



American
Heart
Association®

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 industry.¹

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



THE BURDEN

Cardiovascular diseases account for **1/3 of all deaths.**



By 2035,
45%
of people will
have at least 1
cardiovascular
disease.

By 2035, the cost
from cardiovascular
disease will exceed
\$1 TRILLION
per year.

(That's nearly **\$3 Billion** a day.)

















HEART DISEASE IS COSTLY TO EMPLOYERS



HEART DISEASE IS COSTLY TO EMPLOYERS



 <h3>The cost of high blood pressure</h3> <p>High blood pressure raises an employee's healthcare costs by nearly one third.</p>  <p>Hypertension-related absenteeism costs employers \$10.3 billion per year.</p> 	 <h3>The cost of stroke</h3> <p>Stroke is America's No. 1 debilitating disease.</p>  <p>Stroke costs all payers \$6,492 a person per year.</p> <p>Stroke leads to an average of 20 lost workdays per year per patient.</p> 	 <h3>The cost of obesity</h3> <p>Obesity raises an employee's healthcare costs by 27 percent.</p>  <p>Obesity-related absenteeism costs employers \$11.2 billion per year.</p> 	 <h3>The cost of cardiovascular diseases</h3>  <p>Employees with a cardiovascular disease</p> <ul style="list-style-type: none">• Lost 56 hours more per year in productivity• Cost \$1,119 more per year in insurance• Congestive Heart Failure costs all payers \$8,332 a person per year.
 <h3>The cost of physical inactivity</h3>	 <p>Physical inactivity costs U.S. employers \$9.1 billion per year.</p>	 <p>Heart disease leads to an average of 13 lost workdays per year per patient.</p>	

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

Three icons representing healthy food: a watermelon slice, a broccoli, and another watermelon slice.

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

A red heart icon with a white ECG line passing through it.

Know Your Numbers
There are nearly 80 million Americans with hypertension.

Two icons representing sugary drinks: a red and white striped soda can and a green smoothie cup with a straw.

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

Two icons representing safety and health: a yellow hard hat and a red first aid kit.

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.



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- 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 attacks 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 have a primary care physician and said he was 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 multi-year 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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