

BUILDING A HEART HEALTHY WORKPLACE

Kerrin Kleinschmidt
Sr. Community Impact Director
AMERICAN HEART ASSOCIATION



Today's Agenda

- What is Heart Disease and Stroke?
- Warning Signs and Actions
- CPR
- Risk Factors
- Best Practices for Worksites
- CPR and AEDs
- AHA Resources



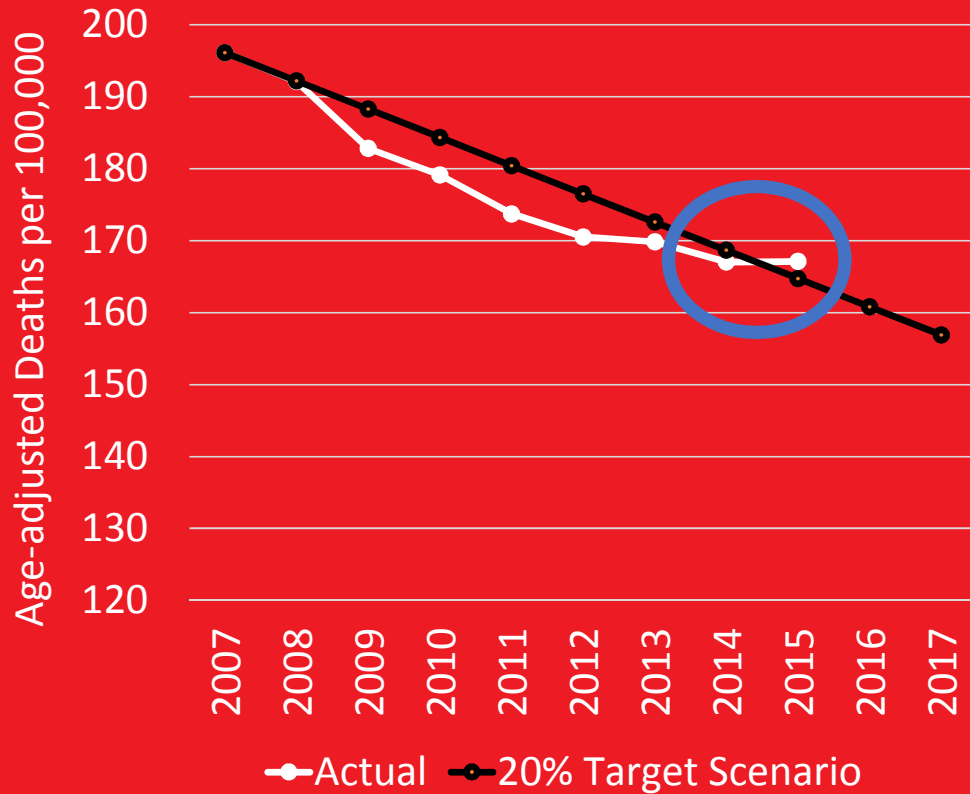
WHY DOES IT MATTER?

For the first time in decades, we are seeing deaths from heart disease and stroke on the rise.

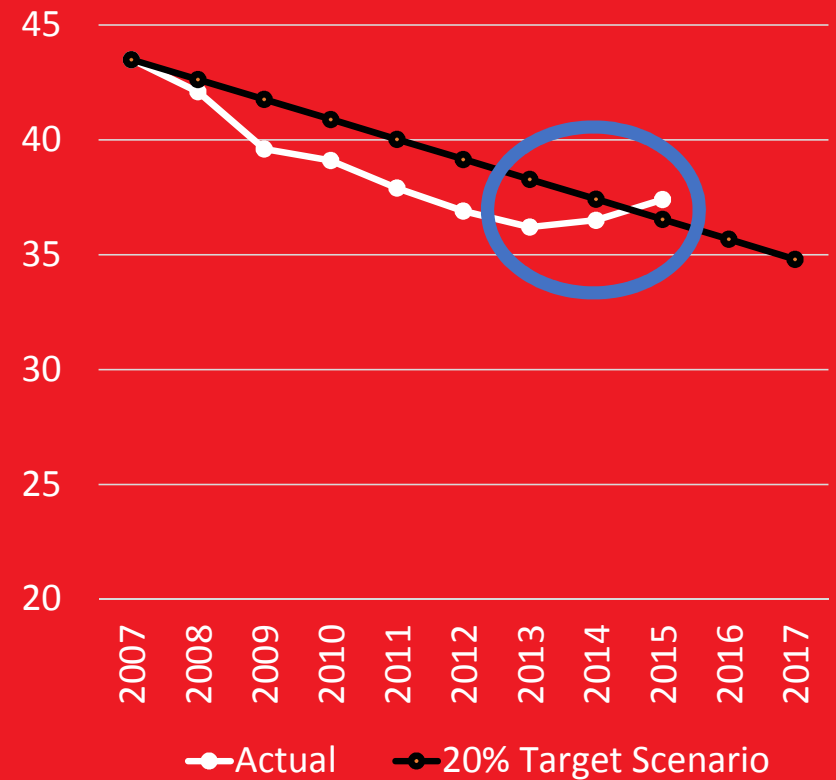


MORE PEOPLE ARE DYING FROM HEART DISEASE AND STROKE

HEART DISEASE



STROKE



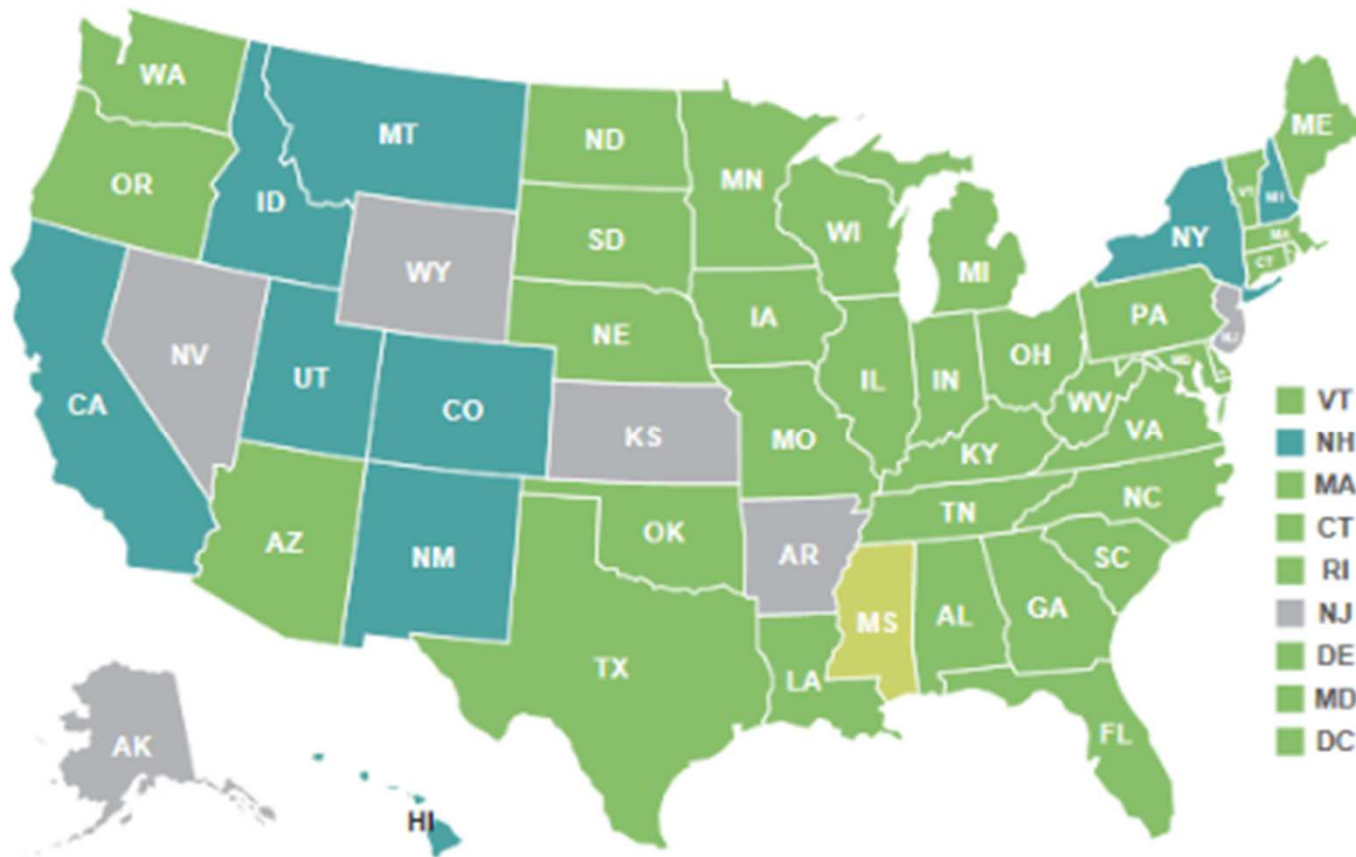
Source: NVSS 2007-2015. Heart Disease: I00-I09, I11, I13, and I20-I51

Source: NVSS 2007-2015. Stroke: I60-I69

PERCENT OF OBESE ADULTS BY STATE (Body Mass Index of 30+)

0 - 9.9% 10 - 14.9% 15 - 19.9% 20 - 24.9% 25 - 29.9% 30 - 34.9% 35%+

1990



BUT THERE'S GOOD NEWS!



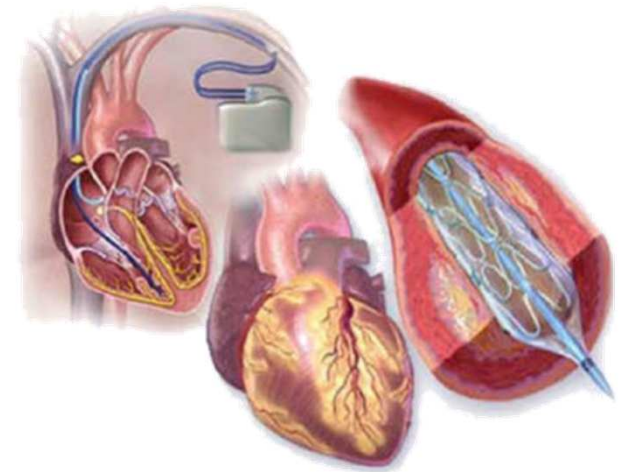
Heart disease and stroke can be prevented **80 percent of the time** by making healthy choices.



What is Heart Disease?

Diseases involving the heart or blood vessels – technically refers to any disease affecting the Cardiovascular System

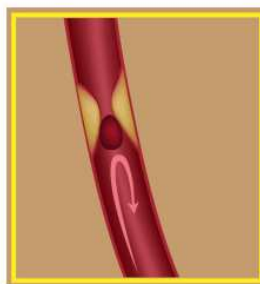
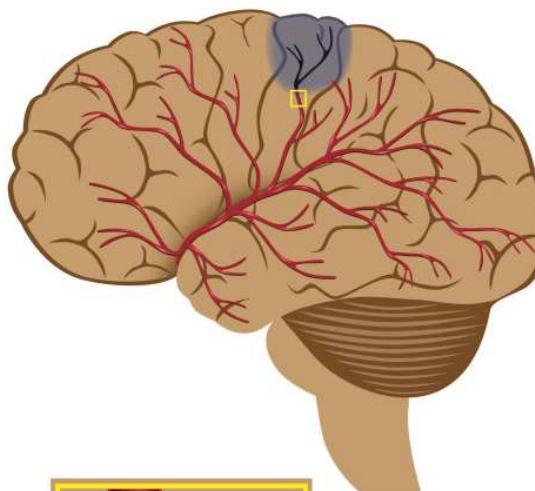
- Coronary Heart Disease (narrowing due to plaque)
- Heart Failure (insufficient blood being pumped)
- Irregular heartbeat (electrical problems)
- Heart Valve Disease (murmur/leaky valve)
- Cardiomyopathy (muscle disease)
- Congenital defects (defect at birth)



What is a Stroke?

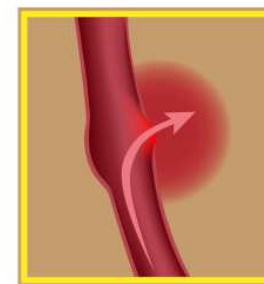
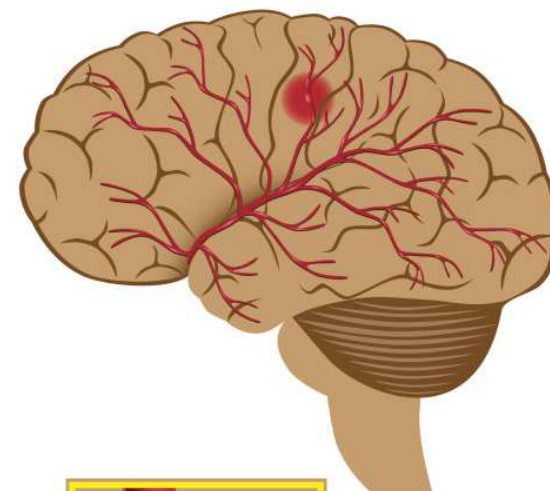
- Affects brain arteries
- Blood vessel blocked by a clot or a burst/rupture
- Parts of the brain cannot get oxygen and brain cells die

Ischemic Stroke



Blockage of blood vessels; lack of blood flow to affected area

Hemorrhagic Stroke



Rupture of blood vessels; leakage of blood

WARNING SIGNS

→ Heart Attack

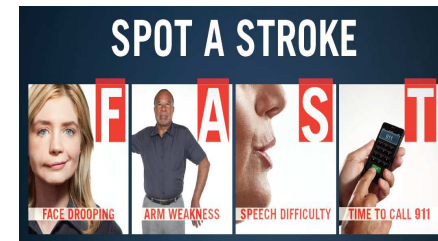
- Chest discomfort
- Discomfort in upper body
- Shortness of breath
- Cold sweat
- Nausea
- Lightheadedness

Note that **women** are more likely to experience these symptoms:

- shortness of breath
- nausea/vomiting
- **back or jaw pain**

→ Stroke

- Face Drooping
- Arm Weakness
- Speech Difficulty
- Time to Call 9-1-1

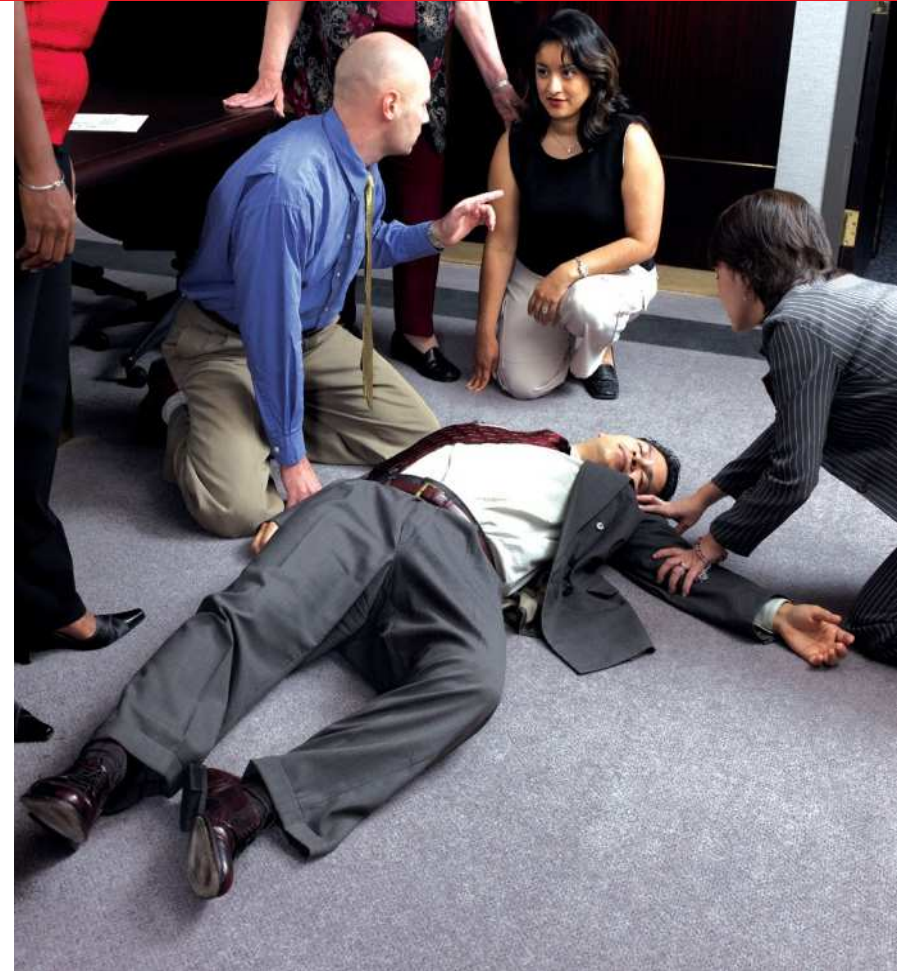


Time Lost is Brain Lost!

If the person shows any of these symptoms, even if they go away, call 9-1-1- and get them to the hospital immediately!

Sudden Cardiac Arrest and CPR

- Over 5,000 people have cardiac arrest in Arizona each year
- 90% of people who suffer out-of-hospital cardiac arrests die.
 - CPR, especially if performed immediately, can double or triple a victim's chance of survival!
- 70% of out-of-hospital cardiac arrests happen in homes and residential settings.
- Less than half of people who experience an out-of-hospital cardiac arrest get the immediate help that they need before professional help arrives.
- Learn more at www.heart.org/handsonlycpr



RISK FACTORS FOR HEART DISEASE

Controllable Risk Factors

- High Blood Pressure
- High Cholesterol
- Physical Inactivity
- Unhealthy Diet
- Obesity and Overweight
- Type 2 Diabetes
- Smoking

Uncontrollable Risk Factors

- Increasing Age
- Family History
- Race (members of some races, particularly African-Americans, are at higher risks)

Heart Healthy Workplace



Workplace Health Best Practices



Leadership



Policies and Environment



Communications



Programs



Engagement



Partnerships



Reporting Outcomes

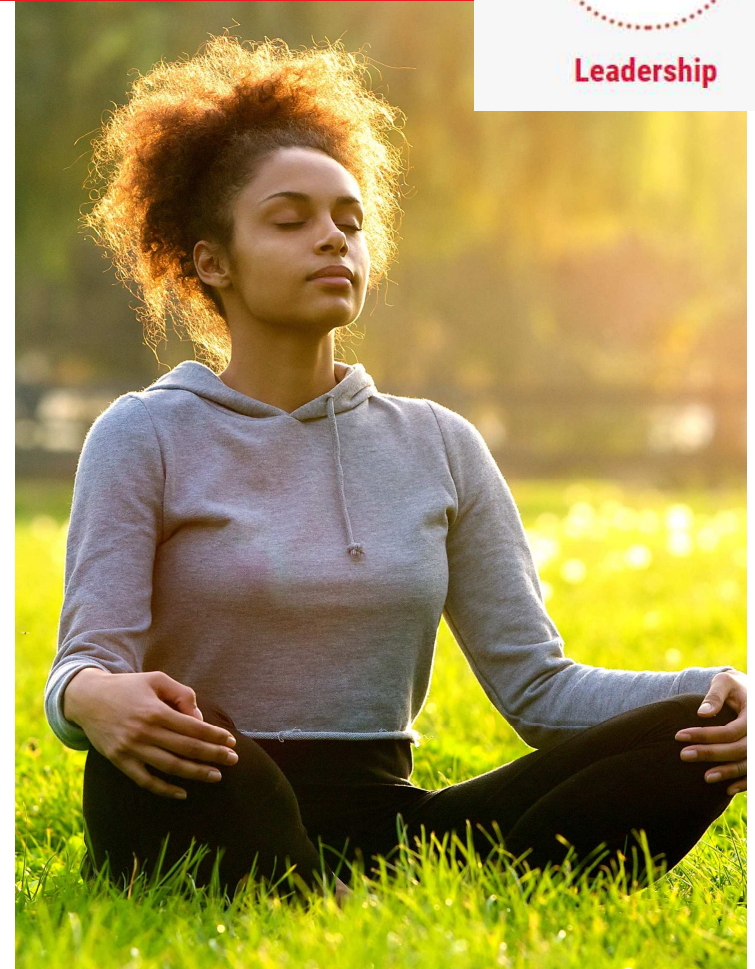
Leadership



Leadership

Tips

- Health promotion mission statement
- Well-being a central business goal
- Actively participating in health activities
- Communicate health goals from all levels
- Support programs through time, money and space



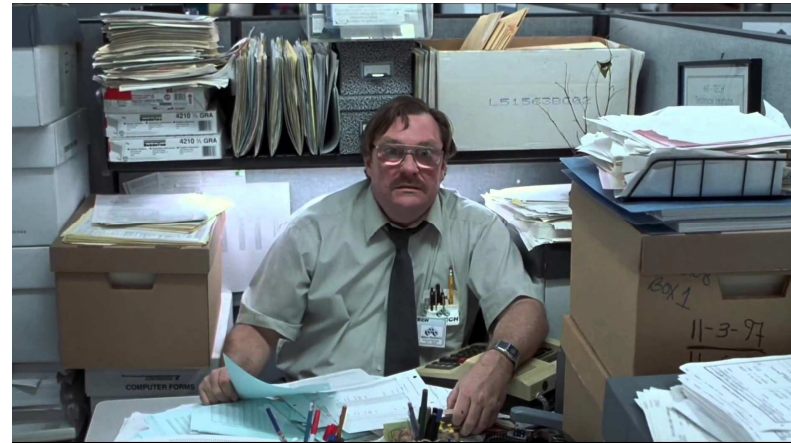


Policies and Environment

Policies and Environment

How Policies Can Support Health Promotion:

- 1) Build a culture of health
- 2) Institute health-promoting policies
- 3) Establish a supportive workplace environment
- 4) Ensure that programs are legally and ethically compliant



Tips

- Ban smoking (and tobacco products) in your worksite
- Easy access to affordable, healthy foods
- Supportive environments that encourage employees
- Familiarize yourself with law and regulations

Communications



Communications



Tips

- Survey employees to better understand their perspective
- 'Scannable elements' to quickly capture employees' attention
- System to share employee successes
- Multiple delivery channels
- Communications calendar



Programs

Programs

Tips

- Credible sources that employ scientific evidence and case studies
- Customize to serve employees with different levels of education, risk, tech savviness and/or readiness to change
- Incentives to encourage participation
- Free biometric screenings or health risk assessments
- Leverage partnerships



Engagement



Engagement



Tips

- Gather information from employees through a needs assessment or focus group
- Involve employees from different departments and levels
- Appropriate incentives to encourage participation and reward success
- Competitions
- Allow family members to join
- Keep the messages fresh



Partnerships

Partnerships

Tips

- Know your organization's role in the community
- Find partners that have similar goals
- Leverage free, ready-made resources
- Link programs to Corporate Social Responsibility
- Leverage vendor relationships
- Engage unions and other employee groups from the start



Reporting Outcomes



Reporting Outcomes



IMPACT!

Tips

- Have an evaluation plan before the program is started
- Keep track of implementation as you go
- Assign responsibility for data collection and reports
- Keep your audiences in mind when preparing reports

Workplace Health Best Practices



Leadership



Policies and Environment



Communications



Programs

<https://playbook.heart.org/>



Engagement



Partnerships



Reporting Outcomes

Emergency Preparedness



- Start by creating an Emergency Plan for all medical emergencies, including heart-attack and stroke
- Require supervisors, or, at least 1 person per shift/floor, to be CPR Certified
- Include CPR Training in your on-boarding process and new-hire orientation
- Promote Hands Only CPR videos – www.heart.org/handsonlycpr

CPR HACK:

AHA CPR Anytime Kits are 20-minute, self-directed, kits that teach employees the lifesaving skills of CPR, AED use, and choking relief

AED Program – To Be or Not to AED



- Get medical oversight
- Work with local EMS
- Choose an AED
- Make sure program support is available
- Place your AEDs in visible and accessible locations
- Develop a training plan
- Raise awareness of the AED program
- Implement an ongoing maintenance routine

AED HACK:

The AHA has one-sheets on AED Programs, including lists of manufacturers, they can provide you.



AHA Resources

- AHA Worksite Health Playbook
 - <https://playbook.heart.org/>
- Workplace Health Solutions
 - www.heart.org/workplacehealth
- AHA Friends and Family CPR Anytime Kits
- AHA Infant Anytime Kits
- Hands-Only CPR
 - www.heart.org/handsonlycpr
- Food and Beverage Toolkit
 - www.heart.org/foodwhereur

BUILDING A HEART HEALTHY WORKPLACE

Thank you!

