BACK INJURY PREVENTION

VIDEO TRAINING PACKAGE | USER'S GUIDE

Introduction

Getting Started

There's no hard and fast way to use the videos in this package. They were created with the following in mind;

First, the learning process starts with a baseline understanding of a topic. That's why the packages (excluding the office ergonomics package) include at least one full-length video. These videos take the deepest dive into the topic and set the stage for ongoing reinforcement.

Next, regular/consistent reinforcement secures the information and leads to long term change. That's the nature of these packages; they include everything you need to keep safety leadership and injury prevention information fresh in the minds of your team throughout the year.

Package Contents

This package includes 3 different lengths of videos;

Full Length: These videos take a deep dive into the topic.

3-5 minute: These videos hit the highlights from the full-length video(s).

Quick Tip: These videos are 90 seconds or less and are designed to be integrated into the workday to keep safety information "top of mind".

Opportunities for use:

Recurring/Annual training: We created multiple full-length videos on this topic, and while each video is very different, they all cover the same principles. This means that you don't have to show the same video year after year. You can use different videos for re-training and keep things "new and fresh" without a concern that employees will receive inconsistent messages.

Start-up meetings/Safety Moments: Many companies begin a job with a message about safety. The Quick Tips and 3–5-minute videos are a perfect length to set the tone for day whether it be the beginning of a job, or a safety moment to keep off a meeting on any topic.

Quick hit refreshers: Learning takes place over time. Employees get busy and distracted by day-to-day activities, and "quick hit refreshers" are a great way to refocus their attention to the things that will help them stay safe. It is a simple, easy and effective way for an company to demonstrate their commitment to safety.

Return-to-work post injury: The moment an employee returns to work following an injury is the perfect time to provide them with information that will help them prevent the injury from happening again. These videos provide simple, practical and effective strategies that employees can use right away.

This guide was designed as a tool to assist you in the effective use of the videos. As with any program, the more you can relate the information to the specific audience, the better the results. Therefore, please keep in mind that this manual is only a guide. You and your team will have valuable ideas specific to your audience that will greatly enhance the value of this program.

Keep these points in mind

- Learning takes place over time – it is not a single "event".

For employees to make positive changes in the ways that they lift, they need to hear messages repeated over and over. As you watch this video, be looking for simple points that can become part of the daily routine at shift meetings, on message boards or just as part of daily discussions.

- One of the goals of a program is to get employees to lift "better" – not "perfect".

Perfect lifts only occur in a perfect world. You will have many more opportunities to acknowledge better lifts than you will perfect lifts. Over time, getting people to lift better will reduce the experience of back problems.

- Situations and people are all different.

These video programs attempt to give the viewer tools to problem solve in different situations. Employees lift different objects in different environments and with different physical capabilities. If these differences are acknowledged the viewer is more likely to use the information that is presented.

The main philosophy in these programs is the concept of performing a lift better, rather than performing a lift right or wrong. No matter how demanding a lift may be, the lifter always has an opportunity to either increase or decrease the demands.

After the Videos

Each of the video programs are divided into distinct sections to increase retention and promote discussion. These sections are:

- Keep it Close / Keep the Curves

The closer the load is to the lifter's center of gravity, the lighter the load is on the back. Keeping the load closer to their center of gravity allows the lifter to keep the natural curves in their spine. In the "Power Position" the back can

withstand significantly more demands than when the curves are flattened out.

- Build a Bridge

When a person lifts with their body weight out in front of their lower back, the back must lift the entire upper body weight as well as the object being lifted. By building a bridge or supporting the upper body weight on a leg or other object, the weight of the upper body is taken off the back and the demands of the lift are reduced.

- Feet First

Reaching and twisting dramatically increases the risk of injury when lifting. The cause of most reaching and twisting is a lift that starts with the upper body rather than the feet. When you move your upper body first, the trunk, and the lower body are going in different directions and the demands on the spine increase dramatically. When a person turns their feet first, the rest of the body follows, the structures are all moving in the same direction and the demands on the spine are dramatically reduced.

- Warm-up and Stretching (Blink!)

When muscle is cool it does not move easily and is prone to injury. By performing simple warm-up activities a person can prepare their muscles for a task and not only reduce the risk of injury but make the work easier as well. When a person has been working for a while, their muscles will fatigue. Stopping for a few seconds and performing a compensating stretch can deliver valuable oxygen to the muscles that helps them continue their work.

Questions for Discussion

Keep It Close / Keep the Curves

- Why is a load heavier if it is farther away from the body?
- What are the situations where it may be difficult to “keep it close” and “keep the curves?”
- What are typical lifting situations where the lifter could “keep it close” and “keep the curves” but they choose not to?
- How does keeping the load close affect the ability to keep the curves?
- What happens to your back’s ability to handle the demands of a lift if the curves are flattened out?
- Is there such a thing as a “perfect” lift? What about a “better” lift?

Keep in mind… the spine is designed to perform a variety of movements. It is not that one single movement is bad, but rather the repetition of these movements over time that increases our chances of wearing out our backs.

Build a Bridge

- What happens to the demands of the lift if the upper body weight is placed in front of the center of gravity?
- What are some options of “building a bridge” in a variety of situations:
- When there is a stationary object nearby?

- When there is no stationary object nearby and the load can be lifted with one hand?
- When the load must be lifted with two hands?
- Explain the “one-sided bridge” analogy described at the end of the bridge segment.
- What are some situations where “building a bridge” is not practical? Why?

Keep in mind… building a bridge can be accomplished in a variety of ways. Anything you can do to effectively support at least some of your upper body weight when lifting will reduce the demands on your back.

Feet First

- What happens to the spine when you start a lift with the lower body and don’t move your feet first?
- Why do athletes choose to move their feet first? (and they are always in a hurry)
- Does moving your feet first take longer than twisting or does it just seem this way?

Keep in mind… moving your feet first reduces the risk that you will be lifting from a position of strength vs. a position of weakness. It keeps you from over-reaching; it reduces the risk of twisting the spine and it helps you keep the load closer to your body.

Warming Up and Stretching

- What are simple warm-up/stretching activities that can be performed at work or before/during a recreational activity?
- Can warming up and stretching make a job easier to perform? How?

Keep in mind… it is generally not one single event that leads to a back problem, but rather the accumulation of demands that can build up over a day, week, year and lifetime. Simply by stretching briefly throughout the day and changing postures often, a person can reduce the accumulation of demands on the back.

Keeping the Message Alive

Showing people information on better ways to lift is important. But one of the missing ingredients has been that messages are not repeated frequently enough. This program repeats a series of messages that, once heard, can be used as simple reminders throughout the day until the techniques become more natural. These messages include:

- Keep it Close
- Build a Bridge
- Feet First
- Warming-up and Stretching

These messages can be delivered through a variety of means. Keep in mind that the message is fine, but it is the frequency with which it is repeated that makes it stick. Repetition of these messages can take the form of the following activities, as well as any other system you have developed for communication within your organization.

- Toolbox talks or shift meetings
- Informal discussions (discuss issues as they arise or are observed)
- Verbal “briefs” (comments made to employees throughout the day)
- Recognition/acknowledgement of achievement/awards

Final Words

Lifting is one of the many risk factors for a back injury that people will encounter in their lifetime. For years we have attempted to alter people’s lifting habits using videos, manuals and seminars.

Used effectively, a video can be a valuable part of the injury prevention process by providing a base level of knowledge. A video, however, no matter how good it is, cannot effectively reinforce this information on an ongoing basis.

Therefore, it is important that for these videos to be effective, methods must be developed for exposing the viewers to this information through a variety of mediums. This is how people learn and develop (or change) their habits. Even a brief message of “keep it close” or “don’t forget to stretch” on a periodic basis can help to solidify these concepts.

Back Injury Prevention Package

This is Michael’s most popular package. It contains 5 (five) full-length, award-winning training videos used by thousands of companies. These fun and engaging videos are packed with powerful injury prevention principles that are simple, repeatable and effective.

Leadership videos in this package lay out the same strategy Michael has used with major corporations, including The Home Depot, Wal-Mart and Coca Cola and PetSmart.

Employee videos contain the same information Michael has presented to hundreds of thousands of employees around the world. The principles are consistent throughout the entire series.

Back Injury Prevention Package Includes

Videos with Quick Tip in the title are 90 seconds. Others are 3–5 minutes.

Leadership Coaching Videos

- A Day in the Life of a Back Injury Prevention Program
- A Day in the Life of a Back Injury Prevention Process
- A Day in the Life of the Energized Approach
- Back Injury Prevention – Accountability

- Back Injury Prevention – Commitment
- Back Injury Prevention – Communication
- Back Injury Prevention – Consistency
- Back Injury Prevention – Creativity
- Back Injury Prevention – Flexibility
- Back Injury Prevention – Fun!
- Back Injury Prevention – Inclusion
- Back Injury Prevention – Recognition
- Back Injury Prevention – Respect
- Back Injury Prevention – The Emotional
- Back Injury Prevention – The Physical
- Back Injury Prevention – The Rational
- Back Injury Prevention – Accountability – Quick Tip
- Back Injury Prevention – Commitment – Quick Tip
- Back Injury Prevention – Communication – Quick Tip
- Back Injury Prevention – Consistency – Quick Tip
- Back Injury Prevention – Creativity – Quick Tip
- Back Injury Prevention – Flexibility – Quick Tip
- Back Injury Prevention – Fun! – Quick Tip
- Back Injury Prevention – Inclusion – Quick Tip
- Back Injury Prevention – Recognition – Quick Tip
- Back Injury Prevention – Respect – Quick Tip
- Back Injury Prevention – The Emotional – Quick Tip
- Back Injury Prevention – The Physical – Quick Tip
- Back Injury Prevention – The Rational – Quick Tip
- REP for Back Injury Prevention

Employee Coaching Videos

- Standing – Quick Tip
- Standing – Move/Fidget
- Standing – Get a Foot Up – Quick Tip

- Standing – Slight Bend in the Knees – Quick Tip
- Standing – Staggered Stance – Quick Tip
- Lifting: Build a Bridge – Quick Tip
- Lifting: Feet First – Quick Tip
- Lifting: Keep it Close – Quick Tip
- The Lighter Side of Lifting
- Principles of Lifting
- The Art of Standing
- A Better Way to Lift (Full Length Training Video)
- The Back Owner's Guide for Lifting and Stretching (Full Length Training Video)
- On The Road; The Lighter Side of Lifting (Full Length Training Video)
- A Bit About Backs (Full Length Training Video)
- Take Five for Health and Safety (Full Length Training Video)

Full-Length Injury Prevention Videos

The Back Owner's Guide to Lifting and Stretching

ENGLISH AND SPANISH · LENGTH: 16 MINUTES

You've heard it all before…bend your knees and keep your back straight! If it were really that simple, we'd all be lifting this way, and back injuries would be a thing of the past. The fact is that there is no single correct way to lift. There are, however, better, less demanding and safer ways to lift and that's what this DVD is all about. In this program, Michael introduces the viewer to 3 simple and memorable principles, "Keep it Close and Keep the Curves", "Build a Bridge" and "Feet First". Utilizing these principles anyone can take a demanding lift and make it "better", "safer" and "less demanding" on the back.

From Knowing to Doing: Getting the Most from Your Safety Training Efforts

LENGTH: 18 MINUTES

For years, classroom training has been the method of choice for influencing safe behaviors. Unfortunately, it has become abundantly clear that there is a huge difference between what employees learn in the classroom and what they do with what they learned. While information has a great deal of value, its impact is not only influenced by the strength of the content, but also by how the content is developed, packaged, delivered and supported. This fun, high energy program takes a critical and humorous look at training and offers insights and strategies for training that not only influences what participants know, but also what they do.

NEW Blink! A Practical Approach to Workplace Stretching

MANAGER VERSION · ENGLISH AND SPANISH

For years, organizations have attempted to integrate stretching into the workday. The problem has been employee resistance, time constraints, perceived costs and low compliance. This video introduces a fun, simple, practical and EFFECTIVE strategy that allows organizations to bring stretching into the workplace in a way that maximizes participation, reduces resistance and gets great results.

NEW Blink! A Practical Approach to Workplace Stretching

EMPLOYEE VERSION · ENGLISH AND SPANISH

For years, organizations have attempted to integrate stretching into the workday. The problem has been employee resistance, time constraints, perceived costs and low compliance. This video introduces a fun, simple, practical and EFFECTIVE strategy that allows organizations to bring stretching into the workplace in a way that maximizes participation, reduces resistance and gets great results.

NEW A Better Way to Lift

ENGLISH AND SPANISH

In this highly entertaining video with powerful visuals, Michael introduces the 3 principles that can make any lifting situation “better” and “less demanding”.

A Bit about Backs

3 MODULES · APPROX. 15 MINUTES EACH

This unique 3-module video breaks the mold of traditional education approaches by presenting important information in an entertaining and humorous style. The modules effectively teach problem-solving skills, while high energy, humor and creative visuals capture the viewer’s attention and motivate change. Each module is approximately 15 minutes in length.

On the Road: The Lighter Side of Lifting

LENGTH: 23 MINUTES

In this fun, engaging and award-winning video, you follow Michael as he hits the road to find “better” ways to perform material handling in a variety of real-life situations. For years, people have been instructed in the “right way” to lift. While the perfect lift isn’t always possible, viewers will be introduced to some simple and practical strategies that can make every lift less demanding.

Back in Step: The Road to Recovery from Back Pain

TOTAL VIDEO TIME: 60 MINUTES

“Back In Step” is an innovative program created to help people recovering from back problems. The video helps injured workers recognize their role in the recovery process and understand how safe participation in daily activities can speed up their recovery and prevent re-injury. Back in Step walks the viewer through the safe performance of a wide variety of daily activities including, sitting, standing, lifting, sleeping, child care, yard work and many more. Each segment is approximately 3 minutes long.

Stretching Out At Work

LENGTH: 18 MINUTES

This DVD describes and demonstrates actual stretching and warm-up activities that can be incorporated into the work environment. This video shows how stretching and warm-up exercises prior to and during work activities reduce injuries while increasing employee comfort. Michael introduces 3 of his time-tested strategies as he directs the viewers to “Let your body know what’s coming”, “Let your body breathe” and “Remember the rule of opposites”.

Take Five for Health and Safety

5 MODULES · 8 MINUTES PER SEGMENT

This fun and informative series of 8-minute videos addresses sitting, standing, stretching, ergonomics and lifting in 5 unique, individual and entertaining segments. Each video utilizes a talk show format with Michael as the featured guest. The creative commercials between each segment drive home the key points of injury prevention. Each video is a great length for a quick review of these important topics.

Batteries Not Included: The Energized Approach for Achieving Great Programs

LENGTH: 30 MINUTES

Having trouble getting a safety initiative off the ground? Not sure how to get employee buy in? Is your company going through changes and you find yourself facing resistance? Have a shelf full of good programs that you’d like to turn into great ones? The Energized Approach for Achieving Great Programs will help you “power-up” your program, your employees and your workplace. Organizations that focus on the 10 Essential Energy Sources create environments that are ready for action! Using real life examples, great visuals and an easy and humorous style, Michael will introduce you to “The Energized Approach” that will maximize the investment for all your organizations’ programs.