



# Caring for the Industrial Athlete

*Taking Care of Your Greatest Asset Should NOT be an Experiment.*

## 1. Risk Management

There are numerous things to think about if you have an on-site fitness classes, gyms and other means of employee support.

- Be certain any outside parties contracted to teach classes have experience, are certified and insured, and understand the objectives of the program. No injuries!
- Maintain liability waivers, physical activity readiness questionnaire's (PARQ), and physician releases if applicable for all participants.
- Before offering on-site fitness programs, create guiding documents that define the purpose, location, and required documents that need completed for employees to participate.
- Any kind of fitness program or workout class is an intimidating environment for most people. Welcome all fitness levels by what you offer. (If you have a crossfit class, have yoga too)

## 2. Programming

Differs from typical wellness programming. If you can't measure it, it's not an investment.

Key Components:

- Prepare - Prepare employees for the tasks ahead through education, readiness testing, and specific corrective exercises.
- Prevent - Prevent injuries caused by overexertion and bodily reaction through pre-shift warmups, stretching, and specific advice and care to better manage soreness and recovery. (Not treatment)
- Perform - On-the-job analysis of daily movement patterns and common tasks, such as lifting, and specific ways to move more efficiently and reduce the risk of injury.

## 3. Technology

Wellness technology is overpromised and underdelivered. But if done correctly they can support connection. Some effective uses for wellness mobile apps are:

- Individualized support (not personalized)
- Easy way for employees to connect to their coach. (not "a" coach)
- Employees can access company specific training with trackable completion data.
- Community and groups for support and encouragement.
- Serves as a conduit to people who encourage better choices and positive momentum.

## 4. Communication

What we see influences how we think and the choices we make. Media strategies that drive positive momentum:

Digital displays keep employees emotionally connected to their goals.

- Consistent positive messaging helps balance negativity found on social media.
- Provides relational consistency.
- Immediately modernizes antiquated work environments.
- Allows employees to engage through QR codes.
- 85% of signups for a recent event were due to media displays.
- Enables all company locations to receive the same message at the same time.
- Can be integrated into operations to include real-time production data.

