



# **Developing A Culture of Wellness in the Manufacturing Setting**

**Paul Lutz & Jackie Kendziorski**

# About the Speakers

# Objectives

## EDUCATION

- Programs for decreasing MSK injuries
- Methods of communicating & promoting wellness

## MOTIVATION

- Ideas that can be implemented in any setting
- Developing a cross functional position
- Importance of engagement in improving employee health & safety

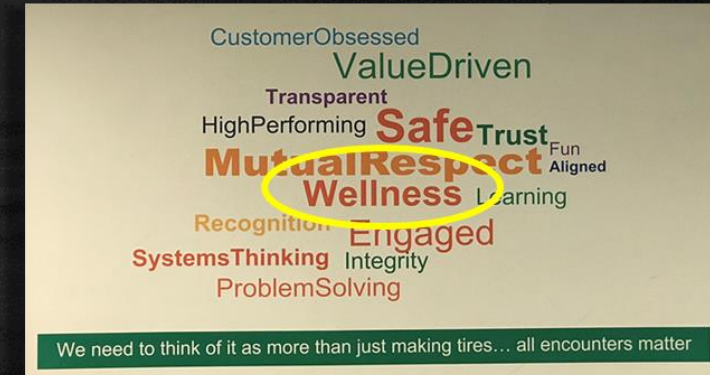
## INSPIRATION

- An award-winning transformation to over 80% participation in health & wellness services & programs

# One Plant's Amazing Story

# Starting Point

- Recent culture change
- Culture model included “Wellness”
- Support of previous wellness positions – but no real results
- Participation in health-related services minimal (14%)
- 78% of OSHA’s were from MSK injuries
- Skeptical plant manager w/ an open mind



***“The race to develop a culture of wellness couldn’t be a sprint. In order to succeed it had to be a marathon – and we still haven’t crossed the finish line.”***

# What Does “Winning” Look Like?

## DEVELOP:

- Wellness position
- Wellness/Safety brand and culture

## IMPROVE:

- Engagement w/ associates, leadership, corporate and vendors
- Communication, promotion & participation in wellness services
- Overall health of associates

## DECREASE:

- MSK injuries

### 3 YEAR PLAN:

- ① EDUCATION OF SERVICES, PROGRAMS PROVIDED, HEALTH TIPS
- ② MOTIVATION w/ INCENTIVES - PLT
- ③ HEALTH IMPROVEMENT +  
↓ INJURY FROM SSDE'S

***We wanted the health and wellness culture  
to impact our team's safety at work and  
extend beyond the building to their families.***

*K.H. – Former Plant Manager*



# Winning Defined

- 2021 HBCO Healthy Worksite Platinum Award
- 2021 Goodyear Global Best Practice for Wellness Culture
- 2020 HBCO Healthy Worksite Gold Award
- 2018 AME Best Practices in Safety, Wellness & Ergonomics
- Increased participation in wellness related programs & services
- Employee Health Improvements
- Wellness programs & communications shared across the company footprint
- Lowered MSK injuries
- Reduction in Absenteeism
- Reduction in WC costs
- Production & Efficiency Increased w/ Healthier Workers

The background of the image is a dense, overlapping collage of various colored sticky notes. The colors include shades of light blue, pale green, soft pink, and muted yellow. Each sticky note features a large, dark grey question mark in the center. The notes are scattered and layered, creating a textured, busy appearance. The overall theme is one of inquiry and uncertainty.

**HOW CAN YOU CREATE A  
CULTURE OF WELLNESS?**

***HOW TO DEVELOP A CULTURE OF WELLNESS IN  
THE MANUFACTURING SETTING:***

***TIP #1 – SAFETY FIRST***

# THE PIECES TO THE SAFETY PUZZLE:

- Near Miss Program
- Pre-Shift Stretching
- New Hire/RTW Conditioning Program
- Ergonomic Program
- Safety Campaigns
- Outreaches
- Wellness Programs

# Brand Safety & Wellness Together

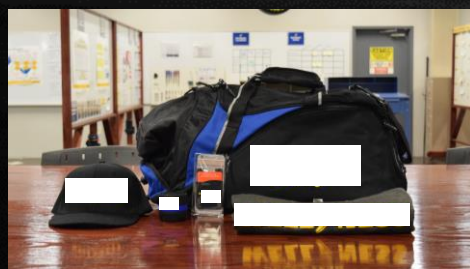
- Develop a “Wellness” Logo/brand
- Acquire “Wellness” Merchandise
- Develop Communications & Ways to Promote
- Incorporate “Wellness” Into Safety Culture
  - Safe Start Huddles
  - Manager Meetings ⇒ Wellness Wednesday & Stretching
  - Plant Safety Steering Committee ⇒ Wellness Committee
  - “Home Safe” & “Wellness” Boards



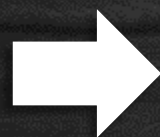
# Branding Progression



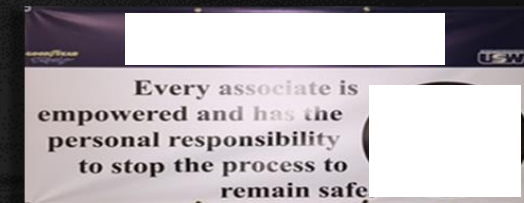
Wellness Logos



Wellness "Swag" for Incentives



Wellness Communications



## Combine Cultures

- Safety/Wellness in meetings
- Safety/Wellness at work
- Safety/Wellness at home

# Safety Programs

- Gate Greet/Safe Start Huddles
- Weekly Safety Messages
- Monthly Safety Themes
- Safety Campaigns
- “Safety Month” Competitions

**SAFETY MESSAGE: AVOIDING WRONG WAY DRIVERS**

<b>FACTS &amp; STATS</b> <ul style="list-style-type: none"><li>• Wrong-way driving is a top cause of car accidents</li><li>• Almost 61% of these accidents:<ul style="list-style-type: none"><li>• Are caused by drunk-drivers</li><li>• Take place between 12-6 am</li><li>• Are concentrated around 2 am when bars typically close.</li></ul></li></ul>	<b>IN THE HEADLINES</b> <p>Wrong way crash in Massillon, Ohio leaves 1 dead (July 17<sup>th</sup> 2019)</p> <p>Wrong way crash in Georgia leaves 7 dead (July 6<sup>th</sup> 2019)</p>
<b>COMMON AREAS OF CONCERN</b> <ol style="list-style-type: none"><li>1) Freeway Entrance Ramps</li><li>2) One-Way Streets</li><li>3) The Highway (12-6am)</li></ol>	<b>DRIVING DEFENSES</b> <ul style="list-style-type: none"><li>• Be aware during times of higher risk (12-6am)</li><li>• Flash your high beams to try to get their attention</li><li>• Safely pull over to the side of the road IMMEDIATELY</li></ul>

**SUPER SAFETY DEFENSES**

Throughout October, we will be focusing on some Super Defenses against injuries in the plant.

Give us a Safety Message about defenses related to work or home & you could win your favorite Super Hero's T-Shirt!

Turn entries into any Target Zero Box or give to an EHS Team member. Drawing will be held in November.



<b>THIS WEEK</b> <ul style="list-style-type: none"><li>• <b>October's Challenges:</b><ul style="list-style-type: none"><li>◦ Black Tater – 4 Week To Preventing Weight Gain – <b>20 Points</b></li><li>◦ Schedule a Health Coaching or Nutritional Coaching Session – <b>20 Points</b></li><li>◦ Know Your Numbers: Round 2 – Get your InBody and Biometric Screening – <b>150 Points</b></li></ul></li></ul>	<b>OTHER INFO/EVENTS</b> <ul style="list-style-type: none"><li>• <b>Olive Oil 101</b><ul style="list-style-type: none"><li>• Thursday October 17<sup>th</sup></li><li>• 7am- 7:30am- 8pm- 8:30pm</li><li>• Talladega Conference Room</li><li>• <b>20 Points</b></li></ul></li><li>• <b>New Equipment Coming to the Fitness Center &amp; Break Areas in October/November</b><ul style="list-style-type: none"><li>• Exercise Balls, BOSU Balance Trainer, Foam Rollers, Soft Plyo Box, Slam Balls, Kettle Bells, Monster Bands &amp; 10 Resistance Tube Band Kits for the Break Areas</li></ul></li></ul>
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# Musculoskeletal (MSK) Programs

- Engagement on the Floor
- Stretching
- Ergonomics
- Safety Campaigns





# Stretching Progression

## YEAR 1

- Leadership support
- Developed visual instructions
- Piloted in every department/shift
- Volunteers

## YEAR 2

- Incentives – Random Raffle
- Salary Volun"told"
- Stats

## YEAR 3

- Incentives – Point System
- Wellness Leaders

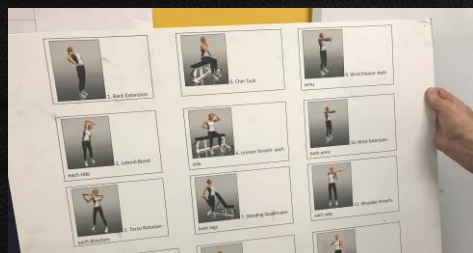
### PRE-SHIFT STRETCHING PROGRAM

- All stretches should be performed in a proud posture with shoulders back and chest open.
- When standing, have your feet shoulder width apart with a slight bend in the knees.
- Perform stretches in a slow, controlled manner - hold stretches for 10 seconds.
- If you feel any pain - STOP immediately!

WARR-UP	NECK	BACK	UPPER BODY	LOWER BODY
 <p><b>Shoulder Roll</b> With arms extended out at your sides, roll your shoulders forward and back in a circular motion, repeat the movement going backwards.</p>	 <p><b>Neck Extension "Armageddon"</b> Looking forward, extend your arms forward towards the ceiling.</p>	 <p><b>Back Flexion "Back to the Future"</b> With knees slightly bent, lift your feet and reach forward the floor - bringing your chest towards your thighs.</p>	 <p><b>Chest Stretch "Prison Break"</b> With your hands in the back of your waist, pull your arms and your hands together.</p>	 <p><b>Good Stretch "Frites at the Caribbean"</b> With your feet shoulder width apart, step your right foot forward and lean your torso over your right leg.</p>
 <p><b>Arm Circles</b> With arms extended out at your sides, make small circles, increasing the movement going backwards.</p>	 <p><b>Neck Flexion "Godfather"</b> Looking forward, bend your neck and bring your chin down towards your chest.</p>	 <p><b>Back Extension "Wayne's World"</b> Place your hands on your hips and lean your torso back, keeping your feet flat on the floor.</p>	 <p><b>Shoulder Stretch "Goodfellas"</b> With your arms extended forward, parallel to the floor, pull your right arm across your chest.</p>	 <p><b>Hip Flexor Stretch</b> With your feet shoulder width apart, step your right foot forward and lean your torso over your right leg.</p>
 <p><b>Overhead Reach "The Longest Yard"</b> With arms extended overhead and palms facing each other, reach as high as you can for back as you can.</p>	 <p><b>Neck Lateral Flexion "Foreal Gump"</b> Looking forward, bend your head to the right and touch your right ear to your shoulder.</p>	 <p><b>Back Lateral Flexion</b> Place your arms on your hips and lean your torso to the right, keeping your feet flat on the floor.</p>	 <p><b>Tricep Stretch "The 7 Year Itch"</b> With your arms extended in front of you, bend your right arm at the elbow and pull your hand towards your shoulder.</p>	 <p><b>Cat Stretch "Bones of Glory"</b> With your hands on your knees, lift your head and arch your back, then repeat the movement going the opposite way.</p>
 <p><b>T-Reach "Big O's"</b> With arms extended in a "T" position and palms facing up, reach as far out and as far back as you can.</p>	 <p><b>Neck Rotation "Exorcist"</b> Looking forward, rotate your head to the right and touch your right ear to your shoulder.</p>	 <p><b>Back Rotation "Karate Kid Part II"</b> Place your arms out in front of you, rotate your torso to the right, keeping your feet flat on the floor.</p>	 <p><b>Wrist Extension "Jerry McGuire"</b> With your arms extended in front of you, bend your wrists back, keeping your feet flat on the floor.</p>	 <p><b>Calf Stretch</b> With your feet shoulder width apart, step your right foot forward and lean your torso over your right leg.</p>
 <p><b>A-Reach "A-Team"</b> With arms extended down in an "A" position and palms facing down, reach as far over and as far back as you can.</p>	 <p><b>Upper Back Stretch "Supeman"</b> With your arms extended in front of you, rotate your torso to the right, keeping your feet flat on the floor.</p>	 <p><b>Wrist Flexion "Cool Hand Luke"</b> With your arms extended in front of you, bend your wrists forward, keeping your feet flat on the floor.</p>	 <p><b>Hip Flexor Stretch</b> With your feet shoulder width apart, step your right foot forward and lean your torso over your right leg.</p>	 <p><b>Calf Stretch</b> With your feet shoulder width apart, step your right foot forward and lean your torso over your right leg.</p>

**BE WELL**

# Stretching Progression



Original Visual Work



Hourly Participation

AREA	SHIFT	TIME	LOCATION	2018 Q2 PSSP Leader Schedule				
				TUES	WED	THURS	FRI	SAT
ENGINEERING	1	7:00AM	1st Floor Canteen					
CALENDAR	1	7:00AM	Calendar Break Area					
EXTRUDER	1	7:30AM	Extruder Break Area					
STOCK PREP	1	7:30AM	Stock Prep Break Area					
TIRE ROOM	1	7:30AM	Tire Room Break Area					
CURING	1	7:45AM	Curing Break Area					
FINAL FINISH	1	8:00AM	E-Line Inspection					

Salary Stretch Leader Schedule



Poster for Each Area



Salary Participation



HOURLY	2018 Q2 PSSP Leader Schedule				TOTAL	
	2/4/2019	2/11/2019	2/18/2019	2/25/2019		
	M	T	W	R	F	
ADDITIONAL STRETCHING LEADERS						
SALARY						
CITIZEN						

Stretching Participation Log to Track for Incentives

# Ergo Progression

## YEAR 1

- Refresh “ERGO Sandbox”

## YEAR 2

- Implemented Ergo Sandbox training
  - Orientation
  - Twice Annual Review
  - Return to Work
- Ergo Stand Down
  - Following MSK injury

## YEAR 3

- ERGO Outreach Program



**ERGO SANDBOX REVIEW REMINDER**

	3 <sup>rd</sup> Shift	1 <sup>st</sup> Shift	2 <sup>nd</sup> Shift
<b>TODAY</b> July 22 & 23	Engineering Stock Prep Extruders 11:30pm	Engineering 2am Extruders Stock Prep 7:30am	The Room Curling Final Finish 3:30pm
<b>2 WEEKS FROM TODAY</b> August 5 & 6	The Room Curling Final Finish 11:30pm	The Room Curling Final Finish 7:30am	ALL Salary 9am

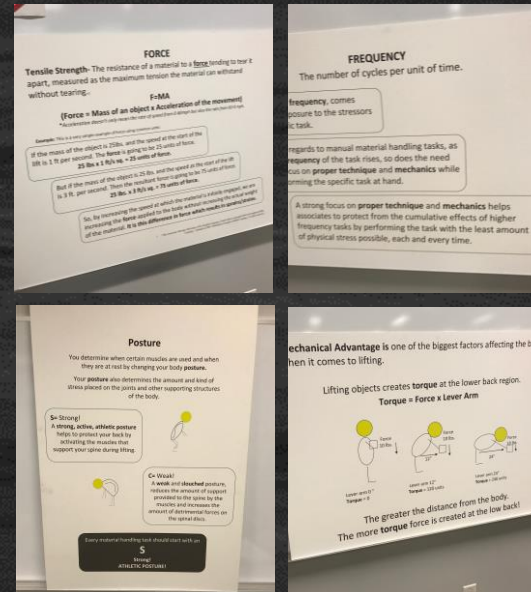
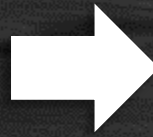
The ERGO Sandbox Review is performed twice per year and it's purpose is to reemphasize some of the different ergonomic principles to help prevent some of the injuries related to strains, sprains and overexertion's at ICM.

This review will be held with all associates across the plant, in all areas, across all shifts over the next few weeks. Instead of attending the Safe Start Huddle, associates will report to the COE for their huddle and review of the ERGO Sandbox.

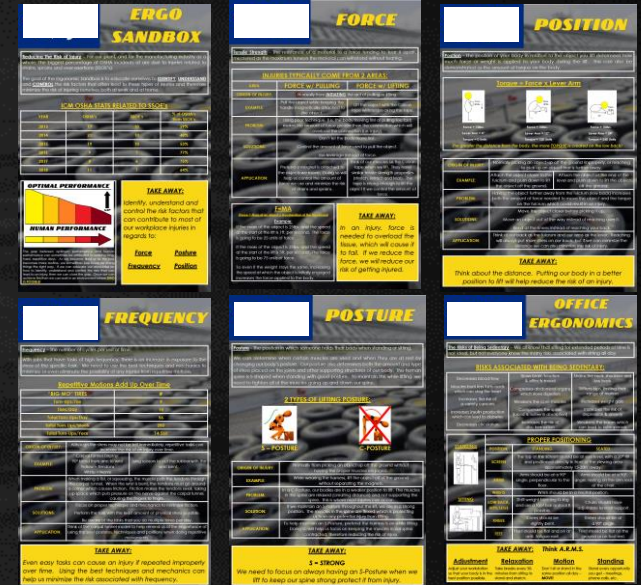
# Ergo Progression



ERGO Sandbox Training



Original Info



New ERGO Sandbox Info

# Ergo Progression



ERGO Sandbox Orientation



**ERGO SANDBOX REVIEW REMINDER**

	3 <sup>rd</sup> Shift	1 <sup>st</sup> Shift	2 <sup>nd</sup> Shift
<b>TODAY</b> July 22 & 23	Engineering Stock Prep Exhibitors 11:30pm	Engineering 2nd Shift Stock Prep 7:50am	Ice Room Curing Final Finish 3:30pm
<b>2 WEEKS FROM TODAY</b> August 5 & 6	Ice Room Curing Final Finish 11:30pm	Ice Room Curing Final Finish 7:50am	All Safety Sign

The ERGO Sandbox Review is performed twice per year and its purpose is to reinforce some of the different ergonomic principles to help prevent some of the injuries related to strains, sprains and overexertion's at ICM.

This review will be held with all associates across the plant, in all areas, across all shifts over the next few weeks. Instead of attending the Safe Start Huddle, associates will report to the COE for their huddle and review of the ERGO Sandbox.

Twice Annual Review

## ERGO STAND DOWN:

### STRAIN, SPRAIN & OVER-EXERTION INJURIES FROM FORCE:

#### Remember:

- Normally the initial act of pushing, pulling or lifting is the **ORIGIN** of the injury.
- Using poor technique (i.e. body moving first) makes the amount of force greater than the connection (i.e. muscle, tendon, etc.) which will overload the connection (i.e. injury).

#### TAKE AWAY:

*If we can reduce or control the force that we are lifting or moving, we can reduce the risk of an injury. Don't "muscle" through a task – ask for help, use a lift assist, etc.*

## FORCE

- Different parts of our body (muscles, joints, ligaments, bones) vary in tensile strength or their ability to resist a force that wants to tear it apart.
- **TYPICAL ORIGIN OF INJURY:** Normally from the initial act of pulling or lifting.
- **PROBLEM:** Using poor technique, (i.e. the body moving first or pulling too fast) makes the amount of force greater than the connection which will overload the connection (i.e. injury).
- **SOLUTIONS:** Don't let the body move first. Control the amount of force used to pull the object and use leverage instead of force.

*TAKE AWAY: In an injury, force is needed to overload the tissue, which will cause it to fail. If we reduce or control the force, we will reduce our risk of getting injured.*

## POSITION

- The position of your body in relation to the object you lift determines how much force or weight is applied to your body during the lift. The greater the distance from the body, the more torque is created.
- **TYPICAL ORIGIN OF INJURY:** Not being in the best position (or posture) to apply force or applying force to an object that is further away.
- **PROBLEM:** Having the object further away from the body increases both the amount of force needed to move the object and the torque on the body which could result in an injury.
- **SOLUTIONS:** Ensure your body is in the best position to apply force or move the object closer before applying force to it.

*TAKE AWAY: Think about the distance. Putting our body in a better position to lift will help reduce the risk of an injury.*

ERGO Stand Down

# ERGO OUTREACH

A Preventative Approach to Reducing Strain, Sprain & Overexertion Injuries – ICM's program will help minimize the risk of ergonomic related injuries through constant engagement with associates on the floor, gather feedback on potential issues and reinforce the principles from the ERGO Sandbox.

### ERGO OUTREACH HIT LIST:

POSITION:	FIND IT:	FIX IT:	POSITION:	FIND IT:	FIX IT:
	<b>Bent Wrist</b> Extreme wrist bending in any direction	Keep it straight		<b>Twisted Back</b> Twisting at the torso when handling materials	Keep it in line with the spine
	<b>Overhead Reach</b> Working above shoulder height	Keep it in the comfort zone		<b>Squat/Kneel</b> Working at or below knee level	Bring the work to you
	<b>Horizontal Reach</b> Working too far away from the body	Keep it close		<b>Static Sit/Stand</b> Sitting or standing continuously for long periods of time	Is it right for the task?
	<b>Awkward Neck</b> Bending or twisting the neck	Keep it in sight		<b>Heavy Lift</b> Lifting heavy items without assistance	Use a partner or a lift assist device
	<b>Bent Back</b> Bending over while working	Keep it above the knees		<b>Excessive Force</b> Using extra effort to complete your work	Reduce the force

### OPERATOR FEEDBACK:

- What is the biggest challenge in this job?
- Do you have any suggestions on how to improve this job?

### OPERATOR SURVEY:

AREA	MSB Overall Score				
	Safety (Check One)	Productivity	Quality	Efficiency	Other Areas
Production	1	1	1	1	1
Quality	1	1	1	1	1
High Speed	1	1	1	1	1
High Quality	1	1	1	1	1
High Efficiency	1	1	1	1	1
High Productivity	1	1	1	1	1
Other	1	1	1	1	1

ERGO Outreach Program

***HOW TO DEVELOP A CULTURE OF WELLNESS IN  
THE MANUFACTURING SETTING:***

***TIP #2 – GET ON THE FLOOR***

***In order to “earn the right” to successfully influence anyone to do anything – you must first have a relationship with them.***

# Engagement

- Time On the Floor
  - Engaging all shifts & departments
- Involvement in Meetings
  - Daily area huddles w/ hourly & salary staff
  - Weekly Gate Greet & Safe Start huddles
  - Corporate health team meetings & committees
- Participation in Events
  - Safety related events & programs
  - Volunteer events
  - External events
- Develop “Wellness Warriors”





# 3 Meetings to Develop A Relationship

## Initial Pointers

- Meet them where they are
- Safety first
- Time is money
- Listen & take mental notes

## Meeting 1

- Introduce yourself
- Ask about their history w/ the company
- Ask about the job they do
- What do they enjoy at work?
- Hobbies/interests

# 3 Meetings to Develop A Relationship

## Meeting 2

- Greet them by name
- Ask if they are from the area
- Family?
- What if they were in charge of the plant

## Meeting 3

- If they could change one thing about their health what would it be?
- Programs or speaker suggestions

# 3 Meetings to Develop A Relationship

- Build on the relationship
- Show the value of what you are trying to do
- Ask deeper questions
  - Health concerns
  - Ergo concerns
  - Common aches/pains of the job
- Eventually YOU are the one being sought after

***HOW TO DEVELOP A CULTURE OF WELLNESS IN  
THE MANUFACTURING SETTING:***

***TIP #3 – FIND YOUR DRIVER***

# A Cross-Functional Position

## The Occupational Health & Wellness Specialist (OHWS)

- Bridge the gap between safety and health by helping to reduce MSK injuries while coordinating health & wellness programs, challenges & communications to drive improvements in employee health & well being
- Work with the safety team to develop safety programs & communications that will help reduce ergonomic related workplace injuries
- Work with the clinic team to present information on health improvement & disease prevention, develop wellness programs and engage associates to incorporate a healthy lifestyle

# OHWS Function

- Engage associates daily in each area & on every shift to develop & maintain relationships to positively impact their health & safety
- Develop communications & programs that will help improve the overall health & safety of the associates
- Promote a culture of health & safety through ongoing interactions & participation in plant meetings & events
- Develop & maintain relationships with associates & vendors to better communicate the many health & safety resources offered to the associates
- Act as a liaison between the EHS team & the clinic team

# OHWS Responsibilities

- Assist w/ developing health & safety programs, challenges & communications
- Distribute health & safety related communications from the EHS & clinic teams & other vendors
- Develop ways to improve participation and engagement in health & safety programs & challenges
- Assist & participate in all health & safety related meetings & events
- Develop & manage the Pre-Shift Stretching Program
- Conduct Ergo Outreaches on the floor, ergo related trainings & assist the EHS team with completing ergonomic job assessments & projects
- Assist with tracking & reporting health and safety stats
- Field & follow-up with suggestions and recommendations for health & safety related programs & challenges
- Create and develop a Wellness Committee with hourly and salary workers to help develop a culture of health and identify new opportunities for wellness events
- Conduct and analyze health & safety evaluations & surveys, develop recommendations, & implement with approval
- Perform research on relevant topics regarding health & safety

***HOW TO DEVELOP A CULTURE OF WELLNESS IN  
THE MANUFACTURING SETTING:***

***TIP #4 – CREATE YOUR PLAN***



# Strategy ⇒ Action ⇒ Execution



Improve Engagement & Develop Relationships



Brand Safety & Wellness Together

**WHEELS OF NOVEMBER 2018**

**THE COACH'S CORNER**

**EDUCATION**  
**Keys to Prevent Type 2 Diabetes**  
**MOVE** - Exercise will help you both lose weight and lower your blood sugar.  
**EAT MORE FIBER** - Fiber helps reduce your risk of diabetes, lowers your risk of heart disease and also helps you feel more full.  
**CHOOSE WHOLE GRAINS** - Recent studies show that whole grains help reduce the risk of diabetes and maintain blood sugar levels.  
**LOSE WEIGHT** - Having a healthy weight is one of the biggest factors in helping to prevent diabetes.  
**KNOW YOUR NUMBERS** - Have your doctor check your blood glucose level to see if you are at risk.

**MOTIVATION**

Communicate & Promote Existing Health Resources

**2019 BE WELL INCENTIVES**

Opportunity	Point Value	Total Opportunities Possible	Total Points Possible
Wellness Team Leader	500	1	500
Know Your Numbers Rewards & Incentive	150	2	300
Wellness Presentations	20	10	200
Wellness Challenge	20	10	200
Stress-Check	1	200	200
Wellness Recognition	25	4	100
<b>TOTAL POINTS POSSIBLE</b>			<b>1500</b>

**PRIZE POINT VALUE**

Drawing Bag	100
Hat	150
T-Shirt	150
Baseball Shirt	200
Duffel Bag	300
VET Mug	300
Hoodie	300
<b>TOTAL POINTS POSSIBLE</b>	<b>1500</b>

**Grand Prize - Blimp Ride**  
 Employees who earn 800 or more points will be entered to win a ride on the Wellness Blimp Balloon. Prizes will be given for 2 Wellness Team Leaders, 1 Safety Associate and 1 Healthy Associate.

Create Innovative Programs & Incentives



Gather Feedback for Program Development

***Don't Be Discouraged By Roadblocks...***



***Don't Be Discouraged By Roadblocks...  
Find A Way Around Them.***

***HOW TO DEVELOP A CULTURE OF WELLNESS IN  
THE MANUFACTURING SETTING:***

***TIP #5 – ALWAYS BE PROMOTING***

# Communication & Promotion

- Brand Safety & Wellness Together
- Choose What to Promote
- Develop Creative Communications
- Create Methods of Promotion
- ALWAYS BE PROMOTING!

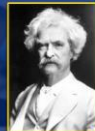
**WELLNESS WEDNESDAY**

**CHOOSE TO BE HEALTHY**

There isn't a quick fix to becoming healthy, despite what all of the infomercials about diets, fitness programs and exercise equipment might say. The fine print always reads: **RESULTS NOT TYPICAL!** Make the decision to eat better and be active. Only then will the results not only work – but last.



*The only way to keep your health is to eat what you don't want, drink what you don't like, and do what you'd rather not.*

– Mark Twain



**SHARE YOUR STORY**

**KATY HOUK**  
MATERIAL FLOW SPECIALIST



This month's Share Your Story comes from Katy Houk. Katy has worked for Goodyear for 4 years and has been with ICM for one-and-a-half years. Here is her inspiring story:

I started **CrossFit** in February of 2017. I had a strained muscle in my back that had been bothering me for several months. It wasn't debilitating, but it was enough to make sitting at work all day uncomfortable. The standing desk helped, but it didn't address the root cause. Besides wanting to fix my back, I was also motivated by my long-term health goals. I had read several articles about how a lack of exercise is strongly linked to chronic disease, and that knowledge is part of what started my "wellness" journey. I knew I wanted to get active, but I had tried and failed at several exercise programs in the past. My husband had started **CrossFit** that January, and he encouraged me to give it a try. It was one of the best decisions I ever made.

**CrossFit** has become more than just a workout routine. The people at my gym are my community, my teammates, and my biggest fans. I was absolutely a beginner when I first walked in the door. The great thing about **CrossFit** is that every workout can be scaled to your abilities and you have a coach to help you. I've made so much progress in the last year and I'm proud of what I can do. I'm stronger and healthier than I've ever been in my life. I just hit a big milestone in the **CrossFit** world by completing my first "Rx" workout (meaning I didn't scale it at all). That workout was 7 rounds for time of 11 bodyweight deadlifts + 100-meter sprints. I completed it in 17 minutes. I was the last one in the class to finish the workout, but that just meant everyone could cheer me on as I crossed the finish line!

What started as a way to fix a muscle strain has become a complete lifestyle shift for me. The lifestyle I was living a year ago is completely different from how I live now. I used to eat a high sugar, high carb diet and never exercise. Now I eat a mostly Paleo diet (meat, fruits, vegetables, nuts & seeds), exercise consistently, and practice gratitude. I'm grateful for my health and for the positive changes I've made in my life. I'm grateful for my husband and the encouragement he gives me. And I'm grateful for all the friends I've made through **CrossFit**.

My advice to anyone looking to make a change in their life would be this: start with small goals that you can achieve in the next day or week. Be a little bit better today than you were yesterday. Don't measure yourself against everyone else, measure yourself against who you were yesterday.

**THANKS FOR SHARING YOUR STORY WITH US KATY!**

Have you incorporated some aspect of wellness into your life? Share your experience with others. Fill out a Share Your Story form, found in the PEC area (formerly Safety & Wellness) of the COE and drop it in any Target Zero/Wellness Suggestion Box.

# Communication Ideas

- Weekly Wellness Tips ⇒ Wellness Wednesday's
- Newsletter
- Social Media/ Blog/Vlog
- Email???
- Recognition
- Portal/Videos – Wellness Tips

**BECOMING PROGRAMS**

**New Year, New You**  
How to Be Successful with Losing Weight This Year  
Every year we all make New Year's Resolutions to lose weight, eat better and exercise more. Unfortunately 88% of all the resolutions we make fail by the second week of February. How can you better prepare yourself to make good on your resolutions to be healthier this year? Come learn some tools and tips at the first Wellness Presentation of 2019!

**THURSDAY JANUARY 24**  
Telehealth Conference Room  
7:00 a.m. & 7:30 a.m.  
3:00 p.m. & 3:30 p.m.

Presented by:  
**Paul Lutz - CPT**  
Wellness Coordinator

**Know Your Numbers Challenge**  
January's Wellness Challenge is to get both a Biometric Screening & In-Body Assessment. Biometrics can be scheduled in the clinic and In-Body's can be scheduled with either of our wellness team members (contact info to the right).

**Need more support with eating right and exercising? Set up a meeting with one of our wellness team members:**  
Nutritional Support  
• Erin Schenkerberger RD, LD  
330-796-6344  
Exercise/Fitness Support  
• Paul Lutz, CPT  
330-796-6248

**LOSING IT @ ICM**  
The 8-Week Weightloss Challenge  
Do you have a goal of trying to lose weight in 2019? Take part in ICM's 8-Week Weight Loss Challenge. There are weekly challenges along with a food and activity log.

Participate in any of our Wellness Programs or Challenges and increase your chance of winning a seat on the Wellness Bump Ride!

**WHEELS OF NOVEMBER 2018**

**THE COACH'S CORNER**  
We're closing in on the end of another successful year at ICM. November is always a favorite time of the year for me, not just because of my birthday (November 12th if you're asking), but because of Thanksgiving.  
Thanksgiving to me is a time to reflect on the year, think of all the positive things that have happened and to thank those who have played a part in all of those positives. I know we all have our share of problems, some of us face them on a day to day basis. However, I believe that we truly are blessed and have so much to be thankful for when compared to so many people who are less fortunate in this country and this world. I am thankful for so many things and I feel that focusing on that at the beginning of each day helps me face the tasks and obstacles that the rest of the day may bring. I encourage you to take part in the Thankfulness Board and Thankfulness Challenge.  
Along the lines of being thankful, we also wanted to do something fun, so on a way to end out the year we're bringing back the games to the COE. 7 events over the next 6 weeks to determine who will be awarded the coveted "Winter Games Champion".  
As this most likely will be the last newsletter of the year, I just wanted to say how thankful I am for all of you at ICM. You make my job fun, challenging, and rewarding and I can't wait to see what 2019 brings to all in the way of health and wellness. I hope all of you have a happy and safe holiday with your friends and family.  
Be Well,  
**Paul Lutz**  
Wellness Coordinator  
Paul.Lutz@goodyear.com  
330-796-6248

**EDUCATION**  
**Keys to Prevent Type 2 Diabetes**  
**MOVE** - Exercise will help you both lose weight and lower your blood sugar.  
**EAT MORE FIBER** - Fiber helps reduce your risk of diabetes and maintain blood sugar levels.  
**CHOOSE WHOLE GRAINS** - Recent studies show that whole grains help reduce the risk of diabetes and maintain blood sugar levels.  
**LOSE WEIGHT** - Having a healthy weight is one of the biggest factors in helping to prevent diabetes.  
**KNOW YOUR NUMBERS** - Have your doctor check your blood glucose level to see if you are at risk.

**MOTIVATION**  
Be happy with what you  
**HAVE**  
while working to get what you  
**WANT.**  
- Heller Keller

**PROGRAMS & EVENTS**  
(See more info throughout the newsletter)  
**DIABETES PREVENTION & MANAGEMENT**  
Thursday, November 15  
Morning: 7 a.m. and 7:30 a.m.  
Tuesday, November 20  
Afternoon: 3 p.m. and 3:30 p.m.  
**THANKFULNESS CHALLENGE**  
List one thing each day you are thankful for.


# Communication Ideas

**WELLNESS TIP OF THE WEEK:**

**INVEST IN YOUR HEALTH**

If you think **WELLNESS** is expensive, you should try the alternative. A study from Fidelity Investments found that most couples retiring at the age of 65 in **AVERAGE HEALTH** will need \$220,000 to pay for their out-of-pocket medical costs. If the couple was in **POOR HEALTH** those costs could **DOUBLE or TRIPLE**. Goodyear offers many resources to their associates for **FREE!** To find out what resources are available talk with our Wellness Coach.

Make a decision to improve your overall health! Need help? Get support! Talk with our Wellness Coach and together we can help you **GET YOUR LIFE!**



## Wellness Tips

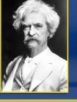
**WELLNESS WEDNESDAY**

**CHOOSE TO BE HEALTHY**

There isn't a quick fix to becoming healthy, despite what all of the infomercials about diets, fitness programs and exercise equipment might say. The fine print always reads: **RESULTS NOT TYPICAL.** Make the decision to eat better and be active. Only then will the results not only work – but last!

*The only way to keep your health is to eat what you don't want, drink what you don't like, and do what you'd rather not.*

– Mark Twain



## Wellness Wednesday

**EDUCATION**

**FOLLOW THE 5 SECOND RULE**

To help you succeed with your health and fitness goals this year, try following this tip from Mel Robbins book The 5 Second Rule:


**If you have an impulse to act on a goal – you must physically act on it within 5 seconds or your brain will kill the idea.**

Knowing what to do or why you need to do it will never be enough. In order to ensure you do it you need to physically do something. Write it down, talk to someone about it, TAKE ACTION NOW!

**MOTIVATION & INSPIRATION**

**There Are Far Better Things Ahead Than Any We Leave Behind.**

– C.S. Lewis



**BECOMING PROGRAMS**

**WEDNESDAY @ AKRON ICM**

**JUST FOR FUN**

**New Year, New You To Be Successful with Losing Weight This Year**

Let us all make New Year Resolutions to lose weight eat and exercise more. Unfortunately, 80% of all the ones we make fail by the second week of February. How to better prepare yourself to make good on your resolutions healthier this year? Come learn some tools and tips at the Fitness Presentation of 2019!

**SDAY JANUARY 24**

9 a.m. & 7:30 a.m.  
2 p.m. & 3:30 p.m.

Presented by:  
**Paul Lutz - CPT**  
Wellness Coordinator

**WEEKLY WELLNESS CHALLENGE**

List 2 goals on a sticky note, one personal and one professional, that you want to attain in plain sight on your desk.

**How Your Numbers Challenge**

ICM's Wellness Challenge is to get both a Biometric and In-Body Assessment. Biometrics can be taken in the clinic and In-Body's can be scheduled either of our wellness team members (contact info in right).

*note in any of our Wellness Programs or Challenges, and increase your chance of winning a seat on the Wellness Runoff!*

**LOSING IT @ ICM**

**The 5 Week Weight Loss Challenge**

Do you have a goal of trying to lose weight in 2019? Take part in ICM's 5-Week Weight Loss Challenge. There are weekly challenges along with a food and activity log.

Need more support with eating right and exercising? Set up a meeting with one of our wellness team members:

Nutritional Support  
- Erin Schenkenberger, RD, LD  
330-796-6344

Exercise/Fitness Support  
- Paul Lutz, CPT  
330-796-6246

## Wellness Wednesday E-Blast


**SHARE YOUR STORY**

**KATY HOUK**  
MATERIAL FLOW SPECIALIST



This month's Share Your Story featured Katy Houk, who has worked for Goodyear for 4 years as a Material Flow Specialist. She started CrossFit in February but it was nothing uncomfortable. The standing desk course, besides wanting to fix my term health goals, I had read a lot of articles and found that several of what started my "wellness" journey I had tried and failed at several times. I had heard that several of my friends had started CrossFit that gave it a try. It was one of the best things I did at my gym as my community, me and my friends were absolutely a beginner when I started. CrossFit has become more of a challenge at my gym as my community, me and my friends were absolutely a beginner when I started. CrossFit has become more of a challenge at my gym as my community, me and my friends were absolutely a beginner when I started.

**HANNAH DECKER**  
HR SPECIALIST – BUSINESS TEAM B



This month's Wellness Warrior is one of our very own HR Specialist's, Hannah Decker. Hannah has worked for Goodyear for a little over a year, and has called ICM home for just over 7 months. She was nominated by our Wellness Coach, Paul Lutz, for volunteering to not only help lead a few areas in stretching, but make it a point to go to know many of the associates that work at ICM. "When I asked for volunteer to help lead the stretching program," Paul said, "Hannah jumped at the chance to not only help, she specifically wanted to get involved with the business team that she over saw. Her mentality was just what I was looking for when it came to the engagement component of the program. The only way to ensure this program continues to grow and develop is to have people like Hannah who interact with our team while stretching with them."

When asked what advice she could give other associates, Hannah said: "Going out of my typical job responsibilities to meet new people or help out a teammate has been a great way for me to feel like an engaged member of the ICM family." She then enthusiastically added: "GET YOUR STRETCH ON!"

Please join us in congratulating Hannah for trying to positively impact the health and wellness of other associates.

**THANKS HANNAH FOR BEING A WELLNESS WARRIOR!**

Do you know someone who deserves to be a Wellness Warrior? Nominate them by filling out a Wellness Warrior Nomination form, found in the FIC area (Formally, Safety & Wellness) of the COE and drop it in any Target Zero/Wellness Suggestion Box.

**THANKS FOR SHARING YOUR ST**

Have you incorporated some aspect of wellness into your life? Share your story with us! We'll feature you in our next Wellness Wednesday e-blast. Send your nomination form to Paul Lutz, Wellness Coordinator, at paul.lutz@goodyear.com or call him at 330-796-6246.

## Associate Recognition

**PROGRAMS**

**Thursday, November 15**  
7 a.m. and 7:30 a.m.

**Tuesday, November 20**  
3 p.m. and 3:30 p.m.

**Tollbridge Conference Room**

Health Cases & EDCS ABC's: A new program designed to help you understand the importance of health cases and EDCS. This program is designed to help you understand the importance of health cases and EDCS. This program is designed to help you understand the importance of health cases and EDCS.

**Thankful For ICM?**

**put it on the Thankfulness Board!**

**Green Candy**

**MY HOME**

**MY FAMILY**

**My thoughts are...**

**Don't forget to turn in your October challenge forms for both October and Know Your Numbers to Paul Lutz or to a Target Zero Wellness Suggestion Box for your opportunity to win the last seat for the 2019 Wellness Runoff!**

**MOTIVATION**

Be happy with what you **HAVE** while working to get what you **WANT.**

- Heller Keller

**INSPIRATION: The Obstacle In Our Path**

**off the mark**

**THANKS FOR SHARING YOUR STORY WITH US!**

	1	9	3	5	
	1	9	3	5	
	5		4	6	7
					9
	7	3	9	8	2
	8		3	6	9
	9	1	5	2	8
	6				2
	3	5	2		4
			1	6	7

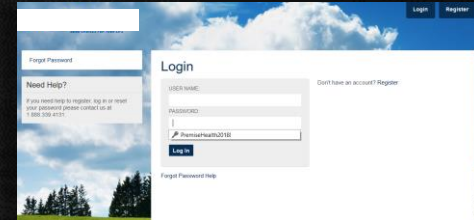
## Wheels of Wellness Newsletter



# Promotion Ideas

## Services to Promote

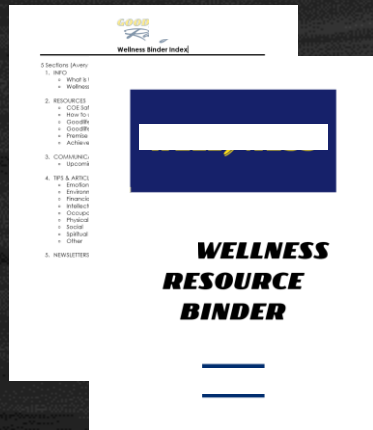
- Health Center Services
  - Cold/flu
  - Vaccines
  - HRA's
  - Screenings
  - Health Coaching
- Corporate Health Programs
  - EAP
  - Smoking Cessation
  - Fitness Memberships
- Corporate Health Website/Blog



# Methods of Promotion



Floor Engagement



Resource Binders



Manager Meeting "Wellness Wednesday"



Pre-Shift Stretching



Other Wellness Boards



Weekly "Safe Start" Huddle Wellness Slide



Newsletter

***HOW TO DEVELOP A CULTURE OF WELLNESS IN  
THE MANUFACTURING SETTING:***

***TIP #6 –BE CREATIVE & HAVE FUN***

# Creativity Examples

- MSK Programs
- Communications/Promotions
- Presentations & Challenges
- Incentives



**FIT WHILE YOU SIT**

At the track or in the office

**WHEELS OF NOVEMBER 2018**

**THE COACH'S CORNER**

We're closing in on the end of another successful year of CCR. November is always a bittersweet time of the year for me. Not just because of my birthday (November 17), & you're saying, but because of Thanksgiving.

Thanksgiving to me is a time to reflect on the year, think of all the positive things that have happened and to thank those who have played a part in all of those positives. I know we all have our share of problems in some of us face them on a day to day basis. However, I believe that we truly are blessed and have so much to be thankful for and I encourage you to thank people who are less fortunate in this country and this world. I can't thank for all many things and I will focus on that at the beginning of each day helps me take the time and reflections that the rest of the day may bring. I encourage you to take part in the Thanksgiving Food and Thanksgiving Challenge.

Along the line of being thankful, we also wanted to do something fun. So as a way to end out the year we're bringing back the games for the CCR. Events over the next 4 weeks to determine who will be awarded the coveted "Winter Games Champion."

As this most likely will be the last newsletter of the year I just wanted to say how thankful am for all of you all CCR. You make my job fun, challenging and rewarding and I can't wait to see what 2019 bring to CCR in the year of health and wellness. I hope all of you have a happy and safe holiday with your friends and family.

Be Well,  
Paul Lutz  
Winter Games Coordinator  
Paul.Lutz@goodyear.com  
888-76-9246

**PROGRAMS & EVENTS**  
(See more info throughout the newsletter)

**DIABETES PREVENTION & MANAGEMENT**  
Thursday, November 15  
Mornings: 7 a.m. and 7:30 a.m.  
Saturdays: November 24  
Afternoon: 3 p.m. and 3:30 p.m.

**THANKFULNESS CHALLENGE:**  
List one thing each day you are thankful for.

**EDUCATION**  
**Keys to Prevent Type 2 Diabetes**

**MOVE** - Exercise will help you both lose weight and lower your blood sugar.

**EAT MORE FIBER** - Fiber helps reduce your risk of diabetes, lowers your risk of heart disease and also helps you feel more full.

**CHOOSE WHOLE GRAINS** - Recent studies show that whole grains help reduce the risk of diabetes and maintain blood sugar levels.

**LOSE WEIGHT** - Having a healthy weight is one of the biggest factors in helping to prevent diabetes.

**KNOW YOUR NUMBERS** - Have your doctor check your blood glucose level to see if you are at risk.

**MOTIVATION**

Be happy with what you **HAVE** while working to get what you **WANT.**

- Heller Keller



# Presentation Ideas

## Diabetes Prevention & Management

One in three Americans are diabetic or pre-diabetic, so if and when the diagnosis comes, what will you do? *Living Your Best with Diabetes* will help you to understand the basics of diabetes, recognize risk factors, and educate you on how to best manage one of the most prevalent chronic diseases we face today. Whether you're trying to prevent it, or you or a loved one has been recently diagnosed with it, diabetes is affecting everyone. Come learn how you can take charge and stop diabetes from impacting your life.

**Thursday, November 15**  
7 a.m. and 7:30 a.m.

**Tuesday November 20**  
3 p.m. and 3:30 p.m.

Talladega Conference Room

Presented by:  
Heather Lauro B.S.

## 2018 BE WELL INITIATIVE PARTICIPATION OPPORTUNITY

### PRESENTATION: Summer Travel Safety

Tuesday July 31 IN INDY  
Morning 7:00am & 7:30am  
Afternoon: 3:00pm & 3:30pm

Traylon Crow, Global Travel Security Coordinator, will be providing information on how to stay safe during both international travel and domestic. Topics for discussion will include:

Presented by:  
Traylon Crow  
Global Travel Security Coordinator

## 2018 Be Well Initiative

### PRESENTATION: Eat Your Fruits & Veggies

Eating fruits and vegetables provides health benefits. People who eat more vegetables and fruits as part of an overall healthy diet are likely to have a reduced risk of some chronic diseases.

**TUESDAY SEPTEMBER 18**  
INDY Conference Room  
Morning 7:00am & 7:30am  
Afternoon: 3:00pm & 3:30pm

Presented by:  
KERRY ROSE  
MPH, RD, LD

## 2018 BE WELL INITIATIVE

### Eat Well & Manage Your Weight!

With the rate of obesity and chronic disease dramatically increasing, it's important to be proactive and focus on attainable lifestyle changes to improve your health. Exercise is beneficial to combat being sedentary but what you eat greatly impacts your weight and overall health. Learn easy concepts to manage your weight and prevent disease with EAT WELL, one of our new wellness seminars. Ask questions and get the answers to your wellness concerns from our nationally board-certified health coach, Heather Lauro. EAT WELL and BE WELL this month with Premise Health!

**TUESDAY OCTOBER 30**  
Talladega Conference Room  
7:00 a.m. & 7:30 a.m.  
3:00 p.m. & 3:30 p.m.

Presented by:  
Heather Lauro B.S.,  
CSCS, NBC-HWC  
Nationally Board-Certified Health Coach

## 2018 BE WELL INITIATIVE PARTICIPATION OPPORTUNITY

### 5 TO STAY ALIVE

February is American Heart Month, so this 30-minute presentation will focus on how to reduce risks factors associated with cardiovascular disease. "5 to Stay Alive" will highlight facts about heart disease, sudden cardiac arrest and what lifestyle changes you can make to live a long and healthy life.

**THURSDAY FEBRUARY 15**  
Indy Conference Room  
3<sup>rd</sup> Shift: 7:00am & 7:30am  
1<sup>st</sup> Shift: 6:30am & 7:00am  
2<sup>nd</sup> Shift: 2:30pm & 3:00pm

Presented by:  
Heather Lauro

## 2018 BE WELL INITIATIVE PARTICIPATION OPPORTUNITY

### GETTING TO KNOW YOUR EAP

Your Employee Assistance Program (EAP) has so much to offer and it seems as though most of us are unaware of all of the resources that are available to us. Join us for this 30-minute presentation on what is included in your EAP and how to access it. Topics will include:

- Relationship Counseling
- Stress/Anxiety
- Grief/Loss
- Substance Abuse
- Legal
- Financial
- Elder Care
- Child Care
- Adoption
- Daily Living Resources
- Professional Success
- Healthy Living

**TUESDAY JULY 10 IN INDY**  
3<sup>rd</sup> Shift: 7:00am or 7:30am  
1<sup>st</sup> Shift: 6:30am or 7:00am  
2<sup>nd</sup> Shift: 2:30pm or 3:00pm

Presented by:  
Swan Khanna-Salehi  
Clinical Manager EAP

## 2018 BE WELL INITIATIVE PARTICIPATION OPPORTUNITY

### GETTING TO KNOW YOUR EAP

Your Employee Assistance Program (EAP) has so much to offer and it seems as though most of us are unaware of all of the resources that are available to us. Join us for this 30-minute presentation on what is included in your EAP and how to access it. Topics will include:

- Relationship Counseling
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- Elder Care
- Child Care
- Adoption
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- Professional Success
- Healthy Living

**TUESDAY JULY 10 IN INDY**  
3<sup>rd</sup> Shift: 7:00am or 7:30am  
1<sup>st</sup> Shift: 6:30am or 7:00am  
2<sup>nd</sup> Shift: 2:30pm or 3:00pm

Presented by:  
Swan Khanna-Salehi  
Clinical Manager EAP

## 2018 BE WELL INITIATIVE PARTICIPATION OPPORTUNITY

### WHILE YOU SIT

At the track or in the office

February is Heart Health month! Come discuss with Erin preventative measures you can take to keep your heart healthy and reduce your risk of heart disease. We will learn about foods that can impact your heart health and other factors that can reduce your risk.

**THURSDAY FEBRUARY 21**  
Talladega Conference Room  
7:00 a.m. & 7:30 a.m.  
3:00 p.m. & 3:30 p.m.

Presented by:  
Erin Schenkenberger  
ICM Health Coach  
RD, LD, ACE, WWS

## 2018 BE WELL INITIATIVE PARTICIPATION OPPORTUNITY

### NEW YEAR, NEW YOU

How to Be Successful with Losing Weight This Year

Every year we all make New Year's Resolutions to lose weight, eat better and exercise more. Unfortunately, 80% of all the resolutions we make fail by the second week of February. How can you better prepare yourself to make good on your resolutions to be healthier this year? Come learn some tools and tips at the first Wellness Presentation of 2019.

**THURSDAY JANUARY 24**  
Talladega Conference Room  
7:00 a.m. & 7:30 a.m.  
3:00 p.m. & 3:30 p.m.

Presented by:  
Paul Lutz - CPT  
Wellness Coordinator



# Creative Programs

- Brain Buster Challenge
- Thankfulness Challenge
- Fit While You Sit
- Competition for Gym Equipment



CHUG-A-LUG CHALLENGE								Name: _____	
4 Weeks to Better Hydration								Area/Dept: _____	
CHALLENGE	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY	SUNDAY		
CHALLENGE 1	1	2	3	4	5	6	7	8	
CHALLENGE 2	9	10	11	12	13	14	15	16	
CHALLENGE 3	17	18	19	20	21	22	23	24	
CHALLENGE 4	25	26	27	28	29	30	31		

What's Allowed: Water, Water Infusions, Herbal Teas

What's Not Allowed: Coffee or Black Tea, Alcohol, Pop or Energy Drinks, Fruit Juice, Artificially Sweetened Drinks

Staying Hydrated Helps: Increase Energy, Reduce Headaches, Flush Out Toxins, Increase Fiber Intake



# Creative Incentives

- Intrinsic vs. extrinsic rewards
- Finding the right “carrot”
- Incentivize volunteers & leaders
- Evolve your incentives





# Having Fun

- “May” the Force Be With You
- Safety Defensive Player
- Super Safety Defenses
- Backyard Games Decathlon



**ICM**  
DEFENSIVE  
PLAYER  
OF THE WEEK

**WEEK: 3**  
**MICHAEL**  
**HAMMONDS**  
AREA MANAGER - 2<sup>ND</sup> DIM

Michael observed that the control loop controller for the 2<sup>nd</sup> ply of BR-9 was wrapped up in the A-frame and the wiring had been pulled out of the junction box. He evacuated the area and secured the machine from any further production and the possibility of electrocution.

**THANKS MICHAEL FOR BEING THIS WEEK'S DEFENSIVE PLAYER OF THE WEEK AT AKRON-ICM!**

Nominate A Safety Defensive Player of the Week

**THE BACKYARD  
GAMES DECATHLON**

**10 Single Player Events to Compete In...**

Bean Bag Toss   Washer Toss   Ladder Ball   Ping Pong Toss   Flip Cup  
Lawn Dart Toss   Frisbee Throw   Putt-Putt   Basketball Shot   Football Throw

Prepare Yourself for This Summer's Outdoor Games, While Stuck Inside at ICM

***HOW TO DEVELOP A CULTURE OF WELLNESS IN  
THE MANUFACTURING SETTING:***

***TIP #7 – GET FEEDBACK***

# Feedback

- Wellness Interest Surveys
- Encounters on the Floor
- Wellness Suggestion Board
- Existing Continuous Improvement (CI) Process



**WELLNESS INTEREST SURVEY**

Please take one minute to fill out this brief wellness survey so we can better serve your health and wellness needs.

(Optional Name): \_\_\_\_\_ (Optional Area/Dept.): \_\_\_\_\_

Choose your response to the following statements:	Very Much Agree	Agree	Neither	Disagree	Very Much Disagree
I feel like ICM is trying to develop a culture of health and wellness.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
I feel like there are more opportunities to take part in health and wellness related programs and challenges than year past.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
I feel there is better and more frequent communication on a variety of health and wellness topics within ICM.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
I feel better informed about the different health and wellness related programs and services that are available to the associates at the ICM.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
I have made changes to my health and wellbeing due to the programs, communications and personnel at ICM.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Please check **All** health-related topics that you would be interested in learning more about next year:

<input type="checkbox"/> Weight management	<input type="checkbox"/> Stress Reduction	<input type="checkbox"/> Diabetes
<input type="checkbox"/> Cholesterol	<input type="checkbox"/> Blood Pressure	<input type="checkbox"/> Smoking Cessation
<input type="checkbox"/> Substance Abuse	<input type="checkbox"/> Mental/Emotional Health	<input type="checkbox"/> Men's Health Issues
<input type="checkbox"/> Women's Health Issues	<input type="checkbox"/> Fitness	<input type="checkbox"/> Nutrition
<input type="checkbox"/> Holistic/Alternative Medicine	<input type="checkbox"/> Injury Prevention	<input type="checkbox"/> Ergonomics
<input type="checkbox"/> Other: _____		

Would you be more likely to participate in wellness presentations & challenges if there were incentives?  YES  NO

Would you be more likely to attend presentations if there was food?  YES  NO

Please check **All** activities/services that you would participate in if they were offered at work:

<input type="checkbox"/> Sport clubs/recreants	<input type="checkbox"/> Fitness Classes
<input type="checkbox"/> Massage	<input type="checkbox"/> Chiropractic Services
<input type="checkbox"/> Other: _____	

Would you still be interested in these services if there was a cost to them?  YES  NO

Please leave any additional comments for things you would like to see from our Wellness Program: \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

Thank you - Please place this survey in one of the Target Zero / Wellness Suggestion Boxes or at the Wellness Suggestion Board in the CDE

# Feedback Ideas

**WELLNESS INTEREST SURVEY**

Please take one minute to fill out this brief wellness survey so we can better serve your health and wellness needs.

(Optional Name): \_\_\_\_\_ (Optional Area/Dept.): \_\_\_\_\_ Date: \_\_\_\_\_

Have you ever participated in any of the following programs?

<input type="checkbox"/> Injury management	<input type="checkbox"/> Personal health issues	<input type="checkbox"/> Accident prevention
<input type="checkbox"/> Smoking cessation	<input type="checkbox"/> Stress management	<input type="checkbox"/> Blood pressure
<input type="checkbox"/> Diabetes management	<input type="checkbox"/> Cholesterol management	<input type="checkbox"/> Weight management
<input type="checkbox"/> Nutrition	<input type="checkbox"/> Physical fitness	<input type="checkbox"/> Ergonomics
<input type="checkbox"/> Other		

Please check all health-related topics that you would be interested in learning more about:

<input type="checkbox"/> Injury management	<input type="checkbox"/> Personal health issues	<input type="checkbox"/> Accident prevention
<input type="checkbox"/> Smoking cessation	<input type="checkbox"/> Stress management	<input type="checkbox"/> Blood pressure
<input type="checkbox"/> Diabetes management	<input type="checkbox"/> Cholesterol management	<input type="checkbox"/> Weight management
<input type="checkbox"/> Nutrition	<input type="checkbox"/> Physical fitness	<input type="checkbox"/> Ergonomics
<input type="checkbox"/> Other		

Please check all activities that you would participate in if they were offered at work (check all that apply):

<input type="checkbox"/> Smoking cessation	<input type="checkbox"/> Stress management	<input type="checkbox"/> Blood pressure
<input type="checkbox"/> Diabetes management	<input type="checkbox"/> Cholesterol management	<input type="checkbox"/> Weight management
<input type="checkbox"/> Nutrition	<input type="checkbox"/> Physical fitness	<input type="checkbox"/> Ergonomics
<input type="checkbox"/> Other		

Please check all incentives that would motivate you to participate in wellness programs:

<input type="checkbox"/> Gift certificates	<input type="checkbox"/> Personal health issues	<input type="checkbox"/> Accident prevention
<input type="checkbox"/> Smoking cessation	<input type="checkbox"/> Stress management	<input type="checkbox"/> Blood pressure
<input type="checkbox"/> Diabetes management	<input type="checkbox"/> Cholesterol management	<input type="checkbox"/> Weight management
<input type="checkbox"/> Nutrition	<input type="checkbox"/> Physical fitness	<input type="checkbox"/> Ergonomics
<input type="checkbox"/> Other		

Please check the best way for you to receive information about wellness-related programs and activities:

<input type="checkbox"/> A dedicated newsletter	<input type="checkbox"/> Email	<input type="checkbox"/> Staff meetings
<input type="checkbox"/> Intranet	<input type="checkbox"/> Social media	<input type="checkbox"/> One-on-one coaching
<input type="checkbox"/> Other		

Please leave any additional comments for things you would like to see from the Wellness Program:

\_\_\_\_\_  
 \_\_\_\_\_  
 \_\_\_\_\_

Thank you - Please place this survey in one of the Target Zero / Wellness Suggestion Boxes or at the Wellness Suggestion Board in the COE.

Program Interest Survey

**WELLNESS INTEREST SURVEY**

Please take one minute to fill out this brief wellness survey so we can better serve your health and wellness needs.

(Optional Name): \_\_\_\_\_ (Optional Area/Dept.): \_\_\_\_\_ Date: \_\_\_\_\_

Have you ever participated in any of the following programs?

<input type="checkbox"/> Injury management	<input type="checkbox"/> Personal health issues	<input type="checkbox"/> Accident prevention
<input type="checkbox"/> Smoking cessation	<input type="checkbox"/> Stress management	<input type="checkbox"/> Blood pressure
<input type="checkbox"/> Diabetes management	<input type="checkbox"/> Cholesterol management	<input type="checkbox"/> Weight management
<input type="checkbox"/> Nutrition	<input type="checkbox"/> Physical fitness	<input type="checkbox"/> Ergonomics
<input type="checkbox"/> Other		

Please check all health-related topics that you would be interested in learning more about next year:

<input type="checkbox"/> Injury management	<input type="checkbox"/> Personal health issues	<input type="checkbox"/> Accident prevention
<input type="checkbox"/> Smoking cessation	<input type="checkbox"/> Stress management	<input type="checkbox"/> Blood pressure
<input type="checkbox"/> Diabetes management	<input type="checkbox"/> Cholesterol management	<input type="checkbox"/> Weight management
<input type="checkbox"/> Nutrition	<input type="checkbox"/> Physical fitness	<input type="checkbox"/> Ergonomics
<input type="checkbox"/> Other		

Please check all activities that you would participate in if they were offered at work:

<input type="checkbox"/> Injury management	<input type="checkbox"/> Personal health issues	<input type="checkbox"/> Accident prevention
<input type="checkbox"/> Smoking cessation	<input type="checkbox"/> Stress management	<input type="checkbox"/> Blood pressure
<input type="checkbox"/> Diabetes management	<input type="checkbox"/> Cholesterol management	<input type="checkbox"/> Weight management
<input type="checkbox"/> Nutrition	<input type="checkbox"/> Physical fitness	<input type="checkbox"/> Ergonomics
<input type="checkbox"/> Other		

Please check all incentives that would motivate you to participate in wellness programs:

<input type="checkbox"/> Gift certificates	<input type="checkbox"/> Personal health issues	<input type="checkbox"/> Accident prevention
<input type="checkbox"/> Smoking cessation	<input type="checkbox"/> Stress management	<input type="checkbox"/> Blood pressure
<input type="checkbox"/> Diabetes management	<input type="checkbox"/> Cholesterol management	<input type="checkbox"/> Weight management
<input type="checkbox"/> Nutrition	<input type="checkbox"/> Physical fitness	<input type="checkbox"/> Ergonomics
<input type="checkbox"/> Other		

Please check the best way for you to receive information about wellness-related programs and activities:

<input type="checkbox"/> A dedicated newsletter	<input type="checkbox"/> Email	<input type="checkbox"/> Staff meetings
<input type="checkbox"/> Intranet	<input type="checkbox"/> Social media	<input type="checkbox"/> One-on-one coaching
<input type="checkbox"/> Other		

Please leave any additional comments for things you would like to see from the Wellness Program:

\_\_\_\_\_  
 \_\_\_\_\_  
 \_\_\_\_\_

Thank you - Please place this survey in one of the Target Zero / Wellness Suggestion Boxes or at the Wellness Suggestion Board in the COE.

Wellness Impact Survey

**CANTEEN FOOD & SNACK SURVEY**

(Optional Name): \_\_\_\_\_ (Optional Area/Dept.): \_\_\_\_\_ Date: \_\_\_\_\_

1) Do you currently purchase items from the canteen/vending?

YES  NO

If YES, what do you purchase? (Check all that apply)

Hot Food  Cold Food  Beverages  Desserts  Snacks

2) Would you be interested in food/beverage items being placed in a canteen/vending machine? (Check all that apply)

YES  NO

If YES, what do you purchase? (Check all that apply)

Hot Food  Cold Food  Beverages  Desserts  Snacks

3) Would you be interested in food/beverage items being placed in a canteen/vending machine? (Check all that apply)

YES  NO

If YES, what do you purchase? (Check all that apply)

Hot Food  Cold Food  Beverages  Desserts  Snacks

4) If given the choice, what kind of items would you most likely purchase (choose all that apply)?

Healthy  Unhealthy  Both

5) If given the choice, what kind of items would you most likely purchase (choose all that apply)?

Healthy  Unhealthy  Both

6) If given the choice, what kind of items would you most likely purchase (choose all that apply)?

Healthy  Unhealthy  Both

7) If given the choice, what kind of items would you most likely purchase (choose all that apply)?

Healthy  Unhealthy  Both

8) If given the choice, what kind of items would you most likely purchase (choose all that apply)?

Healthy  Unhealthy  Both

9) If given the choice, what kind of items would you most likely purchase (choose all that apply)?

Healthy  Unhealthy  Both

10) If given the choice, what kind of items would you most likely purchase (choose all that apply)?

Healthy  Unhealthy  Both

11) If given the choice, what kind of items would you most likely purchase (choose all that apply)?

Healthy  Unhealthy  Both

12) If given the choice, what kind of items would you most likely purchase (choose all that apply)?

Healthy  Unhealthy  Both

13) If given the choice, what kind of items would you most likely purchase (choose all that apply)?

Healthy  Unhealthy  Both

14) If given the choice, what kind of items would you most likely purchase (choose all that apply)?

Healthy  Unhealthy  Both

15) If given the choice, what kind of items would you most likely purchase (choose all that apply)?

Healthy  Unhealthy  Both

16) If given the choice, what kind of items would you most likely purchase (choose all that apply)?

Healthy  Unhealthy  Both

17) If given the choice, what kind of items would you most likely purchase (choose all that apply)?

Healthy  Unhealthy  Both

18) If given the choice, what kind of items would you most likely purchase (choose all that apply)?

Healthy  Unhealthy  Both

19) If given the choice, what kind of items would you most likely purchase (choose all that apply)?

Healthy  Unhealthy  Both

20) If given the choice, what kind of items would you most likely purchase (choose all that apply)?

Healthy  Unhealthy  Both

Additional Comments: \_\_\_\_\_

Please leave any additional comments for things you would like to see from the Wellness Program:

\_\_\_\_\_  
 \_\_\_\_\_  
 \_\_\_\_\_

Thank you - Please place this survey in one of the Target Zero / Wellness Suggestion Boxes or at the Wellness Suggestion Board in the COE.

Vending Survey



Wellness Suggestion Board

**WELLNESS PROGRAM SUGGESTION FORM:**

(Optional Name): \_\_\_\_\_ (Optional Dept.): \_\_\_\_\_ Date: \_\_\_\_\_

SUGGESTION AREA:

Program/Initiative  Presentation Topic  Social Activities  Work Area  Home/Family  Resources

Competition  Speaker  Sport Club/League  Injury Prevention  Support Group  Other

Suggestion: \_\_\_\_\_

Would other associates participate in this?  YES  NO How many do you know specifically? \_\_\_\_\_

**\*Please drop this form off in any Target Zero/Wellness Suggestion Box or at the Wellness Suggestion Board in the COE.**

Filed Out by Wellness Coach

Review  Plan  Schedule  Communicate

In Progress  Sustain

Revised:  YES  NO Date: \_\_\_\_\_



**PSSP SURVEY**

(Optional Name): \_\_\_\_\_ (Optional Dept.): \_\_\_\_\_ Date: \_\_\_\_\_

Have you enjoyed the Pre-Shift Stretching Program (PSSP)?

YES  NO

Do you think the PSSP has been helpful in warming up your muscles before the shift?

YES  NO

Have you suffered any sprains, strains or overexertion since participating in the PSSP?

YES  NO

Would you participate in a PSSP after your lunch break?

YES  NO

Would you be interested in leading the PSSP (weekly or monthly rotations)?

YES  NO

Would you be more interested in leading or participating if there were incentives?

YES  NO

How do you THINK we can get more people to participate?

\_\_\_\_\_  
 \_\_\_\_\_  
 \_\_\_\_\_

Additional Comments: \_\_\_\_\_

\_\_\_\_\_  
 \_\_\_\_\_  
 \_\_\_\_\_

Thank you - Please place this survey in one of the Target Zero / Wellness Suggestion Boxes or at the Wellness Suggestion Board in the COE.

Program Feedback



Existing CI Process

**Continuous Improvement / Share Plan Idea**

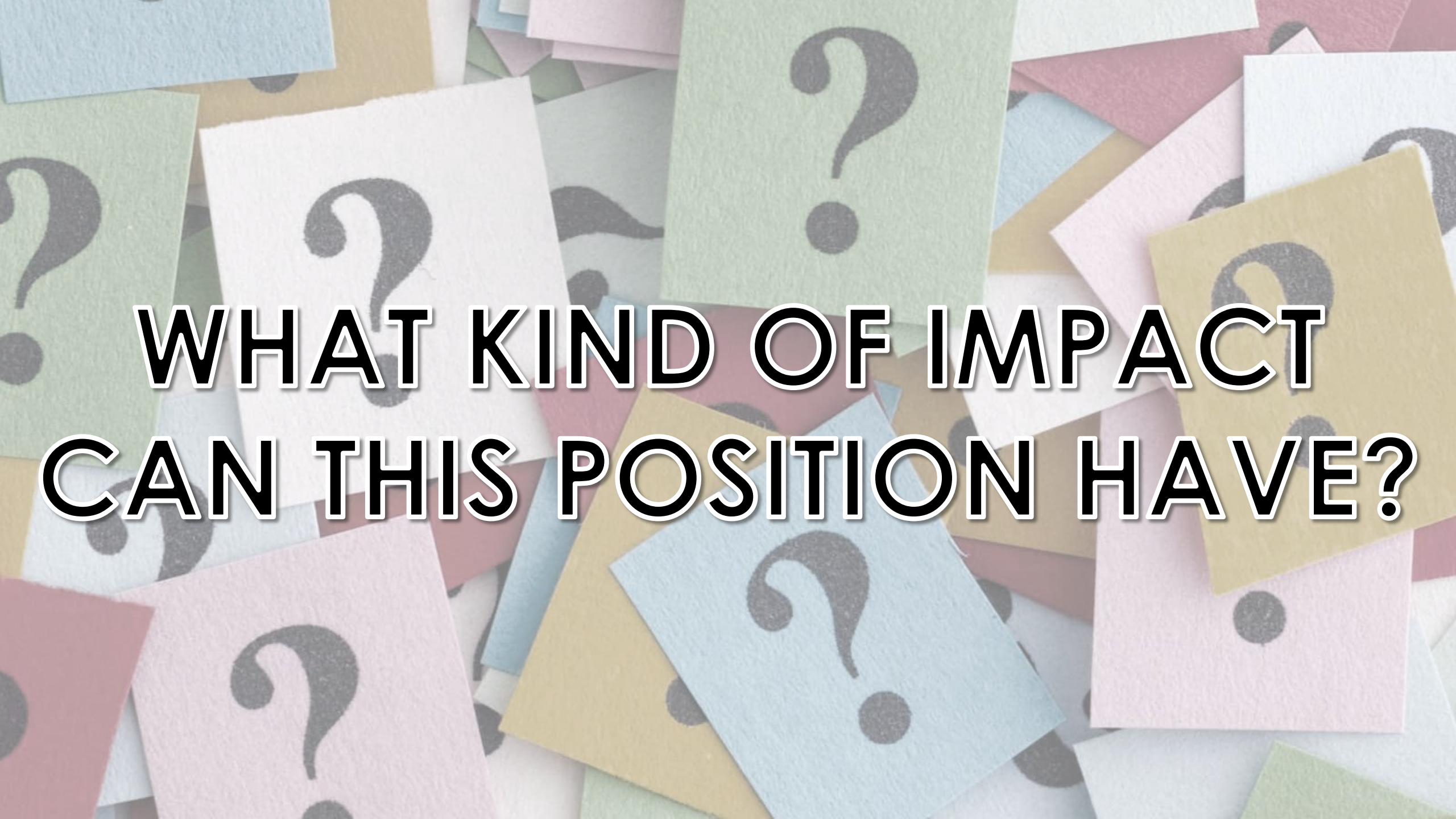
Name: \_\_\_\_\_ Date: \_\_\_\_\_

Equipment / Process: \_\_\_\_\_

Brief Description of CI Idea: \_\_\_\_\_

\_\_\_\_\_  
 \_\_\_\_\_  
 \_\_\_\_\_

in Planning Stage \_\_\_\_\_ In Progress \_\_\_\_\_ Date Due \_\_\_\_\_



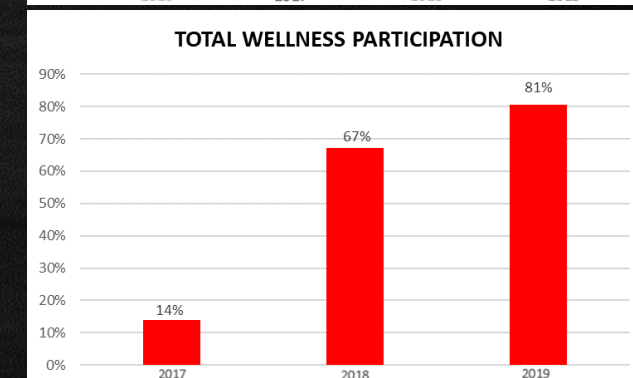
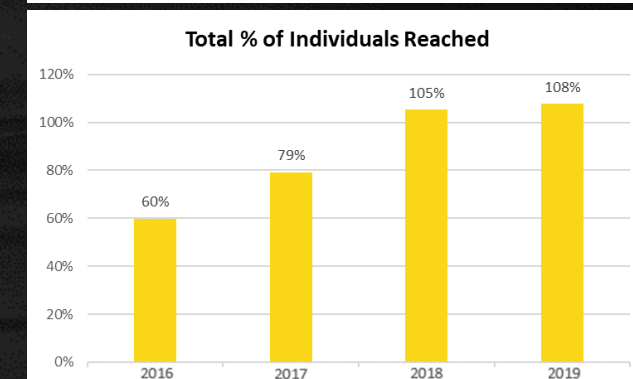
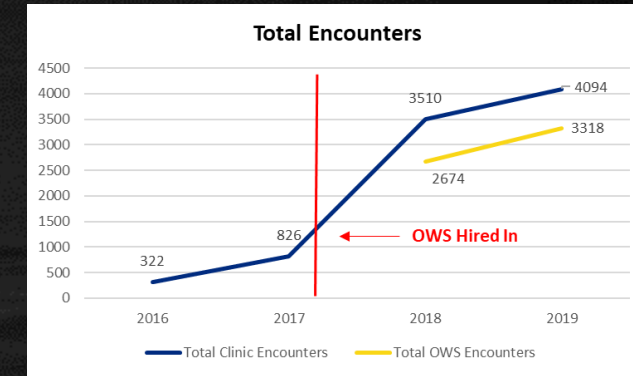
**WHAT KIND OF IMPACT  
CAN THIS POSITION HAVE?**



# IMPACT ON CULTURE

# Engagement

- Encounters increased 4x in 7 months
- 80% of total encounters in 2019 were from the OHWS position
- The total percentage of individuals reached went from 60% to every single associate at ICM\*
- Wellness participation went from 14% to over 80% in 2 years



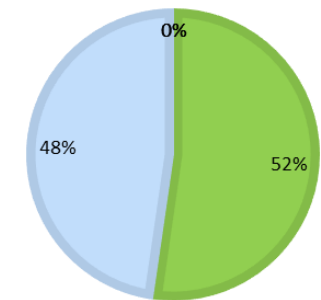
\*Over 100% numbers are attributed to new staff being over headcount

# Wellness Culture Survey

- 2017 was the first year for the OHWS
- In 2018 & 2019 associates were asked to complete a survey
- Both years indicated the OHWS was making great strides to improve the health and wellness culture of the plant

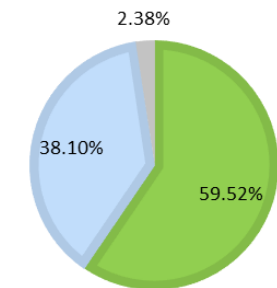
**IMPROVED CULTURE OF HEALTH AND WELLNESS (2018)**

Very Much Agree Agree Indifferent Disagree Very Much Disagree



**IMPROVED THEIR CULTURE OF HEALTH AND WELLNESS (2019)**

Very Much Agree Agree Indifferent Disagree Very Much Disagree



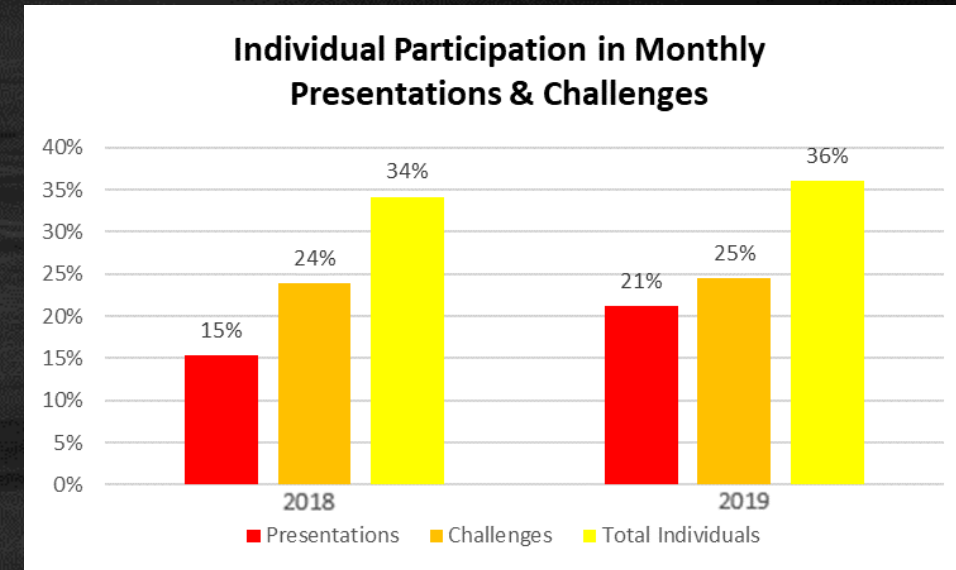


The background features a wooden surface with several light-colored wooden blocks scattered across it. Some blocks are arranged to spell out the word 'HEALTH' in a slightly curved line. Other blocks with various letters like 'S', 'A', 'R', 'E', and 'N' are also visible, some of which are out of focus. The overall lighting is warm and soft.

**IMPACT ON HEALTH**

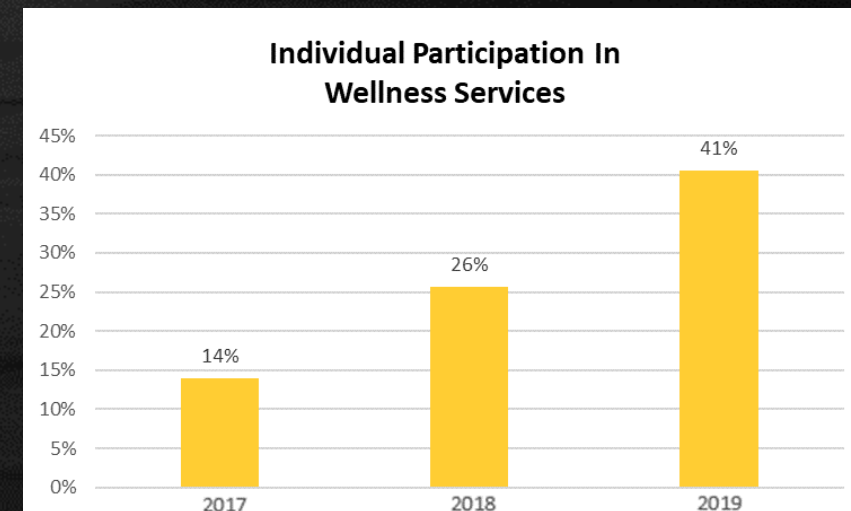
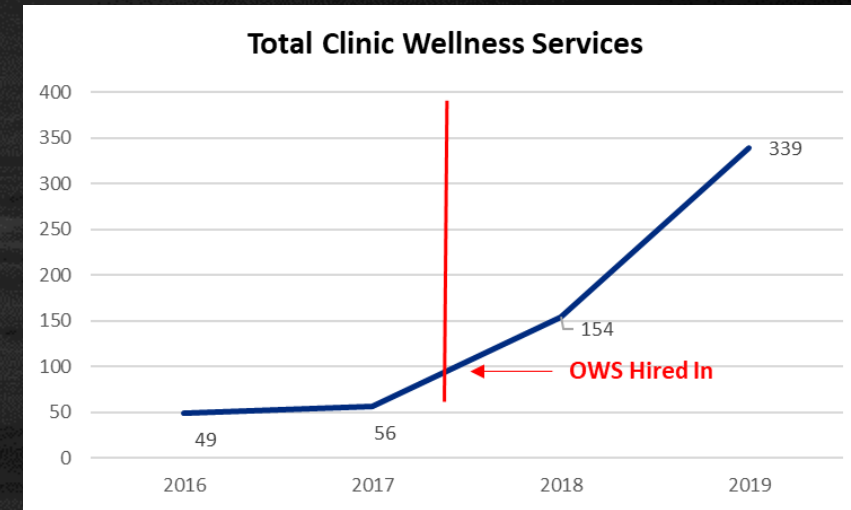
# Health Programs

- Prior to 2017 ICM had no real Wellness programming
- Percentage of individual participation in presentations and challenges increased yearly
- **New Challenge:**
  - How to get people to participate in both



# Health Awareness

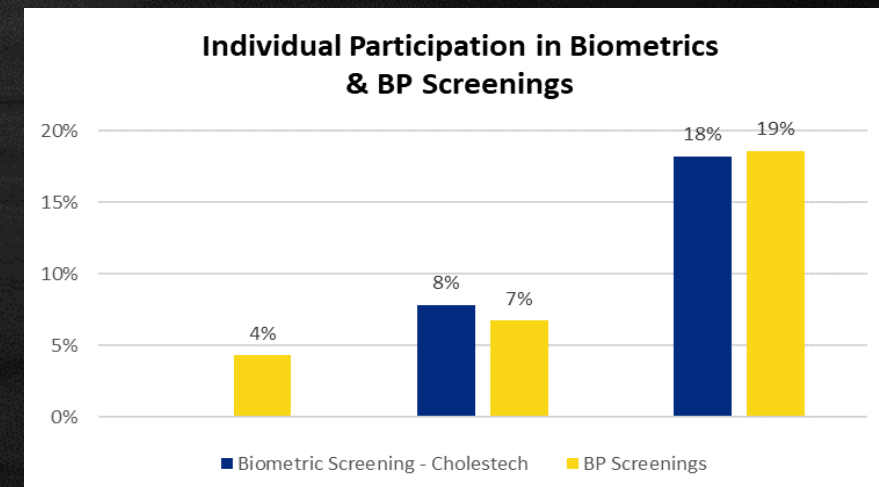
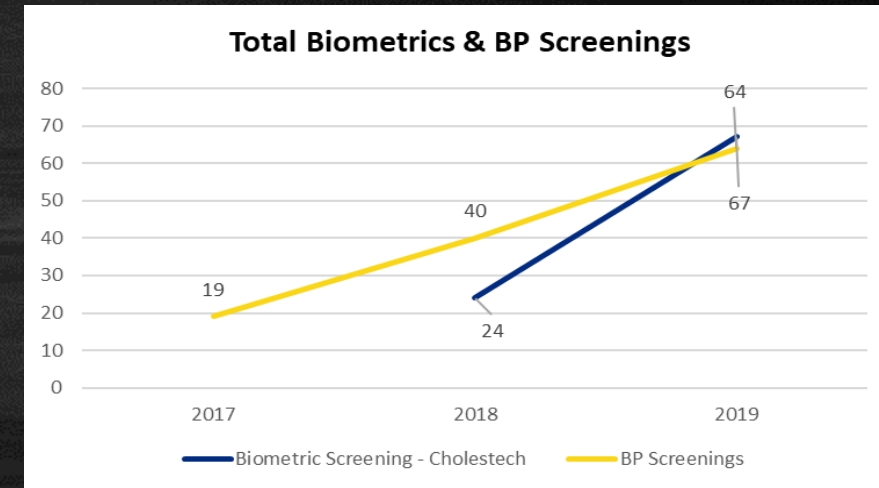
- OHWS drove participation into the many Wellness services the clinic
- Wellness services have more than doubled each year
- Individuals are participating now more than ever before - bringing more awareness to the team about their personal health and well-being



# Health Awareness

## BP & Biometrics

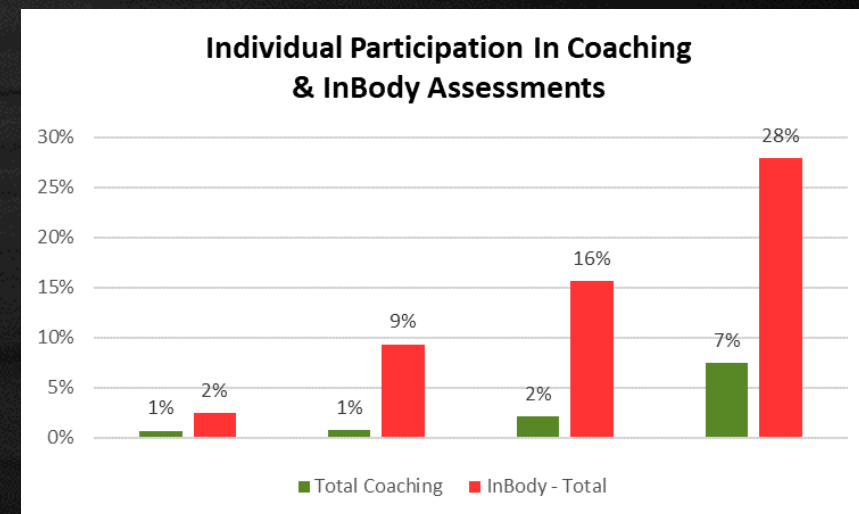
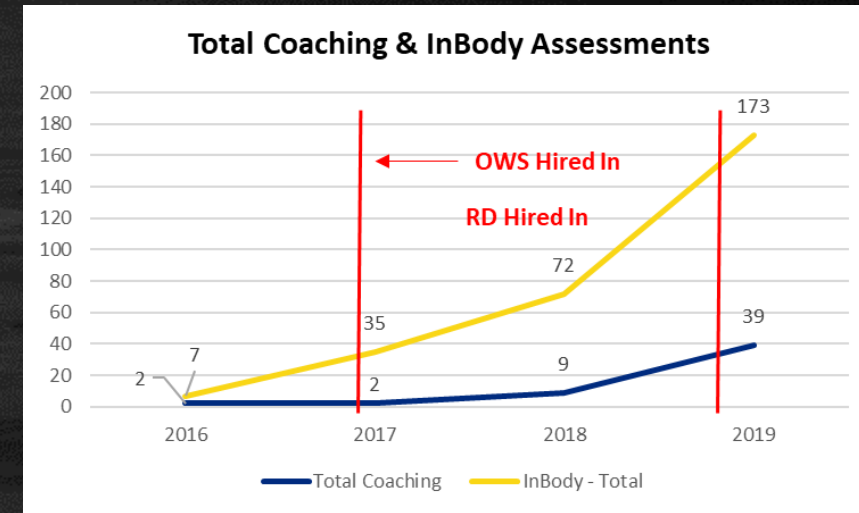
- BP Screenings continue to improve
- Participation in BP Screenings increased from 4% to just under 20% with one single BP screening event
- The number of Biometric Screenings and individual participation more than doubled from 2018 to 2019



# Health Awareness

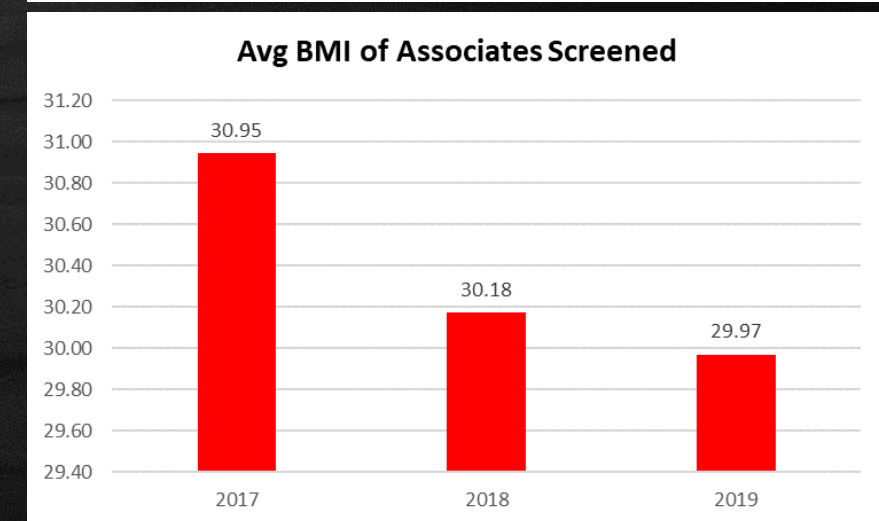
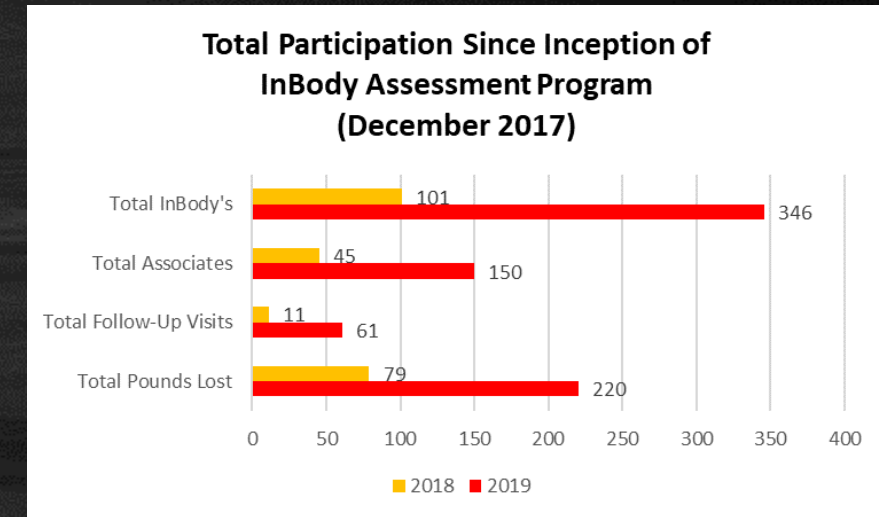
## Health Coaching & InBody's

- Both services have continued to increase year over year since 2017
- In 2019, a dietician was added to the team, resulting in new participants, along w/ additional follow-up visit



# Health Improvements

- Associates trying to lose weight
  - 79 pounds in 2017
  - 141 additional pounds in 2019
- The average BMI
  - 31% in 2018
  - <30% in 2019
- Associates classified as Obese
  - 56% in 2016
  - 45% in 2019

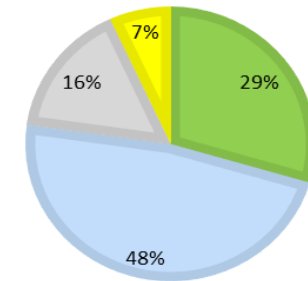


# Changing the Culture

- Survey asked if associates were making healthy changes
- In 2018, 77% agreed they were making changes due to the various programs, communications & OHWS
- In 2019 it rose to 83%

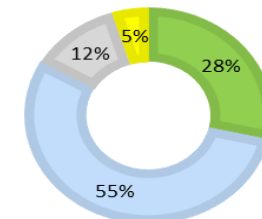
I HAVE MADE CHANGES TO MY HEALTH AND WELLBEING DUE TO THE PROGRAMS, COMMUNICATIONS AND PERSONNEL AT ICM (2018)

Very Much Agree Agree Indifferent Disagree Very Much Disagree



I MADE CHANGES TO MY HEALTH AND WELLBEING THIS YEAR DUE TO THE PROGRAMS, COMMUNICATIONS AND PERSONNEL AT ICM (2019)

Very Much Agree Agree Indifferent Disagree Very Much Disagree



A blurred background image showing a group of construction workers. They are wearing various types of safety gear, including hard hats in yellow, white, and grey, and high-visibility safety vests in orange and yellow. The workers are standing in a line, and the overall scene is out of focus, emphasizing the text in the foreground.

# IMPACT ON SAFETY

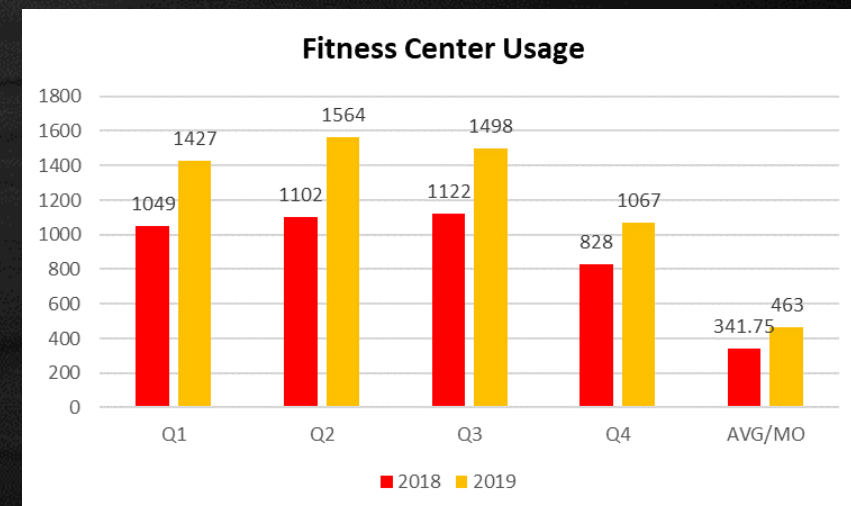
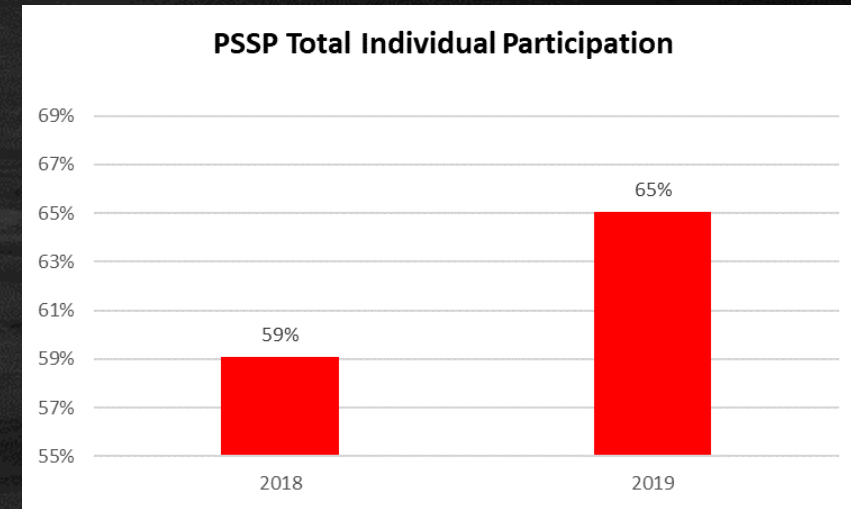


# THE PIECES TO THE SAFETY PUZZLE:

- **Near Miss Program**
- **Pre-Shift Stretching**
- **New Hire/RTW Conditioning Program**
- **Ergonomic Program**
- **Safety Campaigns**
- **Outreaches**
- **Wellness Programs**

# Injury Prevention Tools

- Pre-Shift Stretching & Ergo Programs
- At the end of 2019 over 65% of the plant participated in the voluntary program
- Plant usage of the fitness center also improved averaging 342 visits per month in 2018 to 463 in 2019



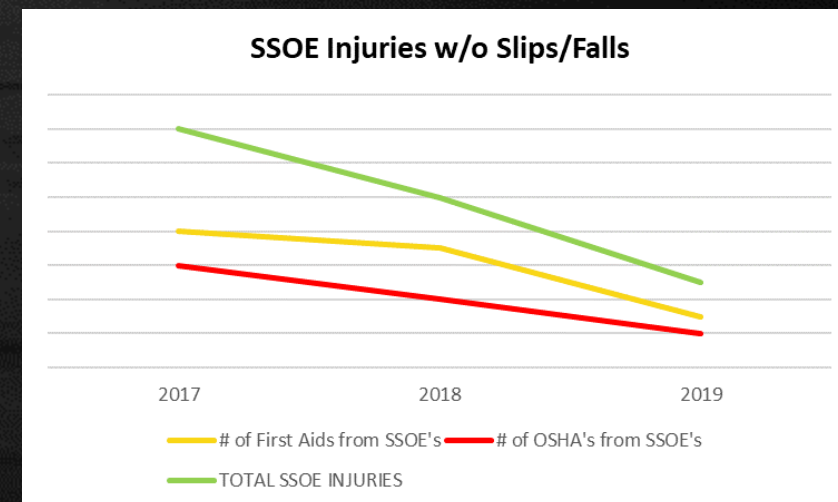
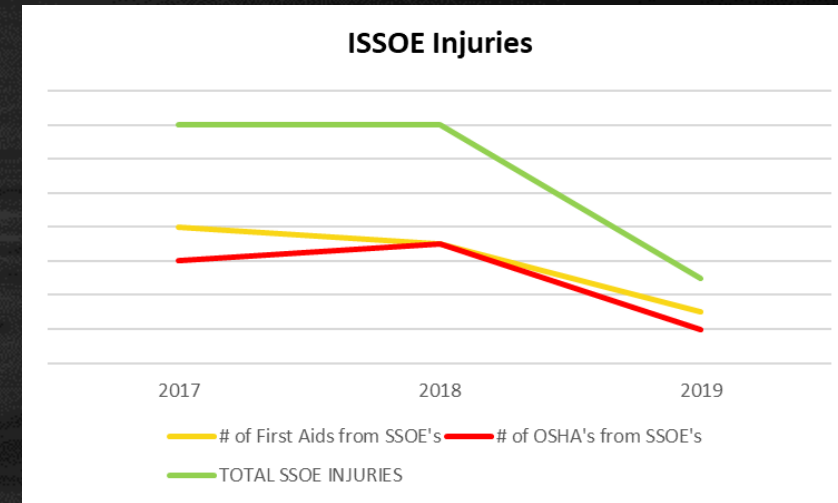
# Summer Safety Campaign

- Warmer months = more MSK injuries in manufacturing
- In 2018 SSOE injuries accounted for:
  - 70% of total First Aids
  - 60% of total OSHA's
- After summer campaign:
  - ↓ 50% total first aids
  - ↓ 83% total OSHA's
  - ↓ 61% total injuries
  - ↓ 89% SSOE injuries



# Injury Reduction

- OHWS & safety partnership w/ programs and awareness had a dramatic impact on the health and safety of our associates
- SSOE Injuries from 2017-2019:
  - ↓ 64% in total injuries
  - ↓ 63% in first aids
  - ↓ 67% in OSHA's
- Lowest total injuries in 2021



The background of the image is a blurred, high-angle view of several US dollar bills. The bills are scattered and overlapping, with various denominations visible, though they are out of focus. The colors are muted, showing shades of green, grey, and white. The text 'IMPACT ON COST' is centered over this background.

# IMPACT ON COST

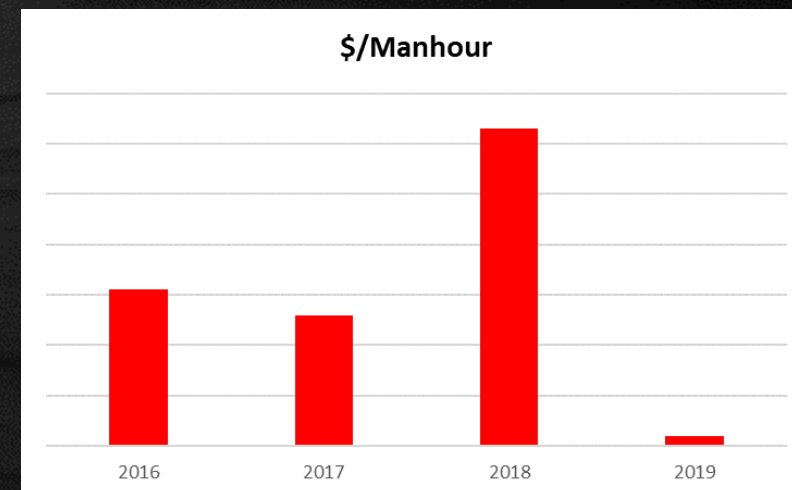
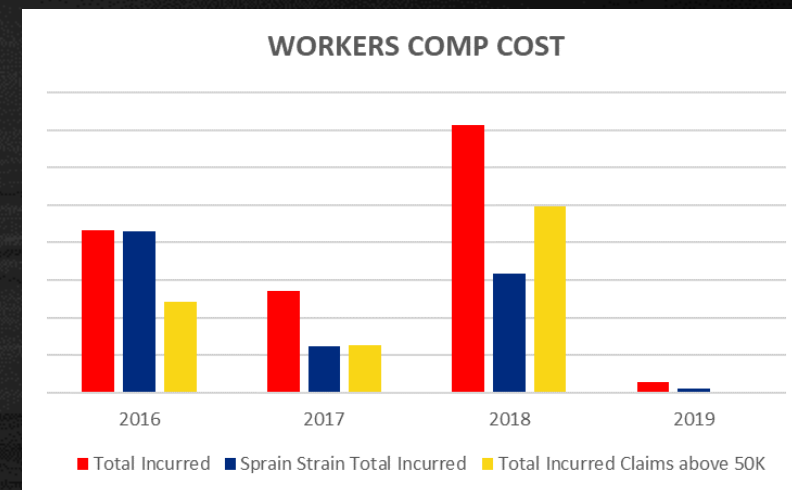
# Worker's Compensation

- WC costs reduced – particularly when it came to MSK injuries
- Cost reduction 2016 vs. 2019:
  - ↓ 94% in Total Incurred
  - ↓ 98% in SSOE total Incurred
  - ↓ 94% in \$/Manhour
  - 0 claims above \$50K in 2019
  - The cost per manhour decreased 94% from 2016-2019

## The Impact of Engagement

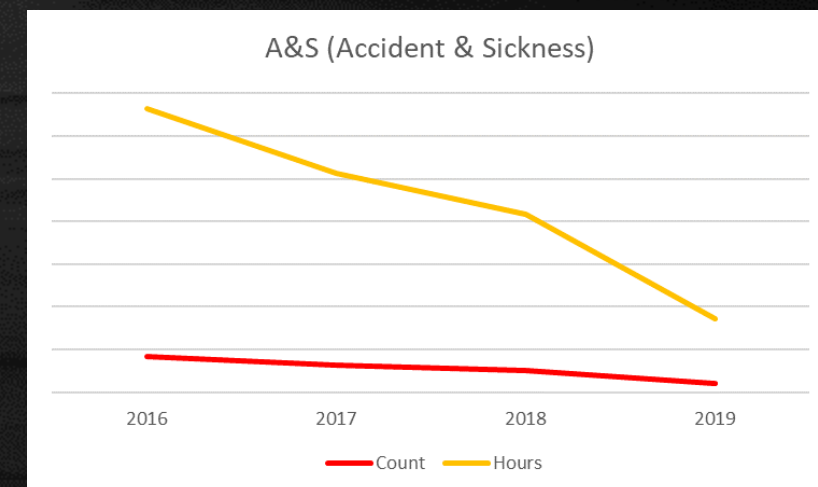
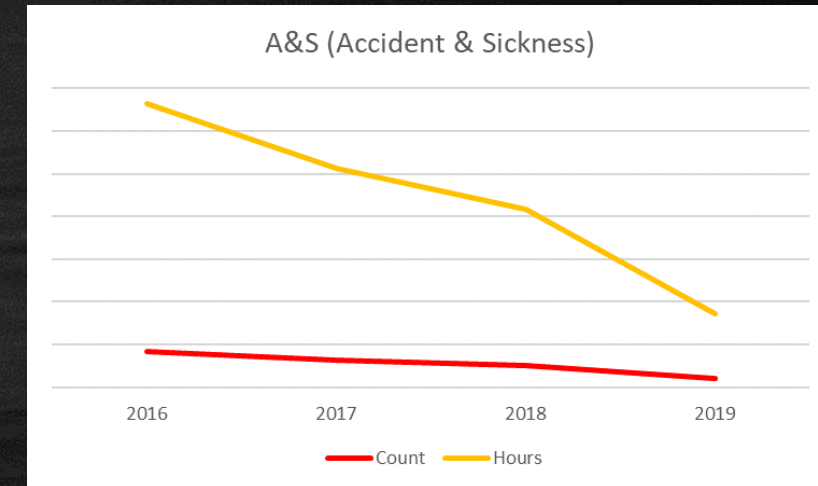
67% of associates who needed WC benefits in 2018 were due to MSK related injuries; 100% of those associates were not apart of the outreach program or involved in any wellness or safety initiatives

**WHAT IF THEY HAD BEEN?**



# Absenteeism

- The plant had a 74% reduction from 2016-2019 in total count and hours for associates out on A&S
- In 2016, 75% of all absences were A&S related compared to only 17% in 2019
- Other absenteeism stats:
  - 56% in associates late to work
  - 20% reduction in No Call/No Show



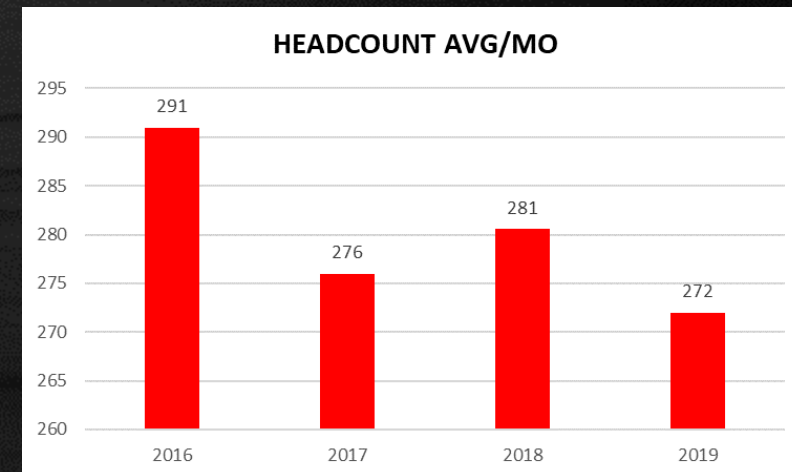
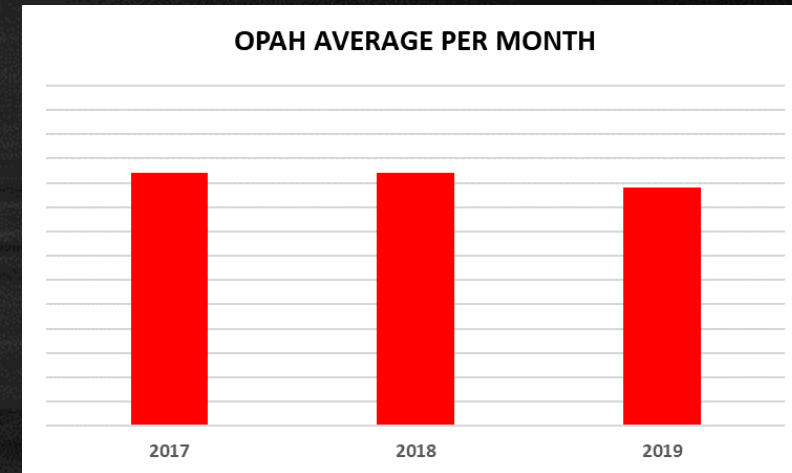


# IMPACT ON PRODUCTION



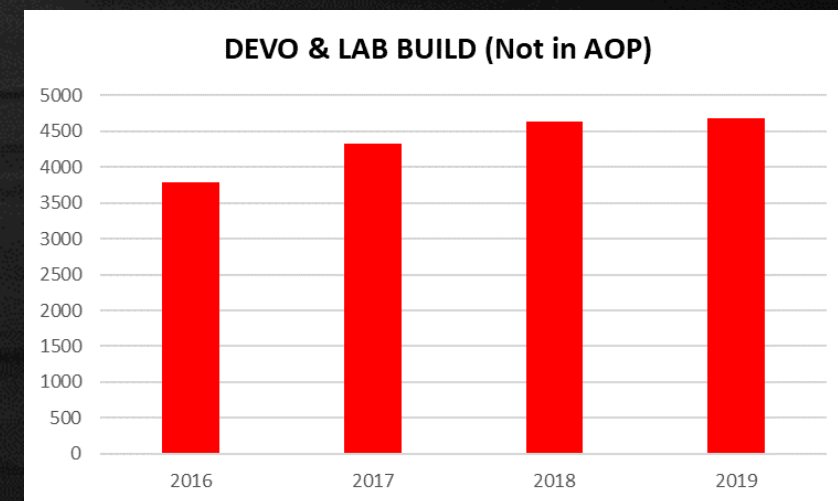
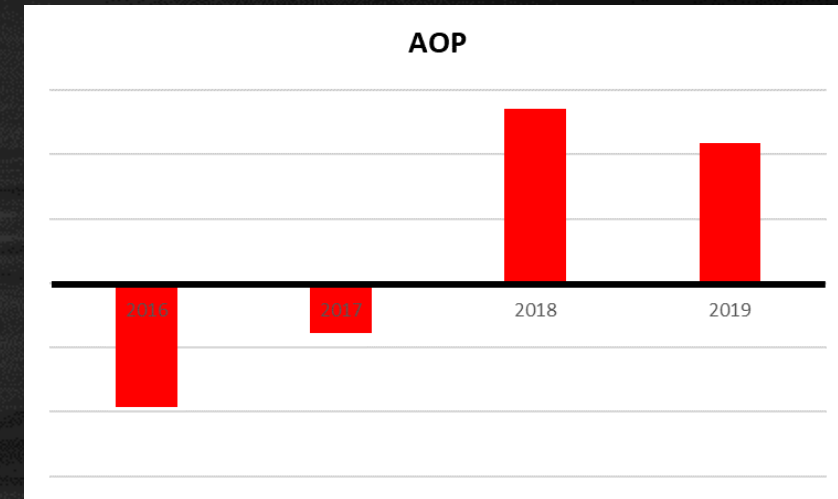
# Production & Headcount

- Throughout the OHWS implementation & the many programs provided, the plant's production remained consistent
- The headcount decreased 7% from 2016 to 2019



# Meeting Ticket

- Unlike previous years, the plant both met & significantly exceeded their AOP.
- Not included in the AOP, are the plants Devo & Lab builds which also increased year over year from 2016-2019
- So did the wellness program have any affect production?





**WITH A HEALTHIER  
WORKFORCE PRODUCTION  
OUTPUT & EFFICIENCY  
INCREASED**

# Winning

## ✓ DEVELOP:

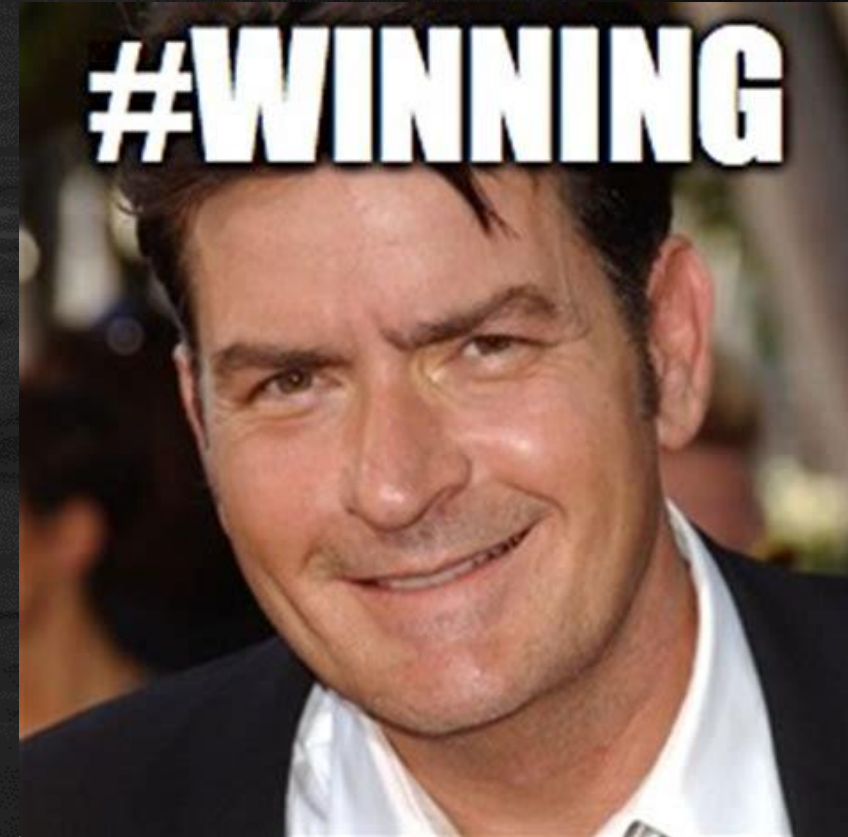
- Wellness position
- Wellness/Safety brand and culture

## ✓ IMPROVE:

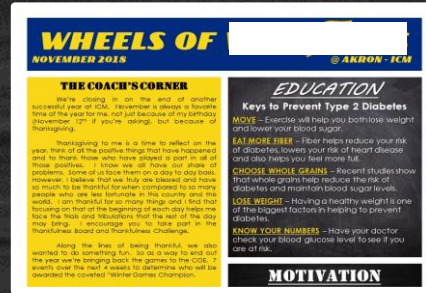
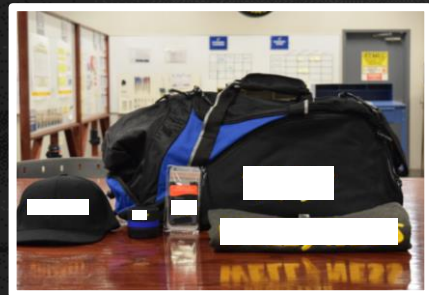
- Engagement w/ associates, leadership, corporate and vendors
- Communication, promotion & participation in wellness services
- Overall health of associates

## ✓ DECREASE:

- MSK injuries



# Strategy ⇒ Action ⇒ Execution



Improve  
Engagement &  
Develop  
Relationships

Brand Safety &  
Wellness Together

Communicate &  
Promote Existing  
Health Resources

Create Innovative  
Programs &  
Incentives

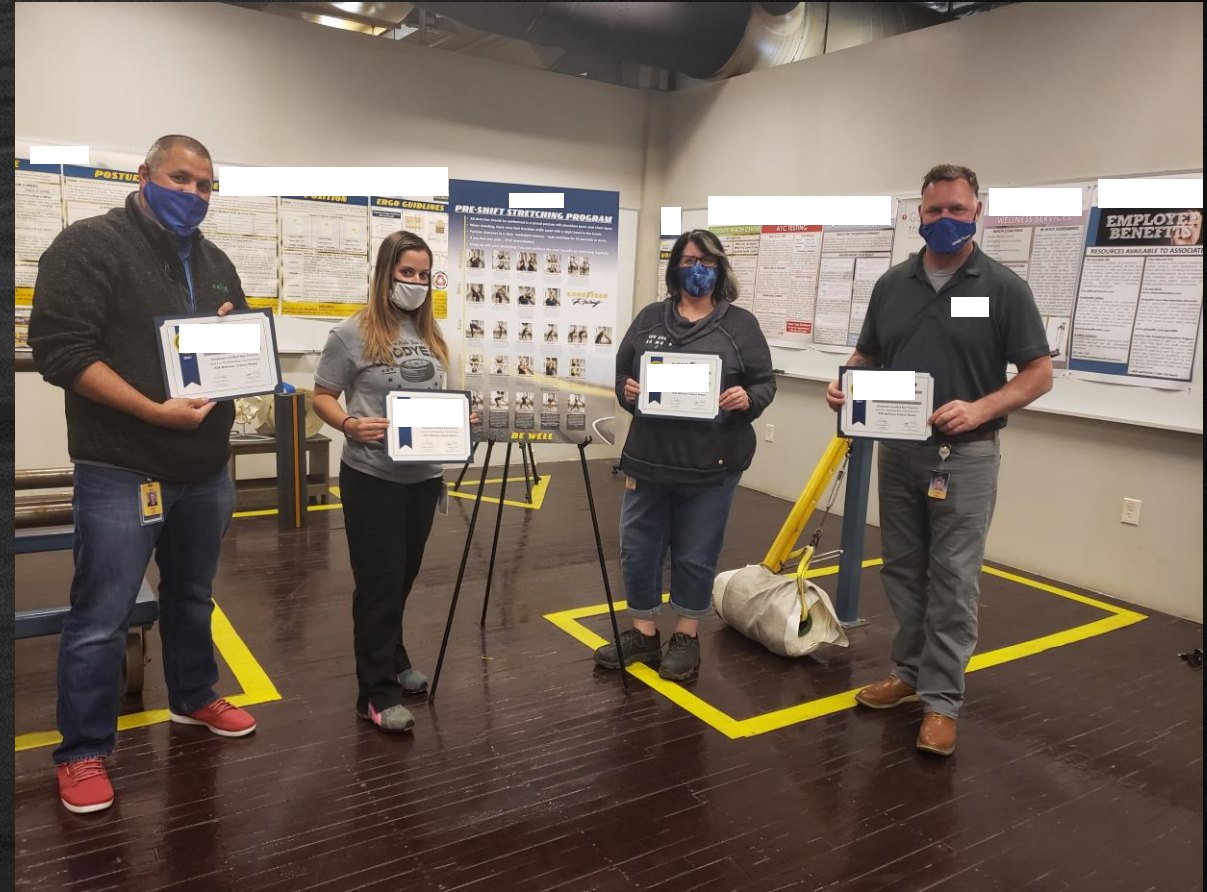
Gather Feedback  
for Program  
Development

# Contributing Factors for Success

- Support from plant & union leadership & the safety team
- Constant engagement w/ all associates on all shifts
- Driven by a wellness leader and a blended team of both salary and hourly associates
- Constant communication and promotion of all things “Wellness”
- Persistency and consistency in dealing with roadblocks and the support to break through
- Recognizing opportunities for program development through communication & feedback

# What You Can Do?

- 1) Safety First
- 2) Get On the Floor
- 3) Find Your Driver
- 4) Create Your Plan
- 5) Always Be Promoting
- 6) Be Creative & Have Fun
- 7) Get Feedback



# Questions & Comments



# THANK YOU!



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## **Biographical Information**

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Paul is the Senior Account Manager for Everside Health over all of the Goodlife Health Center locations for Goodyear in North America and also has his own consulting company where he works with individuals & groups in areas of fitness, health coaching & developing a culture of health. Paul has worked in just about every aspect of the health & fitness industry and has recently found his passion in the manufacturing setting. In this area, Paul has helped his clients receive global best practices in their organization for developing a culture of health, recognition for best practices from the Association of Manufacturing Excellence in safety, wellness & ergonomics, high participation in wellness related programs & services and dramatic decreases in injuries, worker's comp claims and even absenteeism. Paul has spoken to various businesses, groups and even safety councils on developing a culture of health & safety in the manufacturing setting. Paul is extremely passionate about trying to help employers foster this culture to help them attract & retain productive employees.

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Jackie Kendziorski - Jackie is the Wellness Coordinator for Everside Health at Goodyear's Innovation Center Manufacturing in Akron, OH. Jackie has over 15 years of experience in the health and wellness field and has excelled in corporate wellness, recreation management, medically-based fitness, post-orthopedic care, joint mobility training, cardiac rehab, personal training, Crossfit and a wide variety of athletics. Jackie received her Master's degree in Exercise Science from the University of Akron and has paved her way in the industry studying fitness as it applies to everyday life and function. Jackie believes that having a healthy and fit workforce culture creates an environment for success in and out of the workplace. Integrating wellness programs that work to improve employee health and productivity is her top priority.