



**American  
Heart  
Association.**

# **BAY AREA CONSTRUCTION INDUSTRY IMPACT CASE STUDIES**

American Heart Association  
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**@AHABayArea**



# CASE STUDY:



## CULTURE SHIFT - HYPERTENSION

In a first of its kind industry collaboration and pilot between the American Heart Association, XL Construction and El Camino Health, over 800 workers are monitoring their blood pressure at jobsites across the Bay Area. This has resulted in significant and measurable awareness around heart health and high blood pressure among construction workers.

## BACKGROUND

XL Construction and El Camino Health launched the AHA's Check.Change.Control. hypertension program in May 2019 through a joint GC All Hands meeting offering free lunch to those who learned how to take their own blood pressure.

**"There's a false assumption that because construction work is physical, it constitutes an active lifestyle,"** said Alan Lurlund, Senior Vice Present, XL Construction. **"We wanted to make overall employee wellness a priority and that's why we've teamed with the American Heart Association in leading a comprehensive effort that focuses on heart health."**

Together, general contractors, trade partners and industry owners are meeting workers where they are with the ability to check their blood pressure regularly with supportive resources made available through AHA's Check.Change.Control. program.

## OUTCOMES

**800+**

workers trained in blood pressure monitoring

**82%**

of participants are hypertensive

**55%**

repeat useage of the AHA's online tracker

**17%**

of participants have lowered their blood pressure since May '19



### CORPORATE CITIZENSHIP + VISIBILITY

**Alan Lurlund,**  
SVP, XL Construction  
*2020 Hard Hats Chair  
& Presenting Sponsor*

**Ken King**  
Chief Administrative  
Services Officer  
El Camino Health

*2020 Hard Hats  
Mission Impact Chair*



# CASE STUDY: Google

## CULTURE SHIFT- HYPERTENSION & HANDS ONLY CPR

Through a relationship with the American Heart Association, Google, Inc. is paving the way as an Owner, shifting the culture of health on Bay Area jobsites and placing health at the forefront of all they do so workers can live longer, healthier lives.

## BACKGROUND

In 2019, Google implemented a pilot program focused on addressing key risk factors leading to heart disease and stroke. Google selected a Hands Only CPR focus and to address hypertension first. Google's main priority is to train every worker on their pilot site in the lifesaving skill of Hands Only CPR right from the moment they start working there.

Within the first two months, AHA and Google teams trained over 900 workers in Hands Only CPR through Safety Taskforce, staff, foreman, and All Hands meetings. Additionally, as a soft launch addressing hypertension, Google has added teaching workers how to take their blood pressure and register for the AHA's Check. Change. Control. program into daily new employee orientations. Full site launch - May 2020.

## OUTCOMES

**100%**

of the jobsite's workforce trained in Hands Only CPR

**20 new workers each day**

are learning how to monitor their BP as part of new staff orientations

**"I'VE NEVER HAD MY BLOOD  
PRESSURE TAKEN. "**

Check. Change. Control. - 2019 Industry Participant



### CORPORATE CITIZENSHIP + VISIBILITY

Kevin Antonelli  
Construction Management &  
Infrastructure Lead  
Google, Inc.

2020 Hard Hats  
Executive Team Member

2021 Mission Impact Chair



# CASE STUDY:



## CULTURE SHIFT- NUTRITION

As part of Rudolph and Sletten, Inc.'s (R&S) commitment to employee health, R&S marketing, HR and executive teams collaborated with the American Heart Association to create a year-round Eat for Your Heart campaign launched company-wide.

## BACKGROUND

AHA and R&S established new office policies on food ordering company-wide and created a "Healthy Snack Corner" in office kitchens showcasing healthy food options and educational posters on a variety of AHA topics such as sodium, sugar, and healthy fats. With the creation of their signature Eat for Your Heart hard hat sticker, R&S worked with food vendors and the AHA across multiple sites to showcase healthier meal selections. Additionally, R&S hosted AHA and chef-led cooking demos at targeted project sites to teach craft workers how to create quick, easy and healthy lunches.

## OUTCOMES

**1,000+**

workers learned how to make healthy lunches

**350+**

in-office employees reached through Healthy Snack Corners

**Company-wide**

policy changes on food offerings & monthly AHA content for nutrition messaging



Campaign hard hat sticker



## CORPORATE CITIZENSHIP + VISIBILITY

**Martin Sisemore**  
CEO & President

2019 Hard Hats Chair & Presenting Sponsor

**Jeff Russell**  
Vice President, Healthcare  
2019-2023 Hard Hats Executive Team

**Dianna Wright**  
Vice President, Business Development  
2019 Hard Hats Executive Team

**Mike Mohrman**  
Senior Vice President  
2019 Hard Hats Executive Team



# CASE STUDY:



## CULTURE SHIFT - HYPERTENSION

To address the elevated risk of heart disease in the construction industry, Scaffold Solutions teamed up with the American Heart Association to address high blood pressure and equip their employees and, by extension, families with the tools and resources to regularly check their blood pressure.

## BACKGROUND

Currently, over 80 million Americans suffer from hypertension, a leading cause to heart failure. Of that, 1 in 4 U.S. construction workers have high blood pressure and 1 in 25, diagnosed heart disease. To increase participation in the AHA's Check. Change. Control. program, Scaffold Solutions added incentives to all employees who track their blood pressure regularly - employees who monitor their numbers each week for three months are eligible to receive a \$100 cash reward. This incentive galvanized the highest participation rates we've seen to date.

## OUTCOMES

**72%**  
participants are hypertensive

**65%**  
repeat usage of the AHA's online tracker

**50%**  
of participants have lowered their BP numbers into healthier ranges as of January 2020



Campaign hard hat sticker



BLOOD PRESSURE CATEGORY	SYSTOLIC mm Hg (upper number)		DIASTOLIC mm Hg (lower number)
NORMAL	LESS THAN 120	and	LESS THAN 80
ELEVATED	120 - 129	and	LESS THAN 80
HIGH BLOOD PRESSURE (HYPERTENSION) STAGE 1	130 - 139	or	80 - 89
HIGH BLOOD PRESSURE (HYPERTENSION) STAGE 2	140 OR HIGHER	or	90 OR HIGHER
HYPERTENSIVE CRISIS (consult your doctor immediately)	HIGHER THAN 180	and/or	HIGHER THAN 120

### CORPORATE CITIZENSHIP + VISIBILITY

**Ed Sanchez**  
President & Owner  
Scaffold Solutions

*2017-2023 Hard Hats  
Executive Leadership Team*

*2020 Hard Hats  
Personal Giving Chair*



# CASE STUDY: **Turner**

## **CULTURE SHIFT - HANDS ONLY CPR**

The American Heart Association and Turner Construction collaborated to create an internal network of safety leaders trained to teach Hands Only CPR and reach all of Turner Construction's Northern California workforce.



## **BACKGROUND**

Through a train-the-trainer model led by the AHA, all Northern California project sites learned Hands Only CPR during Safety Stand Downs. Additionally, Turner's Safety Team continues to teach Hands Only CPR to all sites ensuring every worker knows how to save a life.



"Recent studies have shown not only that chest compressions without mouth-to-mouth are more successful, hands-only CPR is also simpler and less intimidating to the practitioners than traditional CPR," Lisa Ballantyne, Senior Vice President, Turner Construction. "With that in mind, Turner's Northern California team will continue to drive this initiative until all our workers have been trained in Hands-Only CPR."



## **OUTCOMES**

**5,000+**

workers trained in Hands Only CPR as of Dec '19



Campaign hard hat sticker

### **CORPORATE CITIZENSHIP + VISIBILITY**

**Lisa Ballantyne**  
Senior Vice President  
Turner Construction

*2017 Inaugural Hard Hats Chair  
& Presenting Sponsor*

*2017-2020 Hard Hats Executive  
Leadership Team Member*

