。而对于职场女性来说，影响健康的因素则更多，其中大部分都与每天超过8小时的办公室生活息息相关。

久坐于电脑前埋头苦干、忙碌到顾不上按时吃饭、频繁加班夜归、职场社交和升职压力是职场女性普遍的办公室生活写照。这种办公室生活日积月累伤害着职场人的健康，而许多女性显然已经意识到这一问题。

调研过程中，受访女性普遍表示，许多健康问题与工作密切相关：颈椎、腰椎等问题是由于长期伏案工作、坐姿不好、长期低头看手机和电脑而引起；肠胃问题往往是因为加班时没有按时吃

饭或者偏好重油、重盐、重辣而导致；而工作紧张、压力大则是造成失眠的主要原因。定量调研结果也显示，超过50%的职场女性认为她们在办公室里的典型习惯——久坐、作息不规律、长期注视屏幕是造成其健康困扰的重要原因。

以久坐为例，据《健康时报》报道，国际医学权威期刊美国《骨科与运动物理治疗杂志》2017年6月刊指出，久坐不动人群的关节炎发生率为10.2%，而相较之下，普通健身跑步者的关节炎发生率仅为3.5%。不仅如此，世界卫生组织表示，目前工作和家庭活动中久坐不动的行为越来越多，是缺乏身体活动的主要原因。值得注意的是全球每年约有320多万死亡案例起因于缺乏身体活动。因此了解并有意地改变久坐等办公室“恶习”，对职场女性保持健康至关重要。^①

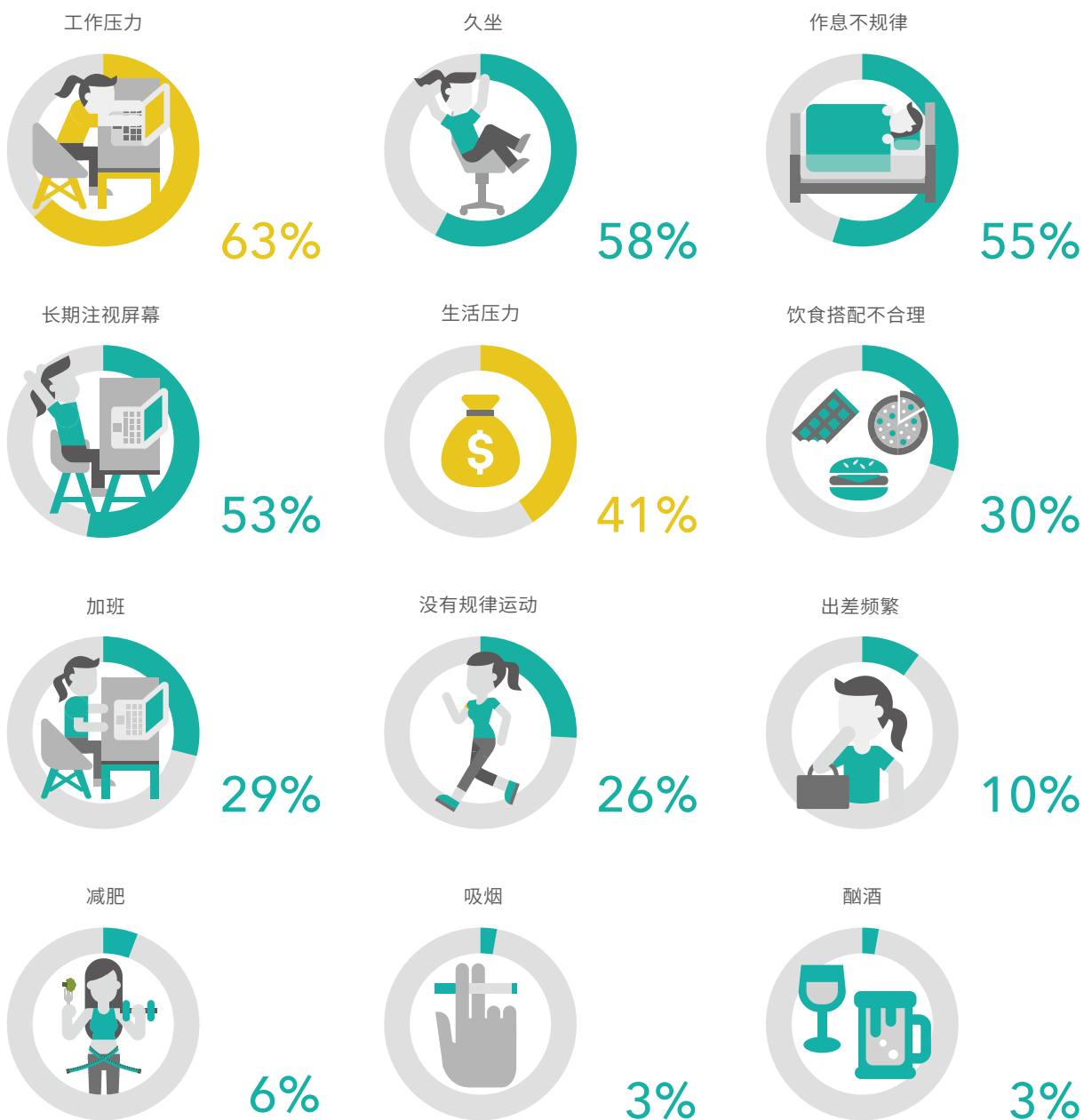
叶小姐，36岁
私企IT主管，未婚

“工作带来的最大的问题是颈椎问题，因为总是保持一个姿势。”

^① 世界卫生组织：饮食、身体活动与健康全球战略：http://www.portal.pmnch.org/dietphysicalactivity/factsheet_inactivity/zh/

影响职场女性健康的因素

● 心理因素 ● 生理因素



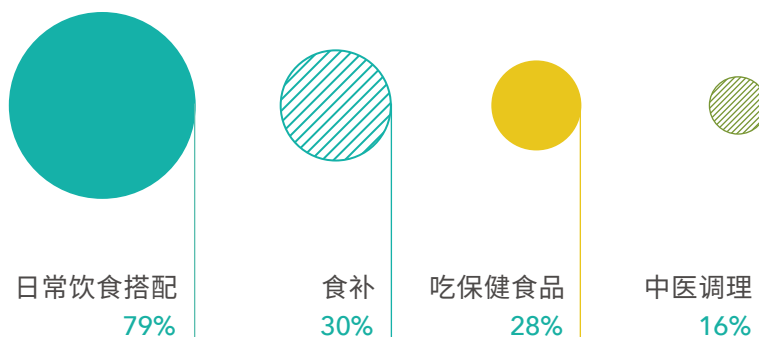
03

中国城市职场女性健康管理意识较强， 但缺乏科学系统的指导

日常饮食基本自律，误区仍然存在

面对日渐年轻化的健康困扰，受访的城市职场女性已经有意识地通过合理膳食来保持良好的身体状态。调查发现79%的女性会通过日常饮食搭配来保持营养均衡，30%的受访者会通过食物加中药材的方式进行营养补充，也有28%的职场女性会选择保健食品来帮助自己保持营养均衡。

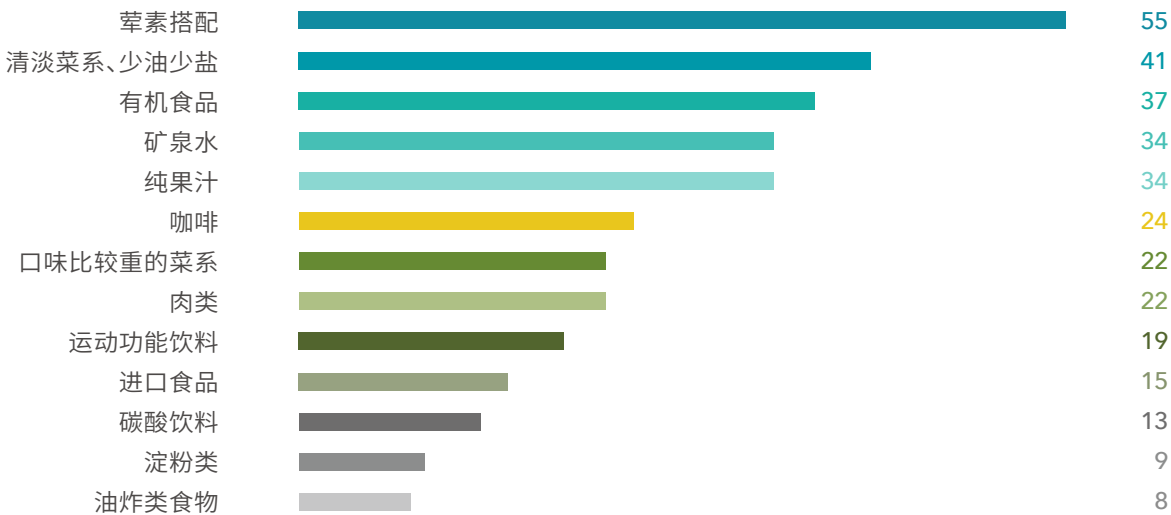
职场女性如何保持营养均衡？



在日常饮食搭配方面，职场女性也非常注重荤素搭配、少油少盐等健康饮食。其中，55%的受访者选择荤素搭配，41%的受访者选择少盐少油的健康餐。

尽管如此，从调研结果也可以看出，职场女性在饮食上的误区依然存在，也有许多需要改进之处。例如，除了34%的受访者选择了矿泉水之外，还有34%的女性选择了纯果汁为主要日常饮食类型，偏爱碳酸饮料的女性也达到了13%。

日常饮食选择什么类型?(%)



总体外食频率不高

对于职场女性来说，生活节奏快、工作压力大，大部分时候不得不选择更加快捷地外出就餐或者外卖。也有部分职场女性会出于生活习惯而选择外食。

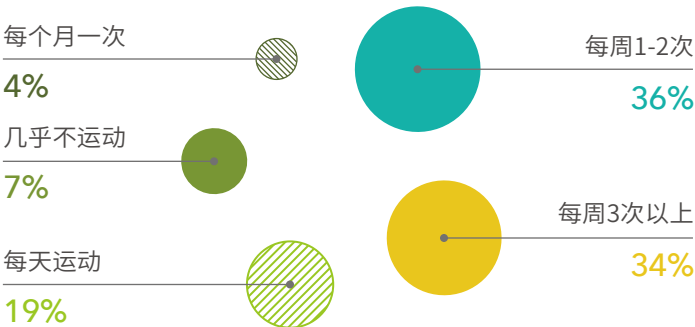
调查发现，45%的受访女性每2-3天点一次外卖或者在外就餐，而33%的受访者每周仅有一次外食。从整体上来看，这78%的职场女性外食情况并不严重。

然而，由于本次调研涉及了全年龄段职场女性，从比例上来看，外食较少的女性与调研中的已婚有孩比例相仿。已婚有孩的女性在家吃饭或者中午带饭的情况较多；而单身职场女性则更多选择在外就餐。此外，在定性研究中，30岁以下的年轻单身职场女性普遍反映在外就餐或点外卖比较频繁，甚至有些人每一餐都选择外食。

全民健身成风尚，科学运动会更好

运动健身已经在城市职场女性中成为潮流。通过运动保持良好的身体与精神状态，成为职场达人在紧张工作之余的普遍选择。除了健身功能，运动还被赋予了社交功能，是职场间午休闲聊的重要谈资。

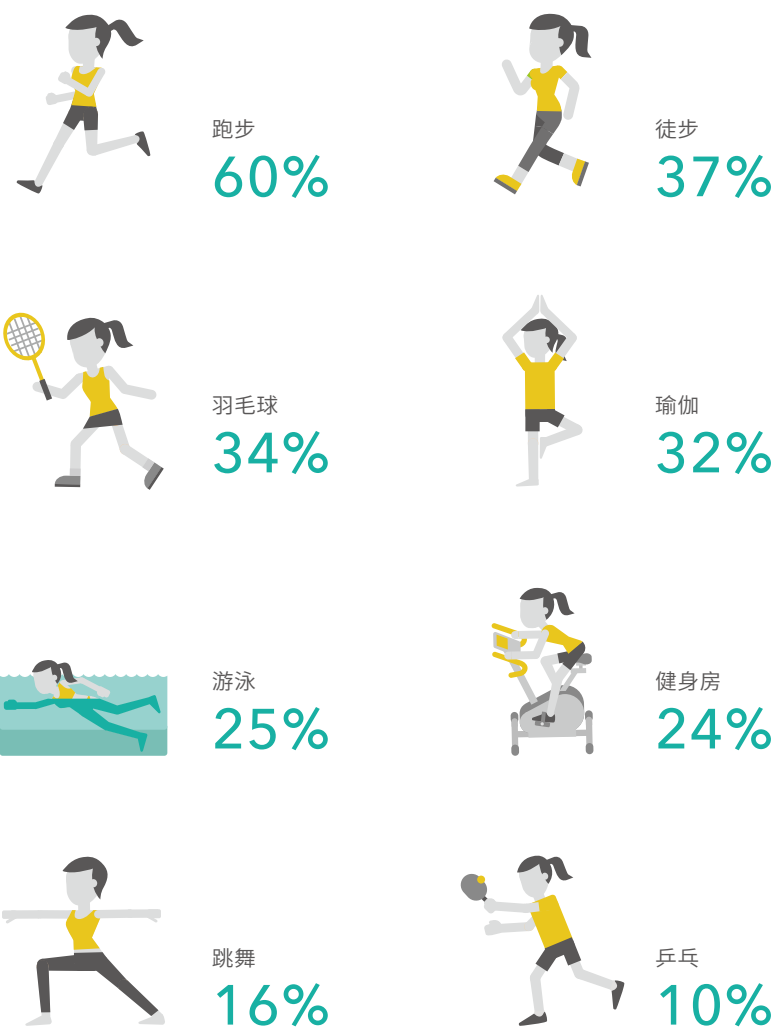
职场女性运动的频率



调研数据显示，五成以上的城市职场女性运动频率达到每周一次及以上，更有近两成受访者每天都会抽出时间运动。职场女性认为包括久坐、运动不规律等在内的办公室不良习惯影响了其健康状况。由此可见，职场女性正在通过高频运动来积极应对这些健康挑战。

而从运动类型上来看，对装备、运动环境和参与人数没有过多要求的跑步、徒步在受访女性中最受欢迎。六成受访女性表示会选择跑步，37%的女性则选择了徒步。瑜伽、器械与舞蹈等需专业指导的运动方式也正吸引着越来越多的职业女性走进健身房。传统的羽毛球、游泳、乒乓球依然拥有大批爱好者。其中，34%的女性选择羽毛球，使其成为最受职场女性青睐的运动之一。

职场女性参与的运动



职场女性获取健康信息的渠道分散、缺乏权威性

尽管从调研结果看来，职场女性的健康管理意识良好，但在涉及到具体健康问题时，职场女性对专业知识和权威指导仍有很大需求。

调研显示，相比较传统的报刊杂志，职场女性越来越依赖新媒体渠道获取健康信息。包括各类健康专家、医生和健康服务机构在内的自媒体公众号和APP，成为职场女性学习新知识、解答健康疑惑的首选资料。

然而，健康教育对传播者的专业性要求很高。网络上多如牛毛、各执一词、互相矛盾的信息，时常令令职场女性感到困惑。根据腾讯发布的《2017年腾讯公司谣言治理报告》，健康养生类话题是谣言重灾区，占2017年腾讯各平台处理的有效谣言文章的38.77%。这类消息的发布者往往包装成热心又专业的信息分享平台形象，编造或夸大健康危害，散布错误的健康信息。针对许多似是而非的人云亦云，辟谣难度很大。

定性调研中，受访女性普遍提到美容护肤、日常饮食和健身减肥是她们最关注的话题。而这些话题也是新媒体热衷追捧的热点，大量“网红”饮食法、减肥法、健身食谱让人目不暇接，而实际上能够真正让女性获益的健康知识却少之又少。

职场女性获取健康资讯渠道 (%)



徐小姐, 25岁
外企工程师, 未婚

“我比较关注自己健康, 每周坚持去健身房。平时会刷一些关于健康方面的账号, 上面有推荐的食谱和运动方式我也会去尝试。但是我其实心里也没谱, 不知道这些东西是不是适合自己, 但是想要科学、权威的指导又不知道去哪里找。”

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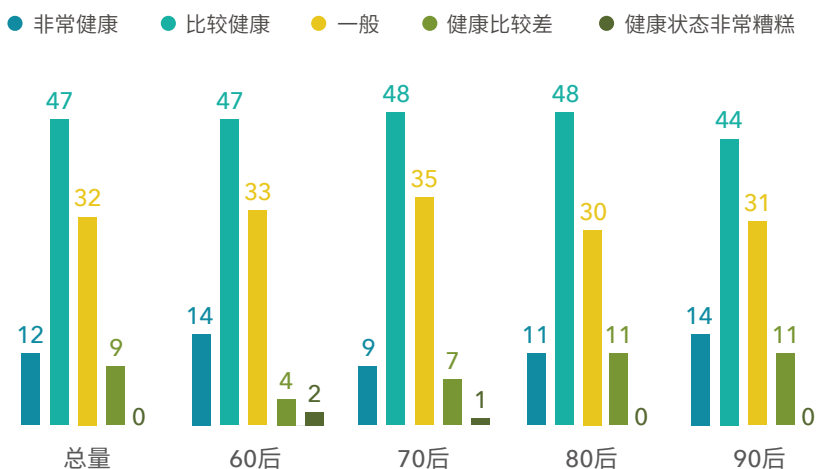
焦虑、抑郁和孤僻等心理问题 成为中国城市职场女性的健康隐忧

四成职场女性自评心理健康一般或不佳

根据世界卫生组织对健康的定义，健康“乃是一种在身体上、精神上的完满状态，以及良好的适应力，而不仅仅是没有疾病和衰弱的状态”。这个定义强调，除了大家普遍关注的生理健康之外，心理健康和社会适应能力也是组成整体健康状态的核心要素。

调研显示，虽然五成以上的职场女性自认为心理状态“比较健康”或者“非常健康”。然而，仍有近四成的女性认为自己心理健康“状态一般”或“比较差”。各个年龄段的女性心理健康状态差异不大。

职场女性心理健康状态(%)



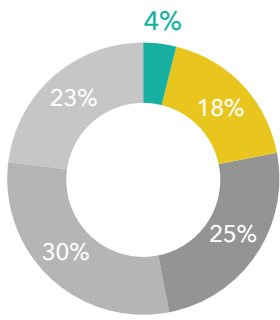
焦虑、抑郁和孤僻是城市职场女性的健康隐忧

在问及具体的心理问题时，有近四成的女性认为自己有焦虑的倾向，有22%的女性认为自己有抑郁的问题。

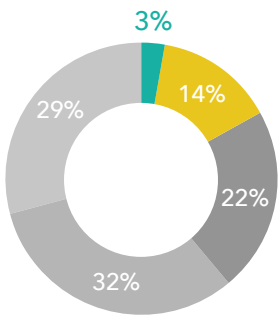
值得一提的是，此次调研发现，除了焦虑和抑郁这两个常被提及的心理问题外，还有17%的女性认为自己有孤僻的问题，比如不想交往新朋友、不喜欢说话。表面上看来，这和近几年流行的“宅”没什么分别，然而因为“宅”的生活状态而影响了心理健康、造成一定的心理压力，在互联网高度普及的今天，非常值得全社会的关注。

职场女性心理问题

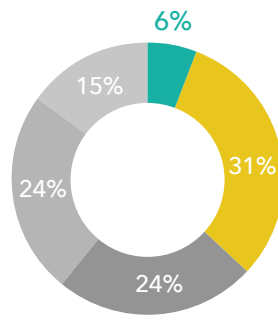
● 有些重 ● 有一些 ● 中立 ● 不太有 ● 完全没有



抑郁程度



孤僻程度



焦虑程度

李小姐, 24岁
私营, 未婚

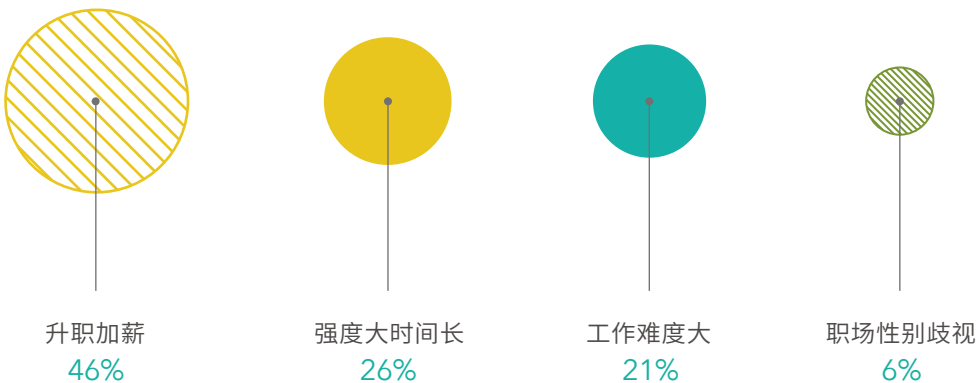
“我感觉越来越孤僻了，现在不想认识新的朋友。因为我平时是在家工作的，长期是一个人呆着，也跟别人没有什么交流。时间久了，一点也不想出门，也不想跟别人说话。”

工作压力是影响心理健康的主要因素之一

参与访问的职场女性表示，心理健康问题的来源多种多样，社会竞争、工作压力、家庭和人际关系、包括生理期在内的身体不适，都让人感到“心累”。其中，工作压力的影响不容小觑。调研发现，对于职场女性来说，工作压力与心理健康状态有着显著的相关性。工作压力较小的职场女性，心理健康状态也相对较好。

在问及职场压力的来源时，46%的受访女性认为想要升职加薪是其工作压力的主要来源。同时，也有26%的女性认为工作时间长、强度大是工作压力的主要来源。调研中，超过二成的女性每周工作时间超过45小时，更有近10%的职场女性每周工作超过50小时。根据经济合作和发展组织（OECD）的统计，2017年经合组织成员平均每周工作时间为36.6小时。这就不难理解中国城市职场女性在工作时长上所面临的压力。

压力来源



中国职场女性在心理问题纾解渠道方面需要更多帮助

调研中所发现的情绪、心理问题在初期阶段往往被许多人忽略。然而，如果不及时纾解，往往会发展成心理疾病，更严重者甚至可能会对自己和他人的生命造成危害。

调查发现，受访女性在心里出现问题时，往往会主动积极解决，不过主要靠自己“摸索”纾解方式。大部分职场女性会选择通过进行休闲活动、在网络上寻求看法和慰藉、看心灵鸡汤、找朋友倾诉等的方式来调节情绪，极少部分女性去寻求过专业心理工作者的指导。

郑女士，47岁，私企经理
已婚有孩，孩子18岁

“上有老下有小，工作压力也大。很多时候感觉心好累，但也不知道跟谁说。我知道没有人愿意总是接受别人的负能量，当心灵垃圾桶，所以很多时候我就自己去消化这些负面情绪。”

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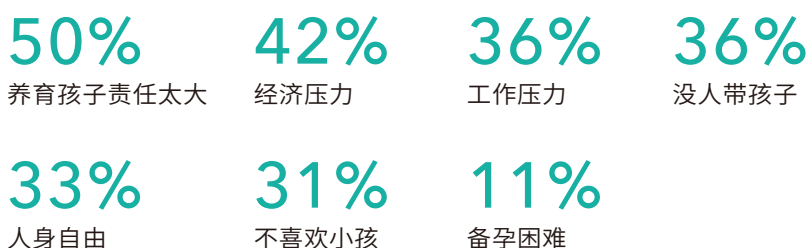
年龄不是问题， 身心健康才是影响生育计划的重要因素

生育年龄延后趋势尽显

对于在职场打拼的女性来说，生育意味着人生迈入新的人生阶段，不仅仅是多了一个“母亲”的身份，也是更多的责任。选择生育对很多职场女性来说往往意味着职业生涯的一个重要节点，生完孩子后她们需要将很大一部分精力用于照顾孩子，在事业和家庭平衡上耗费更多精力。这也让许多职场女性在规划生育时陷入矛盾。

调研显示，在单身或已婚未育的职场女性中，有近二成的女性没有生育打算，顾虑多为养育孩子责任重大，且有经济和工作压力。

为什么不打算生孩子



然而，绝大多数女性仍然希望可以当上妈妈。在谈及自己的生育计划时，43%的单身或已婚未育女性希望在25-30岁生育，而39%的女性希望在30岁以后生育。根据国家统计局的数据，2017年，我国平均初育年龄从1990年的23.4岁提高到26.8岁。可见，我国女性生育年龄延后的趋势还是比较明显的。^①

^① 实现人口均衡发展——改革开放40年经济社会发展成就系列报告之二十一：
http://www.stats.gov.cn/zjtj/ztfx/ggkf40n/201809/t20180918_1623598.html

职场女性生育年龄的推迟与整个社会环境的变化不无关系。受访者表示这一现象非常正常，并认为导致生育年龄延后的主要原因包括：教育程度高、毕业时间推迟、价值观改变、经济压力大等。

女性生育第一胎的年纪



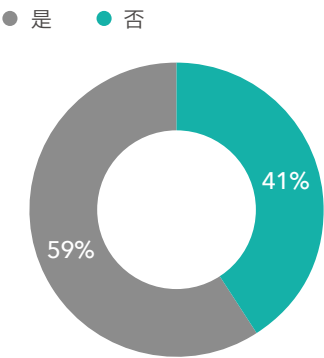
年龄并不影响二胎生育计划

随着二胎政策的开放，是否生二胎、何时生二胎的讨论成为无数中国家庭的重要议题。

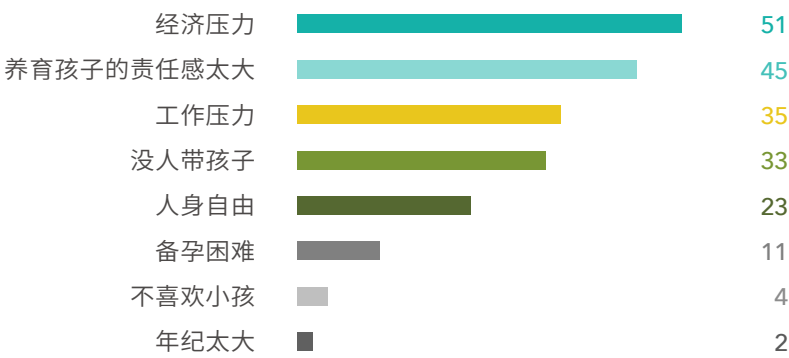
本次调研显示，对已婚且育有一孩的职场女性来说，四成表达了生育二胎的意愿，主要出于二胎政策的鼓励和享受有子女陪伴的生活状态。然而，也有近六成职场妈妈表示暂时还没有生二胎的打算，主要的顾虑是经济和工作压力、养育孩子责任重大等。这与未育职场女性选择不生育的原因几乎一致。

有趣的是，没有女性是出于“年龄”的考量而选择不生育二胎。一般认为，高龄产妇的健康问题在二胎生育上往往更加显著。许多职场女性初育就已经偏晚，在生育二胎时极有可能在35岁以上。然而，在选择暂时不生二胎的原因中，少数受访者选择年纪太大。可见，随着医疗条件的进步和社会观念的发展，年龄并不会阻碍职场女性二胎生育的计划。

是否打算生二胎



不打算生二胎的原因 (%)



杨女士, 28岁
国企职员, 已婚有一孩, 孩子3岁

“暂时没有二胎的打算。主要还是觉得经济压力比较大。现在孩子还这么小，已经感觉到家庭的花销一下子上去了。都说优生优育，父母也想尽自己所能给孩子最好的，以后教育问题就会有一大笔开销。两个孩子实在承受不住。”

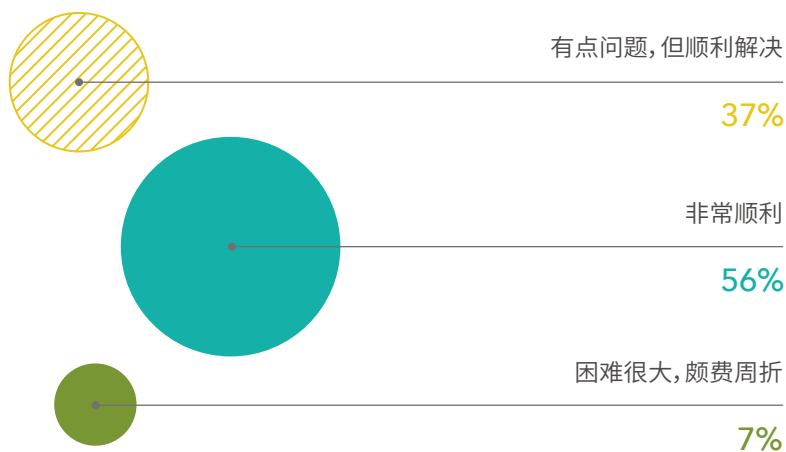
身心健康的职场女性, 备孕过程也相对顺利

调研显示, 职场女性的备孕过程呈现出几家欢喜几家愁的状况。高达四成以上的女性在备孕过程中遇到不顺。主要问题包括贫血、卵子质量不好、内分泌失调等。这些问题的产生或多或少与日常的生活工作习惯相关。

值得注意的是, 调研数据的统计分析显示, 从代际上来看, 60后和70后职场女性均有60%的女性表示备孕过程“非常顺利”, 这一数据略高于80后的54%, 比90后职场女性更是高出14%。

此外, 我们发现, 备孕顺利程度和孕妇身心健康程度成正相关关系, 也就是说, 身心健康的职场女性, 备孕过程也相对较为顺利。数据显示, 在认为自己身体和心理健康的女性中, 分别有59%和57%的女性表示自己备孕过程“非常顺利”, 仅有5%和6%的女性表示“困难很大, 颇费周折”。而在自评身体和心理不健康的女性当中, 仅有41%和40%的女性表示备孕过程“非常顺利”, 表示“困难很大, 颇费周折”的女性竟均高达16%。

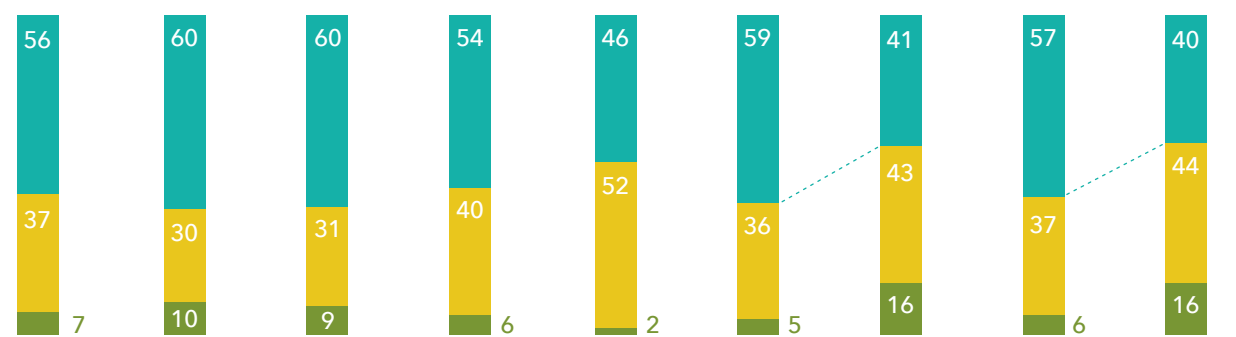
怀孕及有孩职场女性备孕顺利程度



备孕顺利程度和代际、身心健康的相关性分析

非常顺利 有点问题, 但顺利解决 困难很大, 颇费周折

总量	年龄				身体健康程度		心理健康程度	
	60后	70后	80后	90后	健康	不健康	健康	不健康
821	48	343	304	126	676	145	744	77



有怀孕计划的女性, 应调整好自己的生活作息和习惯, 通过合理的营养补充、适度运动, 将身心调节到最佳状态。对于绝大多数的育龄女性来说, 做到这样, 备孕其实是一个自然而然的过程, 无须过多担忧。在给小宝宝健康成长条件的同时也给自己一个变得更加健康的机会, 何乐而不为呢?

当然, 尽管职场女性生育年龄普遍延后已成趋势, 不可否认的一点是: 25至28岁是女性最佳生育年龄, 不仅对胎儿的生长发育好, 对母亲的分娩危险也相对较小。30岁后, 优质卵子数量日渐缩减。35岁后, 卵巢储备功能进一步衰退, 卵子质量会进一步下降, 这些都会增加备孕困难的几率。

苏婧

“在生育的选择上, 健康是一个很重要的考量因素。”

范志红






“备孕是一个机会, 是使自己变得更健康的机会。”

保持健康的专业建议： 均衡膳食、规律运动和乐观心态

1992年，世界卫生组织在其著名的《维多利亚宣言》中提出，健康的四大基石分别为合理膳食、适量运动、心理平衡、戒烟限酒。而根据本次调研，对自己健康状况表示满意的女性认为，饮食均衡、坚持运动和保持乐观是她们保持健康最重要的三大秘诀，与《宣言》中提出的健康基石不谋而合。可见，具备一定教育水平的城市职场女性对于保持健康具有基本的意识。

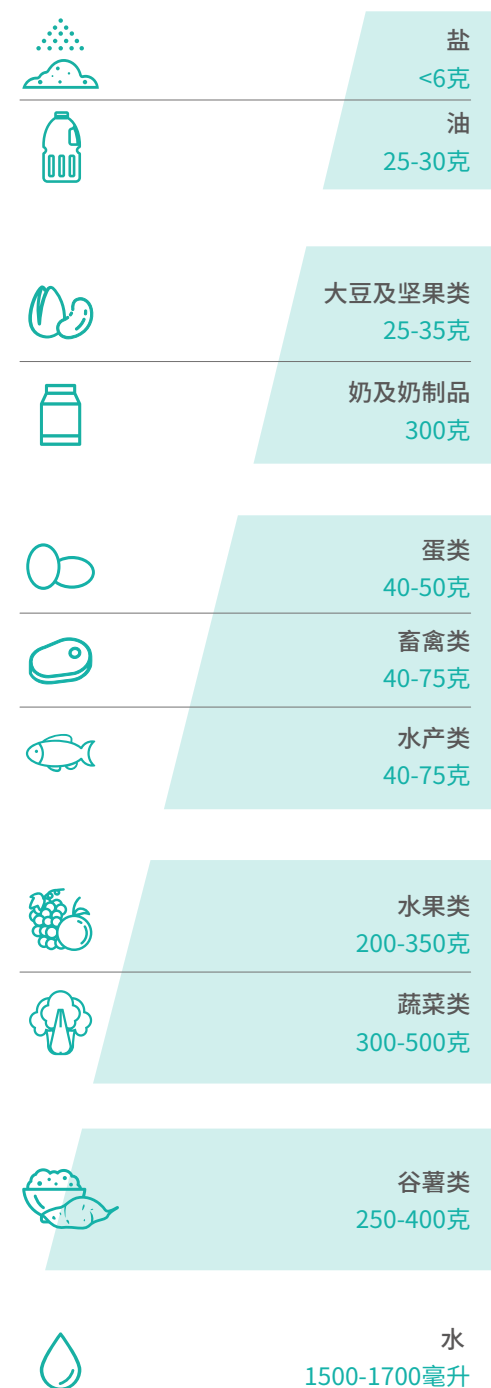
鉴于参与本次调研的职场女性在“戒烟限酒”方面表现良好，此次，专家委员会成员们分别就膳食、运动和保持乐观心态三个角度给出了相应的专业建议。

职场女性保持健康的方式(%)

	饮食均衡	60
	保持乐观	59
	坚持运动	57
	作息规律	44
	注重皮肤保养	39
	定期检查	39
	注重思维锻炼	27
	长期服用保健食品	18
	注重视力保护	18

中国居民平衡膳食宝塔

*注意：此宝塔针对普通成人设计，对于老人和儿童的饮食营养安排，需进行相应调整



均衡膳食：食物多样化、比例合理化

培养意识固然重要，选择适合自身的营养膳食计划，努力对了方向才是根本。《国民营养计划（2017-2030年）》中提到，营养问题是影响国民健康的重要因素。近年来随着国民生活水平不断提高，营养健康状况也明显改善。然而，仍然居民营养不足与过剩并存、营养相关疾病多发、营养健康生活方式尚未普及等问题。提高居民营养素质，普及营养健康知识是提高健康水平的重要一环。

目前没有任何一种食物可以满足人体所需的能量及全部40余种营养素。对于忙碌的职场女性来说，一日三餐多样化，才能实现膳食平衡，吸收维持健康所必需的养分。那么，如何实现营养均衡呢？中国营养协会推出的“营养百科全书”——《中国居民膳食指南（2016）》中给出了专业答案。

《指南》提供了符合中国居民饮食习惯的膳食宝塔结构，列出了谷薯、蔬菜水果、畜禽鱼蛋奶、大豆坚果和油脂这五大类基本食物及相应的配比。

《指南》推荐，针对一般人群，平均每天摄入12种以上食物，每周25种以上。具体到每天，建议摄入谷薯类250-400g；蔬菜300-500g，深色蔬菜应占1/2；新鲜水果每天摄入200-350g，果汁不能代替水果；相当于液态奶300g的奶制品；鱼、禽、蛋、瘦肉，平均每天摄入总量120-200g。

自1989年首次我国首次发布膳食指南至今，膳食宝塔已经深入人心。从我们的调研中也可以看出，广大职场女性对一些营养知识已经有了充分的了解，例如会选择少油少盐的食物，也注重荤素搭配。

2015年《中国居民营养与慢性病状况报告》显示，居民营养不良状况明显改善，膳食结构有所变化，然而，超重肥胖问题依然凸显。报告显示，优质蛋白质摄入量有所增加，而豆类和奶类消费量依然偏低，脂肪则摄入过多。此外，蔬菜、水果的摄入量依然偏低，而油、盐的摄入量依然偏高。钙、铁、维生素A、D等部分营养素的缺乏依然存在。从饮食行为上来说，许多职场女性往往会不吃早餐，三餐不规律，饮料和零食消费较多。由此可见，仍然有许多饮食误区有待更正。

营养学家何丽提出的平衡膳食“十个拳头”原则，方便记忆：肉类（包括鱼禽肉蛋）、谷类（各种主食）、豆奶制品、水果、蔬菜的比例保持在1:2:2:2:3，每个人以自己拳头的大小相对应的生食物重量为计算单位。以标准成年女性为例，一个拳头大小的生食物在150克左右，那么每日食物总量为1.5千克，其中肉类150克、谷物300克、豆奶300克、水果300克、蔬菜450克。

	1
	2
	2
	2
	3

杨月欣：“所谓的膳食平衡，是指在一段时期内（比如一周或两周内）的营养均衡，并不要求一餐一平衡。建议职场女性从容易的开始做起。”

针对职场女性的工作特点，
营养学家们也给出了一些特别中肯和实用的建议：

多食蔬菜，少油少盐：

叫外卖和在外吃午餐在忙碌的职场人中颇受欢迎，而很多小餐馆往往依靠依赖重油重盐来凸显“美味”，搭配的蔬菜也仅有零星几颗。

解读：如果午间无法做到营养均衡，可以在早晚餐时多花心思，进行调整。每一餐都营养均衡是最理想的，然而从实际操作层面来说，只需要在一定时期内，如一天或者一周，保证营养均衡即可。

隔夜冷食，放心食用：

有些职场女性习惯“带饭”上班，但深受网络上关于隔夜食物没有营养甚至有害说辞的困扰。

解读：食物在冰箱里放一夜并不会造成营养严重流失；隔夜饭菜中的硝酸盐和亚硝酸盐并达不到危害人体的剂量，更谈不上致癌，经常“带饭”的职场女性大可放心。

牛奶大豆，摄入蛋白：

国人传统的饮食结构导致钙和优质蛋白摄入不足，影响骨骼健康。这点职业女性也不例外，定性调研中表示每天坚持喝牛奶的女性寥寥无几。

解读：目前国际通用推荐每日摄入牛奶300克，豆制品25克。

水果即食，无需榨汁：

职场女性中悄然兴起了一种以果蔬调理榨汁的健康新风尚。很多女性觉得喝下五颜六色的鲜榨果汁饮料，就会“元气满满”。

解读：专家提醒，并不能以饮用果汁完全代替食用鲜果，因为大多榨汁机的过滤功能破坏了水果的膳食纤维，过氧化导致营养素流失。

减肥增肌，适宜最好：

网络上很多公众号或红人大肆鼓吹西方的生酮饮食、哥本哈根、阿特金斯疗法，引得一众女性争相模仿，奉为圭臬。

解读：这些方法或许可以短期内达到瘦身效果，但并不适合中国女性的体质，甚至会产生严重的副作用。体重控制，没有捷径。建议职场女性在按照膳食宝塔合理控制饮食的同时，再结合针对性的运动，形体和健康两不误。

差旅途中，辅助补充：

职场女性不可避免地需要出差。差旅期间，由于条件的限制，职场女性往往很难实现三餐营养均衡。

解读：职场女性在这种特殊时期可通过服用膳食补充剂，保证短期内的营养摄入均衡。

规律运动:牢记五层金字塔,打好运动组合拳

生命在于运动。有效的运动可以改善心肺功能,增强身体柔韧度和肌肉力量。职场女性若想要通过运动健身实现最佳的健康效果,避免陷入运动误区,理论知识必不可少。在定性调研中,许多女性表示难以坚持去健身房,即使偶尔去一下也只是用一下跑步机。其实,运动和饮食一样,也要多样化;同时,考虑到职场女性时间紧张,转换一下思路,利用碎片化的时间运动,同样可以保持健康。

前面介绍过,均衡的膳食营养结构恰似一座宝塔,从底部到顶部的食物摄入量层层递减。为了便于记忆,运动专家也将人体机能活动类型设计成了金字塔形状。

位于金字塔最顶端的是静态活动,最典型的代表就职场女性健康杀手之一——办公室久坐。这类活动要尽量减少,不要连续超过60分钟。最底部的是包括走路、爬楼梯、逛街、做家务等日常体能活动,虽然强度低、无法短期内产生明显健身效果,但由于简单易行、累积运动量大,依然可以燃烧热量,起到一定强身健体的作用。《中国居民膳食指南》中,便建议成年人每天进行累计相当于6000步以上的活动。

千步当量:为了让人们在日常生活中更直观地了解和掌握自己身体活动强度,官方机构一般采用“千步当量”这一指标来代表身体活动量。如以4千米每小时中速步行10分钟的活动量为1个千步当量,其活动量等于洗盘子或熨衣服15分钟或慢跑3分钟。按照“千步当量”这一概念,除了步行,职场女性还可以通过多种日常活动达到每日所需的活动量。

众所周知,不同的运动对身体的作用是不同的。因此,想要通过运动达到健康,需要了解不同运动的作用,并且合理分配不同运动的时间和训练量。运动金字塔为我们科学地分配运动时间和强度提供了指导。金字塔中间三层分别为肌肉运动、有氧运动和伸展运动,也就是我们平时所说的主要运动类型。

运动金字塔

静态活动:

久坐、半躺
尽量减少,不要
连续超过60分钟



肌肉运动:

仰卧起坐、俯卧撑等
每周2-3次,
每次10个为一组,
做1-3组



有氧运动:

舞蹈、慢跑、脚踏车、
水中有氧、游泳、
球类运动等

每周3-5次,每次20分钟以上



伸展运动:

柔软体操、拉筋动作、
瑜伽、八段锦等

每周5-7次,
每项动作持续30秒,重复6-10组



日常体能活动:

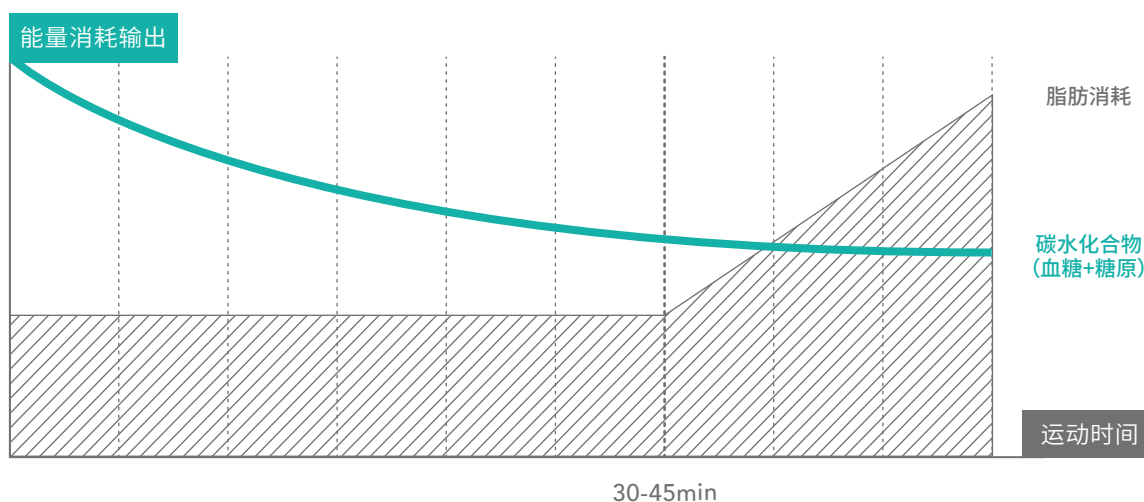
走路、爬楼梯、园艺劳动
逛街、做家务等

每天数次,
累计30分钟以上



- **肌肉运动**:包括重量训练、仰卧起坐、俯卧撑等属于肌肉运动,每周2-3次,每次10个为一组,做1-3组。
- **有氧运动**:包括舞蹈、慢跑、脚踏车、水中有氧、游泳、球类运动等,是公认为最有效的减脂运动,长期锻炼对心肺功能的加强也大有裨益。推荐每周3-5次,每次20分钟以上。
- **伸展运动**:主要包括柔软体操、拉筋动作、八段锦等,在职场女性中颇受欢迎的瑜伽也属于此类运动,着重提升身体的柔韧性。此类运动要求每周5-7次,每项动作持续30秒,重复6-10组。

三大供能物质(碳水化合物、脂肪和蛋白质)与运动的关系



对于想要通过运动来瘦身的职场女性来说,保持一定时长的运动才能够达到减脂的目的。碳水化合物、脂肪和蛋白质是运动时的三大供能物质,它们所发挥的作用与运动时长有着密切关系。

开始运动时,机体分解肌肉中储存的肌糖原,血糖也开始参与供能。运动一段时间后,肝糖原加强分解以补充血糖。随着运动时间的继续增加,脂肪输出功率会随之加大。而在耐力型的项目中,蛋白质也会被分解、消耗,并参与供能。

简单直观地来讲,想要通过运动减肥的职场女性,通常需要保证单次运动时长在30分钟以上,才能大量消耗脂肪,达到减肥的效果。

除了按照以上金字塔结构合理搭配运动类型，职场女性还需要特别注意：

着装适当：无论是在室内还是户外运动，着装要符合“顺、时、适、体、警”五条规范，即要顺应春、夏、秋、冬的气候变化，松紧适度。同时，服装颜色要明显，能够引起机动车、自行车等注意，起到警示作用。

解读：适当着装可使身体活动更方便，更易达到运动效果，也更好地保护自己的健康和安全。

重视热身：无论做任何运动，事前的热身运动非常重要。主要的热身运动包括伸展、拉筋、慢跑等。

解读：热身运动是任何运动训练的重要组成部分。它可以提高体温，增强肌肉反应灵活性，使人体从安静的状态过渡到运动时的紧张状态，从而减少运动损伤。

定时补水：运动时人体新陈代谢加快，出汗也增加了水分消耗，很容易造成体内水分缺失。要达到持续和良好的运动表现，要养成定时定量的补水习惯。

解读：运动中机体缺少水分，不仅会降低运动能力，也会对机体内的物质代谢、血液循环、体温调节和各器官的机能活动造成不利影响。

持之以恒：所谓运动，并非每周尽情挥洒一次汗水就可以解决一切问题。职场女性最好可以做到每天30分钟，每周至少五天的中高强度运动。

解读：运动对健康的效果在72小时之内就会消失，为此，每天半小时形成规律，保持运动的持续状态才能从运动中获得裨益。

减少静坐：长时间伏案办公对健康有绝对的负面影响。职场女性在保证运动时间的同时，也要减少静坐，降低疾病风险。如果条件允许，职场女性在办公室可以考虑站立式办公设备。上下班路上，也可以尽量开展健走运动，减少在地铁、公交、出租车等交通工具的静坐时间。

解读：正如调研所反映出的，职场女性认为办公室久坐是影响其健康的重要杀手。事实也确实如此，即使是每周运动时间、频率相同的两人，也会由于静坐时间的长短，导致体质的强弱差异。

相互鼓励：拥有来自同伴、家庭、工作环境的支持，职业女性会更加积极、持续地投入到运动中，更容易形成运动的习惯。

解读：既然大家都意识到了办公室习惯给健康带来了不良影响，那就积极行动起来吧！发动同事、朋友和家人互相监督，通过组织工间操等活动形成良好的运动风气。

刘爱玲：“我们国家也有创建健康单位的相关政策，要求工作场所有一些运动的空间、设备等等，就是为了让上班族静坐的时间少一点。”

蒋炜：“培养良好的生活方式，对保持健康非常关键，但往往说起来容易做起来难。对于忙碌的职场女性，可以先定一个‘小目标’，从多喝一杯水、多走一段路、多吃一个水果、多吃一顿早餐这些小事开始做起，然后再针对控制体重、改变身体不良指标去努力，从‘积小步’慢慢实现‘成大果’。”

乐观心态:遇到问题积极解决,多种渠道纾解压力

《“健康中国2030”规划纲要》中明确指出,促进心理健康是全民建设健康生活的重要一环,要加大全民心理健康科普宣传力度,提升心理健康素养。

本次绿皮书调研发现,情绪和心理问题的疏导是职场女性最需要得到的帮助之一。每个人自身情况不同,“解忧”方式孰优孰劣不能一概而论,适合自己的才是最好的。当然,需要牢记的是,在面对压力时产生的焦虑、抑郁情绪时,职场女性要摆正心态,不必太过担心,但也不能掉以轻心。

首先,职场女性要认识到这些时不时出现的负面情绪属于正常现象。每个人都会有负面的情绪,这是生活中不可避免的一部分,例如焦虑情绪是我们对自身存在威胁的情况下产生的自然反应。在人们必须表现良好或应对突发事件等特定情况中,适度的焦虑反而会帮助我们取得成功。因此,当出现负面情绪时,职场女性不必太过担忧。有一些负面情绪的加重就来源于自己的过度担忧和焦虑,反而造成恶性循环,严重时还会损害身体健康。

其次,每个人都有情绪自我调节的能力。以下是被研究证明有效的情绪管理方式:

- **分析压力源:**这是最重要但却常常被忽略的一点。努力识别和分析给自己造成压力的源头,并采取不同步骤去主动解决,而不是逃避或是陷入不良情绪无法自拔。
- **在社交中相互支持:**把什么事“闷”在心里不利于负面情绪的排遣,职场女性应善于向朋友、家人或同事等进行倾诉、寻求帮助。平时也要适当社交,营造良好的人际关系,保持开朗,彼此相互支持。
- **多加运动:**运动是疏导情绪非常有效的方式。它可以通过调节中枢神经内分泌的稳定性,帮助人们提高负面情绪的承受能力,同时也可以缓解由心理问题引发的一系列生理反应,例如本报告前面提到的睡眠障碍、易疲劳等症状。
- **规律生活,保证睡眠:**尊重生物节律,按时作息,保证睡眠质量和充沛的精力。睡眠是机体复原、整合和巩固记忆的重要环节,是健康不可缺少的组成部分。睡眠不足会使人容易产生疲劳、烦躁、焦虑、抑郁等问题。
- **培养兴趣:**兴趣爱好能够使人放松,为生活增添平衡感和新鲜感。在业余时间进行一项创造性强的兴趣爱好活动,还有助于职场女性提升工作效率与创造力。

然而,在一些特殊阶段,女性对负面情绪的自我调节功能会有所下降,这时就需要自己和身边的人多加注意。比如,很多女性出现“孕期焦虑”、“产后抑郁”的情况,就与生殖内分泌明显变化这一特殊时期神经内分泌自我调节能力减弱密切相关,这时就需要身边亲近的人更多的关心和疏导。

此外,如果负面情绪已经影响到工作、学习、人际关系等在内的社会角色扮演时,或者引发如睡眠障碍、慢性疼痛等生理反应时,就要格外当心。此时,我们建议职场女性去医院精神心理专科就诊,医生会先评估就诊者的心理问题严重程度。一旦确诊为精神心理障碍,医生会按照规范对患者进行系统的心理及药物等治疗;若没有发展成心理疾病,医生则会推荐其他合适的纾解方式。

总之,职场女性一定不要闻“精神科”色变而讳疾忌医,或者因为找了非专业的渠道而耽误治疗。

“心理工作者”知多少?

“心理医生”是中国文化语境下的通俗叫法。实际上,我国并没有“心理医生”的官方定义,所有跟心理问题诊断、治疗、咨询、疏导等相关的从业者均称为“心理工作者”。其中:



精神科执业医师是经过专业培训的执业医师,具有《精神卫生法》赋予的诊断、治疗精神心理障碍的资质,通过精神药物、心理治疗和物理治疗等综合干预方法治疗精神心理障碍。



心理治疗师是卫生行政部门认证的心理治疗专业人士,运用心理干预技术对心理疾病患者进行治疗。



心理咨询师是劳动部认证的心理工作者。他们通过运用心理学及相关知识,协助求助者解除心理问题、进行心理干预。根据《精神卫生法》的规定,心理咨询与治疗有着本质的区别。心理咨询人员不得从事治疗精神心理障碍患者的工作。

王向群:“在我国,人们往往将精神专科等同于看精神病,这是一种很深的误解和偏见。医院的精神专科医生是诊断和治疗精神心理疾病的专业人士。如果职场女性发现严重的心理问题,一定要积极寻求精神科医生的专业帮助,早诊断、早治疗。”

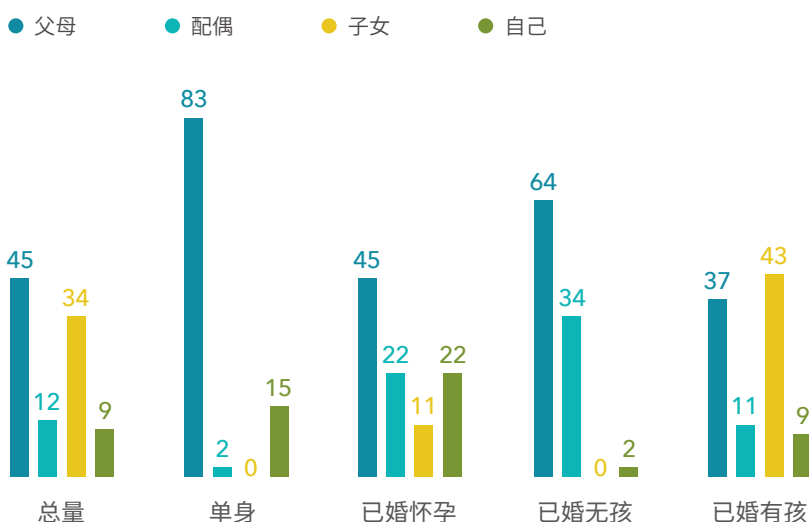
健康女性 对健康社会的发展至关重要

女性是家庭健康的守护者

调研结果显示,近九成职场女性表示她们在家庭健康方面充当着决策者的角色,她们会为家人购买保健品、健康保险并且决定家庭日常餐饮。而在所有家庭成员中,职场女性普遍将父母和子女的健康排在首位。对于没有孩子的各类职场女性来说,父母的健康是最重要的;职场妈妈则最关注孩子的健康;少有职场女性将自己的健康排在比较重要的位置。

由此可见,作为下一代的孕育者和家庭健康的守护者,女性的健康无疑是全民健康的基石。在2016年正式发布的《“健康中国2030”规划纲要》中,妇女与儿童、老年人、残疾人、低收入人群等被一并列为重点人群,强调要突出解决好他们的健康问题。而随着职场女性在社会经济发展中扮演着越来越重要的角色,提升这一群体的健康与活力也显得愈发紧要。

职场女性更注重哪位家庭成员的健康(%)



提升女性健康是重中之重

提升女性和家庭、社会的整体健康水平离不开科学、持续的健康传播和教育。为了推动女性特别是职场女性的健康教育，专家委员会基于本次调研所反映出的问题，提出如下建议：

- **扩大正规、权威的健康信息获取渠道。**

调研显示，职场女性偏好依靠社交平台等新媒体获取相关资讯，却也对网络上多如牛毛的健康信息感到难辨真伪。对此，专家建议职场女性以官方或学术渠道为准：例如相关政府机构、权威健康媒体和学术组织的新媒体平台。同时，加大对自媒体的监管，净化健康传播环境。当然，女性自己在面对自媒体分享的健康信息特别是一些“网红”健康管理方式时，不能偏听偏信，也要多加判断。

特别推荐——“健康中国”APP，这是由国家卫生健康委员会推出的国家级健康新媒体传播与服务平台，以科学、专业、及时的态度为广大群众提供最权威的健康科普、健康咨询与服务信息。

- **充分发挥女性作为家庭健康决策者的优势，普及家庭成员健康管理知识。**

女性是家庭健康的大管家，并且尤其关心父母和子女的健康。因此，在为女性拓展科学健康信息来源的同时，要兼顾她们的关注点，提供关于老人、小孩等不同人群的健康知识。当然，职场女性可以适当“自私”，多花一些精力关注自身健康。

- **企业和政府、学界通力合作，建立健全职场女性健康服务机制。**

职场女性的健康管理意识较强，但苦于缺乏系统的科学指导。这需要各界的共同努力，通过资源的整合，针对职场女性的特性完善健康信息服务和咨询机制。此外，作为雇主，企业应为职场女性提供完善的体检和疾病筛查等健康福利，特别要关注心理健康水平，创造绿色、健康的工作环境，通过引导、监督等制度形成健康管理的企业文化。同时，企业也应将正确的健康信息传递给消费者。

社会各界共同努力，助力健康中国建设

提升女性的健康是提升全民健康素养和健康水平的重要一环。清华大学国际传播研究中心和澳佳宝研究院希望这本绿皮书可以让广大职场女性更了解自己，也更懂得如何科学地关爱自己。同时，清华大学国际传播研究中心和澳佳宝研究院也呼吁社会各界携手合作，从推动女性健康教育为切入点，早日实现《“健康中国2030”规划纲要》中所提到的“到2030年，居民健康素养水平要提升到30%”这一目标，助力健康中国的建设。

About the Tsinghua International Centre for Communications

The Tsinghua International Centre for Communications (TICC) is a key research institution of Tsinghua University. It was established by the Tsinghua University Council on July 15, 1999 under the joint sponsorship of Mr. WANG Daohan and President WANG Dazhong.

Over the past 19 years, TICC has conducted a broad array of research in fields such as health communications, global media literacy research, national soft power construction, public brand building, crisis communications management, spokesperson system construction and personnel training, news reform, and journalism education. These years of research expertise have elevated TICC as a framework and platform for multilateral interaction between government, academia, media, and industry. TICC today is regarded as a top think tank in global communications, and has served as an advisory body to the Chinese government in national-level policy decisions.

TICC plays a leading role in the field of health communications in China, and has made outstanding contributions in media training and social advocacy. TICC and the State Council AIDS Working Committee, the National Health Commission of People's Republic of China (NHCPRC), the China State Drug Administration (NMPA), the Chinese Centre for Disease Control and Prevention (CCDC) and other institutions have jointly organized more than 100 health seminars and trained over 50,000 journalists in service of national health literacy and awareness.

About the BLACKMORES Institute

The BLACKMORES Institute – the non-profit research arm of leading Australian health food and wellness company BLACKMORES – is dedicated to ground-breaking research and discovery in naturopathy. The BLACKMORES Institute has collaborated with universities and medical science research centres throughout the world to exchange and share insights on natural health in efforts to improve public health worldwide. The BLACKMORES Institute also provides healthcare practitioners with professional consulting services.

In 2018, BLACKMORES announced the establishment of BLACKMORES Institute China Centre in Shanghai, the first overseas branch of the Institute. The BLACKMORES Institute China Centre supports local innovation and research catering to the health and wellness needs of Chinese consumers.

Expert Committee

We are indebted to the following committee members for their academic guidance in this Green Paper:

FAN Zhihong	Associate Professor, College of Food Science & Nutritional Engineering, China Agricultural University
HE Li	Researcher, National Institute for Nutrition and Health, Chinese Centre for Disease Control and Prevention
JIANG Wei	Office Director, National Centre for Chronic and Noncommunicable Disease Control and Prevention, Chinese Centre for Disease Control and Prevention
LIU Ailing	Researcher, National Institute for Nutrition and Health, Chinese Centre for Disease Control and Prevention
SU Jing	Director, Science Research Department, International Centre for Communication, Tsinghua University
WANG Xiangqun	Chief Physician, Party Secretary, The Institute of Mental Health, The Sixth Hospital of Peking University
YANG Yuexin	Researcher, National Institute for Nutrition and Health, Chinese Centre for Disease Control and Prevention

Project Overview

The Tsinghua International Centre for Communications and the BLACKMORES Institute have collaborated on a series of health communications and health literacy projects since 2017 in response to the Healthy China 2030 initiative.

This Green Paper marks a milestone in that collaboration. Throughout their work together, Tsinghua University and the BLACKMORES Institute have learned that the health of women and children is a critical cornerstone of China's national public health more broadly. When women are healthy, the health of China's next generations and their families are assured, contributing to healthy development for China nationally. Given the importance of this cohort in Chinese public health, Tsinghua University and the BLACKMORES Institute decided to conduct a focused research effort into urban Chinese career women and their health challenges in modern China. The findings emerging from that study led to the publication of this Green Paper. Through this Green Paper, the two parties hope to contribute to deeper understandings of Chinese career women's health, raise awareness on the importance of women's health more broadly, and provide insights to women, healthcare practitioners, government, and media, such that all parties can work together to strengthen women's health.

Nielsen, a global leading research and data analytics firm, was commissioned to complete qualitative and quantitative research as part of this study. In addition, deep interviews with experts from government, academia, and the health industry were conducted to generate actionable and practical insights and solutions for the improvement of Chinese career women's health.

Survey Method

Sample: 22-55-year-old Chinese career women

Method:

- Qualitative: Two focus groups (8 people/group)
- Quantitative: 1,016-respondent-size on-line survey samples

City: Beijing; Shanghai; Guangzhou; Chengdu; Xi'an

Income Range:

- Tier 1 City: Personal Monthly Income: ≥ RMB 8,000;
Family Monthly Income: ≥ RMB 15,000
- Tier 2 City: Personal Monthly Income: ≥ RMB 5,000;
Family Monthly Income: ≥ RMB 10,000

Time: September ~ October 2018





FOREWORD

The health of women and children is a cornerstone of national public health. As caregivers for families and the children who one day will become a new generation of citizens, women play a critical role in the health of society both today and tomorrow. Given this role, studies and investigations into women's health contribute to more nuanced understandings of how we can elevate national public health more broadly.

It was with this in mind that the Tsinghua University International Centre for Communications and the BLACKMORES Institute decided to jointly conduct a pioneering study into Chinese career women's health. This "Green Paper on the Health of Chinese Career Women" is the product of our research and findings. Dedicated to the research and practice of healthcare communications, the Tsinghua University International Centre for Communications has long promoted the development of national health literacy through rigorous research that elevates national public health in China. The BLACKMORES Institute shares this commitment to health, and spearheads research into natural health and related health products that can strengthen the healthy lifestyles of Chinese people.

These shared commitments and vision make us proud to collaborate with one another in promoting health education and awareness. This Green Paper is a key milestone in our collaboration, where we have endeavoured to deeply understand the Chinese career women's health concerns and their perceptions and misperceptions about how to cultivate a healthy lifestyle.

Our study reveals that Chinese career women face a host of healthcare challenges, but with the right guidance and insight, they can be empowered to manage their health and pursue fuller lives. From workplace competition and fatigue to dieting and anxiety, Chinese career women juggle a range of issues in their day-to-day office lives. The most inspiring part of this study, however, is the finding that these women also already possess a keen intuition and insight into how to manage their health. In most cases, they simply need more credible information, expert advice, and guidance and support to achieve their health objectives.

This Green Paper serves as a starting point for providing that guidance and support. Combining rigorous qualitative and quantitative research with close consultations with healthcare practitioners and experts, this Green Paper aims to answer Chinese career women's questions about health and provide them with professional healthcare advice. In so doing, we hope this Green Paper can raise awareness of the vitality of Chinese career women, serve as a reference for other health experts, and strengthen understandings of health more broadly.

This research would not be possible without the partnership and collaboration between the Tsinghua University Centre for International Communications and the BLACKMORES Institute as well as our research partners, experts, and all the hardworking women who participated in this survey. We thank all of these partners for their support, and look forward to deepened collaboration.

Li Xiguang

Director,
Tsinghua University
International Centre for Communications

Lesley Braun

Director,
BLACKMORES Institute

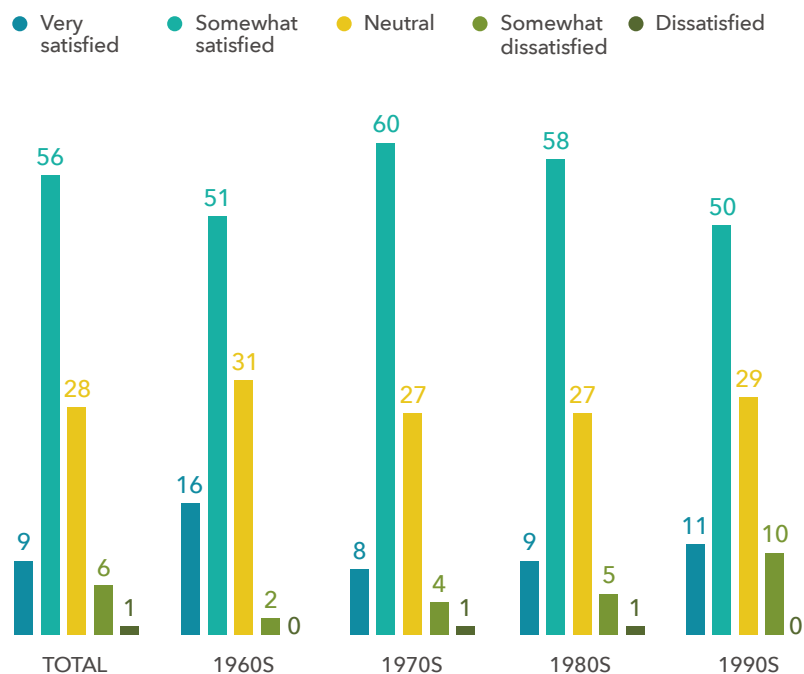
Ambitious, hard-working, and high-achieving, Chinese career women maintain a positive attitude towards work

According to 2017 World Bank Data, the overall female employment rates in China reached 61.5%, exceeding those of other high-income countries like the U.S. (55.74%), Japan (50.5%) and France (50.56%). At the same time, an aging society is putting demographic pressure on China's labour force development. In this context, the health and vitality of the Chinese career women is particularly important for China's social and economic development.

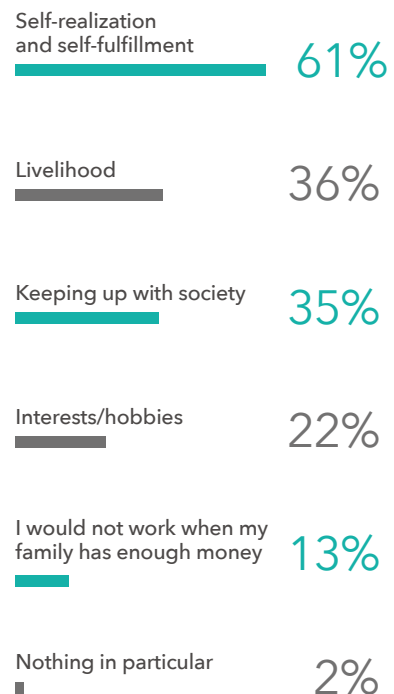
This survey conducted a comprehensive study of the work and health of career women, finding that they maintain a positive attitude towards their career despite the numerous professional and familial pressures they face. More than 60% of Chinese career women were "satisfied" or "very satisfied" with their current work, with about half indicating that they have achieved a healthy balance between work and family. Women born in the 60s and 70s who are more experienced in work are more satisfied with their jobs than those who born in the 80s and 90s. In addition, 16% of Chinese career women born in the 60s are "very satisfied" with their current work, significantly higher than women of other age groups.

It is worth noting that more than half of career women think that "self-realization and self-fulfilment" are key career motivations, and more than 30% of women regard their work a key component of an uplifting social life.

Career Satisfaction Level (%)



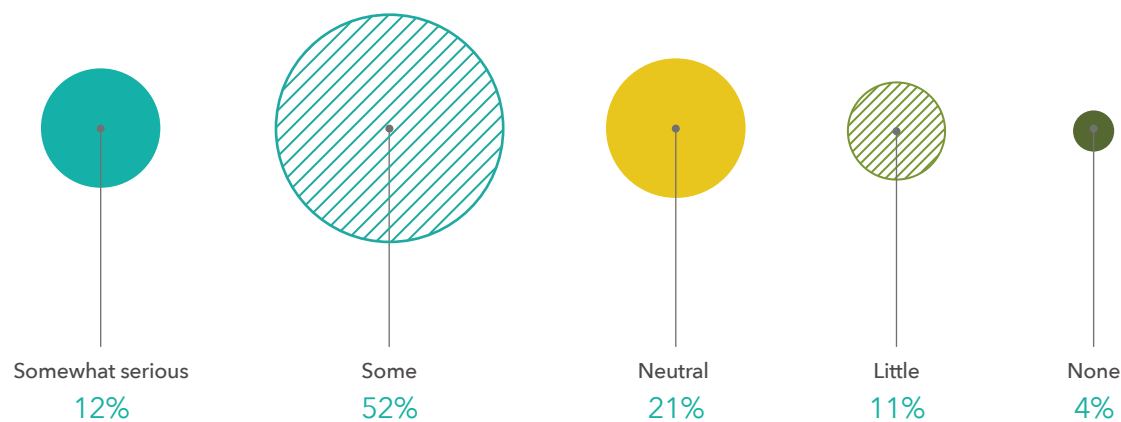
Motivation of Career Development



Efficient and productive work, however, requires a high level of health. A range of research suggests that good health is highly correlated with efficiency and productivity at work.^①

However, our survey found that more than 60% of Chinese career women believe that they are prone to fatigue.

Prone to fatigue



This suggests that there is more to be learned about career women's health, which informed the development of this study. This study reveals the following findings:

- **Key Finding 1:**
Sub-health conditions^② are increasingly common among career women
- **Key Finding 2:**
Life in the office directly impacts career women's health
- **Key Finding 3:**
Chinese career women care deeply about their health, but could benefit from more credible and authoritative information
- **Key Finding 4:**
Awareness around women's mental well-being is lacking
- **Key Finding 5:**
Age considerations do not deter Chinese career women when deciding to have children

① Qian, Yunliang et al. "The impact of health risk factors on the health-related work efficiency of employees in the two companies". Chinese Journal of Health Management. 2012, 06(2): 104-107.

Zhang, Xiaofang and Shijian Huang. "Exploring the relationship between health risk factors and low work efficiency". Chinese Journal of Health Management. 2008,2(4):233-235.

② Sub-health refers to a state between health and disease. People in this state usually do not have organ disorders and defects, but subjectively have many symptoms and psychological experiences of discomfort, such as fatigue.

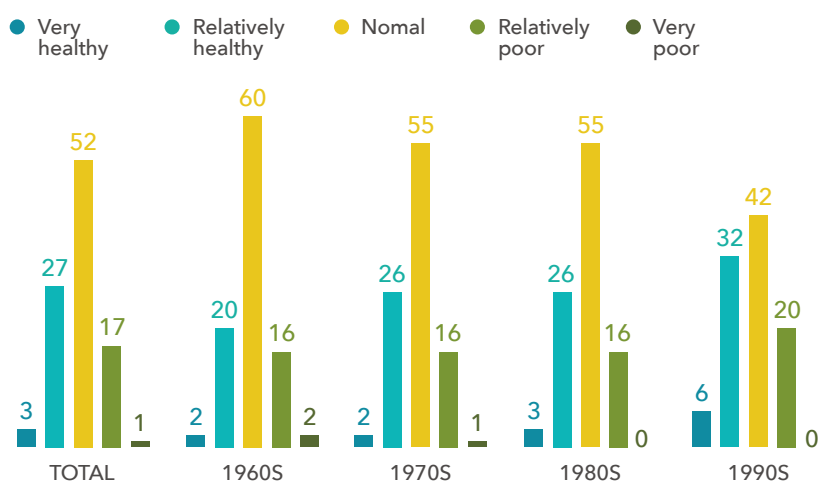
01

Sub-health conditions are increasingly common among career women while insufficient sleep is a top of mind issue

Only 30% of Chinese career women think they are healthy

Although Chinese career women generally maintain a positive attitude towards their work, our research shows that they are less optimistic about their health. Only half of career women feel that they are in a healthy state, while 20% think that their health status is poor or very poor. 30% of career women are only baseline satisfied with their health.

Health Condition Self-Assessment (%)



Sub-health conditions are increasingly common among career women of all age groups









































The survey found that career women born in the 1980s and 1990s are in a state of "sub-health," citing an average of four health concerns. In addition to sleep disorders, other frequently mentioned health issues for these groups include gastrointestinal problems, skin problems, cervical/ lumbar problems, and irregular menstruation. The finding suggests that youth may not be synonymous with health for younger Chinese career women.

Given how hard Chinese career women work, it is no surprise that they identify restlessness and sleep disorders as a top healthcare concern. 50% of respondents said they are often troubled by insomnia and related sleep disorders, and nearly 30% of women stated that they always suffer from insomnia.

Ms. WANG, 24,
IT Manager in the private sector,
married without children

"Because I work in the fast-paced IT industry, my workload is very heavy. I often work overtime. My brain remains agitated when I lie in bed, thinking about my to-do-list for the next day. I just cannot fall asleep, remembering that I have to go to work the next morning. The more I can't fall asleep, the more anxious I become...it's a vicious cycle."

Top 10 Health Issues Faced by Career Women (%)

	60s	70s	80s	90s
NO.1	 Insomnia 55	 Insomnia 44	 Insomnia 47	 Insomnia 45
NO.2	 Reduced immunity 45	 Memory loss 32	 Gastrointestinal discomfort 32	 Gastrointestinal discomfort 37
NO.3	 Memory loss 41	 Cervical/lumbar pain 29	 Skin Issues 31	 Skin Issues 36
NO.4	 Hair loss 39	 Gastrointestinal discomfort 27	 Cervical/lumbar pain 29	 Menstrual cramps 31
NO.5	 Cervical/lumbar pain 39	 Reduced immunity 26	 Menstrual cramps 28	 Constipation 29
NO.6	 Gastrointestinal discomfort 37	 Hair loss 25	 Constipation 28	 Dysmenorrhea 28
NO.7	 Constipation 33	 Skin Issues 23	 Reduced immunity 27	 Memory loss 27
NO.8	 Skin Issues 27	 Constipation 22	 Memory loss 26	 Cervical/lumbar pain 27
NO.9	 Bone and joint issues 25	 Menstrual cramps 21	 Hair loss 25	 Hair loss 26
NO.10	 Vision loss 25	 Frozen shoulder 18	 Dysmenorrhea 24	 Reduced immunity 24

02

Life in the office directly impacts women's health

Environmental pollution, emotional distress, reproductive health, and juggling these concerns alongside maintaining the health and well-being of family, all impact Chinese women's health. However, for women in the workplace, stress at the office is a major health issue.

Sitting and staring at a computer screen, eating at irregular times, frequently working overtime, and constantly feeling a pressure to succeed... These are concerns commonly cited by Chinese career women, and they are on the rise as China develops and as more women pursue high-power professional careers. Focus group discussions further revealed that women are deeply concerned about how office habits impacts their health, with some women saying that extended sedentary period at a desk leads to neck and back pain, while stress at work causes insomnia. Quantitative research further backs this up: more than half of working women attribute their health problems to their professional demands. From sitting at desks for extended periods to staring at computer screens almost all day and working overtime, the 21st century workplace poses a diversity of health challenges to career women.

Ms. YE, 36,
IT Manager in the private sector,
single

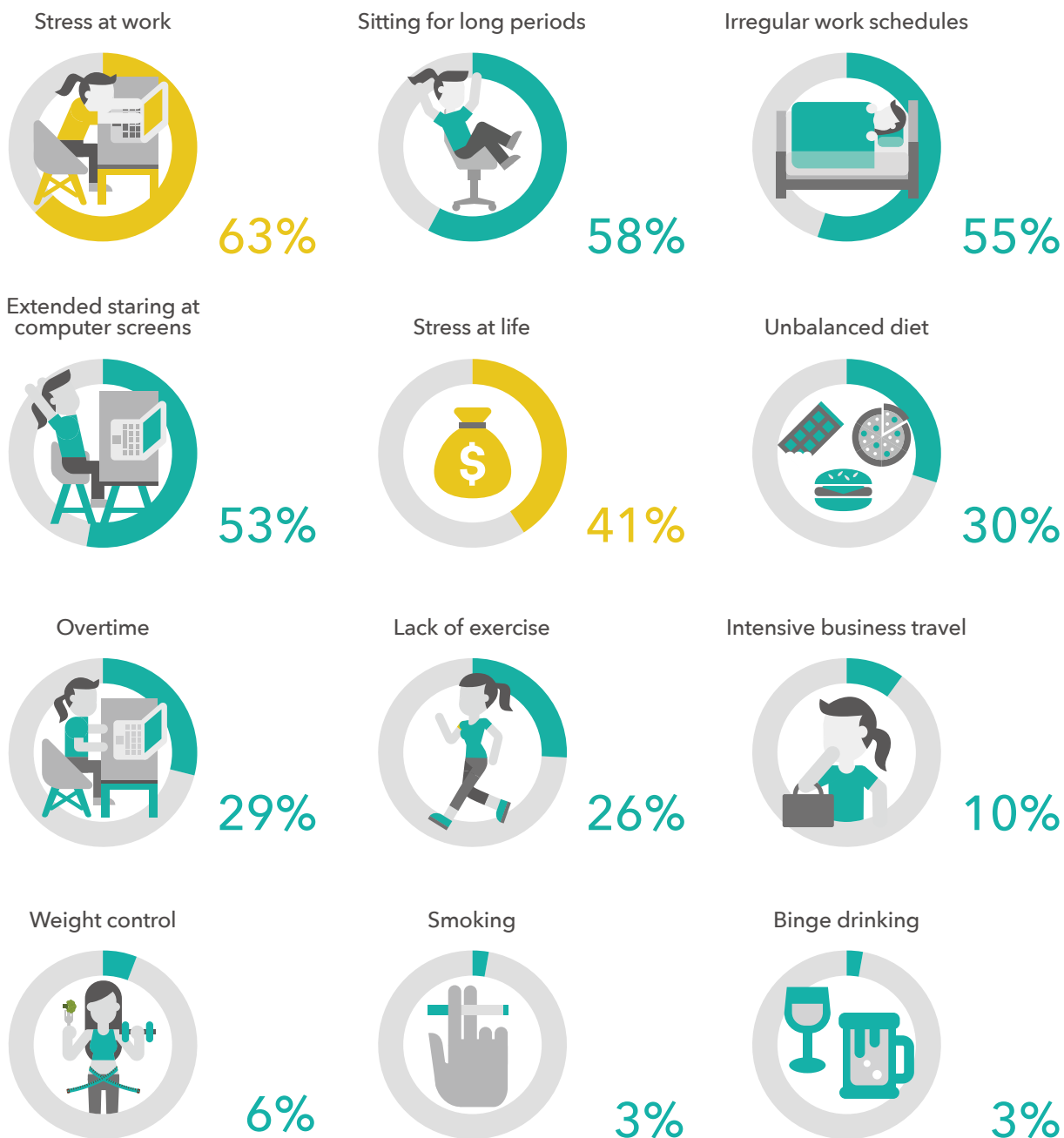
"My work has caused problems with my neck as I always keep the same posture at work."

Take something as simple as sitting as an example. According to Health Times, the June 2017 edition of the Journal of Orthopaedic & Sports Physical Therapy shows that the incidence of arthritis among overly sedentary people was 10.2% compared with only 3.5% of ordinary fitness runners. Elsewhere, according to World Health Organization, insufficient participation in physical activity during leisure time and an increase in sedentary behaviour are key drivers of inactivity in our daily life, and inactivity contributes to roughly 3.2 million deaths each year. Understanding and consciously changing the sedentary lifestyle and other office habits are essential to career women's health.^①

^① World Health Organization: Physical Inactivity: A Global Public Health Problem : http://www.portal.pmnch.org/dietphysicalactivity/factsheet_inactivity/zh/

Causes of Health Problems

● Psychological factors ● Physiological factors



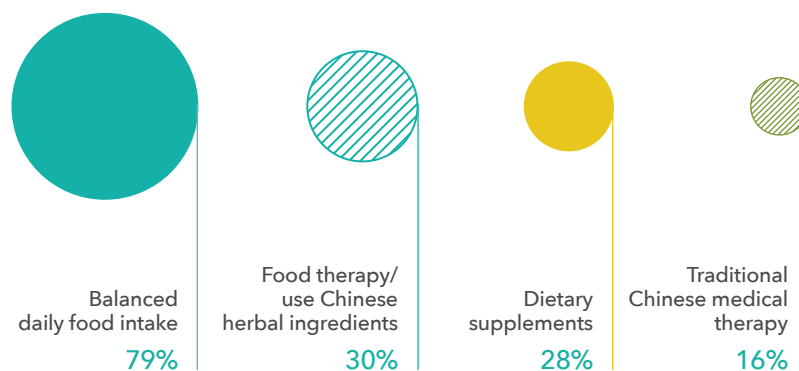
03

Chinese career women care deeply about their health, but could benefit from more credible authoritative information

While Chinese career women are smart about dieting, they could still learn more about how to balance their meals

Urban career women demonstrate a solid awareness of dieting. The survey found that nearly 80% of respondents indicate that they maintain a balanced daily diet. 30% indicated that they use Chinese herbal medicine to supplement their diets, while another 28% use health food products to maintain a balanced diet.

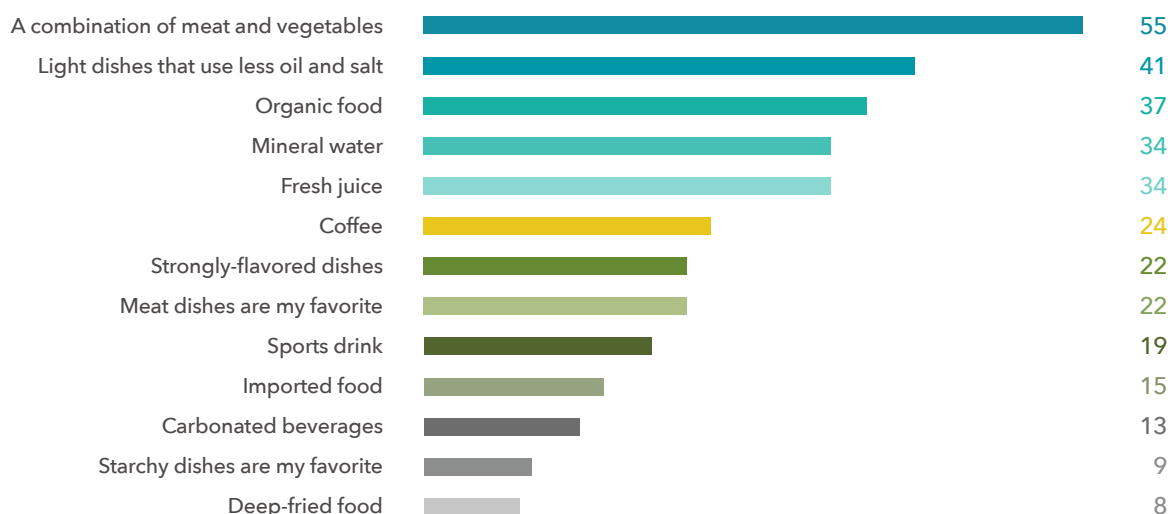
How do you balance your diet?



Chinese career women also endeavour to maintain a balanced diet with lighter cuisine that is low in oil and salt. Among the respondents, 41% opt for a healthy diet with less salt and grease.

Nevertheless, from the survey results below, we can see that Chinese career women still have some misunderstandings about a balanced diet. For example, 34% of women opt for fruit juice while 13% opt for soft drinks.

What are your daily food choices (%)



Frequency of dining out or ordering delivery is not high

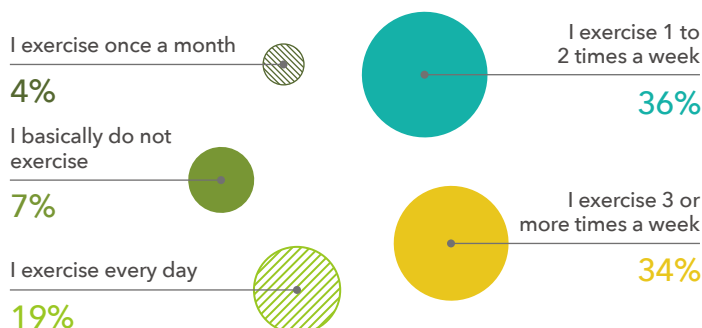
Younger Chinese career women without children seldom cook for themselves, and dining out or ordering delivery is a fact of professional life given high work demands and busy schedules.

Our survey shows that nearly half of Chinese career women dine out or order food delivery every 2-3 days, while roughly a third do so only once per week. Although statistics seem promising, it should be acknowledged that respondents who are married with children tend to dine at home. This group of women composed of 79% of all respondents. In focus group discussions, single women and those who are married without children said that they tend to have more chances to dine out.

Fitness is fashionable, but targeted exercise routines are the key to effective fitness

Physical fitness and exercise are popular and fashionable among Chinese career women. This is a positive development for Chinese career women's health. Importantly, fitness and exercise also provide Chinese career women with a platform to socialize and unwind after long and hard day at work.

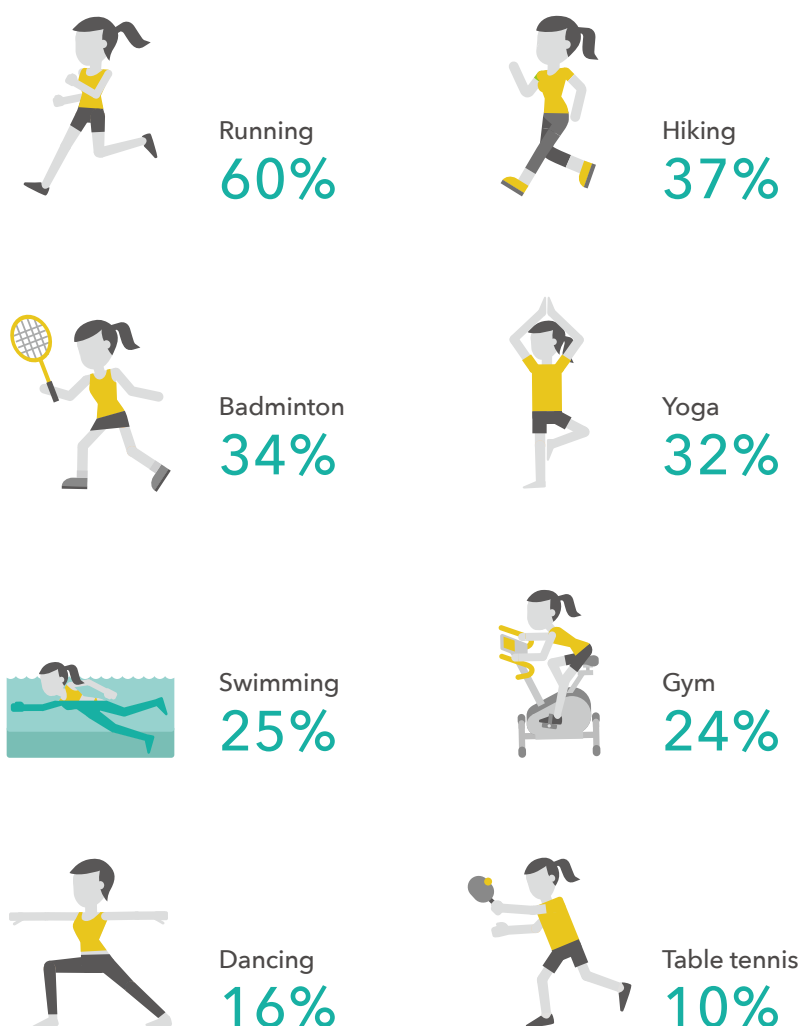
Frequency of exercise for Chinese career women



According to data collected as part of this study, more than half of Chinese career women work out at least once per week, while 20% of Chinese career women work out every day. The report mentioned that, working women attribute their health problems to their professional demands including sitting at desks for extended periods to staring at computer screens. As we can see, career women are actively responding to these health challenges through high-frequency sports.

Those sports which do not require any extra exercise equipment, such as running and hiking, are most popular among Chinese career women. 60% of women prefer running, while 37% prefer hiking. However, yoga and dancing, which require more professional guidance and specialized apparel and equipment, are getting more and more Chinese career women to sign up for gym memberships. Traditional and more casual sports, such as badminton and table tennis, also continue to be popular.

Sports preferred by Chinese career women



When it comes to diet, exercise, and health guidance, not all information is authoritative

Chinese career women indicate a high demand for professional and reliable health information, and according to the survey, they rely increasingly on new media platforms for health information as opposed to traditional newspapers and magazines. From informal internet key opinion leaders' social media accounts to official WeChat channels operated by doctors and healthcare providers, a range of new media platforms comprise the primary sources from which Chinese career women gather health information.

However, not all this information is of the same quality, and it can be difficult to ascertain the relative authority of health information. Against the backdrop of this myriad and often contradictory information, many Chinese career women often feel confused, struggle to verify the validity of information, and indicate strong demand for more professional health knowledge. According to the 2017 Tencent Rumours Management Report published by Tencent, rumours on health information have been very popular: 38.77% of all rumours managed and removed by Tencent from its platforms are related to health. Publishers of such information often disguise themselves as healthcare professionals or so-called experts, and tend to fabricate or exaggerate inaccurate health information just to attract attention. It is difficult to handle such rumours after they become wide-spread.

In many cases, while Chinese career women understand that information provided by the Internet may not be reliable, they also do not know how to begin assessing collected information and making informed judgements by themselves about validity and authenticity.

Source of Health Information (%)



Ms. XU, 25,
MNC Engineer,
single

"I am mindful of my own health and insist on going to the gym every week. I usually subscribe to some public accounts to collect health-related information, and I will try to follow their recommended recipes and exercise methods. However, I don't really know the exact benefits such recipes and methods provide, nor do I know if they suit my specific health situation. I long for more scientific and authoritative guidance. The catch is that I don't know where and who I can turn to."

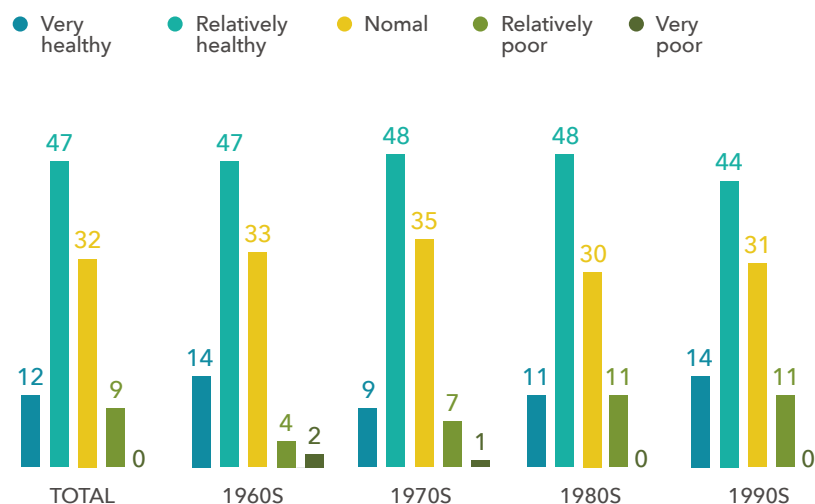
04

Awareness around women's mental well-being is not high enough

40% of Chinese career women state that they are in normal and poor mental health

According to the World Health Organization, a healthy life requires psychological as well as physical health. According to the survey, only half of career women think they enjoy good mental health, suggesting there remains a number of Chinese career women living with unseen and misunderstood psychological health conditions.

Chinese career women's mental health (%)



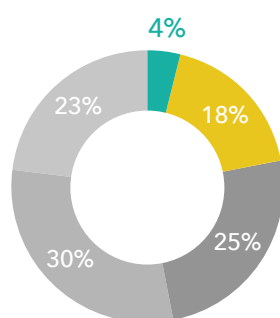
Anxiety, depression, and loneliness are becoming potential health problems to career women

When asked about specific psychological challenges, nearly 40% of Chinese career women surveyed indicated that they grapple with anxiety, with another 22% stating that they have had to deal with feelings of depression.

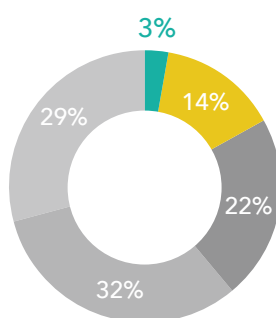
Our survey also found that 17% of women often feel reclusive and lonely, and avoid actively seeking out new friends or socializing. Perhaps this does not seem too surprising on the surface, given that the zhai culture has become popular in recent years. However, even zhai culture can bring social anxiety and loneliness.

Chinese career women's psychological challenges

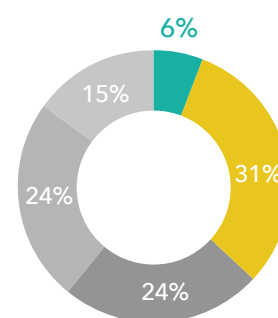
● Serious ● Somewhat ● Neutral ● Not much ● Totally no



Depression



Loneliness



Anxiety

Ms. LI, 24,
private sector, single

"I feel increasingly lonely, and I don't feel like making any new friends. I might seem outgoing now, but when I am alone, I like not talking and being by myself."

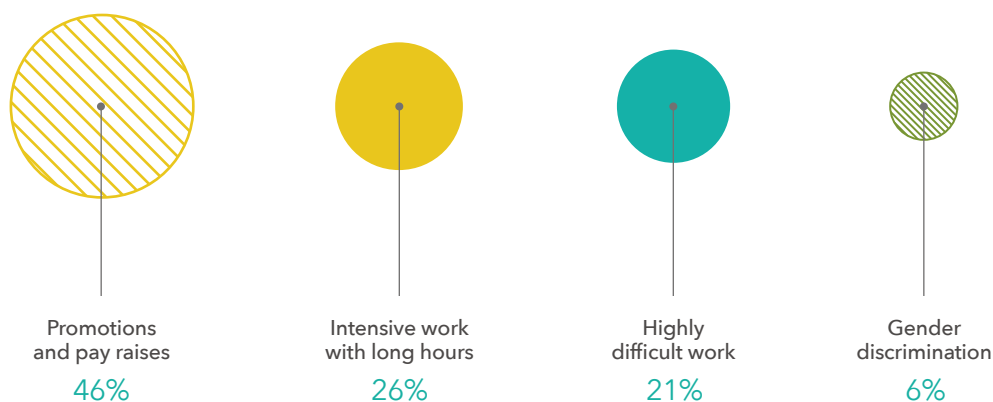
Stress at work is a key factor impacting career women's mental health

In focus group discussions and interviews conducted as part of this study, Chinese career women privately revealed a diverse range of mental health challenges, from social competition to stress at work, all of which made career women feel exhausted at heart. But chief among these was stress in the workplace. Using a linear regression model, our study found that work stress was directly correlated with mental health. Put simply, career women with less stress in the office feel better about themselves.

When asked about the source of their workplace stress, 46% of career women surveyed indicated that their drive and ambition to achieve that next job promotion or raise served as the main source of their pressure and stress. 26% of career women also indicated that long working hours contributed significantly to their stress at work.

And long working hours are widespread. According to the survey, more than 20% of Chinese career women work more than 45 hours per week, and 10% work more than 50 hours per week. These numbers are significantly higher than the average of OECD countries. According to 2017 OECD statistics, the average working hours per week of member countries was around 36.6 hours.

Source of stress at work



Chinese career women are looking for professional help in addressing their psychological concerns

Our survey found that when women believed they had psychological problems, they often relied on their own solutions. These solutions ranged from making time for leisurely activity and seeking out advice on the Internet to reading about other people's experiences and talking with friends. While these are all effective solutions, very few women have considering seeking out guidance and support from professional psychologists.

Ms. ZHENG, 47,
manager at a Chinese
private company, married
with one 18-year-old child

"I need to take care of both my aging parents and my children. I so often feel tired, but I don't know who I can talk to about it all. It's hard, because I feel people are not willing to accept the negative energy and feelings of others. I process them by myself."

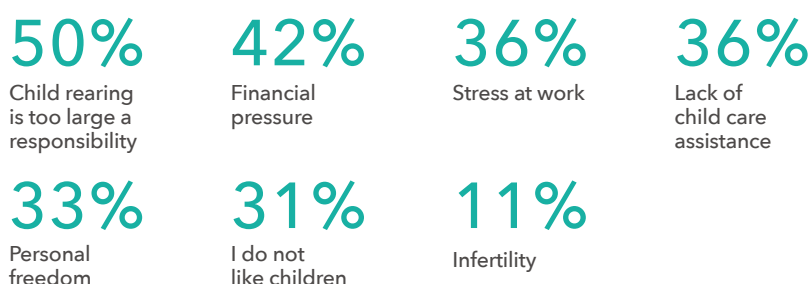
Age considerations do not deter Chinese career women when deciding to have children

Chinese career women are putting off pregnancy

The decision to have children is not an easy one for China's ambitious career women. Giving birth does not only mean becoming a mother, but also bearing more responsibility and recalibrating career plans. After giving birth, Chinese career women need to spend a large part of their energy on child-rearing, and pay more attention to how to balance their professional and family lives. These competing priorities can cause many career women to fall into conflict when planning to have children.

According to our survey, nearly 20% of career women who are single or married do not currently have any plans to have children, citing economic and work pressures in their reasoning.

Why do you plan not to have children?

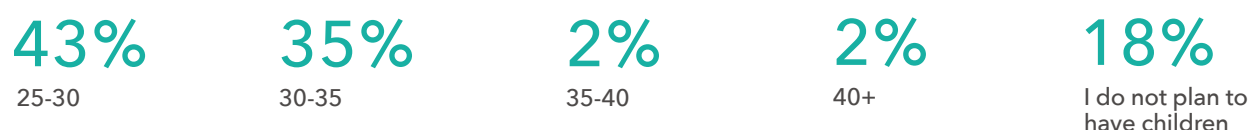


At the same time, the vast majority of women long to be mothers. When discussing their pregnancy plans, 43% of single or married women said they plan to have children between 25 and 30 years old, whereas 39% of the women (younger than 35 years old) plan to give birth in their 30s. These preferences reflect national trends in reproductivity in China that women are postponing their planned age for giving birth. According to data from the National Bureau of Statistics, the average age at which women gave birth in China in the 1990s was 23.4; today, that age is closer to 27.^①

^① Coordinating Population Development Strategy, Realizing Balanced Population Development: Series Report of the 40th Anniversary of Economic and Social Development Achievements in Reform and Opening up, No.21: http://www.stats.gov.cn/zjtj/ztfx/ggkf40n/201809/t20180918_1623598.html

The delay in Chinese career women's childbearing age cannot be separated from wider changes in China's overall social environment. Many career women interviewed indicated that this phenomenon was normal as women's education levels and career opportunities increased, and as economic pressures mounted.

Planned age for giving birth



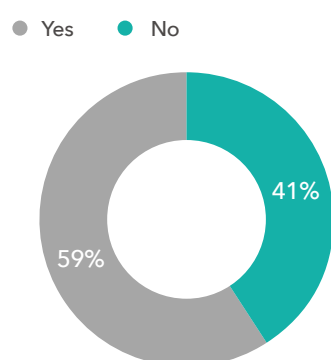
Age is not a factor when deciding whether to have a second child

The abolition of China's One-Child Policy and increased government support for two-children-families has sparked widespread debate for Chinese families and career women.

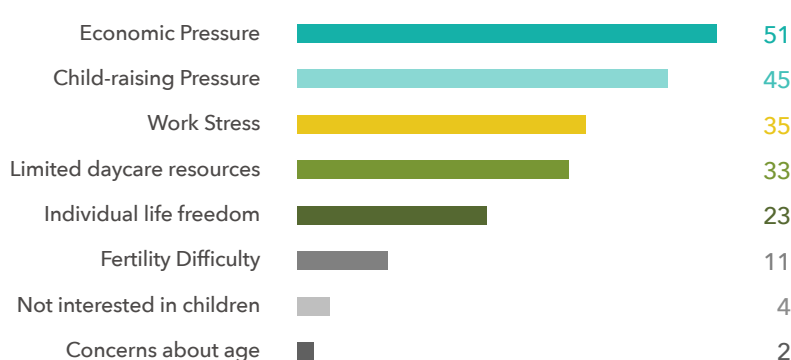
According to our survey, 40% of married women with one child indicated that they were willing to have a second child, citing policy loosening and the joy that children bring to them. However, this number is less than the 60% of working mothers who said that they have no plans to have a second child at all. For these women, balancing economic concerns and pressures from the workplace make it difficult to responsibly raise a second child. Interestingly, these reasons for not having a second child are similar to those provided by single or married women who debate having a child in the first place.

Notably, no women surveyed cited age as a reason for not having second children, despite the fact that it is widely believed that a woman's fertility declines with age. Many career women who would consider having a second child are likely to be in their mid-to-late 30s, which medical professionals might deem as being too old to have children. However, few women cite age as a factor. The finding may suggest that advances in medical technology and reproductive science may encourage some women to seek out second child fertility programs without concerning their age.

Plan to have a 2nd Child



Reasons to avoid having a 2nd Child (%)



Ms. YANG, 28,
employee at a state-owned
enterprise, married with
one 3-year-old child

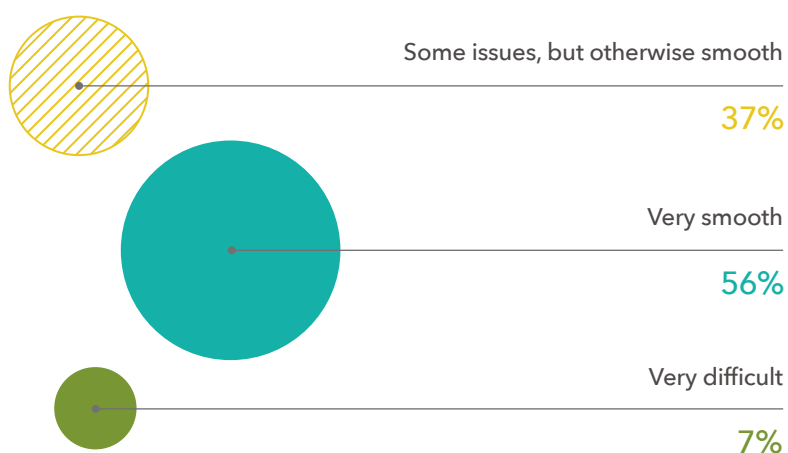
"I don't have any plans to have a second child. Financial pressures are too high already. My child is very young now, but I already feel the pinch on my family's wallet. I'd rather invest all my energy and resources in taking care of my one child, to give him the very best education and everything else he needs in life. I could not do this for two children."

Career women with sound physical and mental health have smoother pregnancies

Our survey shows that Chinese career women face a range of challenges during pregnancy. Up to 40% of career women surveyed indicated that they had negative experiences during their pregnancy, including anaemia, poor egg quality, and endocrine disorders. Many of these problems are related to everyday work habits and lifestyles.

It is worth noting that statistical analysis conducted as part of the study reveals intergenerational variations in pregnancy experience. Women born in the 60s and 70s generally had smoother pregnancy experiences compared to women born in the 80s and 90s. Additionally, smooth pregnancies are positively correlated with the overall physical health and fitness of pregnant women. Nearly 60% of women indicating strong physical health stated that they had extremely smooth pregnancies, while 57% of women indicating strong mental health stated that they had extremely smooth pregnancies. Contrastingly, roughly 40-41% of women indicating poor physical and mental health stated that they had smooth pregnancies. Meanwhile, as many as 16% of women think it is “very difficult” to get pregnant.

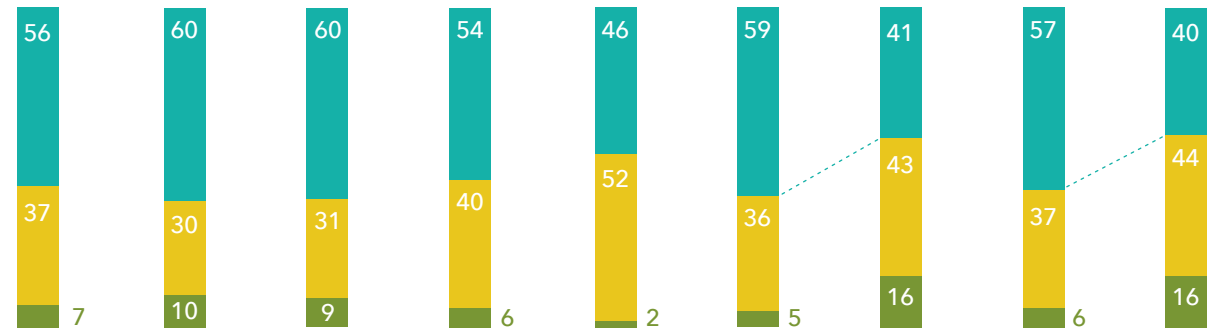
Degree of smoothness of pregnancy experience for pregnant women and women with children



Correlation analysis of smoothness of pregnancy and intergenerational, physical and mental health

Very smooth Some issues, but otherwise smooth Very difficult

Age					Physical Health		Mental Health	
TOTAL	1960S	1970S	1980S	1990S	Healthy	Not healthy	Healthy	Not healthy
821	48	343	304	126	676	145	744	77



Women who plan to become pregnant and have children should adjust their daily routines, habits, and mindset with moderate exercise, a healthy diet, and positive outlook. For the majority of women of childbearing age, pregnancy is actually a very natural process, and there is little need to worry.

While there is an undeniable trend for postponed pregnancy among career women, science indicates that 25-28 years of age is the healthiest time for women to give birth. After 30 years of age, the number of quality eggs begins to shrink. By age 35, ovarian reserve functions also continue to weaken, and oocyte quality decreases, which raises the chance of encountering difficulties during pregnancy.










SU Jing "Health is the number one consideration when making the decision to have a child."

FAN Zhihong "Pregnancy is an opportunity not just to bring life into the world, but also to think more carefully about your own health."

Professional advice for health: A balanced diet, regular exercise and positive mindset

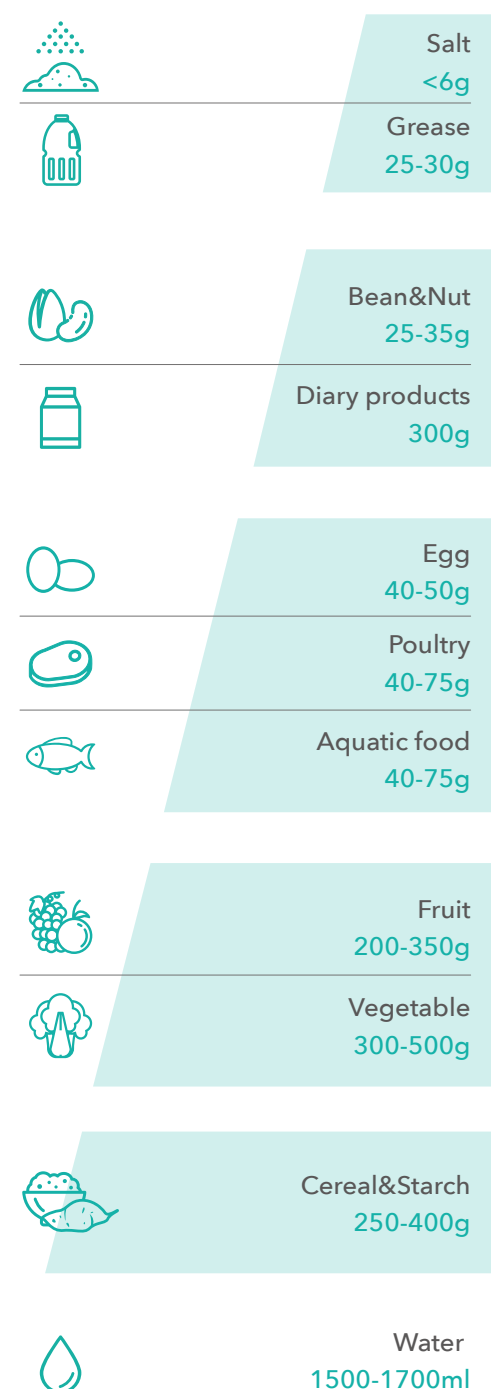
In 1992, the World Health Organization proposed in its famous "Victoria Declaration" that identified the four cornerstones of health as a balanced diet, moderate exercise, psychological balance, and the cessation of smoking and alcohol. According to this survey, women who are satisfied with their health status believe that a balanced diet, persistence in exercise, and optimism are the three most important secrets to their health, a belief which coincides with the health cornerstones proposed in the Declaration. The alignment in perspective suggests that Chinese career women possess a solid awareness of the fundamentals of health. And, with a just few simple steps each day, Chinese career women can turn this awareness into the foundations of a healthier life.

Methods of staying healthy (%)

	Balanced diet	60
	Remain optimistic	59
	Exercise regularly	57
	Regular lifestyle	44
	Focus on skin care	39
	Regular medical examination	39
	Focus on thinking exercise	27
	Long-term use of health food	18
	Focus on protecting eyesight	18

Nutrition Tower for The Chinese

*Note: This "food pagoda" is designed for ordinary adults. Suggested serving sizes of each food type should be adjusted accordingly for children and the elderly.



Balanced diet: It's not just about eating a balanced and diversified diet, but also managing proportions

Creating a diet that suits one's own individual lifestyle is essential, as is cultivating an awareness of the kinds of food and nutrients one's body needs.

No single food can satisfy the body's demands for a total of over 40 nutrients, and for Chinese career women, it is important to maintain a balanced diet which diversifies how nutrients are collected and consumed over the course of three meals per day.

So how should Chinese career women achieve a balanced diet? The 2016 Chinese Dietary Guidelines published by the China Nutrition Association offers a useful starting point, with a pyramid guide to what types of food people should consume, and in what proportion.

According to the guidelines, an average adult should consume 250-400 grams of cereals and grains, 300-500 grams of vegetables, 200-350 grams of fresh fruit (which cannot be replaced by fruit juice), 300 grams of dairy products, and 120-200 grams of fish, poultry, eggs and lean meat per day.

Since the first publication of the Guidelines in 1989, the food pagoda has been well received among the public. Our survey also finds that Chinese career women already have some basic knowledge healthy dieting: many career women, for example, choose to eat less oil and salt and balance their servings of meat and vegetables.

According to the 2015 Report on Nutrition and Chronic Disease Status of Chinese Citizens, Chinese people have made significant strides in addressing malnutrition and improving their diets in recent years. However, new challenges such as obesity are now more common. The report shows that despite the increasing intake of high-quality protein, the consumption of beans and milk remains very low, while fat is excessively consumed. In addition, people are eating too much oil and salt and not enough fruits and vegetables. Nutrient deficiency, including calcium, iron, vitamin A, and vitamin D is also a major challenge. In terms of diet behaviour, many career women often choose not to eat breakfast, have irregular daily meals, and consume snacks and beverages. Hence many dietary misunderstandings need to be corrected.

Nutritionist HE Li's balanced diet follows a "ten fists" principle in which the weight of raw food to be consumed corresponds to the size of one's fist. Following the Chinese Dietary Guidelines, He structures her servings of meat, cereals and grains, soy and milk products, fruits, and vegetables at a 1:2:2:2:3 ratio. If we take an average adult woman as an example, a fist-sized serving of raw food should be about 150 grams, meaning a recommended daily intake of food would be 150 grams of meat, 300 grams of cereals and grains, 300 grams of soy and milk products, 300 grams of fruit, and 450 grams of vegetables.

	1
	2
	2
	2
	3

YANG Yuexin: "Dietary balance refers to nutritional balance during a given period of time, for example, one or two weeks. It is not necessary to achieve such balance in every meal. We recommend women to start from what is easier for them to achieve."

Some suggestions for a balanced diet:

Eat more vegetables and less oil and salt: Ordering take-out and/or eating out is a popular meal choice for many hard-working career women, but many restaurants often rely on oil and salt to bring flavour to their dishes, and adequate servings of vegetables are rarely assured.

Expert reminder: If you know you will have to order delivery or eat out for lunchtime, adjust your meals accordingly in the mornings and evenings to make sure you achieve a more balanced diet. You can also reframe a balanced diet in terms of days, not a single day. For example, if you eat out a lot for lunch during the week, consider making more balanced meals at home during the weekend.

Be flexible with yourself in eating refrigerated leftovers: Some career women take their meals to work to avoid having to eat out, but they worry that refrigerated food may lose nutritional value.

Expert reminder: Putting food in the refrigerator for short periods of time, such as overnight, does not degrade the nutritional value of meals.

Nitrate and nitrite in overnight meals will not reach the dose that harms the human body, let alone be carcinogenic. Women should feel more comfortable about reheating already prepared food, and give themselves some flexibility.

Don't forget to drink milk, soy, and protein: Traditional Chinese diets are insufficient in calcium and high-quality protein, which negatively affects bone health. Chinese career women are no exception. In fact, qualitative research done as part of this study revealed that few Chinese career women drink milk daily.

Expert reminder: Increase your daily consumption of milk products. Current international nutrition guidelines recommend a daily intake of 300g of milk per day, along with 25g of soy products.

Skip the juice and enjoy fruits as they are: A popular and somewhat healthy new trend among career women is to drink fruit and vegetable juice. Such juices are often viewed as offering energy and vitality, as well as satisfying daily recommended proportions of fruit intake.

Expert reminder: Squeezed fruit juice does not replace fresh fruit, as juicers' filtering functions often remove the dietary fibre of the fruit, and excessive oxidation leads to the loss of nutrients.

There is no shortcut to weight loss: Nowadays, a range of dieting and exercise trends such as the Atkins Diet or Paleo Diet are growing in popularity. These diets often advise women to impose restrictive eating habits on themselves while exercising.

Expert reminder: These diets only offer short-term slimming effects, and can cause larger issues in the longer-term. Most critically, they are not suitable for the unique physiques and physiological conditions of Chinese women. In the end, there is no easy way to lose weight. It all comes down to maintaining a healthy and balanced diet and implementing an appropriate and targeted exercise regimen.

Carry dietary supplements while you travel: Chinese career women often travel for work, and being away from home can make it difficult for them to maintain a balanced diet.

Expert reminder: If you'll be traveling and know you may not be able to eat healthy, remember to pack dietary supplements to ensure you achieve the balanced intake of nutrients that your body needs.

A balanced diet together with the right kind of exercise form the foundation of a healthy lifestyle

Our bodies are always in motion during our daily life. Every time we move our bodies and engage in exercise, we improve our heart and lung function, and enhance body flexibility and muscle strength. Any thinking about effective exercise needs to begin with this simple and fundamental knowledge if we want to optimize our health through exercise and fitness.

But it's not just about how our bodies move. We also need to consider what kind of food we are using to fuel our bodies when they're in motion, and that's where a balanced diet and nutrition come in. As this paper discussed earlier, a balanced diet comes down to diversity and proportions. Effective exercise in turn requires a similar line of thinking. No two bodies are the same, and a workout routine that may work well for one person could be ineffective for another.

Similarly, different sports and forms of exercise have different impacts on the body. Therefore, workout routines should account for these variations in exercise. Similar to the food pagoda described in previous pages, we can break down exercise regimes into a top down structure. At the top of the pyramid is static activity, such as sitting at your desk in your office. This type of sedentary, static activity should be limited to no more than 60 minutes at a time. At the bottom of the pyramid is daily physical activity, such as walking, climbing the stairs, and moving around the home and workplace. Although such activities aren't strenuous and require minimal physical effort, over time and throughout the day, these smaller movements can burn calories, serve as an important part of daily exercise, and contribute to the equivalent of 6,000 steps which should be taken each day as part of a healthy lifestyle, as recommended by the 2016 Chinese Dietary Guidelines.

About the "Thousand-Step Equivalent": Fitness experts often use what is called the "thousand-step equivalent" indicator to provide guidance on suggested daily physical activity and raise people's awareness of appropriate exercise frequency and intensity. The "thousand-step equivalent" can serve as a useful benchmark from which to craft an exercise routine. For example, walking at a medium speed of 4 kilometres per hour for just 10 minutes is equivalent to the intensity of walking one thousand steps. This amount of activity is also equal to washing the dishes or ironing for 15 minutes, or jogging for 3 minutes. When framing exercise in terms of the thousand-step equivalent, Chinese career women can realize a broader range of accessible exercise activities that they can easily work into their daily routine.

Activity Pyramid

Static activity:

Sitting, sedentary
Less than
60 minutes a time



Muscle exercise:

Sit-ups, push-ups etc.

2-3 times per week,
1-3 groups each time; and
10 movements each group



Aerobics:

Dancing, jogging, cycling, water aerobics, swimming, ball games etc.

3-5 times per week for at least 20 minutes each time.



Stretching:

Gymnastics, stretching, yoga, and ba duan jin etc.

5-7 times per week, with about 6-10 sets per time. Each set should last for 30 seconds.



Daily physical activity:

Walking, climbing the stairs, gardening, shopping and doing housework etc.

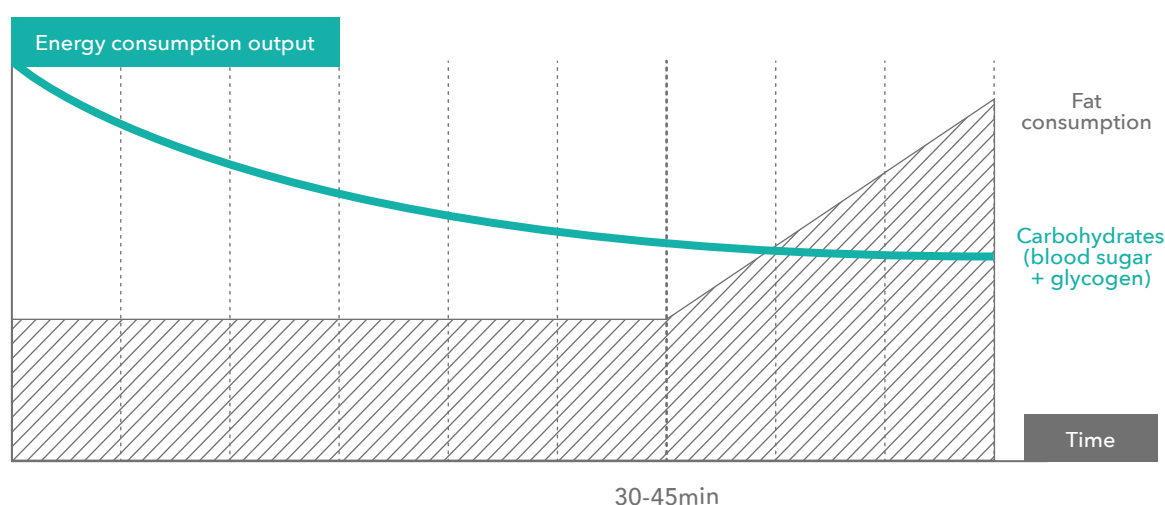
Several times a day,
Over 30 minutes cumulative



In the middle of the pyramid are three layers of more detailed levels of exercise, such as muscle exercise, aerobic exercise, and stretching exercise.

- **Muscle exercise:** Includes weight training, sit-ups, push-ups, and similar movements. This kind of exercise should be conducted 2-3 times per week, with each time addressing 1-3 groups (e.g. arms and legs; chest and back). Each group should be exercised with 10 movements.
- **Aerobics:** Includes dancing, jogging, cycling, water aerobics, swimming, and other activities. This kind of exercise is the most effective at burning fat and strengthening heart and lung function. This kind of exercise should be conducted 3-5 times per week for at least 20 minutes each time.
- **Stretching:** Includes gymnastics, yoga, and ba duan jin. This type of exercise contributes to improved physical flexibility, and should be conducted 5-7 times per week, with about 6-10 sets per time. Each set should last more than 30 seconds.

The Relations between three major energy providers (carbohydrates fats, and proteins) and exercising



Career women who want to slim down will see the best results when they exercise for longer. This is related to the overall energy cycle and breakdown of carbohydrates, fats, and proteins:

When people start to exercise, the body begins to break down the glycogen stored in muscle tissue and blood sugar is also mobilized to provide energy. After exercising for some time, hepatic glycogen is broken down to supplement blood sugar. With the increase of the exercising time, the output of fat is enhanced. Protein is decomposed and consumed to sustain energy for endurance training.

To put it simple, for those who want to slim down, effects will be enhanced when they exercise for at least 30 minutes each time for fat to be consumed largely.

Some suggestions for effective exercise

Dress appropriately: Whether indoors or outdoors, one should always dress appropriately for exercise and in alignment with the weather and seasons. When exercising outside, bright colours should be worn so that vehicles on the street are aware of your presence.

Expert reminder: Appropriate exercise attire contributes to an improved workout, and keeps you healthy and safe.

Don't forget to warm-up: A warm-up routine is a critical part of any workout. Before beginning to exercise, one should stretch or jog to activate the body and prime it for more rigorous physical activity. The scope and duration of warm-up activities will depend on the weather and setting of exercise, temperature, as well as your objectives for a particular workout (e.g. working out chest and back; or doing cardio-intensive exercise).

Expert reminder: Warm-up exercises enhance muscle reaction, flexibility, and allow the body to transit from a quiet state to a state of tension during exercise, thereby reducing sports injuries and also maximizing the positive effects of exercise.

Drink more water: Accelerated metabolism rates as well as increased sweating both lead to heavy water consumption when exercising, making it easy to become dehydrated. To maintain sound and sustained athletic performance, it is important to regularly drink water.

Expert reminder: Lack of water in the body during exercise not only reduces exercise capacity, but also adversely affects the body's metabolism, blood circulation, body temperature regulation, and the functional activities of various organs.

Ensure a regular workout schedule: 30 minutes per day of high intensity exercise is better than an hour of overly intense exercise several days a week.

Expert reminder: Because the health benefits of exercise tend to disappear within 72 hours, total weekly exercise time should not inform your workout routine. Instead, having a regular workout schedule, even if it's just for 30 minutes a day, is a better approach.

Don't just sit there: Working at an office often means spending long periods of time sitting at a desk – it is no secret that doing so is unhealthy. When possible, one should try to reduce the amount of time they sit at their desk by walking around, standing instead of sitting, or exercising for a minimum of 30 minutes per day in order to give one's body the motion it needs.

Expert reminder: As the survey reflects, career women believe that sitting in the office for a long time is detrimental to their health. This is also true. Even two people with the same weekly exercise routine will have different physical strengths depending on how long they sit down each day.

Find a workout buddy: With support from peers, family members, friends, and office colleagues, Chinese career women will be more proactive in their exercise and form healthy fitness habits.

Expert reminder: it can be difficult to motivate yourself to exercise when you have so much work to do. Take action by forming an exercise group among your colleagues, or finding a group membership at a nearby gym to your office.

LIU Ailing: "There is a policy on a national level to create healthy workplaces. We recommend companies to have more space and place exercise equipment in the office, just to make employees move a bit and not just sit there."

JIANG Wei: "Developing a good lifestyle is critical to staying healthy. However, it is often easier said than done. For career women who have a busy professional life, they can start by setting smaller and more manageable goals. For example, you could set easy goals in the beginning, like drinking a little more water each day, or eating just a bit more fruit. Other ideas may include ensuring you have breakfast, or extending your morning walk to work to get some exercise into your routine. Once you start with these small habits, you can develop new routines that enable you to take greater control over your physical health. Small steps can quickly evolve into bigger changes, and better health."

Stay positive: Managing psychological stresses and easing pressures

The Healthy China 2030 Plan points out that promoting mental health is a pivotal part of building a healthy life for all. It is essential to improve overall awareness of mental health conditions; promote mental health education; and strengthen mental health literacy.

The survey finds that Chinese career women are most in need of that guidance which can help them manage their psychological stresses. The thing is, there is no single, best-in-class approach to addressing psychological health. What works for one person may not work for another. This in turn implies that people, including Chinese career women, need to think deeply about the source of their stress and anxiety and empower themselves to manage these challenges.

Self-empowerment starts with recognizing that it is completely normal to have anxiety and stress. These and other negative emotions are unavoidable in our daily life. For example, anxiety is a natural reaction when we feel threatened. And, in some cases, moderate anxiety can help us succeed in certain situations where people need to think on their feet and/or respond to emergencies. Therefore, when negative emotions occur, Chinese career women should not worry too much and put even greater stress on themselves: this aggravates already existing negative emotions, and create a cycle of anxiety.

All of us carry the skills we need to be aware of our challenges and stresses and manage them appropriately. Discussions with psychologists and mental health experts reveal the following best practices in self-managing psychological health:

- **Identify and analyse sources of stress:** This is the most important yet often ignored piece of advice. Face your stress head-on by trying to identify and analyse what it is that is making you feel stressed out. Trying to run away from or ignore your stress will only make the challenge linger. Have strength and confidence in yourself to face your challenges.
- **Seek support from each other:** Rather than keeping everything to themselves, workplace women should talk to friends, family and colleagues and seek help when they are facing a mental health problem. In everyday life, workplace women should also try to be social, maintain uplifting interpersonal relationships, and form connections with friends to maintain a positive attitude and solicit support and friendship.
- **Sweat it out:** Exercising is a very effective way to ease stress. It can help to improve people's ability to handle negative emotions by regulating the stabilities of the nervous and endocrine systems. It can also alleviate a series of physiological reactions caused by psychological problems such as sleep disorders and fatigue, as discussed earlier in this study.
- **Stick to a routine, and get adequate sleep:** Respect your biological rhythms, maintain a daily schedule, and stay energized. Sleep is critical to keeping our bodies healthy and energized during the day, and strengthens memory retention. Lack of sleep can otherwise make people prone to fatigue, irritability, anxiety, depression and other issues.
- **Find and develop a hobby:** Hobbies can make people feel relaxed and add balance and freshness to life. Pursuing hobbies during spare time also enables Chinese career women to improve their productivity and creativity.

In certain stages of life, however, some career women may have a harder time managing their own emotions. In such moments, support from family and friends is critical. For example, “anxiety during pregnancy” and “postpartum depression” are largely caused by the weakening of self-adjustment abilities after giving birth.

Career women should be mindful of if and how negative emotions impact their lives at work and at home. Additionally, negative emotions in some cases can cause physiological reactions, such as chronic pain. In these situations, career women are advised to seek out professional help from trained therapists or psychiatrists. These doctors will first assess the severity of mental problems and, following diagnosis, work collaboratively with other healthcare professionals to provide targeted and appropriate treatments. If a diagnosis isn’t achieved, these professionals can still provide valuable advice tailored to patient needs. In any case, Chinese career women should not stigmatize professional psychological treatment, and know that seeking out professional help can be an indicator of strength, management, and empowerment.

About Psychological Health Practitioners

There is a range of healthcare professionals who treat psychological conditions, and in China, their roles are often misunderstood. All professionals who provide mental health services in a broad sense, including diagnosis, treatment, and counselling are all considered “psychology workers”. Among them:



Psychiatrists are medical doctors licensed to prescribe psychological and psychiatric treatments and drugs, and are professionals in diagnosis and treatment of mental illness.



Psychiatric-mental health practitioners are medical practitioners who are certified by the government’s health administration. When helping people with mental problems, they can use medication and other related intervening practices to treat people with mental illness.



Counsellors are psychology workers who are certified by the previous Ministry of Labor (which is now the Ministry of Human Resources and Social Security). Through the usage of psychology and related knowledge, they help those who struggle with mental problems and concerns. According to the latest Mental Health Law, counselling and treatment are distinct; counselors are not allowed to diagnose nor prescribe any drugs or treatment for mental illness or disorders.

WANG Xiangqun: “In China, people often equate psychiatry with psychiatric disorder. This is a misunderstanding and a prejudice. Psychiatrists are professionals who can diagnose and treat mental illnesses. If workplace women find themselves to have severe mental problems, they should go to the hospital and seek help from a professional. The earlier the diagnosis and treatment, the better.”

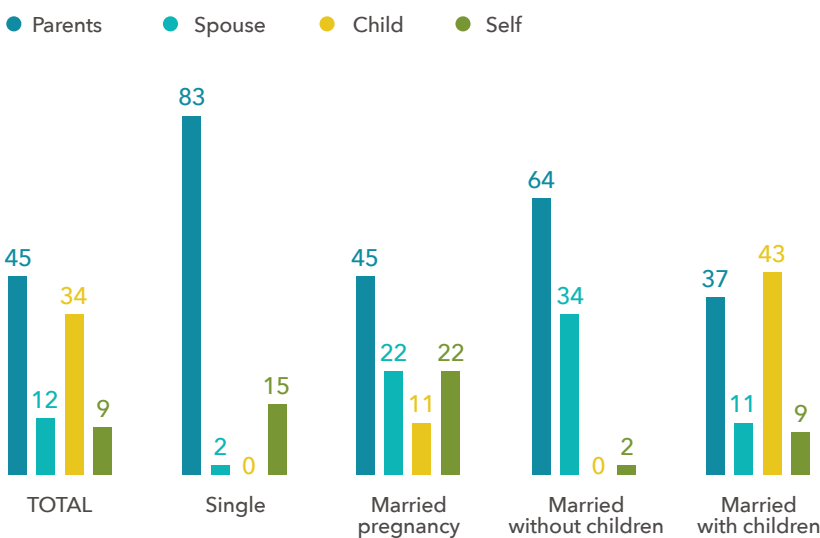
Healthy women are key to the development of a healthy society

Career women are the caregivers of the family

Chinese career women take their family responsibilities seriously, balancing multiple roles of being a wife, mother, daughter, and daughter-in-law in the household, not to mention their professional roles in the office. According to survey results, nearly 90% of career women identified themselves as the key decision-makers in their households when it came to family health. From purchasing health products and health insurance to deciding daily meals, these women undergird family health at home. The survey found that Chinese career women prioritize the health of their elders and their children, expressing profound concern for cross-generational health and well-being. For those women without children, the health of their parents is most important, while working mothers are chiefly concerned with their children's health.

As guardians of the family who also bring new generations into the world, women and their health are critical to the health of wider society. According to the Healthy China 2030 Plan released in 2016, women, children, the elderly, disabled, and low-income groups are key cohorts in Chinese society, with the plan calling for all of society to come together to address their health problems and elevate their well-being.

Career women's health priorities (%)



There is a clear need for the improvement of women's health

Our study reveals that this is especially true for Chinese career women, who play a critical role in the country's social and economic development. It is imperative that we work together to improve the health and vitality of these ambitious, hard-working, and often misunderstood women. Below are some suggestions put forward by experts:

- **Expand access to authoritative healthcare information and expertise**

According to the survey, Chinese career women often rely on new media platforms, such as social media, to educate themselves about health. However, in the Information Age, it can be difficult to ascertain the authenticity and authority of a diverse range of information.

Expert recommendation: The "Healthy China" app, a national-level new media communication and service platform launched by the National Health Commission, provides authoritative and expert healthcare advice. Information shared on the platform is endorsed by medical experts, features the latest scientific information, and is shared in a professional and timely manner.

- **Give full play to women's role as healthcare knowledge managers and decision makers**

The survey reveals that women play critical roles in managing family health, particularly for the elderly and children. In expanding their access to authoritative and scientific healthcare information and knowledge, experts must ensure that their advice is tailored to Chinese career women's specific needs and interests in taking care of their elderly and children, while also reminding women to maintain strong health themselves.

- **Promote cross-sector collaboration among business, government, and academia to improve health information services and distribution mechanisms to empower Chinese career women**

According to the survey, while Chinese career women have a strong sense of health management and intuition for their family's health, they also suffer from a lack of systematic and authoritative guidance on how they can best promote the health of their loved ones. Addressing this challenge requires cross-sector collaboration and coordination to equip Chinese career women with the healthcare information they need to ensure the health of their families and themselves. One approach could be creating consultation mechanisms. Additionally, employers should ensure that women have regular access to annual physical examinations and related resources, create a healthy working environment, and foster a corporate culture which prioritizes health and wellness as a key component of employees' success. Healthcare companies and service providers should also strive to share accurate and appropriate health information to consumers.

Building a healthy China must be a collaborative effort

The Tsinghua International Centre for Communications and the BLACKMORES Institute sincerely hope that this Green Paper will empower Chinese career women to better understand their health and equip them with the insights they need to better take care of themselves and their families. However, women cannot be alone in this effort. When we work together to improve women's health, we contribute to improved health for society at large. This Green Paper finds that making concrete strides towards realizing the Healthy China 2030 agenda, such as raising health literacy among Chinese citizens to 30%, should start with the Chinese women who form the backbone of national health.

