



The American Heart Association ND PERS Worksite Wellness Program Opportunities

November 2007

Discover passion in everything you do: **Embrace Our Cause.**



Our Mission

Building healthier lives, free of cardiovascular diseases and stroke.

Discover passion in everything you do:
Embrace Our Cause.



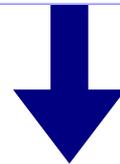
Our Causes



Women and Heart Disease



Childhood Obesity



Stroke in Minorities

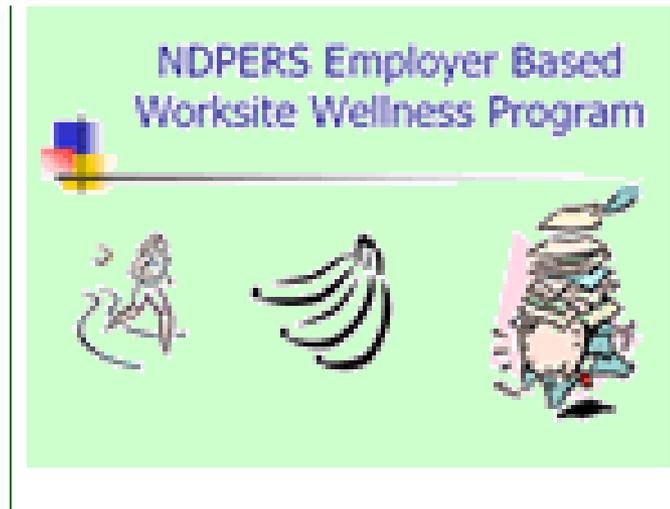


Adults and Physical Activity

Worksite Wellness Programs

The American Heart Association understands the challenges to worksites to provide education and wellness activities to their employees with limited budget or staff expertise. These programs were developed with those challenges in mind.

- Employee education and awareness component – newsletter in print or e-mail
- Education Opportunity – Short video or Power Point presentation – 30 minute session for Lunch n Learn
- Activity – blood pressure screen, walking program, etc.
- Materials and additional resources available on line
- Low cost or no cost to employer





love your heart: Go Red

Go Red North Dakota Key Messages



- ...Heart disease is the No. 1 killer of women in North Dakota**
- ...Heart disease is preventable**
- ... Love your heart – know your numbers and complete the online Go Red Heart Check-up.**
- ... Visit with your healthcare provider to discuss your personal risk and an action plan to prevent heart disease and stroke.**
- ...Learn how to incorporate heart healthy habits into your daily life**
- ...Become a part of the Go Red For Women movement: and join the fight against heart disease.**

Wear Red Day

Friday, February 1, 2008

Wear Red Day is a great way to build awareness of heart disease and the #1 killer of women and men in North Dakota. The program urges women and men to take concrete actions to reduce their risk of heart disease.

2 point program components

- Employee newsletter with information on women and heart disease (e-mail or print version available)
 - Posters in employee areas.
 - Encourage employees to “Join the Movement” and Complete the “Go Red Heart Checkup”
 - Power Point education session
 - Wear Red Day worksite Tool kit – raises funds to support research & education
-

The Wear Red Day materials are provided at no cost to the employer. Heart Disease is the #1 killer of men in North Dakota. The risk factors and numbers to know are the same for men and women.



start!

Walk More
+ Eat Well
Live Longer

Snapshot Of Start!



Health Impact

- **Adults can gain two hours on their life expectancy for every hour of regular exercise**
- **Almost 65% of adults are overweight or obese; most adults are not active at recommended levels**
- **Productivity losses related to health annually cost US employers an estimated \$225.8 billion**
- **Worksite wellness is widely recognized by experts as a key strategy for curbing obesity.**

Program Components

- Health message posters
- Mark a walking route in the building using “Start” icons
- Plan a kick off event with a walking challenge: set a goal to walk a set distance.
- Sign up employees for the walking challenge, Can sign up as a team or individual
- Track the progress
- Celebrate success by holding a recognition event to celebrate milestone awards

Start!

Key Components

- Start! Heart Walk: Signature event
- Start! walking program
- MyStart! Online – to track physical activity
- Lifestyle change awards
- National Start! Walking Day – April 16, 2008
- Start! Fit-Friendly Company recognition

www.americanheart.org/start

Choose to Move

**CHOOSE
TO MOVESM** *A FREE PHYSICAL ACTIVITY PROGRAM FOR WOMEN.*

Program Components – 2 points

- Employee Education newsletter/e-mail series distribution
- Encourage employees to sign up online for “Choose To Move”
- 12 week program
- Activity: Schedule walking breaks



The American Heart Association's Worksite Wellness Programs



Know Your Numbers

2 Point Program

- Facilitate low cost health screening at the worksite
- Screening should include: fasting lipid profile (total cholesterol, LDL, HDL, triglycerides), blood glucose, BMI, waist circumference, blood pressure.
- Provide the opportunity for employees to complete the online Go Red Heart Check-up
- Employee newsletter with information on heart disease risk factors (e-mail or print version available)
- Power Point education presentation on heart disease risk factors and knowing your numbers.
- Distribute to all employees: “Know Your Numbers/Heart Check-up” cards

**The typical cost per screening is \$20 - \$30/employee.
The newsletter, power point presentation, and “Know Your
Numbers” cards are provided at no charge.**

Additional topic handouts are available on line at

www.americanheart.org

Heart Disease – #1 Killer

Heart disease continues to be the #1 killer of men and women in North Dakota despite significant medical advances. Stroke is the #3 leading cause of death. Many risk factors for heart disease and stroke are lifestyle choices.

- **Power Point Presentation - #1 Killer**
 - **Employee Education Newsletter/Flyer/e-mail on American Heart Association and risk factors for heart disease**
 - **Learn and Live quiz – Online tool to access heart risk factors**
 - **Activity: Pick at least one**
 - **Provide smoking cessation information to employees**
 - **Include a survivor story into education session**
 - **Provide information display on one of the risk factors.**



This is a 2 point program

Know Stroke. Know the Signs. Act in Time.

Stroke is the #3 leading cause of death in the United States. Minutes matter in reducing the damage caused by stroke. Employees can take action to reduce their risk.

You at Risk? (Guide to Stroke risk factors)

Education session with video: “Know Stroke”

Post posters – “Know the Sudden Signs of Stroke”

Distribute employee education/e-mail on “Stroke: Are Activity: Blood Pressure Screening

**Optional Additional Activities:
Display with AHA handouts on stroke**

These materials come in a box. Shipping costs to return video responsibility of employer
Cost of blood pressure screening.

High Blood Pressure

High Blood pressure is known as the silent killer. Many individuals with high blood pressure are unaware because they have no symptoms. High blood pressure damages your body and lead to heart disease, stroke, kidney or eye damage.

- **Employee Education flyer/e-mail on “High Blood Pressure**
- **Activity: Blood pressure screenings for employees**
- **Distribute weekly employee education flyer/e-mail on blood pressure risk factors:**
 - **Risk factors you can not control, weight, salt/sodium, DASH diet, exercise, and stress**
- **Optional activities:**
 - **Follow-up blood pressure screening for employees 2-3 months after initial screening**

This is a 2 point program

Costs limited to the cost of bringing in a health professional to do blood pressure screenings.

Cholesterol Low Down



On Line Program
Web based
National Cholesterol
Awareness Program

5 steps

Program components – 2 points

- Distribute employee education flyer/e-mail on “Cholesterol – Know your numbers and what they mean”
- Activity: Low cost cholesterol/blood lipid screening
- Encourage employees to sign up and participate in Cholesterol Low Down online.
- Monthly e-newsletter

5 steps

- What is Cholesterol/Getting Started
- Adjust Your Diet
- Get Active
- Check Your Progress
- Keep It Up (and Down)

www.cholesterollowdown.org

- The typical cost per screening is \$25 - \$30/employee.



Making a difference

How does your worksite walk the talk?

- Policies
- Vending/Onsite foodservice
- Break activities
- Offering healthy foods at meetings and catered event
- Coffee pot vs water dispenser

Think about it. Have a discussion at your worksite.

Make a change or two to support your employees in living a healthy lifestyle.

**Thank You For Your Support –
We look forward to working with you!**

www.americanheart.org/GoRedND

ND PERS website link

AHA – Jamestown Office 701-252-5122

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