



HEART HEALTH

prevention initiatives

Synopsis:

Heart disease is the leading cause of death among adults in North America – a silent, stealthy killer that many people don't even know they have until it's too late. The good news is that, through sensible precautionary measures, heart conditions can be detected, controlled, and even prevented.

Research by the American Heart Association shows that awareness leads to action, while the U.S. Department of Health and Human Services reports that employers who implement workplace programs to address heart disease have reduced their health care costs up to 55 per cent and increased productivity up to 52 per cent.

Wellness Factors' Heart Health Workplace program is designed to help your employees and their families resist heart disease by promoting lifestyle adjustments that limit or reduce susceptibility to the risk factors – high cholesterol, high blood pressure, stress, smoking, excessive drinking, physical inactivity, and obesity.

About the Healthy Heart Workplace Program

- ✓ Increases awareness among employers, employees, and family members of what heart disease is, their susceptibility to it, and how, through awareness and small lifestyle changes, they can protect themselves against it.
- ✓ Provides resources and support that include paperback booklets, wall posters, guest speakers, teleconference workshops, the email-your-question-to-an-expert, telephone coaching and cell group support.
- ✓ Develops a workplace program to conduct blood cholesterol testing for employees
- ✓ Records blood-cholesterol readings and does comparative analysis through a Health Tracker database located on the Wellness Factors Portal

How the Healthy Heart Program Works

Your Wellness Factors wellness director will work with you from start to full implementation of the program over the following stages:

- ✓ Launching your awareness campaign by receiving and installing your wall posters and booklets stands.
- ✓ Scheduling guest speakers to conduct lunch-and-learns.
- ✓ Mailing a copy of the Healthy Heart workplace program mail-out to employees' homes (optional).
- ✓ Designated personnel to receive a blood-cholesterol meter, conduct blood-work testing and allocate two hours per week for every 250 employees.
- ✓ Training employees to enter blood readings into their confidential Health Tracker to monitor progression or regression.
- ✓ Identifying those that are at risk of heart disease and those showing symptoms of heart disease and encouraging them to visit their physician, and/or working with a health coach in making lifestyle changes.
- ✓ Identifying program return on investment through web-based aggregate reporting.