

Industrial Athlete

INDUSTRIAL ATHLETE CAMPAIGN

Presented by: Bart Dickson

President, OEG

Chairman, 2019 Heart Ball

AMERICAN HEART ASSOCIATION'S MISSION



To be a relentless force for a world of longer, healthier lives

2020 Impact Goal

Improve the cardiovascular health of all Americans by 20% and reduce deaths from cardiovascular diseases and stroke by 20% by the year 2020.

HEART DISEASE AND THE CONSTRUCTION **INDUSTRY**



Key risk factors for cardiovascular diseases include...



Obesity

Defined as having a body mass index of 30 or greater



Tobacco Use

Smoking is the leading preventable cause of death in the U.S.



Lack of Physical Activity

A key risk factor for both heart disease and stroke.

How do construction workers measure up?

27 percent are obese

More than a quarter of all construction workers are obese. meaning they have a body mass index of 30 or greater.3

31 percent are smokers

Smoking is more prevalent in the construction industry than virtually any other major industry1.

66 percent don't get enough exercise

Healthcare, the service industry and retail workers get more activity on average than construction workers.2

HEART DISEASE IN AMERICA



Cardiovascular diseases by the numbers4...



92 million

Number of Americans living with some form of cardiovascular disease.

2,200

On average, the number of Americans dying daily from cardiovascular diseases

40 seconds

There is a death from cardiovascular disease in our country every 40 seconds

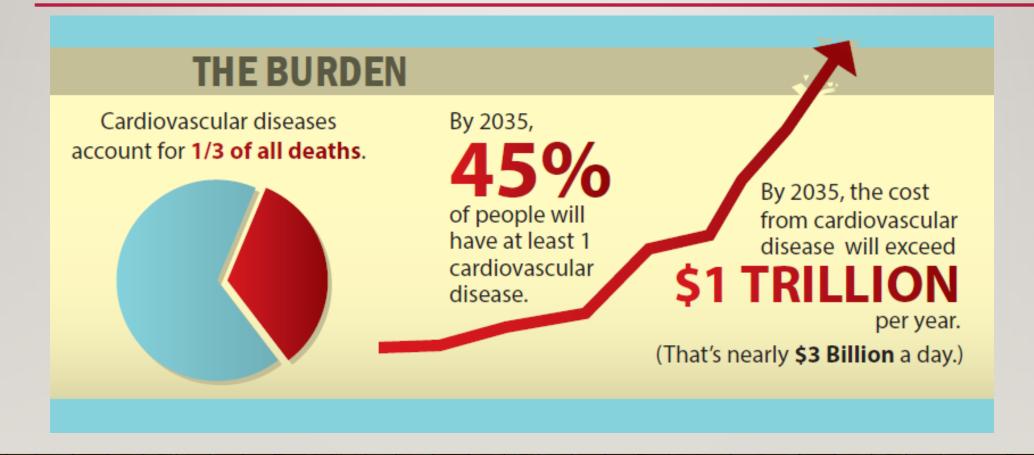
The economic toll of cardiovascular disease

The annual direct and indirect cost of cardiovascular diseases and stroke is estimated to be around \$316 billion. Cardiovascular disease and stroke accounted for more of our country's total healthcare costs than any other classification of disease.



HEART DISEASE IS COSTLY TO EMPLOYERS





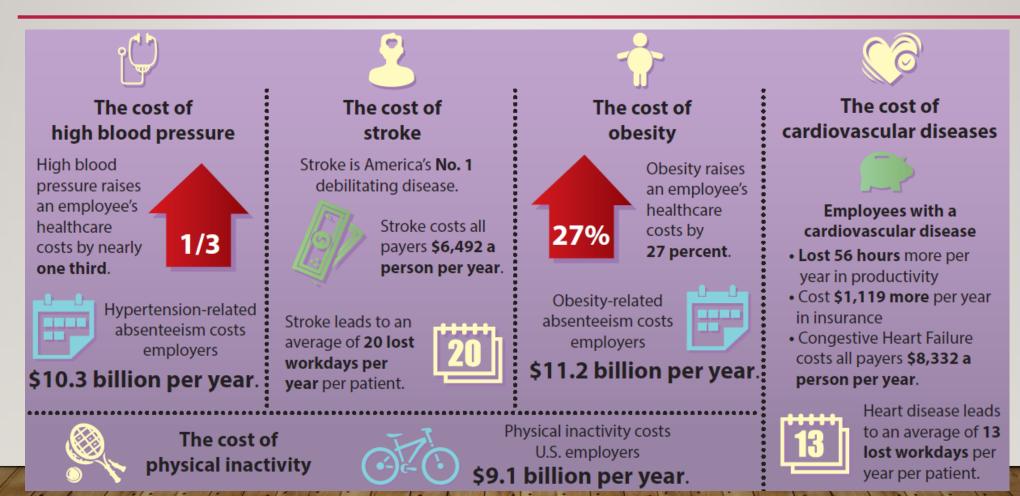
HEART DISEASE IS COSTLY TO EMPLOYERS



In the last decade, healthcare insurance premiums have drastically risen for both large & small businesses.

HEART DISEASE IS COSTLY TO EMPLOYERS





PERVASIVE HABITS...TO BE CHANGED



- Poor Dietary Choices
- Sugar-Sweetened Beverages (Energy Drinks, Soda, Gatorade)
- Lack of Physical Activity
- High Stress Environments (long hours, physically demanding, quick deadlines)
- Sleep Deficiency

TOUGH CONVERSATIONS VS. EFFECTIVE INVITATIONS



- Approaching individuals who need to change
 - Door knocker
 - -Sign poster
- Your troops need to see your banners
 - -What signals are we sending?
 - -What are the competing messages?

ACTIONS WE ARE TAKING – JOBSITE CAMPAIGNS







JOBSITE BASED PROGRAMS



Eat Smart Month

While construction workers have physically demanding jobs, over 71% are overweight or obese, compared to 69% of Americans.



Rethink Your Drink

Sugar sweetened beverages are the #1 source of added sugar in the American diet.



Know Your Numbers

There are nearly 80 million Americans with hypertension.



Construction/Corporate Recess

While construction workers have physically demanding jobs, over 22% do not get any physical activity outside of work, compared to 18% of all industries.





AHA – INDUSTRIAL ATHLETE CAMPAIGN INTEL CAMPUS LAUNCH WEEK



Monday:

Screened 33 people

2 were screened in Hypertension Crisis (both refused calling nurse or 911)

Wednesday:

Screened 100 people

3 were screened in Hypertension Crisis (all refused calling nurse or 911)

Thursday:

Screened 60 people

8 were screened in Hypertension Crisis (all refused calling nurse or 911)

AHA – INDUSTRIAL ATHLETE CAMPAIGN CONT.



- After being screened on Monday with high blood pressure, one worker started taking his medication again and came back on Thursday to check blood pressure. It had dropped a bit and he said he was going to keep taking it to get it under control again.
- After being screened on Monday with high blood pressure, one worker returned on Wednesday and shared that it was the first day he had not had an energy drink and he wanted to check it again. His reading had dropped by 20 points and his response was "Ok. That's it. I'm done with them. I'm going to try to stop drinking those things."
- One worker shared that he had 2 heart attacked earlier this year and that his doctor had put him on medication for his blood pressure and recommended that he start self-monitoring. He had not yet purchased an at-home monitoring system and shared that he was excited that he now had the option to start monitoring at work.
- One worker was screened in Hypertension Crisis and adamantly declined us calling the nurse or 911. However, he shared that he did not haver a primary care physician and said hew as going to establish a doctor that evening.

AHA – INDUSTRIAL ATHLETE CAMPAIGN CONT.



- One worker was screened on Monday with elevated blood pressure. He came back on Wednesday to share that he had stopped by his doctors office on the way home on Monday.
- One worker shared that he had been having chest pains a few weeks ago and had a visit with the cardiologist scheduled
 for later this week. He said he was thinking about canceling because he hadn't had the pains since scheduling but was
 curious to see what his blood pressure was. It was elevated, but not in crisis. He walked away sharing that he was definitely
 going to see the cardiologist.

The most concerning this was the response from each person who was screened in Hypertensive Crisis. While some were surprised by the numbers, some were not, but each became extremely aggravated and angry when our onsite team recommended they seek immediate medical treatment, especially when we mentioned the onsite nurse. When we urged them to reconsider and tried to explain that this is the life-threatening zone, the majority stormed off.

Themes identified were:

- ☐ I need the money. I can't leave my job.
- ☐ I can figure it out on my own.
- ☐ I promise I will make an appointment with my physician.

HOW YOU CAN SUPPORT



- Place our region/state as the clear leader of worker health and safety by a meaningful multiyear investment in the Industrial Athlete Campaign
 - Lower health care/medical costs
 - Greater productivity of work force
 - Increased union market share
- Sponsor a project for the Industrial Athlete Campaign. Contact Bart Dickson for additional details
- Make a donation online pdxheartball.heart.org

TOGETHER WE CAN MAKE A DIFFERENCE! JOIN US!



















LEARN MORE



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